



Campaign for
Black Male
Achievement



CBMA TURNS 10

2018 IMPACT REPORT: A DECADE OF RISK, URGENCY AND MOMENTUM



ABOUT THE CAMPAIGN FOR BLACK MALE ACHIEVEMENT

In 2008, the Campaign for Black Male Achievement (CBMA) was launched under the auspices of the Open Society Foundations (OSF). Although it was originally intended to be just a three-year campaign focusing on improving the life outcomes for Black men and boys, the leadership of OSF responded to the initial national impact of CBMA and lifted the three-year term limit. Since its launch, CBMA has focused on supporting leaders who have been committed to Black men and boys for generations, and has contributed to the development of new organizations and a new group of leaders. In 2015, CBMA spun off from the Open Society Foundations into an independent entity to ensure its sustained work of leaders on the ground. Since its spin-off, CBMA increased its efforts to chart a courageous way forward with its strategic framework, which sits at the intersection of movement and field building—supporting leaders on the ground while amplifying and catalyzing Black Male Achievement around the country.

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EXECUTIVE SUMMARY



WITH THE COLLECTIVE LEADERSHIP OF THE FIELD OF BLACK MALE ACHIEVEMENT, WE HAVE:



LEVERAGED
**\$320+
MILLION**
IN NATIONAL AND
LOCAL FUNDS
FOR BLACK MALE
ACHIEVEMENT



BUILT A VIBRANT
BMA NETWORK OF
**5,700+
MEMBERS**
AND 2,765+
ORGANIZATIONS



SEEDED SEVERAL
**NATIONAL
INITIATIVES,**
INCLUDING MY
BROTHER'S
KEEPER,
TO ESTABLISH
A GROWING
FIELD



AIDED LAUNCH OF
**LOCAL
INITIATIVES**
FOCUSED ON
EQUITY AND
BLACK MALE
ACHIEVEMENT IN
CITIES ACROSS
THE U.S.



**BROADENED
THE BMA
FIELD**
TO INCLUDE
HEALING,
NARRATIVE
CHANGE AND
BLACK WOMEN
AND GIRLS

2018 MARKS THE 10TH ANNIVERSARY of the Campaign for Black Male Achievement (CBMA). Launched in 2008 as a three-year initiative at the Open Society Foundations, CBMA became independent in 2015, stretching the initiative's original three-year term limit into a decade of accelerating investments in Black men and boys to unprecedented levels.

To build beloved communities across America, where Black men and boys are healthy, thriving and enabled to achieve their fullest potential—this is CBMA's core mission and rallying cry.

There is much to acknowledge in the organization's decade-long efforts to generate more than \$320 million in investment for Black men and boys, while sparking the tremendous growth of an entire field dedicated to Black male achievement to support improved life outcomes for all young men of color.

BLACK MEN AND BOYS MATTER. They are assets to our communities and our country. As a nation, we cannot truly prosper when any group of people is excluded and forced to exist on the fringes of society. The well-being of Black men and boys has a direct influence on the strength of our families, communities and our nation as a whole.

While we will require more than a decade to fully shift the generations of disinvestment and discrimination we are working collectively to

reverse, we can acknowledge what we have accomplished together—with your support. Over the past 10 years, CBMA has created a multiplier effect beyond the confines of our organization to scale impact across a growing field.

Looking ahead to the next decade, we require sustained and elevated support to stretch outside our comfort zones to think bolder and act even more daringly. While we have transformed millions of dollars in seed investments into hundreds of millions since 2008, we have not sufficiently translated these amounts into increased equity in terms of ownership, entrepreneurship and social and economic mobility for Black men, their families and communities.

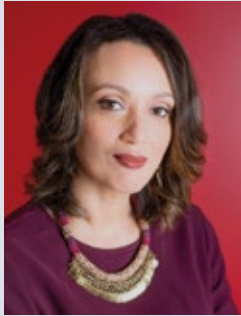
The continued room for growth in dollars invested as well as improvement in life outcomes amplifies the reason CBMA spun off from Open Society Foundations in 2015. What this nation truly needs is not a “campaign” for Black male achievement, but a Corporation for Black Male Achievement—an endowed philanthropic social enterprise that will lean into this issue for the generation it will take to create lasting change.

