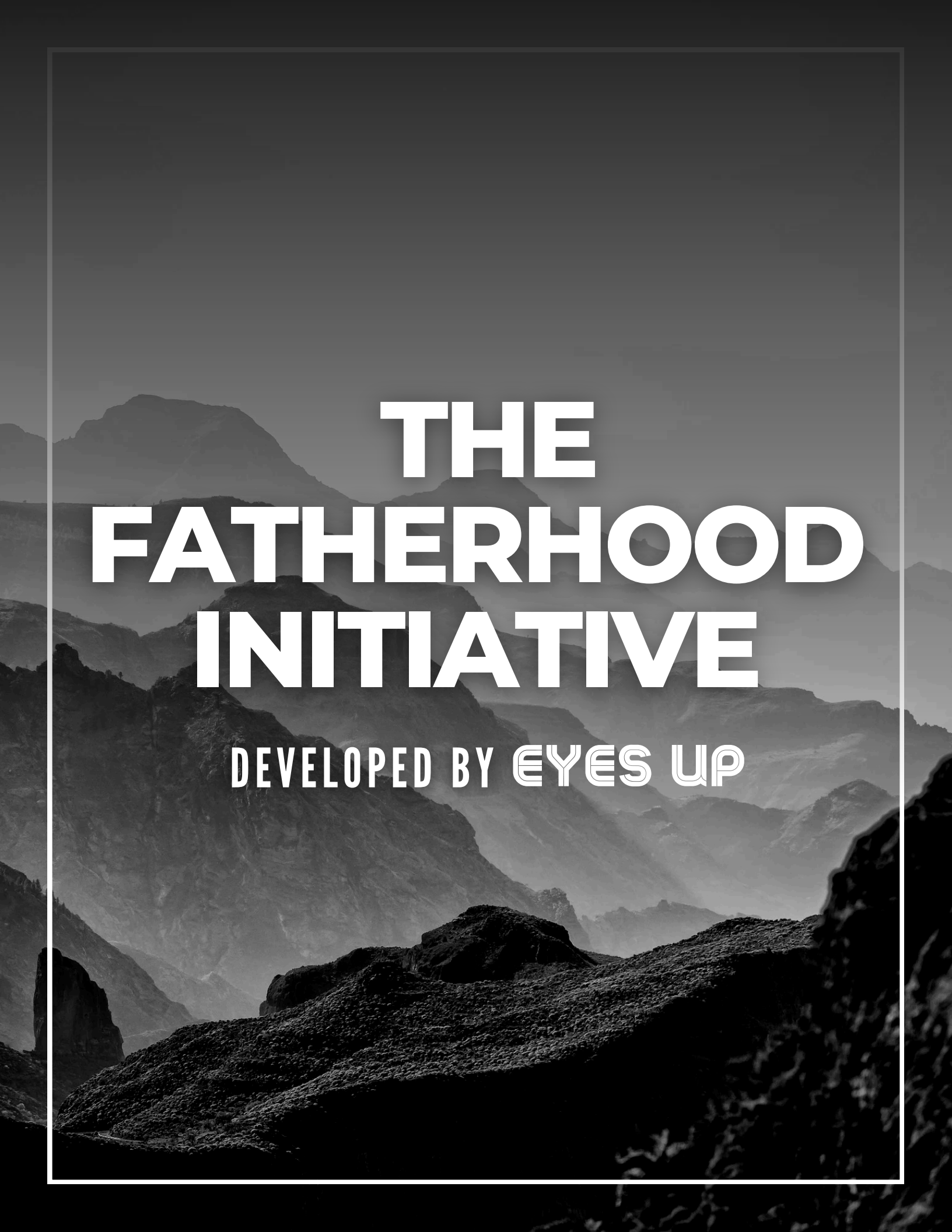

THE
FATHERHOOD
INITIATIVE
DEVELOPED BY EYES UP



WHY FATHERHOOD?

Research consistently demonstrates that engaged fathers contribute to stronger outcomes for children, healthier marriages, greater emotional well-being, improved educational achievement, and stronger communities.

Engaged Dads =
Strongest Protective Factor in the Life of a Child

When children are surrounded by caring, engaged adults, they are more likely to thrive academically, socially, emotionally, and physically.

Evidence-based fatherhood initiatives measurably improve parenting skills, father involvement, and family relationships.

The Fatherhood Initiative of Eyes Up was formed following a survey to 108 fathers across a variety of networks and a careful survey of their responses. The initiative emerged directly from Dr. Chad Macy's doctoral research, which focused on improving long-term outcomes for the next generation by strengthening family formation and faith-centered practices.

Most fathers deeply desire to love and serve their families well, yet many are trying to figure it out alone. They don't need more pressure they need encouragement, practical tools, meaningful relationships, and a community that believes in them.

THE FOUR HABITS OF AN EYES UP DAD

1. FAITH



2. UNCONDITIONAL LOVE



3. PRESENCE



4. PROTECTION



This is more than a curriculum. It's a guided implementation experience that equips leaders to build a sustainable ministry where fathers are encouraged, challenged, and equipped.

THREE WAYS TO GET STARTED

1 JOIN THE MONTHLY DAD CONNECT

No commitment required.
Join fathers from around the country for practical encouragement with Chad Macy.
Always Free.

2 LEAD A FATHERHOOD INITIATIVE

Gather a few dads and work through the Fatherhood Initiative resources together. Perfect for churches, neighborhoods, workplaces, coaching staffs, and groups of friends.

Resources

Resource	Investment
Digital Book (Download Only)	$29
Printed Book (Shipped)	$39
Digital Workbook (Download Only)	$19
Printed Workbook (Shipped)	$24
Printed Workbook Pack (10–15 Workbooks)	$299

Scan Me

3

LEADERSHIP LAUNCH PARTNERSHIP

Want to build a sustainable Fatherhood Initiative within your church or organization? We'll come alongside your team with a simple four-month implementation plan.

Partnership Includes

- Teaching with Chad Macy (if desired).
- Four months of implementation coaching.
- Promotional graphics and launch materials.
- Digital resources.
- Quarterly leadership encouragement.
- Access to future Fatherhood Initiative resources and updates.

Reach out for pricing.

WHAT PARTICIPANTS ARE SAYING









"I have not seen my husband so into the Bible since he started the fatherhood initiative. His entire breakout group is in a group chat that is keeping the group accountable."

"I can't tell you how much being a part of the fatherhood initiative has already impacted my family. I used to be a loner, working from home and had no network. Now being a part of this group has given me so much hope and knowing that I have other men to do life with. It has changed everything."

"I'm getting baptized today because the fatherhood initiative has taught me that I need to go all in and be an example to my daughter."

MEET OUR EXECUTIVE DIRECTOR

Chad Macy has spent more than twenty years investing in children, students, parents, coaches, churches, and communities through education, athletics, church ministry, and nonprofit leadership.



After years of walking alongside families, one conviction has become unmistakably clear: **If we want to strengthen the next generation, we must intentionally invest in today's fathers.**

Why Eyes Up?

Eyes Up exists to help people keep their eyes on what matters most. Everything we create is designed to strengthen individuals, families, churches, and communities through practical encouragement, meaningful relationships, and lasting impact. The Fatherhood Initiative is one expression of that mission.



READY TO LAUNCH?

Whether you're gathering **10 fathers or 1000**, we'd be honored to help you build a culture where fathers are encouraged, equipped, and empowered to serve well.

Connect with Dr. Chad Macy

Monthly Dad Zooms • Speaking • Coaching • Leadership Development

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EYES UP

FATHERHOOD INITIATIVE

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