

EXHIBIT 28



Brett >



Aug 17, 2019, 4:41 PM

W

Favre Project...

Sorry for sending so much but we want it to be sufficient enough

That looks fine. We will see if it is ap-



iMessage





Brett >

will see if it is approved.

Ok thanks

Aug 19, 2019, 4:37 PM

Anything else I should tell Nancy?

Just submit it and we will work it from here...



iMessage



Proposal to Mississippi Department of Human Services
for
The Center for Excellence in Healthy Living
at
The University of Southern Mississippi

This concept paper proposes implementation of components designed to support individuals and families through the Center for Excellence in Healthy Living focusing on obesity, bullying prevention, and personal development through research and evidence-based programming focused on healthy living and nutrition (childhood obesity and family nutrition), healthy choices, bullying prevention and awareness, leadership development, job readiness training, and personal and financial stability. It is our desire to name the center, The Dewey Phillip Bryant Center for Excellence in Healthy Living, in honor of Governor Phil Bryant's steadfast dedication to health and wellness.

Project Summary

The Mississippi Community Education Center (MCEC), the University of Southern Mississippi (USM) and Brett Favre, Mississippi Native and member of the National Football Hall of Fame, are collaborating on the establishment of the Center for Excellence in Healthy Living focusing on the healthy living and nutrition, healthy choices, leadership development, job readiness training, and family stabilization. This collaboration will have an immediate and positive impact on individuals and families throughout Mississippi as well as a direct impact for the University of Southern Mississippi and surrounding communities. The Center for Excellence in Healthy Living will serve as model that can easily be replicated and expanded to each of the Institutions of Higher Education and Community College campuses, thereby facilitating greater accessibility of these resources, program and supports.

Based on the success of similar Centers for Excellence in Healthy Living, this project will afford unique opportunities for collaboration amongst community-stakeholders, community-based organizations, aging service providers, health care systems, governmental agencies, and healthcare payors, all with

impact the health profiles of the whole family.

- Nutritionists and Graduate Assistants will administer a comprehensive nutrition education and services program.

2. Development of a Bully Awareness and Prevention Center

- Develop a parent awareness seminar offered in communities to help parents increase awareness, respond and combat bullying
- Provide school districts and schools with resources to combat bullying (on-campus and off)
- Create a statewide youth engagement initiative that serves as a grass-roots bullying prevention effort

3. Development of a Comprehensive Leadership Academy

- The mission of the program will be to develop youth and adults as community leaders, to prepare them for jobs/careers and to positively impact local communities (youth and families) through strategic engagement, service and programming.
- Administer a comprehensive leadership training program.
- Necessary budget support to fund development, launch and operation of program.

4. Development of a Comprehensive Life Skills engagement program

- The mission of the program will be to enhance the job/career and civic engagement/service futures of participants through programming that enables participants to positively impact local communities (youth and families) in a very intentional and strategic way.
- Youth Development Programs and Initiatives
- Soft Skills Development
- Job Readiness – resume writing, cover letters, interview skills, and job coaching

5. Provide education in Personal and Financial Literacy

- Graduate Assistants will administer a personal and

forge additional partnerships in a wide variety of educational and professional areas. Most importantly, said funding will provide a mechanism to continue and expand these meaningful and much needed resources to move Mississippi positively in obesity, bullying related suicides, and bridging the soft-skills gap.

Services will be on-going throughout the grant period. Target populations will include K-12 schools, Community College campuses, University of Southern Mississippi, William Carey University initially. Businesses and community organizations will also be recruited for participation. Over a 12-month period, it is projected that program will serve between 5,000 to 7,000 participants utilizing evidence-based curricula with assessments bring conducted pre and post. Any additional information collected (BMI, net loss, etc.) will be input into a data base system for tracking and accountability.

This program will require financial support from Mississippi Department of Human Services between 1.8 and 2 million dollars. These funds will be deposited in and maintained by the **University of Southern Mississippi Athletic Foundation** and designated specifically for the Dewey Phillip Bryant Center of Excellence at the University of Southern Mississippi. This commitment will help to ensure that this isn't just a project or program, rather it is a sustainable process that provides a perpetual direct and meaningful impact on youth and families for many years to come. Upon request MCEC will provide a more detailed budget or provide additional detail.