

CELEBRATING 15 YEARS OF COMMUNITY SERVICE
IN GREATER WASHINGTON, DC

CHANGING
YOUNG
LIVES

100

BLACK MEN
OF GREATER WASHINGTON, DC, INC.

Corporate Partnerships Proposal
2010

National Legacy

The original group, known as 100 Black Men, was founded in New York City in 1963 by a group of concerned and successful professional African American men who wanted to make a difference in their local community. These men wanted to devote their combined skills and resources in order to confront the challenges facing African American youth. As these men left New York City for other parts of the country, they established other groups with the same core mission and named them all “100 Black Men.” A movement had been started. In 1986 the 100 Black Men of America, Inc was formed. Today, more than 40 years later, there are chapters in the United States, Africa, England, and the West Indies. The 100 Black Men of America Inc., has 116 chapters, 10,000 members and positively impacts the lives of more than 100,000 kids annually.

Local Leaders

The 100 Black Men of Greater Washington, DC, (“The 100”) was formed as an outgrowth of the Million Man March. “The 100”.is a 501(c)(3) organization founded in 1995 under the laws of the District of Columbia. Today, with more than a decade of experience in helping young men and women in the Greater Washington, DC area, the organization has grown to more than 100 members and has positively affected the lives of thousands of young people and families. Our members are committed to exposing young people to theater, music, business and higher education, so they may one day take their place as future leaders of the region.

Mission:

The 100 Black Men of Greater Washington, DC, Inc. is devoted to improving the quality of life for African-Americans – particularly young males—in the Greater Washington, DC area, through programs focusing on mentoring, education, health and wellness, and economic development.

Vision:

To be the premier mentoring and service organization for African-American youth in the Greater Washington, DC area.

Our Promise

“Real Men Giving Real Time,[®]” is our way of life. “The 100” currently has more than 100 members in the Greater Washington, DC area. Our membership is made up of a diverse group of professionals. We are represented by educators, judges, engineers, government officials, armed forces officers, corporate executives and independent business owners. We are a 100 percent volunteer organization, and all programs and events are designed and implemented by membership. Our programming includes Mentoring, Financial Fitness, Tutoring, SAT Prep, Scholarships and Health and Wellness. We have been able to positively impact the lives of nearly **1000 youth and adults annually** during the last decade.



Program Partnership Opportunities

Mentoring is the cornerstone of the 100 Black Men of America.

MENTORING

Saturday Leadership Academy

"I stand at the center of today, shaping and guiding my tomorrow, through my talents, my gifts, my contributions, and my involvement with my community and family. I Respect myself and those around me. I will grow to my highest potential."

– Saturday Leadership Academy Credo

The Saturday Leadership Academy (SLA) is our flagship mentoring program. "The 100" employs a group-based mentoring approach that encourages young African American men from the 7th to 12th grade to set and achieve personal goals.



SLA is designed to develop youth into leaders by inspiring them to identify personal dreams and goals and build real life action plans to be used to achieve them. The SLA also has a built-in curriculum which provides our students with the information and skills necessary for academic and personal success.

SLA exposes our youth to arts, music, guest lectures, field trips, government and politics, technology and cultural diversity opportunities. "The 100" requires that students participating in SLA submit a two, three and five year action plan for their lives at the end of each session.

The SLA students receive:

- Special consideration for our SAT Prep Classes
- Special consideration for Reginald T. Cureton College Scholarship
- Travel to our Annual 100 Black Men of America Inc. Convention

The SLA provides information and teaches life skills related to: Financial Planning; Health and Wellness; Community Service; Personal Responsibility; and Academic Enrichment in the areas of math and science.

The SLA meets on Saturdays from October-May (Fall/Winter Session) and early July-mid August (Summer Session), from 9:00 am until noon on the campus of Howard University in Washington, DC. During the summer months the SLA provides students with opportunities to participate in scheduled field trips and enrichment activities. The participants are separated into concurrent age-appropriate groups.

EDUCATION

Elementary Tutorial Program

Our tutorial program is delivered through our partnerships with regional elementary public schools. Our program provides supplementary academic assistance primary to African-American males in mathematics and reading. Members of our chapter dedicate three hours a week for the entire school year to focus on improving those skills.

To compliment our work with the students, we provide a professionally certified reading specialist to assist those students who may require some additional attention.

SAT College Preparation Class

We offer **free** SAT preparatory courses through Kaplan and Princeton Review to juniors and seniors in high school in the Greater Washington, DC area.