That's why, even as this report details real achievements we have made since 2008, we close with a call to action for everyone who desires to work with us to build an America where Black men and boys are healthy and thriving and have clear pathways toward achieving their fullest potential.

LETTER FROM THE BOARD:

CALL AND RESPONSE FOR A GENERATION

GEOFFREY CANADA
President
HARLEM CHILDREN'S
ZONE



TONYA ALLEN
President and CEO
THE SKILLMAN
FOUNDATION



WILLIAM C. BELL PH.D.
President and CEO
CASEY FAMILY PROGRAMS



A. NICOLE CAMPBELL
Senior Director of
Operations and Foundation
Counsel
DALIO FOUNDATION



JIM SHELTON
Senior Advisor
CHAN ZUCKERBERG
INITIATIVE

2018 NOT ONLY MARKS 10 YEARS since the launch of CBMA, it also signifies 50 years since the Kerner Commission—convened by then-President Lyndon B. Johnson in the wake of acute racial unrest and injustice—concluded that our nation was one “moving toward two societies, one black, one white—separate and unequal.” A few weeks later, Reverend Dr. Martin Luther King, Jr. was assassinated.

When we launched the Campaign for Black Male Achievement in 2008 at Open Society Foundations, it was in response to an urgent need to address similarly difficult challenges facing Black men and boys in our nation. Though we understood it would take more than an initial three-year commitment to truly change the life outcomes for Black men and boys, we were unsure whether the commitment or the resources existed to invest for the generation it will take to make sustained change.

Ten years after our first meetings to invest dollars and support programs under the banner of CBMA, we are humbled by the tremendous growth seen in the field of Black male achievement through the efforts of our many members, partners and allies.

We are proud to have helped mobilize significant philanthropic investment in Black male achievement as part of a heightened focus on boys and men of color along with racial and social equity

more broadly, igniting several public/private partnerships in key cities across the nation.

As we look ahead to the next decade, it is clear that an elevated collective effort is required to build on the work we've invested in since 2008. While it can be difficult within philanthropy to envision investments that span beyond a few years, we must expand the vision of our grantmaking to realize the lasting change in racial and social justice we're seeking through the work of CBMA.

The need for a generational approach is underscored by the findings in *Healing Our Divided Society*,¹ a 50-year update of the Kerner Commission where data shows that not enough has changed for African Americans in the last half century and, in some respects, racism, poverty and inequality have gotten worse.

We cannot quite celebrate victory yet. Even as we acknowledge our decade of progress, we must recognize that our Black men and boys still face peril and real obstacles on their path. To build the beloved communities we imagine will take sustained and expanded investments and commitment. We look forward to the next decade of progress, hand-in-hand with our members, partners and allies.

In Solidarity,
**The Campaign for Black Male Achievement
Board**

¹ *Healing Our Divided Society: Investing in America Fifty Years After the Kerner Report*, The Eisenhower Foundation, 2018, http://www.eisenhowerfoundation.org/ex_summary

LETTER FROM THE CEO:

ELEVATING AND ACCELERATING THE BMA MOVEMENT**SHAWN DOVE**

CEO

CAMPAIGN FOR BLACK MALE ACHIEVEMENT

SOME LIFE EXPERIENCES ARE ETCHED in our consciousness. One such memory from 36 years ago is emblematic of why I lead the Campaign for Black Male Achievement.

I was 20 and it was the summer between my junior and senior year at Wesleyan University. I visited my father in San Francisco. Raised by my single mother in every New York borough except Staten Island, I was experiencing daddy hunger, like so many who grow up without their fathers.

On a whim I asked my father to send me plane tickets to visit him. When I arrived in the Bay Area, my father and I got to know one another. He told me about his job at a printing shop and introduced me to his friends. At his apartment, he showed off his 357 Magnum handgun.

