



AUTHOR / EDUCATOR / STRATEGIST

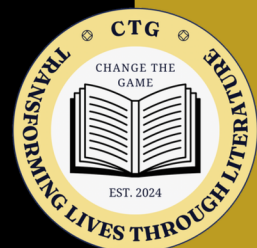
T.M. JEFFERSON

MEDIA KIT

2025

WWW.CTGPRO.ORG

(914) 563-8014
INFO@CTGPRO.ORG



FROM PRISON CELL TO NATIONAL MOVEMENT: HOW ONE MAN'S STORY SPARKED A NEW MODEL FOR TRANSFORMATION

T.M. JEFFERSON
MEDIA KIT
2025

T.M. Jefferson's Change The Game (CTG) Program is redefining what rehabilitation looks like, shifting focus from behavior correction to identity transformation.

Change The Game is lived truth turned into a curriculum. Created by author and educator T.M. Jefferson, the CTG Program blends personal storytelling, mindset development, and practical strategy to help justice-involved youth and adults break free from cycles of incarceration and survival.

Developed from Jefferson's memoir, *Change The Game*, and supported by a 118-page workbook, the program has already begun transforming lives through partnerships with community organizations and correctional institutions, including the New Rochelle Community Justice Center (NRCJC).

In 2026, Jefferson is taking this mission national with the CTG 6-City Tour, aiming to distribute 300 workbooks and expand programming to at-risk communities and reentry populations across the country.

CTG is a cultural shift. It meets participants where they are, shows them who they can become, and equips them to rewrite their stories with power, purpose, and clarity.

Key Facts:

- Program Launch: 2024
- Tour Launch: May 2026
- Format: 12-week identity transformation curriculum
- Reach: 300+ participants projected on tour
- Core Texts: *Change The Game: A Memoir* and CTG Educational Workbook
- Core Focus: Identity, mindset, narrative, and transformation
- Website: www.ctgpro.org

FROM SURVIVAL TO STRATEGY

FROM THE BLOCK TO A BLUEPRINT: HOW T.M. JEFFERSON TURNED HIS STORY INTO A MOVEMENT

T.M. JEFFERSON
MEDIA KIT
2025

Twenty years ago, T.M. Jefferson was sitting in a New York State prison cell on a gun charge. No roadmap. No mentorship. Just a decision; keep playing the same game, or change it entirely.

That moment became the spark.

After rebranding his life, Jefferson wrote his way out and built an entire model around transformation through storytelling. His memoir, *Change The Game*, chronicles that journey: from incarceration to introspection to impact. It became the foundation for the CTG Educational Program, a 12-week curriculum that helps others do what he did, rewrite their narratives and design a life rooted in strategy, not survival.

Now, two decades later, Jefferson is bringing his program back to the same city where it all began; New Rochelle, NY, through a partnership with the New Rochelle Community Justice Center (NRCJC). The initiative marks a full-circle moment of redemption and purpose: returning to those same streets, not with fear or regret, but with a blueprint for transformation.

As Jefferson puts it, *"I was once the kid the system wrote off. Now I'm writing the system's correction."*

Through CTG, he's helping youth, returning citizens, and community leaders build identities that transcend their circumstances, creating a ripple effect of empowerment that's spreading far beyond New Rochelle.



THE FOUNDER STORY: FULL CIRCLE

THE CHANGE THE GAME (CTG) EDUCATIONAL PROGRAM: TRANSFORMING LIVES THROUGH LITERATURE

T.M. JEFFERSON
MEDIA KIT
2025

OVERVIEW:

The Change The Game (CTG) Educational Program is a 12-week, evidence-informed curriculum that uses storytelling, strategic thinking, and mindset training to disrupt cycles of incarceration and empower individuals to take control of their narrative.

Developed by author and educator T.M. Jefferson, the program transforms lived experience into structured learning, merging emotional intelligence, cognitive reframing, and goal-setting into one holistic framework.

CTG'S CORE PREMISE:

Traditional reentry and youth programs focus on behavior modification, fixing what people do. CTG focuses on identity transformation, changing how people see themselves.

When participants begin to view themselves as capable, strategic, and worthy of success, behavior change follows naturally and sustainably.

PROGRAM STRUCTURE:

CTG is divided into four key modules, each designed to build self-awareness, resilience, and long-term planning skills:

1. **Identity** - Understanding the power of personal narrative and reshaping self-perception.
2. **Power** - Developing self-mastery, emotional intelligence, and decision-making strength.
3. **Strategy** - Learning critical thinking, goal-setting, and practical problem-solving.
4. **Legacy** - Designing a personal and community impact plan that outlives circumstance.

