

# REBUILD AMERICA

One Brick, One Human, One Community at a Time.

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# SHOW CONCEPT

AMERICA loves a good makeover show! What it loves even more are second chances. REBUILD AMERICA will be both. Each one-hour episode will feature extraordinary Americans who need renovation help and our crew of formerly incarcerated who are ready to jump in.

On REBUILD AMERICA we get to see not only incredible brick + mortar renovations but the dramatic personal transformations of the crew working on them.

The twist on REBUILD AMERICA is that we get to follow the parallel arcs of our renovation subjects and our crew members.

**Although our crew have their built-in struggles as formerly incarcerated persons the goal of the show will be to highlight the commonality in all of us.**

**Our beleaguered GOP business owner in Kansas finds common ground with Jake our carpenter when it is revealed they are both struggling with opioid addiction.**



**Mary, a conservative Christian who runs the local foodbank, learns Matt who she has been working side by side with is gay...so is her son. Through Matt she sees her son in a different light.**

**It is recognizing our shared humanity and similarities that is at the heart of REBUILD AMERICA and where we can all begin to heal.**

# The Facts

- 4.4 million people are currently under incarceration, probation or parole. 75% of these individuals are serving terms for non-violent offenses. *(Prison Policy Initiative, 2020)*
- America spends \$80 billion a year on public + private prisons. *(Hamilton Project at the Brookings Institute, 2015)*
- Statistically 1 in 3 black men will be imprisoned. *(NAACP, 2021)*
- 80% of all women in prison are moms. *(Prison Policy Initiative, 2018)*
- 65% of prisoners suffer from drug or alcohol addiction. *(The Nation's Health, A publication of The American Public Health Association, 2010)*
- Currently there is an 83% recidivism rate for state prisoners. *(Prison Legal News, 2019)*
- Mass incarceration has disproportionate and devastating impacts on communities of color and other vulnerable populations. *(The Sentencing Project, 2016))*

## **RENOVATION STORIES**

**Each of the recipients of a REBUILD AMERICA makeover will be chosen from the diverse fabric of this nation. They will run a wide gamut from hero frontline workers to exhausted teachers.**

**We will restore a synagogue in Florida that was vandalized with Nazi symbols and hate.**

**A community center in Portland that was in shambles pre-Covid and is needed now more than ever.**

**A Tex Mex restaurant in Dallas that needs to get back on its feet after the patriarch was deported.**

We will meet 88-year-old Lelia Davis, America's first female black mayor who lost her husband to COVID and has been struggling to keep her legacy alive.

This social justice pioneer and national treasure will share her stories of race and struggle as the REBUILD AMERICA crew renovates her dilapidated home.

The crew and the audience will have a chance to see history reveal itself first hand.



Each of our reno crew are dealing with their own struggles which range from years of being incarcerated to overcoming their own addictions.



Through the shared experience of pain and transformation we are all healed.

Stacy Rojas (right) 31, was recently released from serving 13 years of incarceration when this picture was taken. In the middle of our overnight makeover of the Nationbuilder offices, we found ourselves in need of a rake for the zen garden we were creating. Stacy looked at me, took a piece of wood and literally appeared an hour later with the perfect zen rake! She made the impossible happen.

Stacy was broken and scared when I met her, she is now the director of *The Young Women's Freedom Centre* working to help other women transitioning from prison. She and several of my former art department crew credit those first jobs + the experience of working on productions as the lightning rod for their healing.