While he was at work the next day, I went down to the basketball courts. Before I knew it, I got into a confrontation with another player. The player and his friends surrounded me. It was his court, but my choice on how I would respond. I backed down, walking away, ashamed and embarrassed with tears in my eyes.

When I returned to my father's apartment, my shame and embarrassment turned to rage. I remembered the gun. I held it in my hand, shaking with anger. I concocted a plan: I would go back and make those guys sorry they messed with me. Afterwards, I would lay low before heading back East to complete my final year of college.

As I sat with the gun, I suddenly saw my mother's

face. I then thought of my high school and college mentors. The community who saw me as a shining example because I made it to college and was doing well. Their faces in that moment reminded me it wasn't worth it; I put away the gun.

Today, too many of our young people face choices like this—moments on which their whole lives can turn. It is our responsibility to ensure that our young people have compelling reasons to make safe, healthy and hopeful choices.

Imagine what our nation would look like if we boldly invested in our neighborhoods and cities and showed young people—particularly Black men and boys—real opportunities to build upon their God-given assets and live their best lives possible.

It has been an honor and a privilege to join thousands of leaders across the nation to respond to this vision and lead the Campaign for Black Male Achievement over its first decade. It has taken tremendous, collective effort and partnership to extend CBMA's initial three-year initiative into a decade of working daringly.

I am intentional in saying we are acknowledging our 10 years—as opposed to celebrating them. I am challenged to embrace a celebratory mindset when I consider the paradox of promise and peril still facing America's Black men and boys, and the current political, social and economic landscape.

While CBMA has accomplished a lot in the last decade, we have unfinished business. The path forward must be paved with increased risk, urgency and momentum. Change won't come within a grant cycle; it will take a generation, shaped by a nation of bold and willing leaders who believe that together we can create Beloved Communities with and for Black men and boys in America.

The way forward must be driven by our values to #LoveLearnLead, requiring strategic partnerships and transformational investments. We must respond to the thousands of intergenerational "Willionaires" across the country ready to manifest CBMA's clarion call, "there is no cavalry coming to save the day in our communities. We are the iconic leaders we've been waiting for, the curators of the change we're seeking to see."

INTRODUCTION

“CBMA IS A BEACON FOR A LOT OF THE FIELD. IT’S THE ONLY ORGANIZATION THAT, REGARDLESS OF ISSUE, MAKES ITSELF AVAILABLE TO ORGANIZATIONS ON THE GROUND TO ADVANCE THE CAUSE FOR BLACK MEN AND BOYS. THAT’S WHY IT HAS THOUSANDS OF INDIVIDUAL MEMBERS IN CONSTANT, ONGOING KINSHIP AND DISCOURSE.”

Damon Hewitt, Executive Director, Executives’ Alliance for Boys and Men of Color



THE CAMPAIGN FOR BLACK MALE ACHIEVEMENT

(CBMA) has worked to support our Black men and boys—to provide the right word or the right person at the right time—on their journey towards realizing their full potential. As we mark our 10th anniversary, we want to reflect on the impact our collective efforts, focus and investments have made as we define a new field for Black male achievement and the future we want for our country.

This report provides an examination of the ways in which CBMA has helped improve the lives of Black men and boys across the country by helping catalyze significant resources, attention and urgency toward this issue. In reviewing our collective impact, we conducted electronic surveys and in-depth qualitative interviews of CBMA’s network members, and analyzed institutional documents from the past 10 years.

We have made notable progress in our first decade, leveraging our multiplier effect across the field. In close coordination with partners and allies, we have elevated new opportunities, named longstanding barriers to success for our Black men and boys, promoted a new asset-based narrative, cultivated a nationwide network of activists and organizations, increased and sustained

philanthropic support and seeded new national and place-based initiatives committed to Black men and boys.

