

INCENDIARY DESIGNS

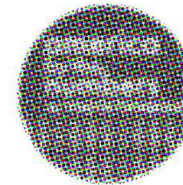
**A design studio
that empowers
products & brands
to make the world
better.**



BRANDING

From new startups to 30+ year old nonprofits, we specialize in modular, scalable design that takes into account past, present, & future.

SENTIMENT ANALYSIS / QUALITATIVE BRAND RESEARCH /
BRAND MAPPING / GROUP FACILITATION / NAMING / BRAND MODERNIZATIONS /
REBRANDS / BOARD & STAKEHOLDER PRESENTATIONS



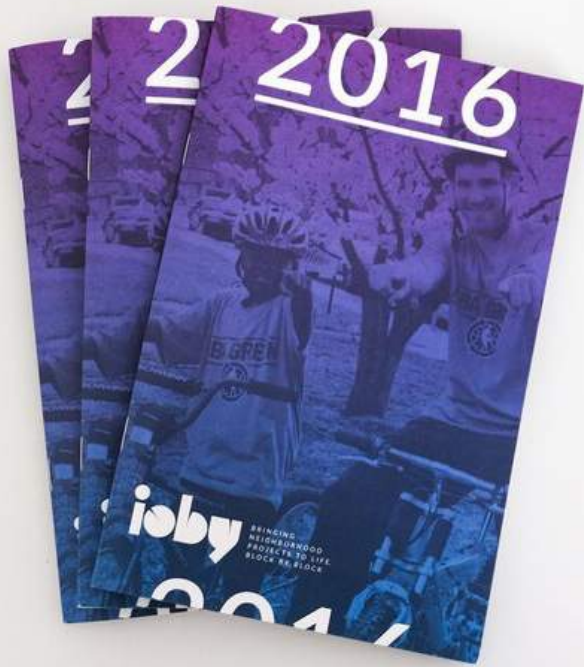


PRINT DESIGN

When designing for print, we like to keep adaptability & scalability in mind—thinking ahead to shareable snippets & online components.

ANNUAL REPORTS / POSTCARDS / BUSINESS CARDS / LETTERHEAD / MAILERS





the futuro matters 2016



"You Are Cordially Invited to the Quinceañera"
We follow the journey of one young woman, Alexis from Whittier, California, as she prepares for her big day. From going to the Los Angeles District with her mom in search of the perfect dress to the last-minute dance rehearsal, we follow Alexis through the steps of the way. We meet the self-proclaimed "Quinceañera Lord," whose videos garner scores of likes on YouTube, and whether they will have a quinceañera for their daughter. We also talk with family friends from the East Coast and attend one of the biggest Quinceañera parties in the city. We explore the quinceañera as a status symbol, a form of female empowerment, a statement about Latin identity and also just a really fun party.

"One Nation Under Trump"
Following election week, we gave space to hear what Latinos on both sides of the political divide were feeling. We took a close look at how the Latino vote shook out on election night, and how Trump's campaign promises on immigration might translate into policy. Plus, the history of "white rage," the election of the first Latina senator in Nevada, and the emotional voicemails from our listeners.

"The 25 Percent"
Today, Latino students make up 25 percent of school students in the South. Then, in the 1950s, they were just 10 percent. What happened at the time? How did it happen? How did it happen?

LISTEN <http://latinousa.org/episode/cordially-invited-halleys-quinceanera/>



IN THE THICK

YOU WANT MY VOTE? SAY NO TO DEPORTATIONS!

OUR FAMILIES DESERVE JUSTICE

In 2016 we launched In The Thick, a political podcast from a person of color (POC) perspective, co-hosted by Maria Hinojosa and Julio Ricardo Varela. Each week, they sit down with prominent journalists, advisors, politicians, and activists of color to discuss what's missing from the mainstream news. Our roundtable conversations about race, identity and politics are genuine and reliable. In The Thick is regularly outrating podcasts from Anderson Cooper, Bill O'Reilly, Morning Joe and Rush Limbaugh.

"the #2 and #9 most influential national Latino political commentators"

Hosts Maria Hinojosa and Julio Ricardo Varela were selected as the #2 and #9 most influential national Latino political commentators for the presidential election in a survey of Latino opinion leaders.

In The Thick's diverse roster of guests in 2016 included:

- Jelani Cobb, Staff Writer for the New Yorker
- Linda Sarsour, Executive Director of the American Association of New York
- Bettina Inčian, Outreach Director for the American Association of New York
- Amanda Terkel, senior post at Huffington Post
- Yamir...



