



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 school, home, or work."

Angelo Paul
FORMER PRI STUDENT

Involved since 3rd grade, now age 25, a union carpenter, PRI volunteer, husband and proud father.



Benefits
of
Major
Sponsorship
2008



CONCERNED BLACK MEN OF MASSACHUSETTS, INC.

Andrew J. Davis Jr. 19th Annual Unity Breakfast

Saturday, April 19, 2008 • 9am to 12noon • Cambridge Center Marriott

“Caring for Our Youth”

WHY SUPPORT CBMM

WHO WE ARE

Concerned Black Men of Massachusetts (CBMM) is a 501(c)(3) non-profit organization incorporated June 21, 1989 (see Founders and Officers 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 introduce 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. At the end of the year, a Rite of Passage ceremony is held where each of the young men are ceremoniously transitioned to the next step of their development. Each school year culminates with a Rites of Passage ceremony, where 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

In 2006, the CBMM Scholastic Challenge — a national model — was introduced with a spelling competition against the young women enrolled in the Mary McLeod Bethune Institute. CBMM looks forward to future participation from more affiliated organizations to help advance an atmosphere of teamwork among young people. PRI parents support this and other programs through marketing, preparing food, raising funds, and organizing the Black History program.

WHY WE NEED YOUR SUPPORT

Your support will help CBMM develop its infrastructure, strengthen its programs, and foster community partnerships with educational, civic, criminal justice, faith-based, and other 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 current 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

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



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“Caring for Our Youth”

FACT SHEET

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Ernest E. Washington Jr.

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Darren T. Wells

Corresponding Secretary

Peter Lewis

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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 quality of life issues impacting Boston-area communities. From this gathering evolved the Concerned Black Men of Massachusetts (CBMM) and its charge to work within the community to improve the quality of life for African Americans by reaffirming the role of black men. CBMM is a 501c3 non-profit organization incorporated on June 21, 1989.

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 • 3rd through 6th grades
A Saturday program working with more than 120 boys focusing on academics, recreation, and personal development.
- **BOYS TO MEN PROGRAM** • Ages 13 – 14 • 7th and 8th 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, 9th through 12th 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**
Northeastern University • 40 Leon Street • Boston • MA 02115

CONTACT CBMM

136 Warren Street • Boston • MA 02119 • www.cbmm.net

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

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PROGRAM SPONSORS

Paul Robeson Benefactor*	\$40,000+ see recognition below	Platinum Plus: premium seating for 10 + full-page ad	\$2,000
Andrew J. Davis Partner*	\$20,000+ see recognition below	Platinum: premium seating for 10 + full-page ad	\$1,750
Unity Scholar*	\$10,000+ see recognition below	Gold Table: premium seating for 10 + half-page ad	\$1,500
PRI Mentor*	\$5,000+ see recognition below	Silver Table: priority seating for 10 + quarter-page ad	\$800
Community Leader*	\$2,500+ see recognition below	Bronze Table: priority seating for 10 + business card ad	\$450
Youth Circle*	\$1,000+ see recognition below	Individual Ticket	\$30 advance / \$40 door

TABLE SPONSORS

PROGRAM SPONSOR RECOGNITION

SPONSOR LEVELS	YOUTH PROGRAMS	CBMM WEBSITE	PROGRAM BOOK	BREAKFAST
\$40,000+ BENEFACTOR	Sponsor logo signage at Kwanzaa, Career Day, Black History program, Rites of Passage + Breakfast	Extra large logo + listing on sponsors page (one year) logo on print ads	Color ad inside front or back of program book + Logo and Best Wishes listing	Title sponsor for VIP Reception, Podium thanks, Platinum Table + Signage + Premier Seating for 10
\$20,000+ PARTNER	Sponsor logo signage at Career Day, Black History program, Rites of Passage + Breakfast	Large logo + listing on sponsors page (one year) logo on print ads	Color ad premium placement of program book + Best Wishes listing	VIP Reception, Podium thanks, Platinum Table + Signage + Premier Seating for 10
\$10,000+ SCHOLAR	Sponsor logo signage at Career Day, Rites of Passage + Breakfast	Medium logo + listing on sponsors page (one year)	Full-page b&w ad in program book with + Best Wishes listing	VIP Reception Platinum Table + Signage + Priority Seating for 10
\$5,000+ MENTOR	Sponsor logo signage at Rites of Passage + Breakfast	Small logo + listing on sponsors page (one year)	Full-page b&w ad in program book + Best Wishes listing	Gold Table & Signage Priority Seating for 10
\$2,500+ LEADER	Sponsor logo signage at Breakfast	Small logo + listing on sponsors page (six months)	Half-page ad in program book + Best Wishes listing	Silver Table & Signage Premium Seating for 10
\$1,000+ CIRCLE	Sponsor listing signage (with all sponsor levels) at Breakfast	Small logo + listing on sponsors page (three months)	Quarter-page ad in program book + Best Wishes listing	1/2 Bronze Table & Signage Premium Seating for 5
TABLE SPONSORS	SOUVENIR PROGRAM AD SPECIFICATIONS AND TABLE GUEST FORMS WILL BE SENT TO CONFIRMED SPONSORS.			

Thank you for supporting Concerned Black Men of Massachusetts, a 501(c)(3) organization.

Sponsorship and event proceeds benefit the Paul Robeson Institute for Positive Self Development.

www.cbmm.net ■ Call George Luse or New Image Associates ■ 617.541.8642