The current political and social climate combined with the urgent challenges Black men and boys still face demand that we act boldly if we are to achieve enduring investment and action: 25 percent of Black children do not graduate high school on time, compared to the national average of 17 percent.² To compound this issue, the Black male graduation rate is 59 percent, compared to 65 percent for Latino males and 80 percent graduation for White males.³ Homicides remain the leading cause of death for young African American men and boys age 10-24.⁴

To tackle these inequities, we must include new voices in our movement and invite new partners and allies to help build a future in which Black men and boys, and all communities of color, can truly thrive. We must focus on incorporating social enterprise and wealth-building strategies to the field, and increase equity in terms of ownership, entrepreneurship and social and economic mobility for our communities.

In the coming years, more than ever, we must work together and redouble our efforts to advance opportunity for Black men and boys. We know that lifting them up lifts our entire nation, and we will stand firm and united with our partners and allies to ensure that the well-being and advancement of Black men and boys remains a priority of our country and our leaders.

² Kids Count 2017. Annie E. Casey Foundation.

³ Schott Foundation for Public Education, 2017.

⁴ Youth Violence Facts at a Glance, Centers for Diseases Control and Prevention, 2016.

THE CBMA STORY

TEN YEARS AGO, a growing body of research examining the life experiences of Black men and boys in America shed new light on the deep and undeniable inequities they face throughout their lives.

“Focusing more closely than ever on the life patterns of young Black men, the new studies, by experts at Columbia, Princeton, Harvard and other institutions, show that the huge pool of poorly educated Black men are becoming ever more disconnected from the mainstream society, and to a far greater degree than comparable white or Hispanic men.”⁵

The negative outcomes—spanning issues such as violence, education, health and economic well-being—were far worse and more extreme than had previously been acknowledged. More than 50 percent of all African American boys did not finish high school; only 18 percent of Black males aged 18 to 21 were enrolled in college; and nationally, 13 percent of Black men could not vote because of felony disenfranchisement laws. These numbers, and the painful life experiences and stark disparities they represented, were the catalyst to creating what would become the Campaign for Black Male Achievement.

CBMA began in 2008 as an initiative of the Open Society Foundations (OSF), which was already investing in programs to promote racial justice and bring an end to mass incarceration. While the issues, and the energy and will to address them, were clear, there was a lack of clarity on the framing of this work, both internally and within progressive spaces.

The initiative was first named “A Campaign to Promote Opportunities for African American Boys and Men,” but early CBMA leaders were concerned the name would be unsuccessful in reaching and inspiring those who needed to be moved. After many conversations and informal polling, a new name emerged: Campaign for Black Male Achievement. This new name energized those involved in the work, and contributed to the asset framing of the entire field.

From the start, CBMA focused on improving educational outcomes and economic well-being for Black men and boys, rooted in the belief that the country as a whole will not realize its promise until each and every person can realize their full, individual potential.

In the first year of the campaign, OSF devoted \$2 million to developing CBMA’s programs and supporting individuals and organizations in forming alliances. These alliances among scholars, social justice organizations and organizers, arts and culture groups and philanthropy were the seeds of what would grow into the new field, united by and focused on Black male achievement. The campaign’s first grantees were the Center for Urban Families, for its innovative Responsible Fatherhood strategy, and the 21st Century Foundation, for its Black Men and Boys Initiative.

CBMA’S WORK WAS FORGED from the outset by promoting an asset-based narrative about Black men and boys, cultivating strategic partnership, investing in leaders and organizational capacity, measuring and promoting what works and having a “sustain the Campaign” ethos.

These guiding principles helped extend the philanthropic shelf-life of CBMA and ignited a growing field of Black male achievement. As described in a later section, the organization played an instrumental role in helping former President Barack Obama launch My Brother’s Keeper, an initiative birthed in the aftermath of the President’s speech responding to the acquittal of George Zimmerman in the murder trial of Trayvon Martin.

At the time, we asked, “How should philanthropy respond to Obama’s speech on Black men and boys?” Two years later, in 2015, CBMA became an independent entity from Open Society Foundations, ensuring that the organization would continue this much-needed work and drive forward the momentum of both the CBMA network as well as the broader field.

