

OF NORTH METRO ATLANTA, INC.

**MEDIA &
SPONSORSHIP**

2021-2022



LETTER FROM OUR PRESIDENT

Dear Friends,

First of all, thank you for your interest in the **100 Black Men of North Metro Atlanta, Inc.** We pride ourselves on being known as the “Working Chapter” dedicated to our mission to serve children residing within the North Metro Atlanta area. Most of this work could not be done without supporters like you.

For most of the past 30 years, we have served the metro Atlanta counties Cobb, Gwinnett, and the northern part of Fulton through mentoring. We have created an award-winning mentoring program structured to provide the needs of elementary, middle, and high school students in their respective schools. Students who actively participate in our **Men of Tomorrow (MOT)** mentoring program, as well as the young men and women of the Kennesaw State University Collegiate 100 Chapter are provided a life changing experience.

We are focused on empowering not only the youth, but the community at-large through providing services and workshops centered on Mentoring, Education, Economic Development, and Health & Wellness. This is known as our “**Four for the FutureSM**” initiative which guides the concept of “**Mentoring the 100 Way Across a LifetimeSM**”.

We are thankful to our parents, volunteers, sponsors, and donors for supporting our efforts in impacting the children of Cobb, Fulton, and Gwinnett counties. If you would like to support the **100 Black Men of North Metro Atlanta** chapter, please don’t hesitate to contact us.

Stay blessed,

Bernard C. Johnson, P.E.

President & Chairman

100 Black Men of North Metro Atlanta, Inc.





MISSION STATEMENT

To improve the quality of life of our community, and enhance educational and economic opportunities for African Americans.

VISION STATEMENT

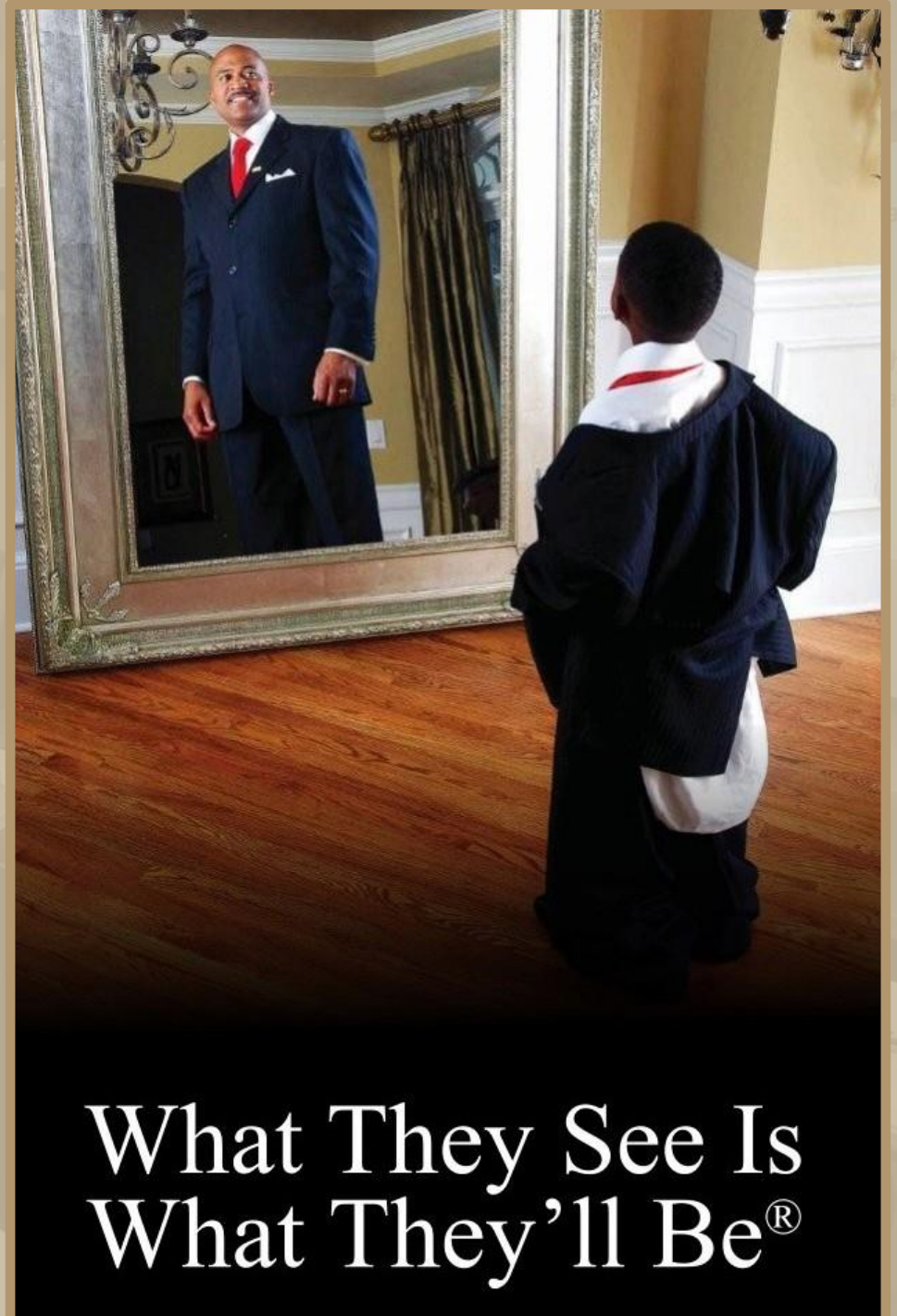
The members of the 100 Black Men of North Metro Atlanta, Inc. want the chapter to serve as a beacon of leadership. We will do this by utilizing our diverse talents to create an environment where our children are motivated to achieve, and to empower our people to become self-sufficient shareholders in the economic and social fabric of the community.