Reginald T. Cureton Scholarship

In 2003, “The 100”, lost one of its founding members - Reginald T. Cureton. Mr. Cureton was instrumental in the creation and development of our scholarship programs. Mr. Cureton spent his professional life securing grants and financial aid for students. To commemorate his life and his mission, “The 100” named its scholarship award in his honor.

“The 100” provides \$2,000 scholarships to high school seniors who are attending an accredited college, university, or specialty school of higher learning. The scholarships are awarded in increments of \$500 over four years provided the student remains enrolled full-time and in good standing. The scholarship awards are given directly to the scholarship recipients during our annual Reginald T. Cureton Scholarship Luncheon. Our goal is to identify and award 10 new scholarships each year. Scholarships are available for young men and women throughout the Greater Washington, DC area.

HEALTH & WELLNESS

Family Health Day

The goal of the Health and Wellness initiatives is to raise the awareness around health care issues and how they impact the communities we serve. Family Health Day provides us with a tremendous opportunity to deliver much needed healthcare and critical health screenings to the people who need it the most.

We realized there are many people in under-served communities who do not have adequate health care coverage so they are less likely to go see a doctor or visit a clinic. Therefore, we have decided to bring free health care services to their communities.

The Family Health Day provides the following services and more:

- Cancer Screenings - breast, prostate, colon
- Heart disease, diabetes
- Blood pressure and Glucose screenings
- Depression, Substance Abuse and Mental Illness
- Services for senior citizens - info and education
- HIV testing, TB testing, STD testing, Hepatitis testing, Pregnancy

Childhood Obesity Initiative

“The 100” has put together a program that includes three separate events that encourage and educate students from 5-18 to live healthy lifestyles. The first event has been part of Greater Washington, DC for decades; the next two were developed and implemented by “the 100” membership.

- **African American Swim Meet** – every February more than 800 swimmers and 400 volunteers participate in this event.
- **Michael Joyner Plyometrics Training Camp** - in March, Coach Joyner teaches children training methods utilized by Olympic athletes. (200 people projected)
- **Tommie Smith Youth Track Meet** – an open invitational track competition lead by 1968 Olympian Tommie Smith. This event is also combined with a mini health fair that provides free screenings to participants and their parents. (1000 people projected)



Tommie Smith Youth Track Meet

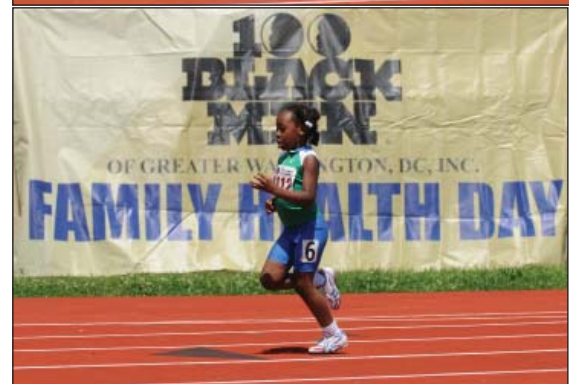
The Tommie Smith Youth Track Meet is an open invitational track competition led by 1968 Olympian Tommie Smith. This event is also combined with a mini health fair that provides free screenings to participants and their parents. Nearly 800 track athletes from 5-16 years old participated in the inaugural Tommie Smith Youth Track Meet at Dunbar Senior High School.

The 100 BMGWDC holds the event to highlight their health and wellness programs aimed at educating area youth about the dangers of childhood obesity. During the track meet, several mobile units are on hand to provide health care screenings to the athletes, parents and spectators. Educational information on health challenges negatively impacting minority communities like high blood pressure and diabetes were also available.

“We all know that there are large disparities in health care prevention and treatment in minority communities,” said Jesse Parker, Health and Wellness Chair, 100 BMGWDC. “The challenge is finding other more engaging ways besides community health fairs to introduce them to prevention and educational health care materials, screenings and solutions.”

Tommie Smith and the 100 Black Men have teamed up in four cities (Bay Area, Louisville, New Orleans and Washington DC) to help in the fight against childhood obesity. Nearly 30 teams competed in 2009, bringing a total of 780 track and field athletes and nearly 600 spectators. The Washington DC area was the largest inaugural event ever for the Tommie Smith Youth Track Meet. Teams came from as far away as New York City to participate and support the event.

The 100 BMGWDC reported that response for the youth track meet was unprecedented - all of the events and spectator stands were sold out. Part of the proceeds from the event went to fund the DC Speed youth track team’s trip to the Summer Junior Olympics.