## TRANSFORMATION + HEALING

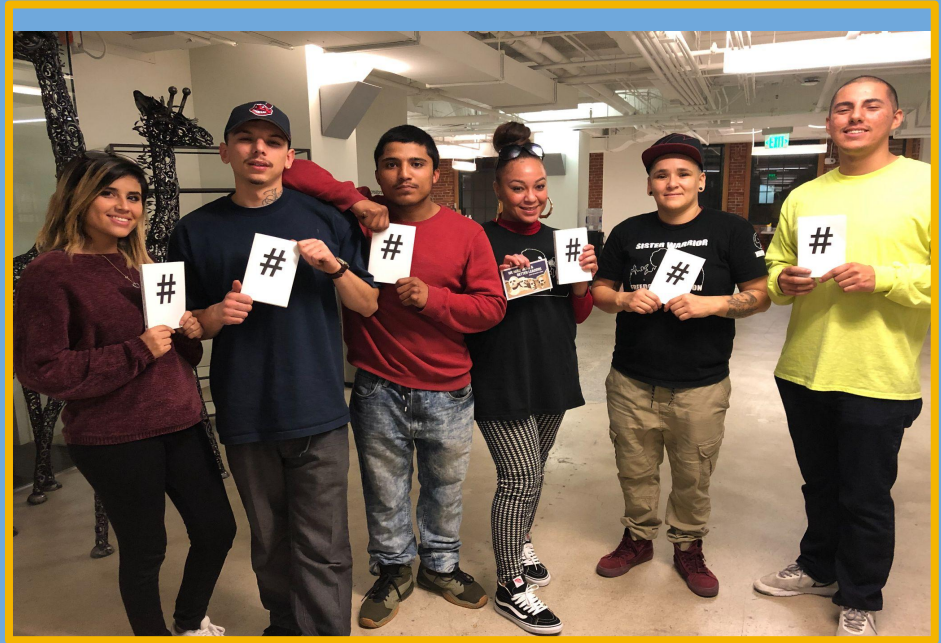




**What REBUILD AMERICA will offer is an intimate look at a diverse group of people who are fighting hard to overcome their mistakes. They, like all Americans, want to be treated with dignity, given opportunities to prove themselves, and most of all jobs. Jobs which are denied to them because of the social stigma associated with being incarcerated.**

**Currently the support the state of California gives all persons leaving prison is \$200. That is barely enough money to get home and not nearly enough to provide a foundation for a new life. It is left to the community to provide the support needed for successful re-entry.**

**The existing parole system does its best to ensure people are NOT successful once out. Parole officers are given complete control over the formerly incarcerated from random home searches to the power to “violate” you for the most insignificant and unjust offenses such as having any interaction with police. Yes...that means if you were stopped for a traffic ticket you could be written up. All resulting in you going back into the system.**



We have a unique opportunity to change the perception of people who have been part of the inhumane criminal justice system + offer real world help to change their lives!

Each episode will feature licensed architects, master tradesmen and design experts who will assist in the physical building renovations + life coaches and licensed therapists to assist in the human transformations.

By identifying with our crew members' life stories we will gain insight into the real-life stories and humanize the person behind the prison numbers they are assigned when they enter the system.



# SHOW FORMAT

- Length: 60 minutes
- Hosted by diverse social justice celebrities.
- The crew will be consistent for the entire 13-episode series. They will be a mix of novice and expert craftsman.
- All will have some issue they are overcoming from years of incarceration to living in the foster system.
- The arc of the project owner will intersect with the storylines of highlighted crew members. ie. Jack our carpenter is in recovery from opioid addiction and our homeowner recently lost their child to opioid addiction. Although different circumstances the tragedy and struggle of opioid addiction unites them both.
- Each show will highlight the potential we all have as humans to literally build a better life.

# The Results

- REBUILD AMERICA will showcase from a human perspective how difficult it is to re-enter society after being in a brutal and dehumanizing environment.
- Work to change the social stigma of being incarcerated.
- Put a spotlight on draconian probation policies such as surprise probation checks + subpar ankle bracelets with bad battery life which make working complicated for the recently released.
- Elevate skills learned behind bars by applying them to the real world.
- Provide mentorship + job training that benefits both the crew member and society at large.
- Create the *Diamond List*. A national job list for formerly incarcerated folks.

# The Team

## Dawn Sinko

Emmy-nominated producer + designer, veteran of numerous TV reality shows (Hell's Kitchen 1&2, Extreme Makeover Home Edition, Kitchen Nightmares, Bar Rescue, Gym Rescue). Manager of countless formerly incarcerated crews who helped create seminal social justice events and art installations. A believer in good bones and the potential in all humans to create a beautiful and just world.

## Crew

Formerly incarcerated + systems impacted Individuals including foster youth. Led by architect and former crew member Jesse Sanitago.

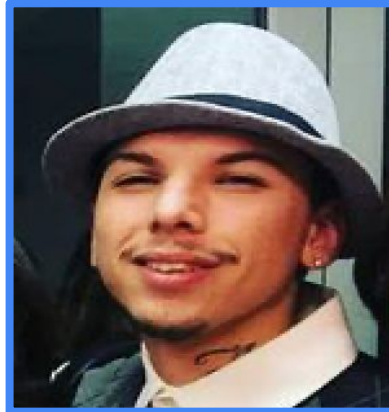
## Host

High-profile social justice BiPOC celebrity.

To hear more click on  
[Crew Stories](#)



**Myrell Minor, 35**  
**12½ yrs Incarcerated**



**Marcus Tapia, 24**  
**5 yrs Incarcerated**



**Stacy Rojas, 33**  
**14 yr incarcerated**



**Billy McCuan, 30**  
**1½ yrs incarcerated**

# Partner Organizations

ARC - Anti-Recidivism Coalition - <https://antirecidivism.org/>

Cut 50 - <https://www.thedreamcorps.org/our-programs/justice/>

Ladies of Hope Ministries - <https://thelohm.org/>

70 Million Jobs - <https://www.70millionjobs.com/>

Young Women's Freedom Center - <https://www.youngwomenfree.org/>

Video Links: Into Action - <https://intoaction.us/2017>

We Rise 1 - <https://werise.la/2018/> + We Rise 2 - <https://werise.la/2019/>