


 20th Anniversary  
*Andrew J. Davis Jr.* **Unity Breakfast**  
 Celebrating 20 Years of Empowering Our Youth

**PROCEEDS BENEFIT THE PAUL ROBESON INSTITUTE FOR POSITIVE SELF DEVELOPMENT**

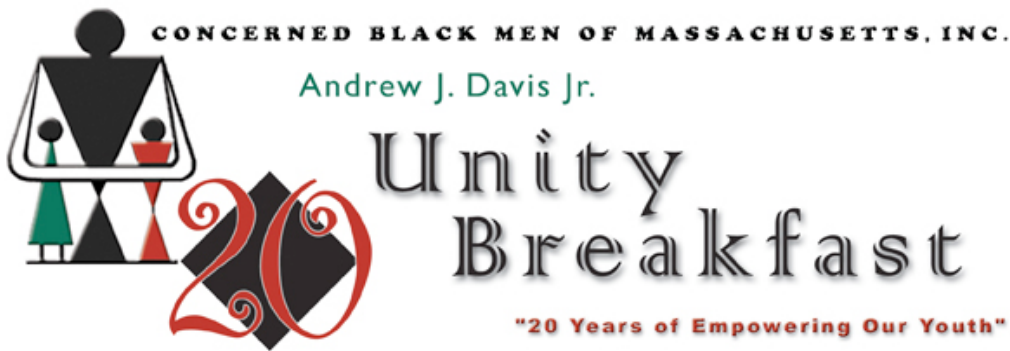
*"The Paul Robeson experience  
 humbled me and made me  
 want to put my best efforts into  
 every aspect of my life, whether at  
 home, school, or work."*

**Angelo Paul**  
 FORMER PRI STUDENT  
 Involved since 3rd grade,  
 now age 26, a union carpenter,  
 PRI volunteer, husband  
 and proud father.

## *Major Sponsor's Kit*

**20th Anniversary Unity Breakfast Celebration**  
**Saturday, April 17, 2010 • 9am – 12noon**  
**Boston Marriott Cambridge • Two Kendall Square**

**Featuring Emmy Award-winning journalist Byron Pitts**  
 Chief national correspondent for *CBS Evening News with Katie Couric*  
 Contributing correspondent to *60 Minutes*  
 2010 Paul Robeson Leadership Award Recipient



## WHO WE ARE

Concerned Black Men of Massachusetts (CBMM) is a 501(c)(3) non-profit organization incorporated June 21, 1989 (Founders and Officers listed on Fact Sheet). The organization's charge is to improve the quality of life for African Americans by reaffirming the role of black men through youth mentorship and academic and social enrichment programs.

CBMM's youth initiatives are developed and run by a group of dedicated men of diverse professional backgrounds who volunteer their time throughout the calendar year. The men work directly with youth during the school year and receive critical support each week from parents and volunteers, including staff and students from Northeastern University, Harvard University, and other educational institutions in the Boston area.

Among CBMM's most outstanding accomplishments is the Paul Robeson Institute for Positive Self Development (PRI), which introduces at-risk, inner-city male youth to academic and social alternatives to drugs, gangs, and violence, thereby empowering young men with the knowledge and skills necessary to become positive, contributing members of our society. Over the years, other accomplishments have included programs that focus on education and literacy, physical fitness and athleticism, entrepreneurship, business and career opportunities, health and nutrition, image building and other forms of self empowerment.

## WHAT WE DO

CBMM's youth initiatives are designed for young men from grades three to 12 (see Fact Sheet for more details). PRI students gather on Saturdays throughout the school year at Northeastern University in the John D. O'Bryant African-American Institute for academic tutoring and skill-building exercises, as well as supervised games and social interactions. The program also consists of a well-balanced breakfast and lunch served to the young men to support the development of healthy eating habits.

Supplemental activities include visits to Harvard University for a Science Day presentation hosted by Dr. S. Allen Counter, nationally renowned neuroscience professor and administrator, and a monthly presentation by Harvard Medical School students on various health-related subjects.

