



MARVELOUS POTENTIAL

An Indianapolis program of



An immersive leadership development experience, educating and inspiring local influencers, high-impact philanthropists, business leaders, and civic champions to create a more equitable Indianapolis.

“Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope, and crossing each other from a million different centers of energy and daring, those ripples build a current that can sweep down the mightiest walls of oppression and resistance.”

– Senator Robert Francis Kennedy

MARVELOUS POTENTIAL

Marvelous Potential is an immersive leadership development experience for a small cohort of civic champions, business leaders and high-impact philanthropists to see central Indiana’s challenges through the eyes of those most directly impacted by them. The effort is part of the Beloved Community partnership, a collaboration between the Kennedy King Memorial Initiative (KKMI) and Pacer Sports & Entertainment to honor Dr. Martin Luther King, Jr. and Senator Robert F. Kennedy by confronting issues of social injustice in Indianapolis neighborhoods.

The inaugural cohort of the eight-month program will explore neighborhoods, visit with community members, and see often-unseen aspects of Indianapolis to dive deeply into our incredible potential. The experience is designed to be immersive, meaning in addition to discussions and conversations, participants will spend time on the ground exploring first-hand the realities in many of the city’s most challenged zip codes. The program’s ultimate goal is to inspire leaders to leverage their respective platforms and public influence to develop solutions to address persistent inequities.

Cohort participants will receive instructor led trainings to expand their perspectives and contextual understanding of the systemic injustices and structural inequities producing systematic disadvantages, historical narratives, and the effect of policy, law, governance, and culture in Indianapolis. Facilitated discussions will provide for the diverse exchange of thoughts, opinions, and ideologies.



“It is not enough to understand, or to see clearly. The future will be shaped in the arena of human activity, by those willing to commit their minds and their bodies to the task.” – Robert F. Kennedy

The name *Marvelous Potential* derives from a speech delivered by Senator Kennedy while on a 1968 fact-finding visit to Appalachia in eastern Kentucky. Similar to his travels to the Mississippi Delta, Kennedy's eyes were opened to the impact of divisive politics, racial strife, economic uncertainty, and environmental alarm in local communities. Kennedy lamented the disparities in both communities while noting the untapped potential of the communities he visited.

Indianapolis is inextricably linked to the life and legacy of Senator Kennedy, for Kennedy was in Indianapolis when he delivered his immortal words on the night of King's assassination. Consider one of the greatest speeches in American history, his remarks elevated many above their worst impulses to a place of reflection, forgiveness, and love. In coordination with many community leaders, influential organizations, and communal spirit of hope, Indianapolis stayed calm that evening while cities across the country erupted in violence. Kennedy's speech reverberated across the city, working its way deep into the hearts of many, where its power has only grown.

KKMI builds on the historical events of April 4, 1968, to raise awareness, provoke thought and inspire action to address the scourge of division and injustice that wounds civil society.

The Pacers' history with the Landmark for Peace Memorial and KMMI is a long one. In 1994, long-time Pacers President Donnie Walsh formed the Pacers Foundation and made the creation of the historic landmark at 17th and Broadway streets the organization's very first project. Today, the memorial at the site of Sen. Robert F. Kennedy's impassioned 1968 speech is a source of pride for the community and a constant reminder of how far we have come and how far we have yet to go to achieve the vision promoted by these great leaders.

"Unlocking the immense potential of Indianapolis neighborhoods requires sneaker diplomacy, being present and visible in the community to listen to unfiltered perspectives of what our neighbors actually need. That's the way to ensure solutions are collaborative and come alongside the incredible work already being done by so many to make Indianapolis a more resilient city."

- Rick Fuson, President and Chief Operating Officer at Pacers Sports & Entertainment

GOALS

1. Expand awareness of local influencers to the histories, systems, and policies contributing to inequities experienced in Indianapolis.
2. Educate and inspire philanthropy, advocacy efforts, and policy action to impact the Indianapolis community and the nation.

METRICS

1. Quantifiable social return on investment of new philanthropic activity.
2. The positive impact on an identified social inequity as measured by the social determinants of health for the local population most affected.