ACADEMIC ENDEAVORS

Dollars and \$ense

We recruit students from local high schools to participate in a 12 week financial education course. The curriculum calls for each team to learn the basics of investing, why it is important and how to develop a stock portfolio. . The top four students are flown to the 100 Black Men of America's Annual Conference to compete against teams from across the country. The teams are given a scenario and asked to develop, present and defend their financial plans. The winners of the national competition receive scholarships and cash prizes.

African American History Challenge

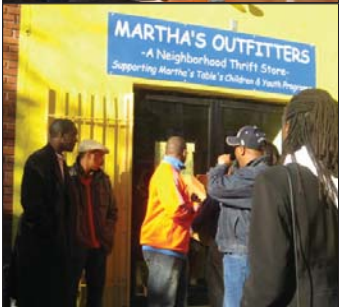
We recruit students and teachers/coaches from local high schools to participate in a local competition. The local winning team then travels and competes at the 100 Black Men of America's Annual Conference against teams from across the country. The questions for the competition come from two sources: *Before The Mayflower*, by Lerone Bennett, and *The Negro in the Making of America*, by Benjamin Quarles. (800 people attend national competition).

Technology Camp

Minorities are severely under-represented in STEM (Science, Technology, Engineering and Mathematics) professions. Our Chapter has implemented a Technology Camp initiative to address this issue.

We send students ages 7-17 to week-long day camps at area colleges and universities and the University of Virginia. The students have the ability to study a wide range of subjects including digital video production, robotics, 2-d and 3-d video game design, web page design and programming/ application development.

The camps expose students to the skill sets needed to pursue different careers in the fields of science, technology, engineering and mathematics. The program is customized for each student allowing more advanced students to build upon their prior experiences.



Annual Legacy Awards Gala

2010 commemorates our 15th year in the Greater Washington, D.C. area partnering with the community stakeholders, corporations, government and individuals to make a positive impact on the lives of the children in our neighborhoods. This year's Annual Legacy Gala will bring together our founding members, feature a few of former and current mentees and celebrate our community and corporate partnerships. The 100 Black Men of Greater Washington, D.C. is proud to have: provided mentors to more than 500 young African American men; facilitated nearly 5,000 Health and Wellness screening; assisted more than 300 students with advance SAT prep classes; and offered nearly 800 students tutorial services. Our organization consists solely of volunteers "Real Men Giving Real Time," changing young lives.



The Legacy Awards Gala - a black-tie affair - our premier annual fundraiser helps to provide resources and support for our mentoring, education, scholarships, and other initiatives throughout the year. It also acts as a showcase for our local, regional and national community and corporate partners to be acknowledged for their efforts of doing well and doing good. We look forward to increasing our impact during our next 15 years. (Annual Attendance 400-500)

Special Events Partnership Opportunities

Annual Legacy Awards Gala (Spring)

Each year, the 100 Black Men of Greater Washington hosts a black-tie gala in Washington, DC to recognize those individuals, organizations, and corporations who have been instrumental in helping us fulfill our mission of improving the quality of life for African American youth in the Greater Washington, DC metropolitan area.

In 2005 we re-launched our annual dinner, making our “Legacy Awards” a permanent component of our gala.

The Legacy Awards Gala is our premier fundraiser for the year and helps to provide resources and support for our mentoring, education, scholarships, and other initiatives throughout the year. **(Annual Attendance 400-500)**

Tommie Smith Youth Track Meet (Spring)

The Tommie Smith Youth Track Meet is an open invitational track competition led by 1968 Olympian Tommie Smith. This event is also combined with a mini health fair that provides free screenings to participants and their parents. **(Annual Attendance 1000 people)**

Reginald T. Cureton Scholarship Luncheon (Spring)

The Reginald T. Cureton Scholarship Luncheon was born out of our chapter’s desire to pay tribute to one of our fallen members, his work, and his life. He spent many years of his professional career assisting students in their quest to secure financial aid, scholarships and other forms of support. Every summer, we host a luncheon for approximately 200 attendees. At this luncheon, we recognize the achievements of our past scholarship recipients and award scholarships to the current recipients. We do partner with third party organizations who award scholarships within the Greater Washington, DC area, as well. **(Annual Attendance 150-200)**

Stakeholders Breakfast (Spring)

At least once a year we bring together our partners to announce the state of “the 100,” provide them with a report of accomplishments and set a vision for the future. When a second meeting of our stakeholders is convened we invite our Reginald T. Cureton Scholarship awardees to join us to speak about their dreams and aspirations. **(20-30 corporate executives)**





Best of Washington Golf Tournament (Fall)

100 Black Men of Greater Washington, DC hosts an annual Golf Tournament named “Best of Washington” which coincides with the annual Congressional Black Caucus Weekend and the 100 Black Men of America’s Fall Leadership Conference. The goal is to give the participants opportunities to network, socialize and relax around the game of golf. More importantly, this event is used as the primary source of funding for our Saturday Leadership Academy. **(Annual Attendance 100-150)**



Congressional Black Caucus Reception (Fall)

During the Congressional Black Caucus weekend the 100 Black Men of America holds its annual Fall Leadership Conference which is attended by nearly 250 members from around the country. The DC chapter acts as the host chapter for this weekend and holds an annual reception for dignitaries and guests from across the country.

