Tab 1

2CENTS & IN FOR A PENNY (IFAP)

Full Core Overview & Grant Translation Guide

PART I — 2CENTS

What 2CENTS Is

2CENTS is a nonprofit civic education, participation, and community engagement ecosystem designed to help individuals, families, schools, and communities better understand issues, strengthen local connection, build constructive participation habits, and turn awareness into meaningful action.

At its core, 2CENTS was created to address a growing challenge: many people feel disconnected from their communities, overwhelmed by information, uncertain about how to participate, and increasingly isolated from meaningful local engagement. Traditional systems often provide information but few practical opportunities to practice communication, collaboration, leadership, problem-solving, civic responsibility, or constructive participation in real-world settings.

2CENTS was built to bridge this gap.

Rather than focusing only on politics, opinions, or public debate, 2CENTS approaches participation as a practical life skill — helping people learn how to communicate, collaborate, think critically, solve problems, understand different perspectives, navigate information, and positively contribute to their communities.

The system is intentionally designed to make participation approachable, rewarding, measurable, and community-centered rather than confusing, overwhelming, or divisive.

2CENTS is intentionally nonpartisan, educational, and participation-focused.

The goal is not to tell people what to think.

The goal is to help people learn how to think critically, engage constructively, work together, and participate meaningfully in their schools, neighborhoods, and communities.

The Problem 2CENTS Solves

Communities increasingly face:

• Low civic participation
• Youth disengagement
• Weak neighborhood connection
• Reduced trust and collaboration
• Social fragmentation and isolation
• Difficulty navigating complex information environments
• Limited practical civic education
• Low awareness of local opportunities and resources
• Limited visibility into how communities function and improve

Many individuals and families want to participate positively but do not know:

- Where to begin
- How to get involved
- How to make participation feel manageable
- How to find trusted local opportunities
- How to engage constructively

Traditional systems often separate learning, action, local awareness, community discussion, and participation into disconnected experiences.

2CENTS was designed to bring these systems together.

The 2CENTS Civic Life Cycle

2CENTS uses a practical participation framework called the:

Learn → Play → Vote → Act Cycle

This structure transforms passive awareness into measurable participation.

LEARN

Participants learn through short educational experiences, issue summaries, practical information, perspective-building content, school experiences, community resources, and simplified explanations designed to make complex topics easier to understand.

PLAY

Participants reinforce learning through games, challenges, simulations, trivia, collaborative experiences, rewards, and interactive tools that make engagement active rather than passive.

VOTE

Participants practice voice, perspective-taking, participation, and collaborative decision-making through polls, community priorities, local voting opportunities, classroom participation, and feedback systems.

ACT

Participants turn participation into meaningful action through local projects, volunteer opportunities, school initiatives, service experiences, community missions, neighborhood involvement, and measurable participation opportunities.

The model is intentionally designed to build positive participation habits over time.

The 2CENTS Ecosystem

2CENTS combines multiple connected systems into one participation ecosystem.

Daily Loop

The Daily Loop is the core participation engine of 2CENTS.

Participants move through:

Learn → Play → Vote → Act

to build consistent habits of awareness, participation, teamwork, and constructive engagement.

The Daily Loop helps transform participation from a one-time event into an ongoing practice.

Mission Hub

Mission Hub is the guided action layer of 2CENTS.

It helps individuals and families discover:

- Volunteer opportunities
- Service projects
- School initiatives

- Community challenges
- Events
- Local actions
- Participation pathways

Mission Hub reduces confusion by helping people understand:

What can I do next?

Neighborhood Ops

Neighborhood Ops is the local awareness and community intelligence system.

It helps users better understand:

- Community priorities
- Local needs
- Nearby opportunities
- Events
- Organizations
- Participation trends
- Community projects
- Available supports and services

Neighborhood Ops helps people see their communities more clearly while improving local visibility and connection.

Penny’s Soapbox

Soapbox is the community conversation layer.

It allows individuals, schools, families, organizations, and communities to:

- Share updates
- Ask questions
- Surface local needs
- Increase visibility
- Encourage perspective-sharing
- Strengthen communication

Soapbox is designed to support constructive dialogue rather than division.

INSPIRE Score

INSPIRE is the participation and growth system of 2CENTS.

Participation is recognized across:

I — Impact
N — Network
S — Support
P — Participation
I — Information
R — Responsibility
E — Engagement

The system reinforces positive participation habits while helping individuals see measurable growth over time.

Civic Identity & Baseball Cards

2CENTS includes participation-based identity systems designed to help users visualize growth, progress, contribution, leadership, and engagement.

Collectible civic cards and identity tools help make participation feel tangible, memorable, and motivating.

Trust & Verification

2CENTS includes accountability and verification systems designed to encourage safer participation, stronger trust, and greater transparency across schools, families, organizations, and communities.

Signals & Intelligence

Signals & Intelligence tools help communities better understand:

- Participation trends
- Community priorities
- Engagement gaps
- Areas needing support
- Local activity patterns

This creates better visibility into what communities care about and where action may be needed.

Penny

Penny serves as the guide and mascot of the 2CENTS ecosystem.

Built from everyone's collective "two cents," Penny symbolizes the idea that stronger communities are created when everyone contributes, participates, and works together.

What Makes 2CENTS Different

Unlike traditional civic education models, social platforms, or community systems, 2CENTS combines:

• Education
• Gamification
• Civic literacy
• Community visibility
• Local awareness
• Positive participation systems
• Family engagement
• School integration
• Measurable engagement tracking
• Real-world action pathways

The result is a community participation operating system that helps people move from awareness → participation → action.