"The purpose of life is to contribute in some way to making things better." – Robert F. Kennedy

2021-2022 SCHEDULE

September
Cohort Meeting

October
Immersive
Experience #1

November
Cohort Meeting

January
Immersive
Experience #2

February
Cohort Meeting

March
Immersive
Experience #3

April
Capstone
Symposium

**Limited scholarships are available and may be requested directly through the application form.

FRAMEWORK

The Marvelous Potential program will be based on inclusion, humility-building, integrating history and healing practices, addressing power dynamics, and co-creating with the community.

During seven half-day engagements, participants will be stimulated, educated, and inspired to remedy existing inequities and strengthen Indianapolis.

Programming will include three immersive experiences (two Indianapolis based and one requiring domestic travel) to areas of historical significance and/or those that will illuminate both the gravity and complexities of the injustice upon individuals and communities. Community leaders will lead and facilitate on the ground engagements and introductions to community assets, stakeholders, and supports.

Instruction and contextual education will be curated by academicians, historians, research partners, current/former government officials, subject matter experts, and persons possessing an intimate understanding of the truths of our local history.

Policy and social impact advisement will be provided to guide the development of more strategic and intentional philanthropic interventions and new advocacy. Topics will include System Change, Impact Investing, Venture Philanthropy, Effective Altruism.

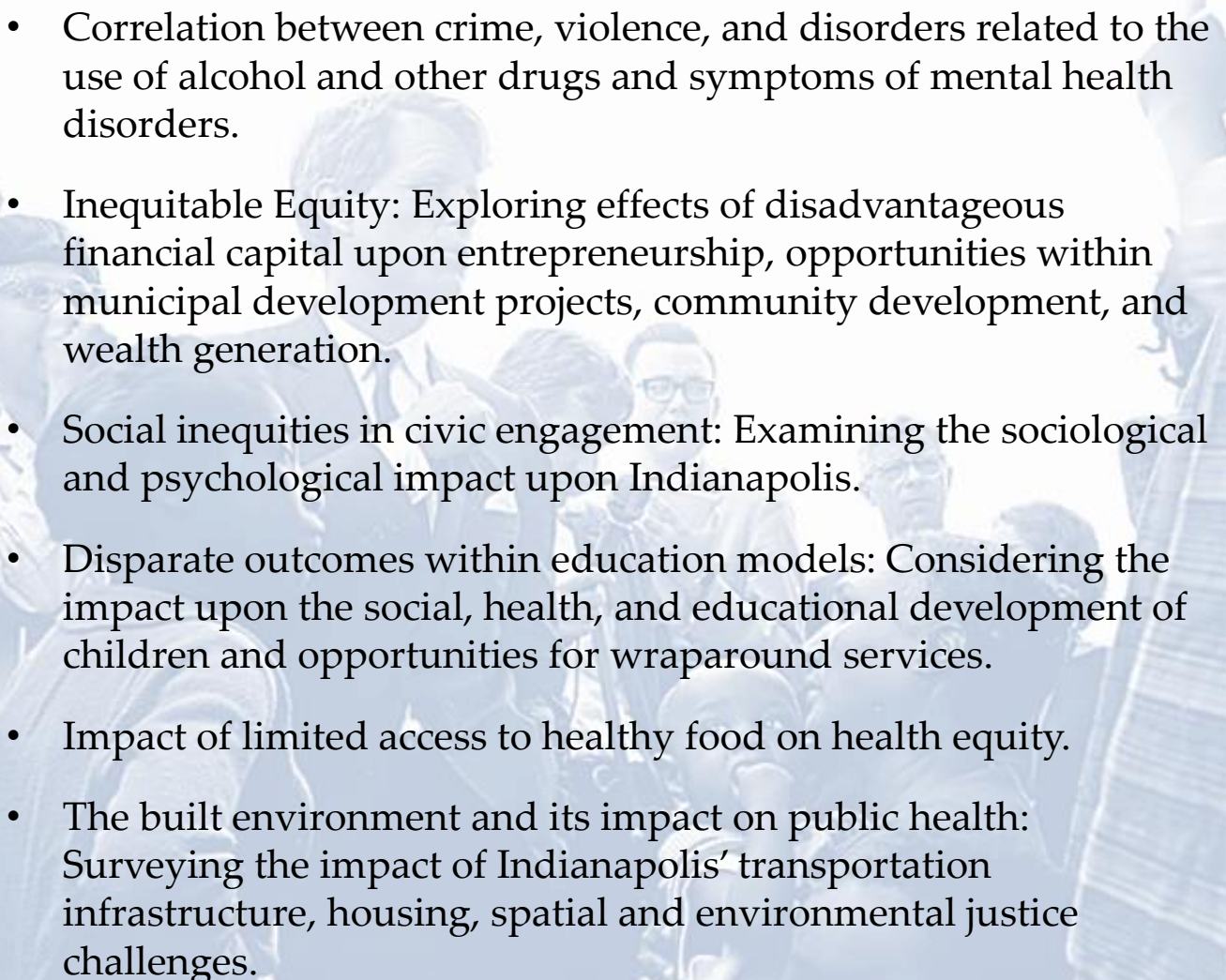
"The future does not belong to those who are content with today, apathetic toward common problems and their fellow man alike. Rather it will belong to those who can blend vision, reason and courage in a personal commitment to the ideals and great enterprises of American society." – Robert F. Kennedy