4%
make up only 4% of classroom workforce.?

4.7 million
Futuro reached 4.7 million across our 4 media properties in 2016.

226%
Futuro had a 226% increase in individual donors in 2016.

37 million
In 2016, our Facebook had 37 million impressions.

64%
Futuro's social media audience is 64% female.

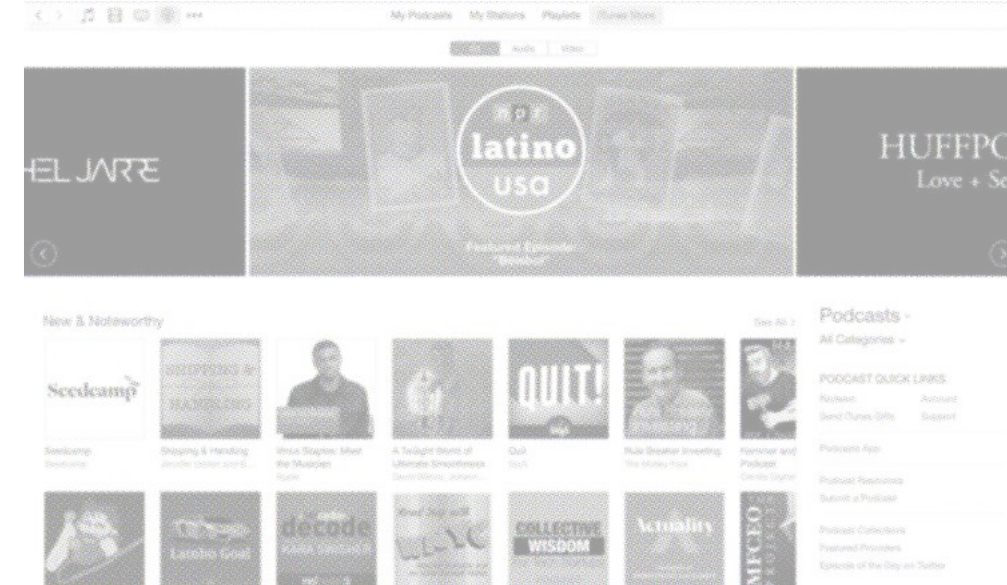
11 million
Our twitter had 11 million impressions in 2016.

79%
Futuro's website page views increased 79% in 2016.

Source: Statista Carriage - NPR Carriage Report Center; AQH, Cume, Composition - ACT 1 based on Nielsen Audio, Persons 12+, Listener Hours, TSL - ARA Audiographics © 2016 The Nielsen Company. May not be quoted or reproduced without the prior written permission of Nielsen.

WEB & DIGITAL PRODUCT

We believe in digital products that are easy to update and easy to use, & campaigns that are simple to be a part of.



QUALITATIVE UX RESEARCH / APP & WEBSITE DESIGN / ADVANCED TAXONOMIES FOR RESEARCH, CAMPAIGNS, & EDUCATIONAL TOOLS / UX, UI, & PRODUCT DEVELOPMENT



hxo

about get involved resources research blog contact give

Join us at our upcoming Virtual Book Club to discuss: The Problem with Everything, by Meghan Daum

learn more

Heterodox Academy is a group of nearly 4,000 educators, administrators, & graduate students who believe diverse viewpoints & open inquiry are critical to research & learning.

become a member



"We must welcome the debate, modeling for our students how to listen more intently to understand competing perspectives and learn from the rich diversity of people and ideas on our campuses."
—RON CRUTCHER, ADVISORY COUNCIL MEMBER

The latest at HxA

VIEWPOINT

Openness and Diligence in the Search for Truth
JUDITH SHAPIRO | MAY 14, 2020

read more

HALF HOUR OF HETEROODOXY

Episode 85: Michael Roth, Safe Enough Spaces
CORY CLARK | MAY 12, 2020

hxo

about get involved resources research blog contact give

Tools & Resources

search

CLEAR ALL

Resource Type

- Book
- Curricula
- Executive Team Statement
- Guide
- Recommended Reading
- Tip Sheet
- Video

Library Topic

- About HxA
- Campus
- Classrooms
- Community
- Teaching

Audience

- For Administrators
- For Faculty
- For Members
- For Students

Recommended Reading

- 10 Colleges Where You Won't Have To...**
Debra Mashek, Jonathan Haidt
+ Campus + Community
- 2019 Conference – Executive...**
Debra Mashek
+ About HxA + Community
- 25 Ways to Bring Heterodoxy to Campus**
+ Campus + Teaching

