



A VIBE CALLED FRESH '24

SATURDAY SEPTEMBER 21, 2024

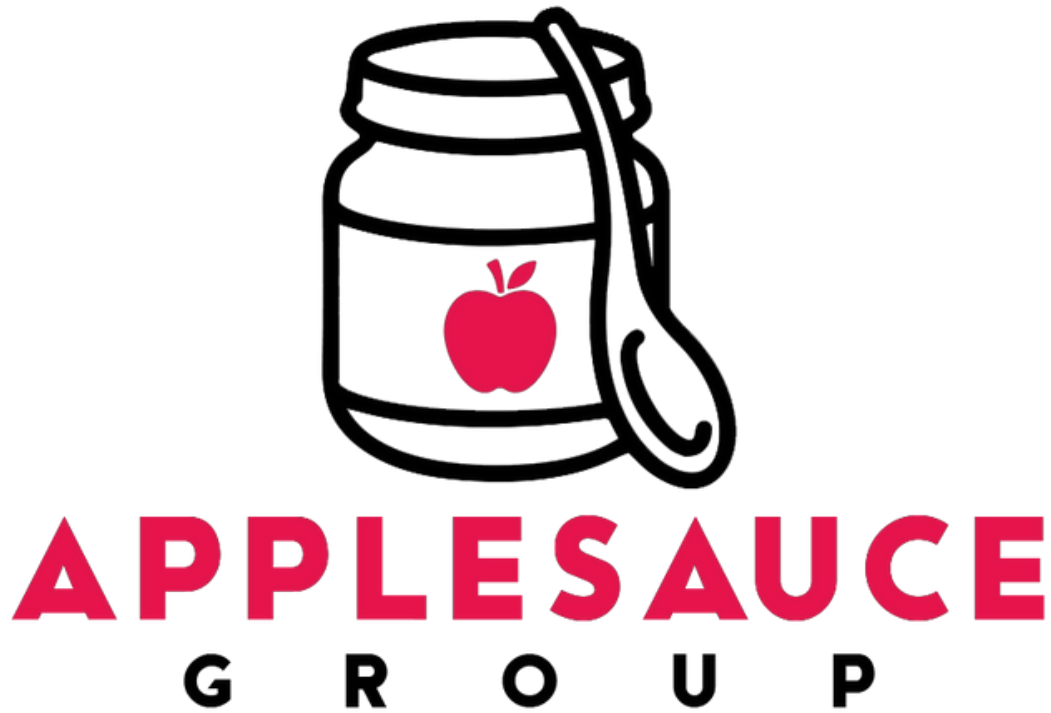
2:00PM - 8:00PM

WEST COMPLEX - 1600 W. TRADE ST.

A MULTI-TIERED SYSTEM OF ACTIVE, ORGANIC, INTENTIONAL,
EDUCATIONAL & SUSTAINABLE COMMUNITY ENGAGEMENT



APPLESAUCE
GROUP



Applesauce Group

The Applesauce Group, a grassroots 501(c)(3) nonprofit, is all about cultivating positive, high-energy vibes.

Our mission: To create & harness joy, for building better futures.

- Outreach Focus: Historically excluded communities, ensuring access to the support they deserve.
- Origins: Initially aimed at addressing the impacts of discriminatory housing policies.
- Evolved Focus: Expanded to a holistic approach called "Whole Connectivity," addressing broader empowerment and healing needs.
- Homeownership: Still a key part of the mission, now integrated with the larger vision of individual and community empowerment.
- Name Inspiration: Applesauce Group reflects the concept of delivering essential resources through enjoyable experiences, like masking medicine with applesauce.