VALUE STATEMENT

The members of the 100 Black Men of North Metro Atlanta, Inc. are committed to the intellectual development of youth and the economic empowerment of the African American community based on the following precepts: respect for family, spirituality, justice, and integrity.

CORE PRINCIPLES

- Focus on youth educational development programs
- Volunteer work ethic, which permeates throughout our chapter
- Positioning as leaders throughout the community
- Unique business-like approach to our non-profit mission



HISTORY OF NORTH METRO ATLANTA CHAPTER

100 Black Men of North Metro Atlanta, Inc. is one of 4 local metro Atlanta chapters of 100 Black Men of America, Inc. There are currently 116 chapters with over 10,000 members that make up the 100 Black Men of America organization, worldwide.



1989

Founding organization established

1992

Became the 27th chapter of the 100 Black Men of America, Inc.

Cobb County (Mableton) mentoring location

2005

Member selected as National Mentor of the Year

2006

Major corporate sponsorship from AT&T

2007

Gwinnett County (Lawrenceville) mentoring location opened

2011

Mentee selected as National Mentee of the Year

Started serving as mentoring partner at the Drake House

2015

North Fulton County (Roswell) mentoring location opened

2016

Awarded first federal grant from OJJDP

2017

Started serving as mentoring partner at HomeStretch

2018

National Chapter of the Year (medium)

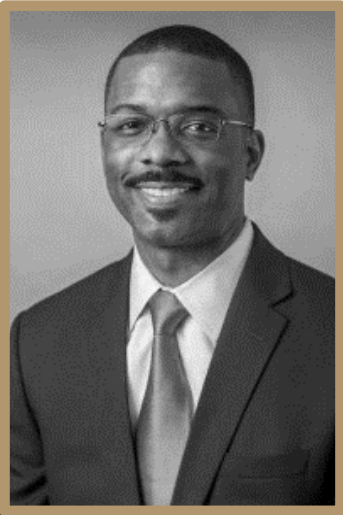
2019

Collegiate 100 chapter at KSU approved

2020

National Chapter of the Year (medium)