5 Eckholm, Erik. “Plight Deepens for Black Men, Studies Warn.” *The New York Times*, March, 20, 2006.

CBMA TURNS 10

A DECADE OF INNOVATION & IMPACT

FROM ITS INCEPTION, CBMA HAS SHAPED the collective voice and vision of a vibrant and successful field of Black male achievement that explicitly calls out race and gender as factors that can pose as barriers to this vulnerable population of Americans.

The organization's name and mission gave an explicit acknowledgment to something advocates and the community had known long before 2008:

Black men and boys face worse outcomes than every other demographic when it comes to education, safety, violence, health and income. The strategic focus on Black male achievement established a new field that motivated funders, advocates and community leaders to join and grow.

Here we lift up the highlights from 10 years of scaling impact. Additional data, examples and stories can be found at cbma.org/10.

“JUST HAVING A BMA FIELD IS A MAJOR ACHIEVEMENT. I REMEMBER WHEN NOBODY WANTED TO TALK ABOUT BLACK MEN AND BOYS. EVEN IF THEY DID WANT TO TALK ABOUT IT, THEY WOULD SAY IT WAS A HOPELESS CAUSE.”



Dr. Jackie Copeland-Carson

AnitaBorg.org COO; Black Philanthropy Month Founder; Author, *The My Brother's Keeper Initiative: A Collaborative Philanthropy Strategy to Address America's Black Male Crisis (2008)*

A DECADE OF RISK, URGENCY AND MOMENTUM

2006

THE NEW YORK TIMES PUBLISHES "PLIGHT DEEPENS FOR BLACK MEN, STUDIES WARN"

2007

OSF RELEASES CONCEPT PAPER FOR A CAMPAIGN TO PROMOTE OPPORTUNITIES FOR AFRICAN AMERICAN BOYS AND MEN, WHICH WOULD LATER BECOME CBMA

2007

OSF ISSUES FIRST ROUND OF EXPLORATORY GRANTS FOR BLACK MALE ACHIEVEMENT

2008

CBMA OFFICIALLY LAUNCHES AT THE OPEN SOCIETY FOUNDATIONS, HIRES SHAWN DOVE AS CAMPAIGN MANAGER

2008

OSF CONVENES CROSS-FOUNDATION WORKING GROUP TO ORGANIZE INVESTMENTS IN BLACK MALE ACHIEVEMENT



Leveraged \$320+ million in national and local funds for Black male achievement.

IN THE PAST DECADE, CBMA has invested and/or leveraged more than \$320 million in funds for Black male achievement, nationally and locally,⁶ transforming millions of dollars in seed investments into hundreds of millions. These funds have been invested in BMA policies and programs carried out by city governments, non-profits, community-based organizations, youth leaders, faith communities, law enforcement and the federal government. In turn, these policies and programs have helped tangibly improve life outcomes for Black men and boys.

These sizeable investments stem in part from CBMA’s leadership in organizing philanthropy to focus on Black male achievement and boys and men of color issues more broadly. CBMA has consistently issued clarion calls to the field of philanthropy as well as public and private investors to do more and put their money where their intentions are.

CBMA has partnered with philanthropic peers to add to the knowledge base and shape the conversation about Black men and boys, beginning with the 2012 report, *Where Do We Go From Here? Philanthropic Support for Black Men and Boys*. The report examined U.S. foundation giving in support of Black males by issue area, type of support and geographic area served, urging the field of philanthropy to dig deeper in their commitments to invest in Black male achievement.

In 2013, CBMA launched BMAFunders.org, a key platform for Black male achievement leaders to

6 According to Foundation Center estimates.

ZACHARY SMITH, DETROIT



Zachary Smith was encouraged by his mentor, Russell Harris of The Future Project, to attend Rumble, Young Man, Rumble in Detroit in 2017. Rumble Young Man, Rumble is a preeminent movement-building gathering for cross-sector BMA leaders that CBMA began convening in 2011, nationally in Louisville and regionally in Baltimore, Detroit and Milwaukee.