THE PROGRAM OVERVIEW

FORMAT & REACH:

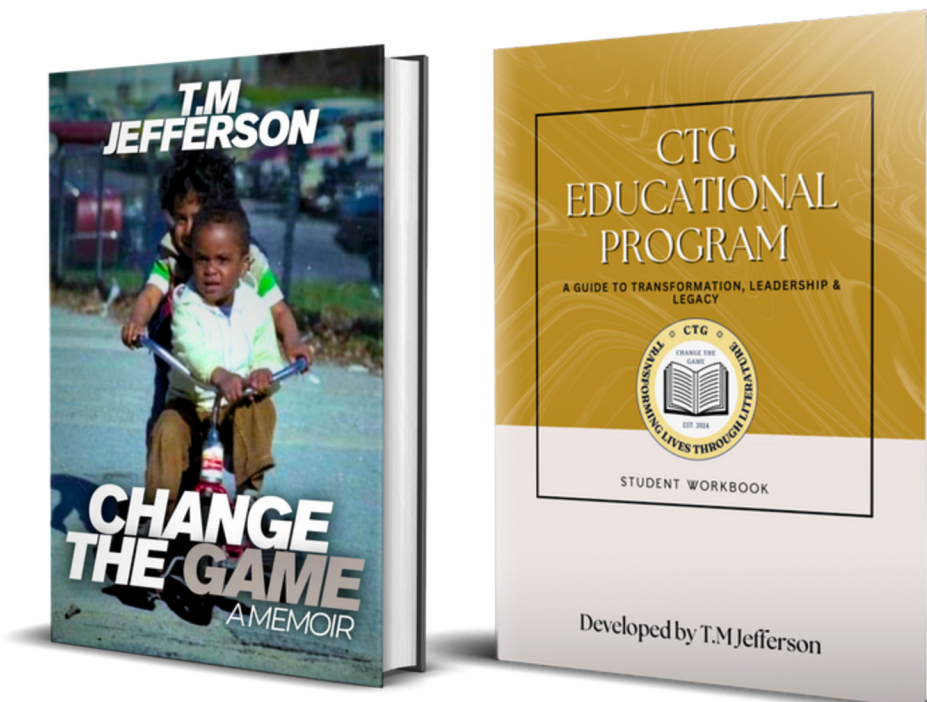
Each participant receives a 118-page CTG workbook with guided exercises, reflection prompts, and facilitator notes. The curriculum is adaptable, and can be used in correctional facilities, youth programs, and community-based organizations nationwide.

RESULTS SO FAR:

- Participants report increased confidence, clarity, and sense of purpose after completion.
- CTG's pilot in partnership with the New Rochelle Community Justice Center (NRCJC) has been met with strong engagement and promising outcomes.
- Expansion efforts are now underway through the CTG 6-City Tour Fundraiser, bringing the program to six major cities across the country in 2026.

JEFFERSON'S GOAL:

"To get this workbook into the hands of every young person who feels like they're out of options, before the system convinces them that they don't have any."



Change The Game: A Memoir & The CTG Student Workbook

T.M. JEFFERSON
MEDIA KIT
2025

THE PROGRAM OVERVIEW

THE CTG 6-CITY TOUR: TAKING TRANSFORMATION ON THE ROAD

T.M. JEFFERSON
MEDIA KIT
2025

OVERVIEW:

In 2005, T.M. Jefferson was arrested on a gun charge in New Rochelle, New York; the same city where, twenty years later, he's returning with his Change The Game program to rewrite the story.

The **CTG 6-City Tour** is a nationwide movement to bring identity-based transformation directly to the communities most affected by cycles of incarceration and disconnection.

Through workshops, partnerships, and community sessions, Jefferson and his team will deliver the 12-week CTG Educational Program to hundreds of participants, empowering them with the mindset, strategy, and tools to take back their narrative and build lasting success.

MISSION:

To distribute 300 CTG workbooks, host workshops in six major U.S. cities, and connect directly with organizations working with at-risk and justice-involved youth.

TOUR IMPACT GOALS:

- **6 Cities** - Key regions selected for need and community readiness.
- **300 Participants** - Each receiving a workbook and guided instruction.
- **500+ Indirect Lives Impacted** - Through family, peers, and community ripple effects.
- **6 New Partnerships** - Building a national network of identity-focused education.

THE CTG 6-CITY TOUR FUNDRAISER

FUNDING GOAL:

\$12,000 through a national GoFundMe campaign.

BUDGET BREAKDOWN:

- **\$6,000** – Program Materials
(118-page CTG workbooks, facilitator guides, and completion certificates)
- **\$4,000** – Travel & Lodging
(Transportation, accommodations, and workshop logistics)
- **\$2,000** – Marketing & Miscellaneous
(Outreach materials, venue fees, and promotional content)

TOUR DATES:

May – July 2026

(A three-month movement connecting cities, classrooms, and communities.)

WHY THIS IS IMPORTANT:

Every participant who completes the CTG program represents more than a personal success story, it's a reduction in recidivism, a stronger family, and a community restored.

Where the system invests in containment, CTG invests in capability. Where society sees statistics, CTG sees strategy.

This tour is proof that transformation travels.

GOFUNDME:



CONTACT:

info@ctgpro.org

T.M. JEFFERSON
MEDIA KIT
2025

THE CTG 6-CITY TOUR FUNDRAISER

T.M. JEFFERSON
MEDIA KIT
2025

THE CTG EDUCATIONAL PROGRAM