The curriculum also is comprised of several recurring annual events. During a Black History Month presentation, PRI students learn about national and local leaders and showcase their own presentation skills. Career Day introduces the young men to business leaders and a wide range of career options. The Kwanzaa celebration provides an opportunity to learn about culture, community, and integrity. Each school year culminates with a Rites of Passage ceremony, during which each of the young men are ceremoniously transitioned to the next step of their development, as well as recognized for their accomplishments and their commitment to self improvement

The CBMM Scholastic Challenge — a national model — was introduced in 2006 with a spelling competition against the young women enrolled in the Mary McLeod Bethune Institute. CBMM looks forward to that annual event, as well as future participation from other like-minded organizations interested in helping advance an atmosphere of teamwork among young people. PRI parents support this and other programs through marketing, preparing healthy food, raising funds, and organizing the Black History program.

## WHY WE NEED YOUR SUPPORT

Your support will help CBMM further develop its infrastructure, strengthen its programs, and foster community partnerships with educational, civic, criminal justice, faith-based, and diverse community service organizations. Your contributions will allow the organization to better serve the families and youth currently enrolled in PRI, as well as to help build and enhance resources needed to increase the number of urban youth who are reached every week. With the continuing rise in crime and violence in Boston neighborhoods, the time for community building is now!

**CONTACT** • George Luse / Lynn DuVal Luse • c/o New Image Associates • 617.541.8642 • [www.cbmm.net](http://www.cbmm.net)

**THANK YOU FOR SUPPORTING CBMM • THE PAUL ROBESON INSTITUTE  
& THE ANDREW J. DAVIS JR. UNITY BREAKFAST**



CONCERNED BLACK MEN OF MASSACHUSETTS, INC.

Andrew J. Davis Jr.

# Unity Breakfast

"20 Years of Empowering Our Youth"



HISTORY & MISSION

## OFFICERS

### *President*

Frederich L. Johnson II

### *Vice President*

Thomas Stephens

### *Treasurer*

Ernest E. Washington Jr.

### *Recording Secretary*

Darren T. Wells

### *Corresponding Secretary*

Peter Lewis

## COMMITTEE CHAIRMEN

### *Development*

Erick Jean

### *Education*

J. Keith Motley, Ph.D

### *Finance*

Ernest E. Washington Jr.

### *Membership*

Charles George

### *Public Relations*

Robert "Smokey" Montgomery

## FOUNDING MEMBERS

Paul Bracy

Donald Brown, Ph.D.

Dan Bunch

Ronald Crichlow

Alan Dobson

Sandy Francis Jr., M.Ed.

J. Keith Motley, Ph.D.

Edgar Smith, Ph.D.

Ernest E. Washington Jr.

Clarence Williams, Ph.D.

## CONCERNED BLACK MEN OF MASSACHUSETTS, INC.

CBMM believes young people are capable of making positive life choices when provided viable and constructive alternatives. Through an array of programs, CBMM has helped as many as 150 at-risk, inner-city male youth each school year to recognize alternatives to drugs, gangs, and violence, and encourages academic, physical, and social development, thereby making positive contributions to society.

## MISSION

To Improve the "Quality of Life" in the African American community by reaffirming the viability of the Black male. CBMM is dedicated to community service, as exemplified by the late Andrew J. Davis, who took great pride in his efforts to mentor youth.

## HISTORY

In April 1989, a group of 10 African-American men from different backgrounds and professional disciplines met to discuss a growing number of issues impacting Boston-area youth, families, and communities. From this gathering evolved the Concerned Black Men of Massachusetts and its charge to work within these communities to introduce young men to positive life experiences and to male role models from diverse fields. CBMM is a 501c3 non-profit organization incorporated on June 21 of that same year.

## MEMBERSHIP

CBMM membership is open to all men 18 years or older. Candidates must be sponsored by a member in good standing or by the Membership Committee.