Applesauce Group

- **Experiential Spaces:** Dedicated to creating vibrant, engaging spaces fostering belonging, togetherness, and community.
- **Empowering Resources:** Events provide a platform to share resources from an "orchard" of partner organizations.
- **Audience Focus:** Primarily serves historically excluded communities, offering support to recover from systemic challenges.
- **Evolved Mission:** Originally targeted discriminatory housing practices but now encompasses broader empowerment pathways.
- **Holistic Approach:** Focuses on creating culturally authentic spaces that promote joy and relief from systemic racism.
- **Engagement Strategy:** Builds trust through a philosophy of "convince me less, I'll believe you more" leading to authentic connections and higher outreach success.
- **Founding Principle:** Inspired by the parental trick of masking medicine with applesauce, making difficult essentials easier to engage with through enjoyable experiences.



A VIBE CALLED FRESH:

THE FLAGSHIP FESTIVAL

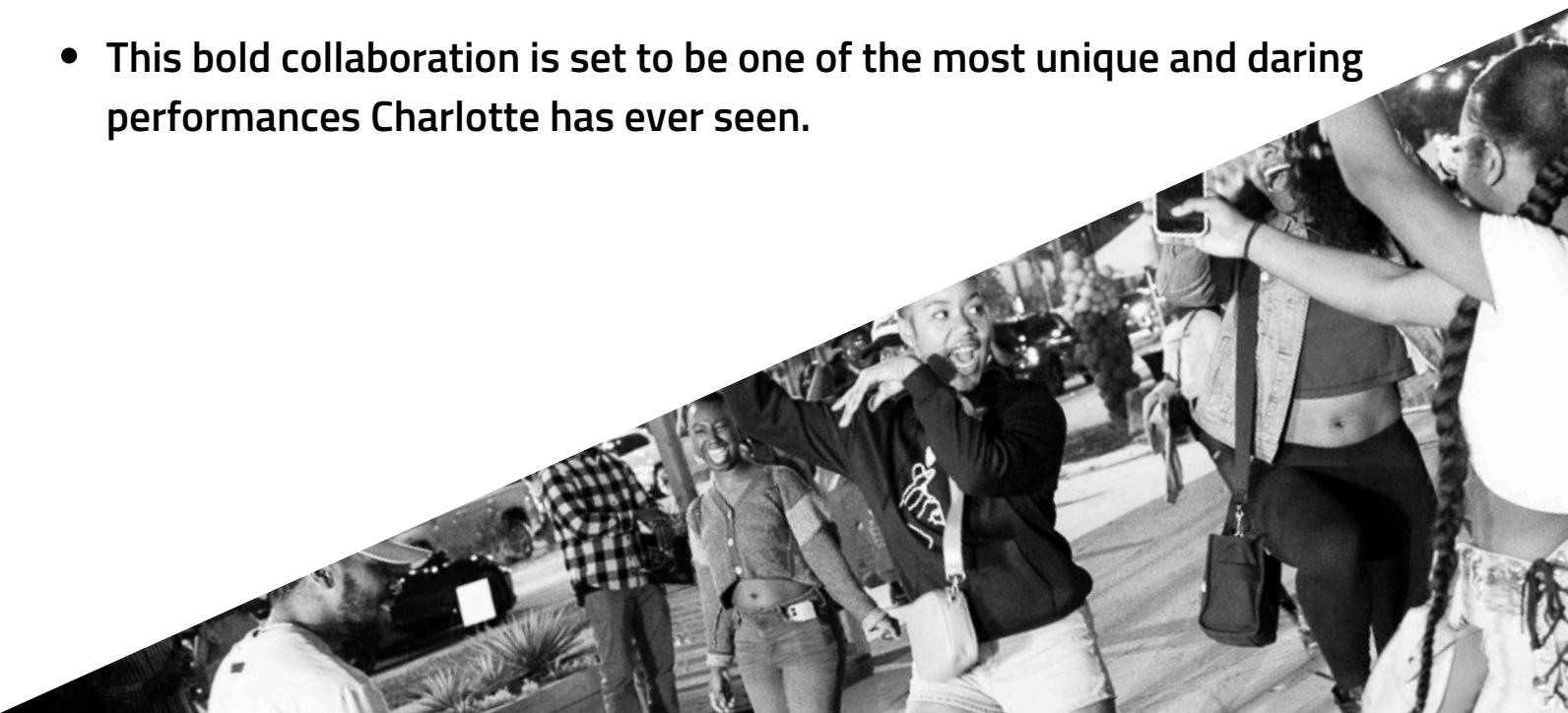
•The Applesauce & The Medicine:

- A Vibe Called Fresh: Applesauce Group's flagship festival, began in 2017 before the organization was officially formed.
- Origins: A casual cookout transformed into a space for connecting attendees with local organizations focused on homeownership and financial literacy.
- Catalyst for Change: The festival has evolved from a simple gathering to a powerful platform, countering marginalizing policies and promoting equity in Charlotte.
- Mission: Aim to empower historically excluded communities while creating dynamic, joyful experiences.
- Showcasing Local Talent: Curates culturally enriching events that spotlight local artists and creatives of color.
- Expanded Focus: While homeownership remains key, the festival now also fosters healing, empowerment, and holistic support for various community needs.
- Future Vision: Committed to growing the festival's impact, spreading joy, and nurturing positive change through unity, collaboration, and celebration.



WESTSIDE SYMPHONY

- Westside Symphony will close A Vibe Called Fresh '24, marking a first-of-its-kind collaboration.
- Developed by Winston Robinson after David Fisk, President of the Charlotte Symphony Orchestra, proposed a partnership with Applesauce Group.
- Winston collaborated with DJ Buttafingaz, a legendary Charlotte DJ, to record one of his famous nightclub sets from midnight to "Choosing Time."
- Harvey Cummings, a Charlotte-based musician, transcribed and arranged the club set into symphonic parts.
- The Charlotte Symphony Orchestra will perform the musical parts while DJ Buttafingaz plays live vocal layers, scratches, and sound effects.
- A group of professional vocalists, organized by Rae Monique, will provide adlibs, chorus support, and mimic sound transitions.
- This bold collaboration is set to be one of the most unique and daring performances Charlotte has ever seen.



BECAUSE JOY IS ESSENTIAL

YOU DESERVE A SPACE TO FROLIC...

At Applesauce Group, we deeply value the importance of providing spaces where Black individuals can experience joy, belonging, and togetherness in an authentic and culturally relevant environment. We understand that the relentless pressures and exhausting aspects of navigating systemic inequalities take a toll on mental and physical well-being.