CHAPTER LEADERSHIP 2021-2022



BERNARD JOHNSON, P.E.
PRESIDENT



WAYNE ELLISON
VICE-PRESIDENT



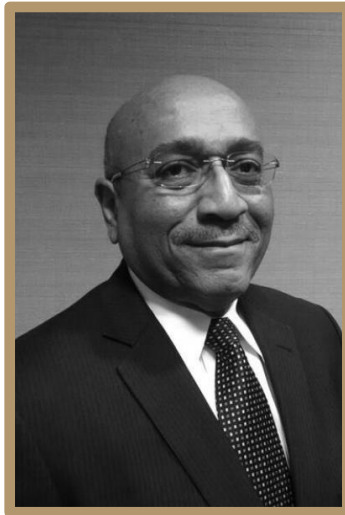
BRYAN ROGERS
SECRETARY



HAROLD HAMILTON
TREASURER



DOLAPO ERINKITOLA
IMMEDIATE PAST PRESIDENT



TIM HART
At Large Member



JERRY HARRIS
At Large Member



KEITH BURBANK
At Large Member

FOUR FOR THE FUTURE



MENTORING

Provides consistent support, guidance and targeted activities focused on developing life skills, confidence and responsibility for their choices. Emphasis is placed on improved academic skills, career development and social/emotional development.



EDUCATION

Focuses on issues that impact the intellectual, emotional, behavioral, and spiritual development of our youth. We identify the correlation of achievements that are most prevalent with educational excellence and help to shape those ideas to fit the communities that we serve.



ECONOMIC EMPOWERMENT

Encourages and empowers the African American community to become financially literate and economically self-sufficient. We offer programs that address the educational, technical and fiscal needs of our children, youth and the larger community.



HEALTH AND WELLNESS

Raises awareness of health concerns affecting African American men, their families and their communities. We sponsor programs that educate and empower communities regarding their overall health.

MEN OF TOMORROW PROGRAM

Our signature mentoring program “Men of Tomorrow” (MOT) supports our vision of mentoring 11 to 18 year old African American males. We sincerely believe in “What They See Is What They’ll Be®”, a mantra that is repeated throughout the 100 Black Men chapters across America.

The North Metro Chapter is especially proud of the high school graduation rate of 100% and a college entrance rate of 98% with the remaining 2% entering military service or enrolling in a technical/trade program. Our members are dedicated professional men who donate their time, talent, and energy to improving the lives of the mentees enrolled in the MOT program.



This is a great program! I am thoroughly impressed with the level of professionalism shown by the mentors.

Parent

“

This program is a God-send. I was at my wits end. Thank you for all that you do for my son.

Parent

”

I don't know what you all have done, but my son's grades have improved from D's to B's. Keep up the good work!

Parent

COLLEGIATE 100

The Collegiate 100® is an auxiliary organization that extends the 100 Black Men of America's mission on college and university campuses across America. The mission is to support the sponsoring chapters of 100 Black Men in their efforts to nurture and enhance the growth and development of young black students. The vision is to ensure the future of 100 Black Men chapters by developing a pipeline of exceptional young African American leaders who are responsible and who proactively serve their homes, schools, and communities.

The Collegiate 100 has over 66 Chapters and approximately 1,650 students at colleges and universities across the United States. Members of the Kennesaw State University Collegiate 100 Chapter assist the 100 Black Men of North Metro Atlanta, Inc. with our initiatives that support the development of social, emotional, educational, and physical needs of youth who have few or no positive role models in the communities in which they live.



CHAPTER SPONSORSHIP

At 100 Black Men of North Metro Atlanta, Inc, we value each donation we receive from our supporters. It's our goal to show donors how they can make the most of their contributions, including steering them toward our Men of Tomorrow (MOT) program. 100 Black Men of North Metro Atlanta, Inc and donors like yourself share so many community members, we'd like to enter into a partnership with your organization. Through this partnership, we hope to help you make the most of your philanthropy donations while ensuring our programs continue to develop our mentees.