The Rumble experience led him to get accepted to Wayne State University. The Dean of Students from Wayne State saw Zachary speak and was immediately impressed by Zachary’s forthright and visionary response to the need to improve education and Black male achievement among youth.

The Dean and Zachary stayed in touch, and the Dean supported Zachary to apply to Wayne State and get admitted. As he prepares to start college in the fall, he is excited to focus on his writing and storytelling to inspire other young people to stay in school, graduate and pursue their dreams.

Now a 2018 CBMA Transformational Leadership Fellow training to become a Health and Healing Ambassador for his school and community, Zachary is one of 75 leaders who attended Rumble Detroit and one of 30,000 young people reached by The Future Project.

CBMA has supported thousands of young people like Zachary through direct programming such as Rumble, Young Man Rumble and youth fellowships as well as through its support of youth-serving organizations like The Future Project.



2008

CBMA CONVENES A RETREAT OF LEADERS ACROSS THE BMA FIELD TO INFORM ITS THREE-YEAR STRATEGIC PLAN



2008

FORD FOUNDATION RELEASES “MOMENTUM: SUSTAINING EFFORTS TO IMPROVE LIFE OUTCOMES AMONG AFRICAN AMERICAN MALES”



2008

BARACK OBAMA ELECTED AS FIRST AFRICAN AMERICAN PRESIDENT OF THE UNITED STATES



EXECUTIVES' ALLIANCE FOR BOYS AND MEN OF COLOR

The Executives' Alliance for Boys and Men of Color, an alliance of national philanthropic organizations, was formed in 2013 to evaluate new approaches, advocate for public policy and systems change and invest in America's boys and men of color.

At the urging of Shawn Dove and several other senior staff of the nation's leading foundations, a group of executives led by the CEOs of the The California Endowment, the Robert Wood Johnson Foundation, the John S. and James L. Knight Foundation, Silicon Valley Community Foundation and the Open Society Foundations convened with funders who had already committed energy and investments to improving life outcomes for boys and men of color to create the Executives' Alliance.

Since its founding, the Executives' Alliance has served as a strategic home to foundations and leaders who want to make an impact locally, regionally or nationwide. Today, the organization is a growing network of more than 40 foundations that have built key infrastructure for the BMOC field and made many millions of dollars in joint or aligned investments.

access a variety of resources. The site includes an interactive mapping tool with funding data, a timeline of philanthropic milestones in the field, a toolkit for assessing project outcomes, a comprehensive collection of research reports and descriptive case studies of work on the ground.

In 2015, in partnership with the Foundation Center, CBMA published *Quantifying Hope*, extending the research from *Where Do We Go From Here?* to assess philanthropy's progress in funding Black male achievement. *Quantifying Hope* found a distinct trend toward increased U.S. foundation funding for organizations and programs working to improve the life outcomes of Black males. In 2017, the two organizations issued an updated report to track continued progress while spotlighting the gaps and need for expanded investment.

Built a vibrant BMA network of 5,700+ members and 2,765+ organizations.

CBMA's growing national network of thousands of leaders and organizations working to advance Black male achievement across the country includes 5,700+ members and 2,765+ organizations. The collective efforts to build a network of BMA leaders have resulted in important work across the country and the creation of real jobs in the field for both adults and youth.

The network generates funding, carries out programs, advocates for better policies, catalyzes campaigns and shapes the narrative. According to our June 2018 network survey,⁷ CBMA has engaged both large and small organizations in its network, with organizational budgets ranging from \$1,000 to \$45 million per year.

⁷ Equivolve conducted a June 2018 electronic survey of CBMA's network membership which yielded 60 valid responses.