Long-Term Goal of 2CENTS

The long-term goal of 2CENTS is to help communities become:

- More informed
- More connected
- More collaborative
- More constructive
- More engaged

while helping individuals develop lifelong habits of:

leadership, teamwork, responsibility, participation, communication, and constructive engagement.

2CENTS is where awareness becomes participation, and participation becomes action.

Tab 2

PART II — IN FOR A PENNY (IFAP)

What IFAP Is

In For A Penny (IFAP) is the youth and school engagement model within the 2CENTS ecosystem.

IFAP is a two-week school and community-based participation experience designed to help students build:

- Leadership
- Teamwork
- Communication
- Responsibility
- Confidence
- Civic literacy
- Collaboration
- Perspective-taking
- Positive participation habits

through short, interactive, age-appropriate experiences.

Rather than teaching political viewpoints, IFAP teaches participation.

Students learn how to:

- Work together
- Communicate effectively
- Solve problems
- Understand different perspectives
- Practice responsibility
- Strengthen school culture
- Build leadership habits
- Positively contribute to their schools and communities

The goal is to make participation tangible, engaging, memorable, and practical.

The Problem IFAP Solves

Schools increasingly face:

• Student disengagement

• Weak school culture
• Limited leadership opportunities
• Reduced teamwork and peer connection
• Low family engagement
• Limited practical civic education
• Social disconnection among students
• Classroom behavior challenges
• Repetitive one-time assemblies that leave little lasting impact

Many school programs provide information but few opportunities for students to practice leadership, communication, teamwork, responsibility, and participation in meaningful ways.

Many fundraising programs also create:

- Student pressure
- Unequal participation
- Social friction
- Limited schoolwide engagement
- Short-term experiences with little lasting infrastructure

IFAP was built to solve these challenges.

How IFAP Works

IFAP follows the same civic life cycle as 2CENTS:

Learn → Play → Vote → Act

LEARN

Students participate in short classroom experiences (typically 12–15 minutes daily) focused on communication, leadership, responsibility, teamwork, perspective-taking, school culture, civic understanding, and community awareness.

PLAY

Students reinforce learning through:

- Community games
- Team challenges
- Cooperative activities
- Physical movement

- Interactive classroom experiences
- Civic game experiences

Participation remains fun, active, and memorable.

VOTE

Students practice voice and participation through:

- Classroom voting
- Team decisions
- Participation goals
- Shared school experiences
- Community-building opportunities

Students learn how decisions work while building confidence and perspective-taking.

ACT

Students turn participation into action through:

- Teamwork
- School spirit
- Participation goals
- Positive recognition
- Community involvement
- Shared achievements
- Leadership opportunities

The School = City Model

IFAP uses a school-as-community model.

School = City
Classrooms = Neighborhoods
Students = Active Participants

Students help their “city” grow stronger through teamwork, participation, voting, collaboration, and shared goals.

This makes participation feel tangible and meaningful.

What Makes IFAP Different

IFAP is intentionally designed to be:

• Minimal classroom disruption
• Easy for schools to implement
• Low preparation for educators
• Inclusive of every student
• Participation-focused
• Leadership-building
• School culture strengthening
• Family engagement integrated
• Fun and memorable

Every Student Participates

IFAP is intentionally designed to reduce social friction.

Students are not singled out.

There are:

• No participation restrictions
• No public fundraising pressure
• No exclusion from activities

Instead, students work toward:

Shared classroom goals
Team participation
Schoolwide success

The model emphasizes:

Teamwork over competition.

The Live + Digital Experience

IFAP combines a live school experience with long-term digital infrastructure.

During the two-week experience students participate in:

- Classroom lessons
- Games
- Voting
- Challenges
- School spirit activities
- Participation systems
- Baseball-style civic cards
- Recognition systems

After the program ends, participation does not stop.

IFAP connects directly into the 2CENTS ecosystem, helping students and families continue through the same civic life cycle:

Learn → Play → Vote → Act

Families and students can continue participating through:

- Games
- Polls
- Missions
- Neighborhood updates
- Community participation
- Civic identity systems
- Positive participation tracking

This turns IFAP into both:

A standalone school experience
AND a long-term participation on-ramp into 2CENTS

Lasting School Infrastructure

Unlike traditional assemblies or fundraisers that end after a short event, IFAP leaves schools with continued participation infrastructure.

Schools gain a reusable system that can continue supporting:

- Student engagement
- School spirit

- Family connection
- Communication
- Participation
- Voting
- Missions
- Fundraising visibility
- Community involvement

This reduces the need for schools to repeatedly invest in disconnected short-term programs.

The goal is to lower long-term cost while increasing long-term impact.

Schools are not just receiving a program.

They are gaining an engagement system they can continue building upon.

Additional Benefits

IFAP can also support:

• School fundraising initiatives
• Positive school culture
• Leadership development
• Family participation
• Stronger home-school connection
• Positive behavior reinforcement
• Teamwork and inclusion
• Stronger school-community relationships

Long-Term Goal of IFAP

The long-term goal of IFAP is to help young people build healthy participation habits early in life so they grow into:

More informed
More collaborative
More responsible
More confident
More engaged community members

The goal is not political participation alone.

The goal is healthy community participation, stronger schools, stronger relationships, and stronger communities.