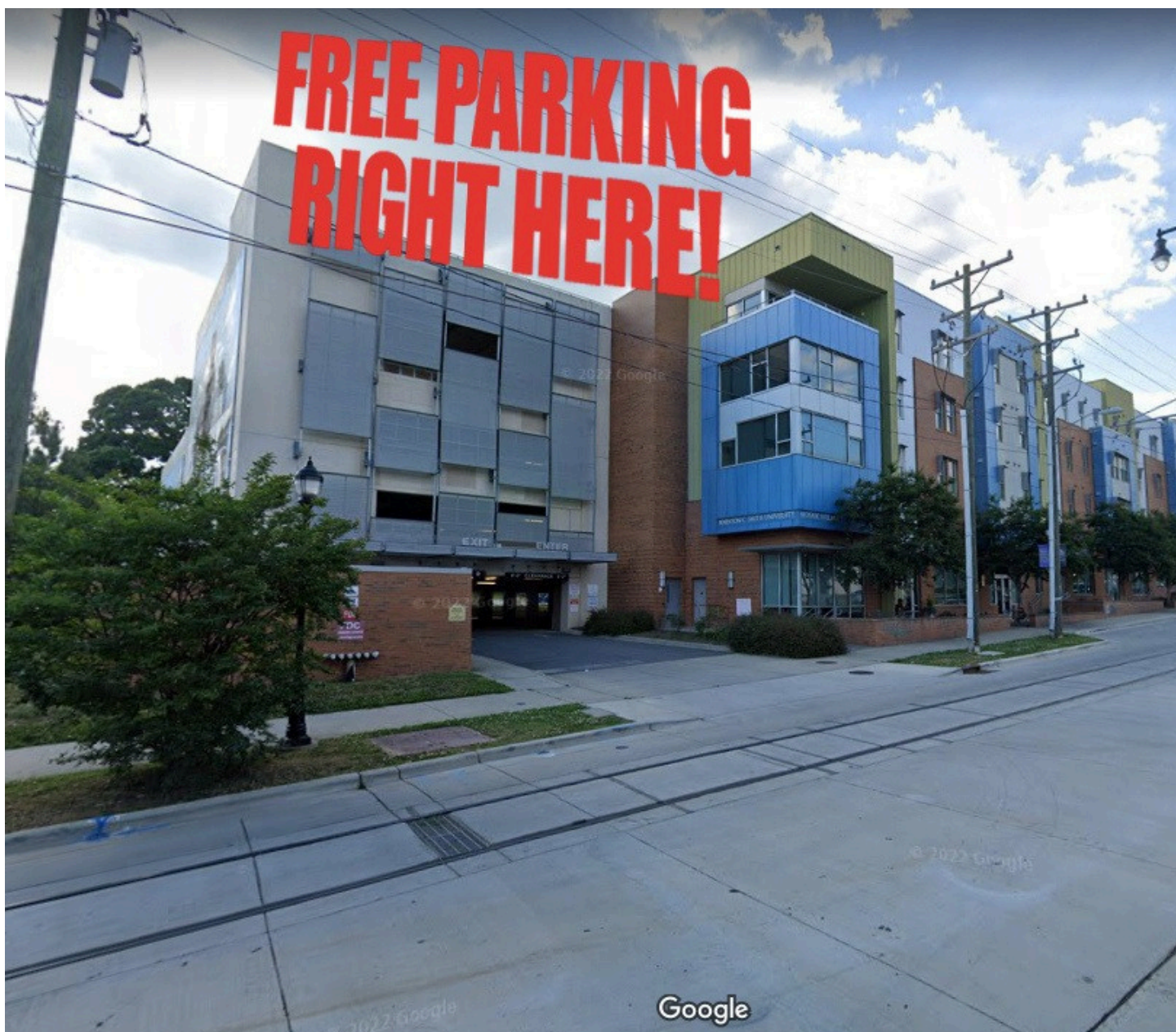
That's why one of our core missions is to provide an organic and authentic environment where Black people can find solace and rejuvenation amidst the daily challenges. The act of mindlessly frolicking may seem trivial to some, but it holds immense significance for mental health and well-being. In a world filled with stressors and challenges, indulging in carefree and unstructured play can be profoundly rejuvenating and therapeutic. By providing spaces to engage without inhibition, we hope to promote mental wellness and empower individuals to embrace joy, creativity, and self-expression without restraint.

Through events like A Vibe Called Fresh, we strive to cultivate a sense of community and celebration that honors the diverse cultural traditions and experiences within the scope of Blackness. By creating these inclusive and affirming spaces, we aim to foster a sense of empowerment, where individuals can authentically connect, and find support and solidarity, while ultimately experiencing the freedom to unapologetically be themselves.

FREE PARKING - MOSAIC VILLAGE PARKING DECK

1601 W. TRADE ST. CHARLOTTE, NC 28216

- **PARK IN UNMARKED SPACES ONLY.**
- **FOLLOW RULES AND GUIDELINES OF LISTED INSIDE THE MOSAIC VILLAGE PARKING DECK**



INCLEMENT WEATHER POLICY

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In the event of inclement weather the following procedures will be followed:

The event will be postponed in hopes that inclement weather will pass. If the inclement weather does not pass in time to complete the event safely in the original or a modified format, the event will be canceled.

Every effort will be made to hold this event on time on this date. Should this event be canceled due to an Act of God or other circumstance beyond the control of Applesauce Group directors there will be no refunds, credits, or transfers.

NO EXCEPTIONS will be made to this policy.

By registering for this event you agree to this weather policy. If you do not agree, a refund can be requested up to 48 hours before event activation.



APPLESAUCE

G R O U P

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