2009

CBMA RELEASES ITS THREE-YEAR STRATEGIC PLAN

2009

BLACK MALE DONOR COLLABORATIVE LAUNCHES TO IDENTIFY PROGRAMS AND POLICIES THAT REDUCE ACHIEVEMENT DISPARITIES FACING YOUNG BLACK MALES IN NYC



2009

ERIC HOLDER APPOINTED AS THE FIRST AFRICAN AMERICAN U.S. ATTORNEY GENERAL



2010

OSF U.S. PROGRAMS BOARD MAKES CBMA A CORE PROGRAM AND APPROVES A PLAN TO SCALE UP ITS WORK

FIELDS WHERE CBMA MEMBERSHIP WORKS

% RESPONDENTS*



EDUCATION

65%



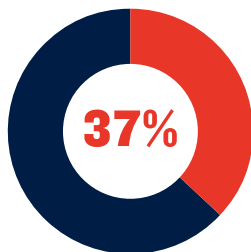
YOUTH DEVELOPMENT

58%

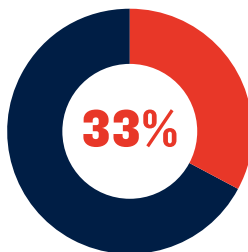


MENTORING

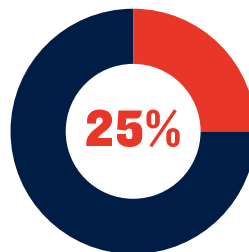
50%



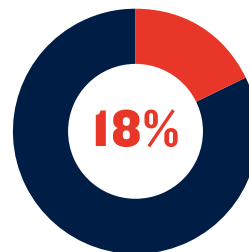
COMMUNITY ORGANIZING AND MOVEMENT BUILDING



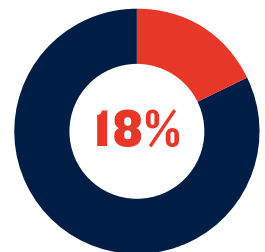
HEALTH AND HUMAN SERVICES



EMPLOYMENT/WORKFORCE DEVELOPMENT



CRIMINAL/JUVENILE JUSTICE



OTHER
(e.g., holistic wellness, racial equity, philanthropy)

*Data comes from CBMA membership electronic survey responses, June 2018⁸

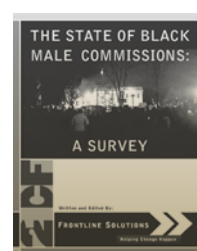
8 Equivolve conducted a June 2018 electronic survey of CBMA's network membership which yielded 60 valid responses, unless otherwise noted, all survey data graphically presented throughout the report are based on this sample.