Sponsorship Levels	GOLD	SILVER	BRONZE	MENTORING
Donation Amount	\$15,000	\$10,000	\$5,000	\$2,500
Sponsors Scholarships For Graduates	4	2	1	
Company Logo On Banner At All Mentoring Site Entrance Areas	✓	✓	✓	
Company Logo On Big 4 Event Marketing Materials	✓	✓		
Company Logo On All Youth Achievement Luncheon Programming	✓	✓	✓	✓
Company Logo On All Golf Charity Event Marketing Materials	✓	✓		
Company Logo On All Jazz Brunch Marketing Materials	✓	✓		
Company Logo On All New Year's Eve Black Tie Gala Marketing Materials	✓	✓	✓	
Partnership Recognition On North Metro Atlanta Website	✓	✓		
Sponsors All Three Mentoring Sites (Gwinnett, North Fulton & Cobb)	✓	✓	✓	Select 1 mentoring site
Sponsors Mentoring Support For 1 Year	All Mentees	All Mentees	10 Mentees	5 Mentees
Company Name Displayed During Mentoring Session At All Sites	✓	✓	✓	1 pre selected site

YOUTH ACHIEVEMENT LUNCHEON

The members of the 100 Black Men of North Metro Atlanta, Inc. are committed to motivating and enabling youth to achieve intellectual excellence, economic responsibility and self-sufficiency as positive contributors to society. Our Youth Achievement Luncheon celebrates the accomplishments of our chapter mentees, mentors and culminates in the Mentee of the Year Award. We recognize our sponsors, supporters, and offer words of encouragement and inspiration from guest speakers throughout this celebratory program.

TIME: 10:00 AM to 12:00 PM

DATE: April 24, 2021

LOCATION: Virtual Event



“

This was an awesome event!! Mr. Skeete met my children and I, 3 years ago when we moved from Brooklyn, NY. We had a very hard time and my son had an even harder time growing up in a single-headed household. I am so grateful for this organization and the men that give their time to our sons!!!

”

M. Morrison, Parent

GOLF CHALLENGE

By participating or sponsoring the Golf Challenge, you are helping to provide 100 Black Men of North Metro Atlanta, Inc. the opportunity to continue their initiatives of mentoring to our youth; health and wellness programs for our communities; academic enrichment for our schools, and scholarships to deserving students. We challenge the golf skills of mentees, mentors and supporters all in the spirit of a fun filled outing. Come join us! Various Sponsorship Levels are available.

SHOTGUN: 12:00 PM

DATE: MAY 15, 2021

LOCATION: Trophy Club of Atlanta



JAZZ BRUNCH

The bi-annual jazz brunch fundraiser hosted by the 100 Black Men of North Metro Atlanta, Inc. features a local jazz band with a buffet-style brunch. The day also includes a showcase of local small business vendors as well as an online silent auction. Approximately 250 people purchase tickets and come out to enjoy this event. All proceeds from ticket sales support the young men in our Men of Tomorrow mentoring program.

TIME: 1:00 PM

DATE: FALL 2021

LOCATION: METRO ATLANTA



MENTEE BENEFIT GALA

Everyone deserves a chance at success. As a sponsor of this New Year's Eve event, your contribution will help enable our programs to expand, continue to benefit the community and above all give a deserving student a chance to succeed. This special fundraiser concludes our year of accomplishments and results with a look toward the future goals and objectives for the new year. We celebrate and thank our many supporters, donors, members and families during this formal New Year's Eve gathering.

TIME:

07:00 PM

DATE:

December 31, 2021

LOCATION:

Metro Atlanta



EVENT SPONSORSHIP

At 100 Black Men of North Metro Atlanta, Inc, we've served African American men in the Cobb County, North Fulton and Gwinnett County area for over 25+ years. Annually, we plan four big fundraising events. At these events, we acknowledge the amazing achievements of our mentees and raise money from our corporate and community partners. However, we think our efforts would go even farther with your support. In this role, your business would provide a financial donation, and in turn we would promote your company as the event's official sponsor. With your name by our side at any of these upcoming events, we're sure to continue reaching our fundraising goals and serve Cobb County, North Fulton and Gwinnett County well.