(Annual Attendance 400-500)



Semi Annual Happy Hour Networker (To Be Determined)

At least once a year we host a happy hour and provide live entertainment. The proceeds from the event support the winners of our Reginald T. Cureton Scholarship. **(700+ per event)**



Capital Campaign

After more than a decade of service to the Greater Washington, DC area, “The 100” is looking to build and strengthen its services and presence in the city. We are actively searching for 2-4 partners to assist us in obtaining office space and moving from a totally volunteer organization to employing an executive director.

The addition of space and an executive director will enable us to serve more young men and women in the community.



Local Chapter Demographics

- Median age of Members – 41
- 45 percent of membership between 41-50 years old
- 100 percent of membership have attended some college
- 63 percent Attained Post Graduate Degrees
- 98 percent Attained College Degrees
- 97 percent Homeowners
- Median Incomes:
 - 28 percent – \$80,000 - \$150,000r
 - 45 percent – \$150,000 - \$250,000
 - 10 percent – \$250,000 or more
- 35 percent Independent Business owners or entrepreneurs
- 61 percent married
- 37 percent single
- 2 percent married once

National Demographics

- Median age of Members – 48
- 25 percent of membership 55 and over
- 98 percent of membership has and education level that includes some college
- 53 percent Attained Post Graduate Degrees
- 33 percent Attained College Degrees
- 2 percent have Trade/Technical Vocational Training
- Median Incomes:
 - 77 percent – \$55,000 or over
 - 44 percent – \$100,000 or over
- 80 percent married
- 12 percent single
- 5 percent married once

Why Partner with “The 100”?

Our membership is comprised of local and regional stakeholders and decision-makers in business, government and the community. Our members believe that business can “do well and do good.”

We are a local organization with national reach. We are one of 116 chapters spread across the United States, Caribbean and the United Kingdom. The Greater Washington, DC area is a target market for a host of companies and organizations looking to grow and strengthen their brand. We have the resources and contacts to help.

We have a solid reputation, a growing database of parents, community leaders and businesses with whom we communicate regularly, and a web site that allows us to feature our business partners, programs and upcoming events.

We have solid media partnerships with the *Washington Post*, Radio One and NBC-4. It allows our voices to be heard throughout the region.

	SPONSORSHIP LEVEL					
Branding Opportunity	Presenting Partner (\$100,000)	Platinum Partner (\$50,000)	Gold Partner (\$25,000)	The Silver Partner (\$15,000)	Corporate Supporter (\$10,000)	Friends of The "100" (\$500 - \$2,499)
• Letter of acknowledgement in annual report						
• Co-branded on all correspondence with members and benefactors						
• Presenting Sponsor at the Annual Legacy Awards Gala and Best of Washington Golf Tournament						
• Receive award at chapter Legacy Awards Gala						
• Signage at the chapter Legacy Awards Gala						
• Attendance/invitation to Annual Corporate Meeting with local Executive Committee/ Board						
• Co-branding of program elements	2	2	1	1		
• Member of our Corporate Advisory Committee						
• Invitation to National Fall Leadership Event						
• Attendance at the Legacy Awards Gala and VIP Reception	4 tables of 10	2 tables of 10	1 table of 10	4 tickets	2 tickets	
• Foursomes at The Best of Washington Golf Tournament	2	1		1	1	
• Speaking opportunities at major events or programs	ALL	2	1	1		
• Logo on collateral/marketing materials	ALL	ALL	2	TBD	TBD	
• Recognition on "the 100" website with link	Home Page	Partnership Page	Partnership Page	Partnership Page	Partnership Page	
• Participation in Stakeholders Breakfast (2 complimentary tickets)	HOST	Invitation	Invitation	Invitation	Invitation	
• Recognition in chapter Legacy Awards Gala program (excludes front, back, interior and exterior covers)	Full Page Ad	Full Page Ad	Full Page Ad	Half Page Ad	Half Page Ad	Listing

You'll be in Good Company...

(Some of our Existing Relationships)



The Washington Post

CFC# 18149

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