Video

- A Conservative's Plea: Let's Work...**
Arthur Brooks
+ Community
- About HxA One Pager**
+ About HxA
- Advice for Faculty Job Ads**
+ Campus

Tip Sheet

- Advice on Syllabus Language**
+ Classrooms + Teaching
- Campus Expression Survey Manual**
+ Campus + Classrooms + Teaching

Book

- All Minus One**
Dave Cicirelli, Jonathan Haidt, Richard V. Reeves
+ Classrooms + Community

Guides

- Campus Free Speech Guide**
+ Campus + Classrooms + Community

Conference Keynote 2019

- Conference Keynote 2019 – Lynn...**
Lynn Pasquerella
+ Campus + Community

More

Contribute tools & resources

We are compiling a compendium of initiatives, policies, programs, and other innovations that have been deployed in classrooms, on campuses, and in disciplines to support open inquiry, viewpoint diversity, and constructive disagreement. We want to hear practical strategies, tools, and resources that have worked for you, and that others can readily adapt and implement in their own institutions. These can range from entire courses to syllabi, reading lists, and research. [Learn more & contribute.](#)

hxo

about get involved resources research

HxA Podcast: Half Hour of Heterodoxy

Episode 79: Jill DeTemple, A Structure for Difficult Classroom Dialogue
Chris Martin | February 4, 2020

read more

search

▼ Date, New to Old

CLEAR ALL

Podcast Topic

- About HxA
- Author Interview
- Campus
- Culture
- Pedagogy
- Politics
- Research
- Viewpoints

Episode 85: Michael Roth
CORY CLARK | MAY 12, 2020
Michael Roth, President of Wesleyan University, 'Safe Enough Spaces'.

Episode 84: Christian Go
CHRIS MARTIN | APRIL 27, 2020
This is a special one-hour episode featuring whether it's possible to define conservatism.

Episode 83: Cory Clark, (And in the Social Science)
CHRIS MARTIN | APRIL 9, 2020
Cory Clark is my guest on this episode. She's Heterodox Academy. She's also a social psychology professor at Durham University in the UK.

Episode 82: Katie Gordon
CHRIS MARTIN | MARCH 28, 2020
On today's episode, we'll be talking about the Coronavirus pandemic. We talk about what guidelines around psychotherapy. We'll also



MEET THE CHARACTERS



NIA
Storm Reid



CEDRIC
Chance Hurstfield



GRUNT
Bobby Moynihan



SIR CEDRIC
T.R. Knight



PRINCE ANDREW
Wilson Cruz



SAYLOR
Teri Polo

SPECIAL GUESTS



DAISY
Shannon Chan-Kent

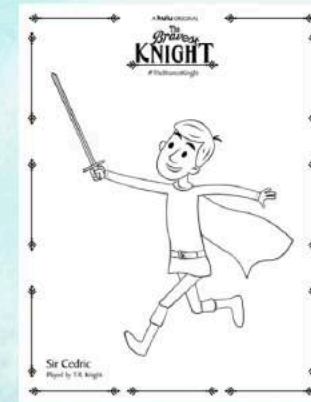


THE GIANT
Brian Drummond



BILLY GOATS
David Howard Thornton

CEDRIC AND THE FAIRIES
EPISODE 5





DREAM UNIVERSITY PREP
(DREAM UP)

[LEARN MORE](#)



Support Networks



Academic Success



Social & Emotional
Life Skills



Financial Literacy
& Resources



Health & Wellness



Career Readiness



Civic Engagement

Educate. Empower. Achieve.

At the "I Have A Dream" Foundation, we provide individualized social, emotional, and academic support to young people ("Dreamers") from under-resourced communities from kindergarten all the way through college, along with guaranteed tuition support. We believe that when given equal access to the resources they need to succeed, all children can ignite their innate potential and achieve their dreams. Since "I Have A Dream" was founded by Eugene Lang in 1981, we have served nearly 18,000 Dreamers in over 200 programs nationally.

The Numbers

3x

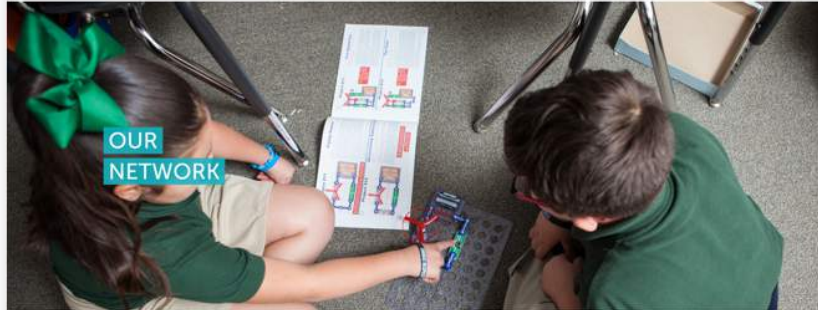
Dreamers are over 3x more likely to earn a bachelor's degree than their low-income peers.