Sponsorship Levels	GOLD	SILVER	BRONZE	EVENT
Donation Amount	\$15,000	\$10,000	\$5,000	\$2,500
Sponsors scholarships for graduates	4	2	1	
Company logo on all Big 4 event marketing materials	✓	✓	✓	
Table for 10 at all events except for Golf Charity Event	2	2	1	Select the event
Foursome for Golf Charity Event	4	2	1	*Only if sponsoring Golf event
Company logo on event marketing materials	✓	✓	✓	Select the event
Event sponsor recognition on North Metro Atlanta event website page	✓	✓	✓	Select the event
Sponsors all three mentoring sites (Gwinnett, North Fulton & Cobb)	✓	✓	✓	Select 1 mentoring site
Sponsors mentoring support for 1 year	All Mentees	All Mentees	10 Mentees	5 Mentees

FUNDING

Sources of income for the 100 Black Men of North Metro Atlanta, Inc. comes from 4 primary sources:

45%

CORPORATE SPONSORSHIPS

21%

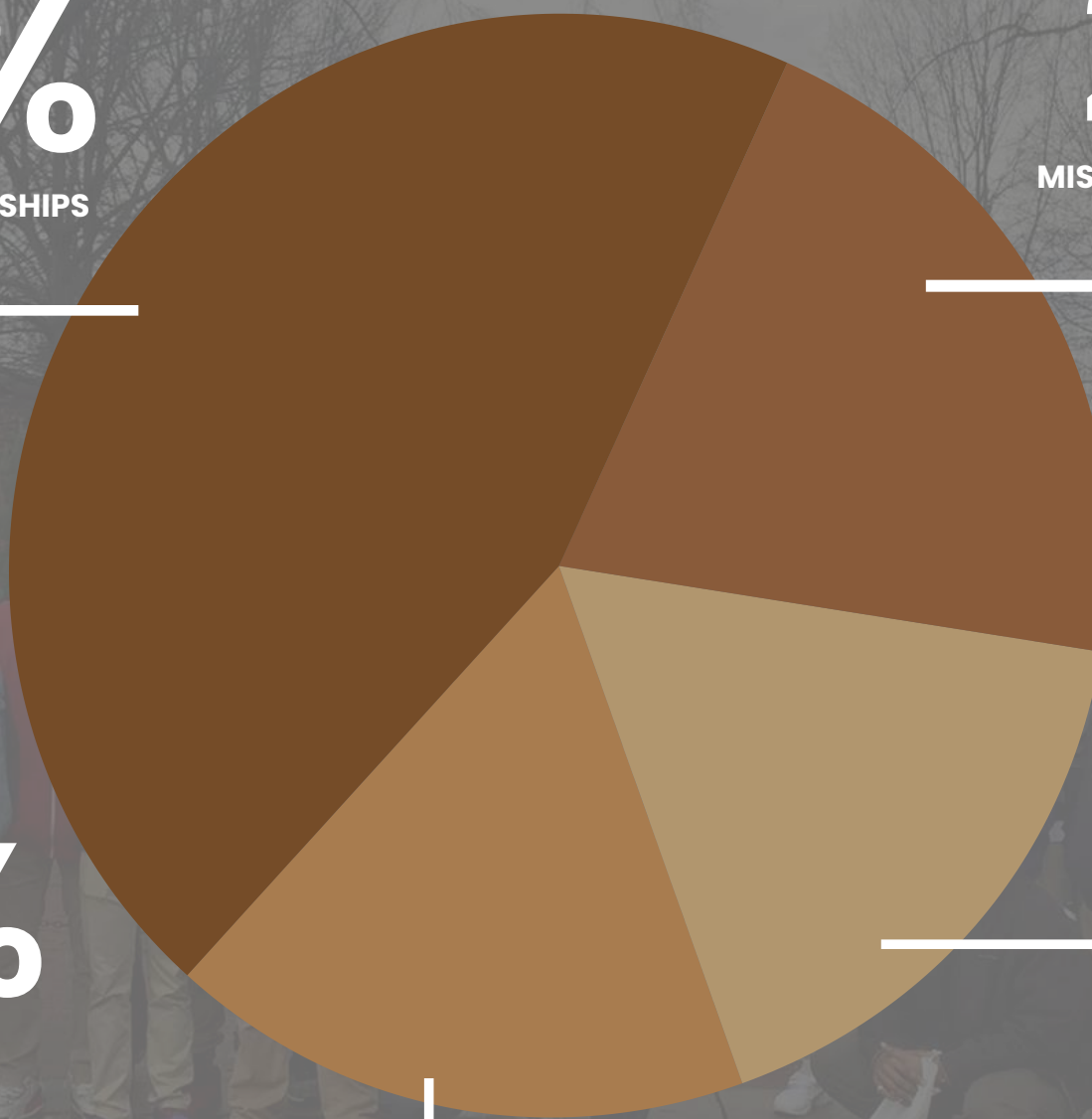
MISCELLANEOUS DONATIONS

17%

DUES AND ASSESSMENTS

17%

EVENT INCOME



PAST AND PRESENT SPONSORS

Thank you for being a 100 Black Men of North Metro Atlanta, Inc sponsor. With your support, we're helping to transform the lives of young African American men in Cobb County, North Fulton and Gwinnett County. Visit our website and social media platforms to see how your sponsorship is a continued investment in their future. Please share our good works with your partners, friends and family, and let them know how your donation helps young African American men around the north metro Atlanta area. Maybe you'll inspire someone to become a sponsor, too!



Why Should I Support The Chapter?

National studies show that mentoring programs:

- Decrease illegal drug use by 46%
- Decrease school truancy by 53%
- Help students improve their grades by 59%
- Raise mentee aspirations and goals by 73%

The 100 Black Men of North Metro Atlanta, Inc. is a 501(c)(3) tax exempt organization. Your donations are fully tax deductible as allowed by law.