## PAUL ROBESON INSTITUTE FOR POSITIVE SELF DEVELOPMENT

- **PAUL ROBESON ACADEMY** • Ages 7 – 13 • 3<sup>rd</sup> through 6<sup>th</sup> grades  
A Saturday program working with more than 120 boys focusing on academics, recreation, and personal development.
- **BOYS TO MEN PROGRAM** • Ages 13 – 14 • 7<sup>th</sup> and 8<sup>th</sup> grades  
An extension program for graduates of the Paul Robeson Academy designated to build on the foundations established in PRI and to focus on both physical fitness and basic academic skills.
- **D-TWO PROGRAM** • Ages 14 – 18, 9<sup>th</sup> through 12<sup>th</sup> grades  
A program designed to promote responsibility in our youth via mentoring the young men enrolled in the Paul Robeson Academy. Students are also prepared to move on to some form of higher education.
- **PAUL ROBESON INSTITUTE OPERATIONAL SITE**  
John D. O'Bryant African-American Institute at Northeastern University • 40 Leon Street • Boston

## CONTACT CBMM

136 Warren Street • Boston • MA 02119 • [www.cbmm.net](http://www.cbmm.net)

George Luse, breakfast chair • c/o New Image Associates • 617.541.8642

THANK YOU FOR SUPPORTING CBMM • THE PAUL ROBESON INSTITUTE  
AND THE ANDREW J. DAVIS UNITY BREAKFAST



CONCERNED BLACK MEN OF MASSACHUSETTS, INC.

Andrew J. Davis Jr.

# Unity Breakfast

"20 Years of Empowering Our Youth"



## 20th Anniversary Program Book Advertising

### ALL ADVERTISERS • PLEASE COMPLETE AND SUBMIT ADVERTISING RESERVATION FORM BELOW

- See RESERVATION FORM and DEADLINES & MAILING information below.

### ADVERTISING REQUIREMENTS • SEE DEADLINES & MAILING INFORMATION BELOW

- Be sure to include contact information should we need to reach you with questions about your ad.
- Email electronic files to [graphics@niamedia.com](mailto:graphics@niamedia.com) – see FILE FORMATS below.
- Or copy image file to CDrom and send to NIA – see FILE FORMATS & DEALINES below.

### FILE FORMATS • ALL ADS MUST BE SENT ELECTRONICALLY AS FOLLOWS

- Submit black-and-white ads (aka grayscale), unless sponsor level warrants color ad .
- Ad sizes should match the sponsor level; dimensions provided (right).
- No bleeds allowed, unless sponsor level warrants full-page cover placement.
- Format file as Photoshop TIFF, JPEG, or EPS, or as Adobe PDF
- Save file at high-quality setting (300 dpi minimum)

## Sponsor Pledge, Ad Deadlines & Submission Information

### COMPLETE AND RETURN ADVERTISING RESERVATION FORM • DEADLINE APRIL 10

- SEND TO: CBMM c/o New Image Associates / NIA • 40 Linwood St., Boston, MA 02119
- FAX: 617.445.4440 • EMAIL: [graphics@niamedia.com](mailto:graphics@niamedia.com) (subject: CBMM ad book).

### SPONSOR PLEDGE OR AD PAYMENT DUE NO LATER THAN APRIL 12 • SEND TO CBMM C/O NIA (ABOVE)

- Payment options – submit your Sponsor Pledge letter with Advertising Reservation form (below).
- Ads without Sponsor Pledge letter or payment will not be published.

## Contact CBMM for More Information

### PROCEEDS BENEFIT THE PAUL ROBESON INSTITUTE FOR POSITIVE SELF DEVELOPMENT

- Academic and social enrichment program offering positive life choices to urban youth.

### FOR SPONSORSHIP, TABLES, TICKETS, AD OR PROGRAM INFORMATION

- Call New Image Associates/NIA • 617.541.8NIA (8642)

## Sponsors' Advertising Reservation Form

Sponsor's Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Ad Size/s: \_\_\_\_\_

Total Sponsorship Level: \_\_\_\_\_

Payment Options:  Check (enclosed)  Money order (enclosed)  Sponsor Pledge (letter enclosed)

Print name for Best Wishes listing\* (if applicable): \_\_\_\_\_

### FULL PAGE

5w" x 8h"

\*Major sponsors get priority placement & color consideration.

See Sponsor Benefits Sheet for more details about ad sizes and placements for each sponsor level.

### 1/2 PAGE

5w" x 4h"



### 1/4 PAGE

2.5w" x 4h"



### BUSINESS CARD

1.25w" 2h"



### BEST WISHES LISTING

Show your support for CBMM, PRI and the Unity Breakfast. Free listing with all major sponsor levels.