90%

90% of Dreamers graduate High School, compared to 74% of low-income students nationally.

\$1M

College graduates earn, on average, an additional \$1 Million in lifetime earnings.

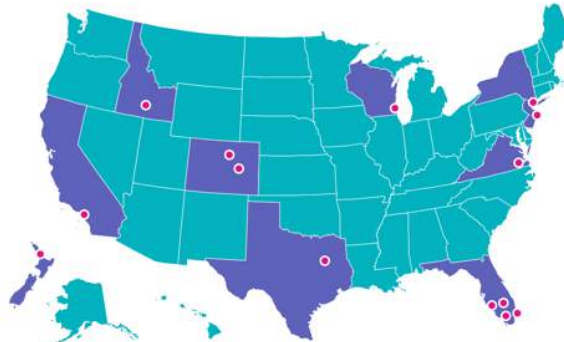


OUR
NETWORK

[f](#) [t](#) [in](#) [e](#)

Our Network

We currently support a network of 14 affiliates in 9 states and in New Zealand, serving over 5,000 Dreamers in every grade from Kindergarten through Post-Secondary.



Boulder, CO

"I Have A Dream" Foundation of Boulder County
[WEBSITE](#)

Newark, NJ

"I Have A Dream" Foundation—New Jersey
[WEBSITE](#)

Dallas, TX

"I Have A Dream" Foundation—Dallas
[WEBSITE](#)

Denver, CO

Colorado "I Have A Dream" Foundation
[WEBSITE](#)

Miami, FL

"I Have A Dream"—Overtown, Inc.
[WEBSITE](#)

Richmond, VA

"I Have A Dream" Foundation—Richmond
[WEBSITE](#)

Los Angeles, CA

"I Have A Dream" Foundation—Los Angeles
[WEBSITE](#)

"I Have A Dream" Foundation of Miami, Inc.
[WEBSITE](#)

Milwaukee, WI
"I Have A Dream" Foundation—Milwaukee
[WEBSITE](#)

Hailey, ID

"I Have A Dream" Foundation—Idaho
[WEBSITE](#)

"I Have A Dream" Foundation—Bayview
[WEBSITE](#)

New Zealand

"I Have A Dream" Charitable Trust
Whangarei, NZ
[WEBSITE](#)

Beacon (Miami) FL
[WEBSITE](#)

New York, NY

"I Have A Dream" Foundation—New York
[WEBSITE](#)

News from our Network

OUR HISTORY



Founder Eugene Lang

1981 EUGENE LA ADDRESSE 121 6TH G CLASS

Businessman Eugene M. Lang t the elementary school he had a Harlem 50 years earlier, to add graduating sixth graders. He in students. "Work hard and you'll way to the podium, the school } that three-quarters of the scho probably never finish high schc to make an impromptu change promised college tuition to eve strowl in high school and gradt



"An impulsive move on the part of one visionar national movement to positively impact the liv low-income communities from coast to coast..."



In 1981, businessman Eugene M. Lang returned to P.S. 121 in East Harlem 50 years earlier, to address i intended to tell the students, "Work hard and you'll si podium, the school principal told Lang that three-qua probably never finish high school, prompting Lang to speech: he promised college tuition to every sixth gri graduated.

Lang told the class about witnessing Dr. Martin Luthe speech at the 1963 March on Washington. He urged l dreams and promised to do all he could to help them

As he got to know his "Dreamers," Lang realized they give all 61 of them on his own. He hired a full-time Pr and enlisted the support of a local community-based support to the children through high school graduat close personal relationships with all the Dreamers.

By August of 1985, all of Lang's Dreamers were still ir news media inquiries in the hope that others would b done. It worked. A front-page story in *The New York Times* and a segment on 60 Minutes led to widespread inquiries began pouring in, and in 1986, Lang formed the national "I Have A Dream" Foundation to help lau Dream" Programs.

Since then, over 200 "I Have A Dream" programs have operated in 28 states, Washington, D.C., and New Zealand, together serving 18,000 Dreamers. "I Have A Dream" has also freely shared its model with others — individuals, corporations, church and community groups, and government agencies — to generate other educational support programs that help many more children who lack a clear pathway to college.