ASSET BASED COMMUNITY DEVELOPMENT

- Believes that meaningful and lasting community changes always originates from within, and local residents in a community are the best experts on how to activate that change.
- Focuses on the resources and capacities of a community and its residents, instead of dwelling on their needs, problems and deficiencies.
- Inherently optimistic, and assumes every single person has capacities, abilities, and gifts. An accepted quality of life consideration is whether those capacities can be used, abilities expressed, and gifts given.
- The strength of a community is directly proportional to the level at which residents desire and are able to contribute their abilities and assets to the wellbeing of their community.

AREAS OF INEQUITY TO BE EXAMINED

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- Correlation between crime, violence, and disorders related to the use of alcohol and other drugs and symptoms of mental health disorders.
 - Inequitable Equity: Exploring effects of disadvantageous financial capital upon entrepreneurship, opportunities within municipal development projects, community development, and wealth generation.
 - Social inequities in civic engagement: Examining the sociological and psychological impact upon Indianapolis.
 - Disparate outcomes within education models: Considering the impact upon the social, health, and educational development of children and opportunities for wraparound services.
 - Impact of limited access to healthy food on health equity.
 - The built environment and its impact on public health: Surveying the impact of Indianapolis' transportation infrastructure, housing, spatial and environmental justice challenges.

"All of us might wish at times that we lived in a more tranquil world, but we don't. And if our times are difficult and perplexing, so are they challenging and filled with opportunity." – Robert F. Kennedy

"We talk a lot – and rightly so – about the need to listen to the community to better understand how to address the biggest disparities, and Marvellous Potential is meant to remove as many of the filters as possible and link decision-makers directly to those most impacted."

- Darryl Lockett, Executive Director of the Kennedy King Memorial Initiative

INAUGURAL COHORT

The inaugural cohort seeks engaged participants truly interested in enhancing their local impact based in principles of equity. Responsive to the community's culture and needs, it is critical that developed solutions provide residents with the tools to dismantle systemic oppression and create a future with equitable opportunities for all. Participants will be asked to embrace principles of Asset Based Community Development (ABCD) in their interactions and immersive experiences.

As Kerry Kennedy, daughter of Robert Kennedy and president of Robert F. Kennedy Human Rights, said on the 53rd anniversary of his death, "It's time to stop speaking without listening, without acting. We must check ourselves and work anew. That means building authentic relationships and using power and influence to really dismantle pervasive racism and inequality."

Cohort participants will be selected on the basis of their expressed ability to contribute to long-term and systemic social change in Indianapolis, add to the public's understanding of social/racial divisions, and build a future rooted in justice, equity, and inclusion.