Your donation will assure that we continue to successfully achieve:

- 100% high school graduation rate for core mentoring program
- 100% matriculation to college, trade school or military after high school

Ways To Give!

Financial or In-kind Donation Support

Fundraising Chair:

Andraes Hubbard, Sr

andraes.hubbard@northmetro100.org

Credit and Debit Cards

Our chapter accepts all payment forms [Acceptiva.com](https://www.acceptiva.com)

Major Credit Cards

(Visa, Mastercard, AMEX or Discover)

Text To Give

Text 100mentoring to 855-735-2437

Check or Money Order

Make payable to:

100 Black Men of North
Metro Atlanta, Inc.
2300 Holcomb Bridge Road
Suite 103-215
Roswell, GA 30076

Connect With Us

Contact Information:

General inquiries

100 Black Men of North
Metro Atlanta, Inc.
2300 Holcomb Bridge Rd.
Suite 103-215
Roswell, GA 30076

Phone: 678-688-4130

Fax: 678-827-0840

Web: www.northmetro100.org

Email: info@northmetro100.org

Social Media

Facebook [@100BlackMenNM](https://www.facebook.com/100BlackMenNM)

Instagram [@100BMNM](https://www.instagram.com/100BMNM)

Twitter [@100BlackMenNM](https://twitter.com/100BlackMenNM)

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MONTHLY RECURRING DONATIONS OF SMALL AMOUNTS MAKE A REAL IMPACT!

COMMITMENT FORM

Authorized Individual _____ Date _____

Company Name _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Signature _____

☐ \$15,000
Gold Sponsor

☐ \$10,000
Silver Sponsor

☐ \$5,000
Bronze Sponsor

☐ \$2,500
Mentoring Site or Event Sponsor

☐ Other Donations Total Sponsor Amount \$ _____

Make Checks Payable To: 100 BLACK MEN OF NORTH METRO ATLANTA, INC

Fax Completed Forms To: 866.635.7487

Mailing Address: 2300 Holcomb Bridge Rd., Ste. 103-215, Roswell GA 30076

Statements will be mailed upon receipt of payment. Completion of this form guarantees confirmation of payment. This organization is a 501(c)(3) Organization - ID #58-2052894