And Lang's original 61 Dreamers? Of the 54 who remain in contact with the organization, more than 90% have earned their high school diplomas or GED certificates; and 60% have pursued higher education. The Dreamers have received degrees from Bard College, Barnard College, Swarthmore College, Rensselaer Polytechnic Institute, CUNY Hunter, and other schools. Almost all of the P.S. 121 Dreamers hold fulfilling jobs, and now their children are beginning to graduate from college.



Partner with us to support Dreamers in a

All Audio Video



friday july 10, 2015 >

Béisbol

This week, Latino USA explores the past, present and future of baseball.

Listen

+ Playlist



New & Noteworthy

- Seedcamp
- Shipping & Handling
- Vince Staples: Meet the Musician
- A Twilight World of Ultimate Smoothness
- Quit
- Rule Breaker Investing
- Hammer and Podcast

Podcasts

All Categories

PODCAST QUICK LINKS

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- Account
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Podcasts App

Podcast Resources



ENVIRONMENTAL

We believe in building tactile & interactive experiences by putting ease of navigation & attendee participation first.

EVENT POPUPS & INSTALLATIONS / STAGE DESIGN / BANNERS / BILLBOARDS





Eduardo
3rd Grade

My dream is
to be a librarian
or an artist.



SPEECH LESS
WEDNESDAYS AT 8:30
THE GOLDBERGS



THE FIRST-EVER
LC 500 HAS ARRIVED



LEXUS

LOVE IS ALL YOU NEED

LOVE IS ALL YOU NEED

music unlimited

Make College Dreams
A REALITY.

VISIT
IHaveADreamFoundation.org

I HAVE A DREAM
FOUNDATION

Has made a
brighter future
FOR 18,000 CHILDREN.

PEDESTRIAN FLOW TO
KEEP MOVING



"I HAVE A DREAM"
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Educate. Empower. Achieve.

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HETERODOX
ACADEMY

#HXACONFERENCE

#HXACONFER

COMMUNICATIONS STRATEGY

The most effective communications don't come from ads, but from empowering brand believers to stand up & spread the word.



CAMPAIGN & MOVEMENT BUILDING / MULTIMEDIA STORYTELLING / THOUGHT LEADERSHIP & OP ED STRATEGY (INCLUDING GHOSTWRITING) / INTERNAL COMMUNICATIONS STRATEGY FACILITATION / PITCH REFINEMENT / TONE & MESSAGING GUIDANCE





Income and education inequality persists, more must be done

BY DONNA LAWRENCE, CONTRIBUTOR - 08/19/16 03:36 PM EDT

6 COMMENTS

EDUCATION

The first lady gives NYC seniors a dreamy college sendoff

The "I Have a Dream" foundation works with low-income students bridge the achievement gap.

By Alizah Salario Published : April 29, 2016



[LISTEN](#)

Leslie Odom Jr. Donates 'America The Beautiful' Proceeds to 'I Have a Dream' Foundation

FEBRUARY 5, 2018 - 10:40 AM - 0 COMMENTS



EDUCATION

**We empower
founders & teams
to harness design
principles & comms
best practices to grow
their audiences.**

COURSES ON DESIGN ELEMENTS & PRINCIPLES FOR STARTUP & NONPROFIT FOUNDERS &
TEAMS / STRATEGIC COMMUNICATIONS WORKSHOPS / TEAM-WIDE BRAND
FACILITATION, DESIGN & COMMUNICATIONS BROWN BAGS



“I thoroughly enjoyed the class and learned a lot. I look forward to referring back to the great slides and now have more insight into the decisions that are made surrounding design, branding and UI/UX - its a fun world that I hope to dive into deeper.

THANK YOU!”





FOUNDER & PRINCIPAL

Kaitlin Archambault

Kaitlin Archambault is a designer, creative director, and communications strategist with a decade of experience growing and leading creative teams. She started her career in public media, branding and growing the reach and funding of NPR and PBS programs as a part of The Futuro Media Group. In 2013, she went on to found Brooklyn-based creative studio Incendiary Designs, which has built and grown nonprofit and social good brands on 5 continents. Kaitlin has worked to advance education policy and grown thought leadership programs for placement in outlets like the *New York Times*, the *Washington Post*, and *The Hill*. Her background is in public art and grassroots movement building: she was part of the initial press push and benefit campaign around the imprisonment of Russian punk band Pussy Riot, and has taught art therapy at the women's jail on Riker's Island.



CONTACT

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