Inaugural Cohort Key Dates:

Applications Available: June 28, 2021

Information Session (Virtual): June 30, 2021

Register at KennedyKingIndy.org/MarvellousPotential

Applications Due: July 30, 2021

"We develop the kind of citizens we deserve. If a large number of our children grow up into frustration and poverty, we must expect to pay the price." – Robert F. Kennedy

Solving today's challenges demands 'sneaker diplomacy'

INDIANAPOLIS
BUSINESS JOURNAL

June 11, 2021

Darryl Lockett, Executive Director, Kennedy King Memorial Initiative

Corey Wilson, Vice President of Community Engagement, Pacers Sports & Entertainment (PS&E) and Executive Director, Pacers Foundation

Senator Robert F. Kennedy's 1968 visit to eastern Kentucky was designed to provide the aspiring presidential candidate a first-hand look at the impacts of federal policy on real people in real neighborhoods. It gave him incredible insights into what he called "the irony between plenty and poverty," insights that informed his fresh perspective on how policy and investment could be better leveraged to build communities.

On June 6 of that same year, Kennedy would be assassinated. It is an anniversary we mark each year, and while his voice was silenced, his commitment to the concept of community-informed solutions is as relevant as ever.

For Hoosiers in central Indiana, native or adopted, the immense generosity of our corporate and philanthropic community is without question a source of pride. While Hoosier humility is real and often precludes us from beating our own drum, there is no question we share a spirit of collaboration and local investment commensurate with that of any city in America.

But one of the most glaring lessons of the post- George Floyd era is that actually fixing the chronic disparities disproportionately plaguing communities of color requires more than generosity. We need a new approach, one that builds on the kind of proven immersive experience model for which Indy is known and channels that experiential learning to tackle grassroots-level problems. In short, solving today's challenges demands what we call sneaker diplomacy, the kind of two-way understanding and compassion that comes only from walking a mile or two in someone else's kicks.

That is why we have launched the Marvelous Potential program, an immersive opportunity created by the Kennedy King Memorial Initiative (KKMI) in partnership with Pacers Sports & Entertainment. Part of the Beloved Community partnership between the two organizations, the initiative reflects PS&E's commitment to intentional generosity in intentional geography and KKMI's push to bring the work of leaders like Kennedy and Dr. Martin Luther King, Jr. to life in our community.

The title of the program is itself taken from a speech Kennedy delivered to students and faculty at Alice Lloyd College in Kentucky on that same Appalachia tour. Kennedy, in his typically optimistic manner, noted the incredible problem-solving capacity of communities across the country but articulated a truth as salient in 1968 as it is in 2021: finding sustainable solutions to chronic inequity demands that the leaders see these realities for themselves and hear directly from those who actually live them.

For the next year beginning this September, Marvelous Potential will bring together each month a small and diverse group of business, civic, faith-based, and community leaders in our inaugural class. The program itself is designed to be immersive, meaning classmates will explore neighborhoods, visit with local leaders in the community, and see often out-of-sight aspects of Indianapolis that provide deep dives into our city's incredible potential and the challenges we must confront. Our ultimate objective is to help leaders actively experience the ways that policy, private-sector investment, and philanthropy can be better aligned to solve the most pressing disparities that have for decades faced communities of color in central Indiana.

Marvelous Potential will help bridge that understanding and allow leaders to see their chance to impact Hoosier lives – the lives of their Indianapolis neighbors – through a whole new lens. This is the kind of intentional effort we all deserve.

Our city holds a special and unique place in the history of the fight for social justice and civil rights. Right here, at 17th Street in the heart of our community, Senator Kennedy delivered one of the most consequential speeches of the Twentieth Century when he urged calm and peace and unity in the aftermath of the assassination of Dr. Martin Luther King, Jr.

Kennedy said, "We have to make an effort in the United States. We have to make an effort to understand, to get beyond, or go beyond these rather difficult times."

The understanding RFK urged will come with experience, and experience will come with immersion. That is the promise of Marvelous Potential, and we look forward to bringing this important initiative to life over the next year. We hope you will join us.

For more information on Marvelous Potential and to apply, please visit www.kennedykingindy.org/marvelouspotential.

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