2010
CBMA HOSTS THE FIRST "BLACK MALE RE-IMAGINED" CONVENING IN PARTNERSHIP WITH THE PERCEPTION INSTITUTE



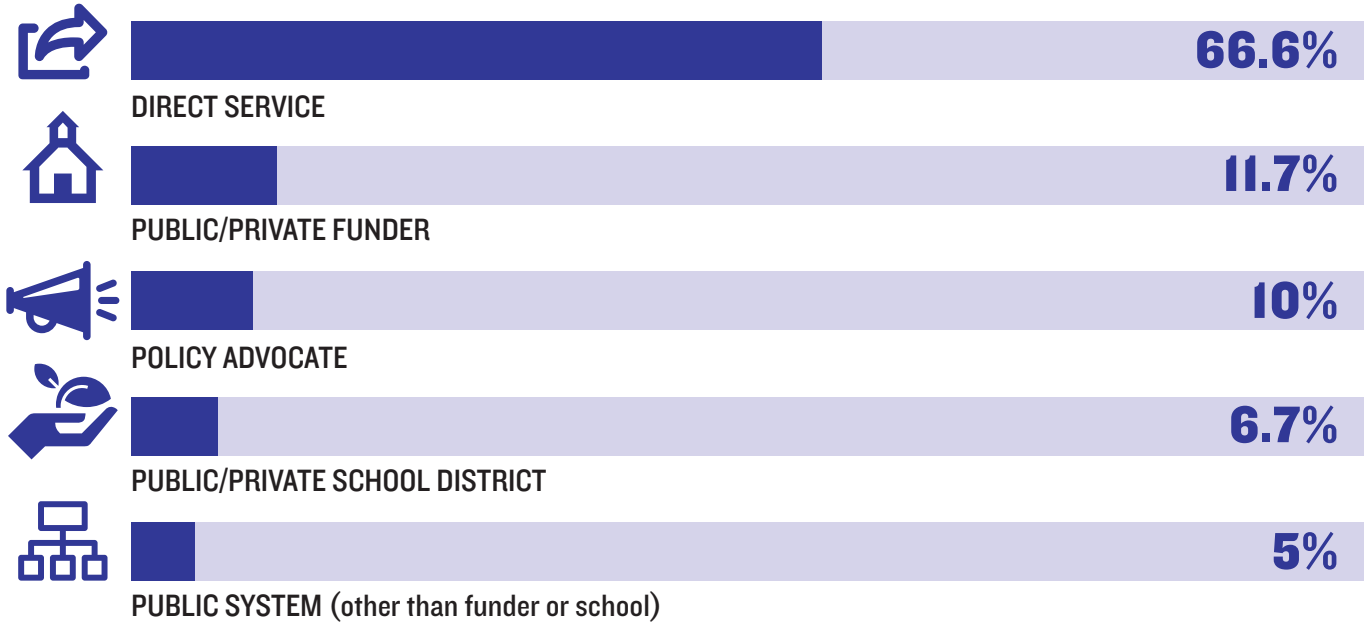
2010
SEEDED IN PART BY CBMA, THE FIRST OFFICE OF AFRICAN AMERICAN MALE ACHIEVEMENT IS LAUNCHED IN THE OAKLAND UNIFIED SCHOOL DISTRICT



2010
FRONTLINE SOLUTIONS AND THE TWENTY-FIRST CENTURY FOUNDATION PUBLISH "THE STATE OF BLACK MALE COMMISSIONS"

TYPE OF ORGANIZATION WHERE RESPONDENT WORKS

% RESPONDENTS*



*Data comes from CBMA membership electronic survey responses, June 2018⁸

Nearly two-thirds of CBMA network survey respondents reported having strengthened their own leadership skills or the leadership skills of their colleagues from being part of the network. Both those who are new to the field, with five years or less experience, and those who have extensive experience in the field—5 or more years—reported having developed stronger leadership skills as a result of CBMA’s work. Those in mid-career—survey respondents who had between six and 12 years of experience in BMA—also reported strengthening their leadership skills.

The network regularly brings leaders together so they can learn from each other and scale their efforts. In 2018, 24 leaders from across the country convened in Greensboro, NC, to launch the American Express Leadership Academy at

CBMA, a year-long fellowship that blends executive leadership coaching with social movement-building strategies.

Seeded several national initiatives including My Brother’s Keeper to establish a growing field.

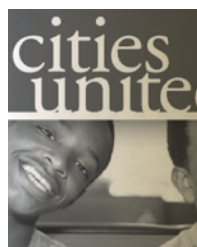
The past decade has seen the advent of several new national initiatives that have established the growing field of Black male achievement, far extending the reach of these collective efforts beyond CBMA.

CBMA assisted with seed funding for these new initiatives, partnering with them to establish their visions, take shape and expand their efforts nationwide.



2011

ECHOING GREEN LAUNCHES ITS BLACK MALE ACHIEVEMENT FELLOWSHIP IN PARTNERSHIP WITH CBMA



2011

CITIES UNITED LAUNCHES WITH CO-FUNDING FROM CBMA



2011

CBMA HOSTS INAUGURAL RUMBLE YOUNG MAN, RUMBLE AT THE MUHAMMAD ALI CENTER IN LOUISVILLE, KY

- **MY BROTHER’S KEEPER (MBK):** Originally founded by former President Barack Obama, the initiative, now operating as the My Brother’s Keeper Alliance, invests in programming for boys and young men of color. Catalyzed by the work of Shawn Dove and CBMA, since 2014, MBK and MBKA have mobilized resources for boys and young men of color with 250 communities signed up, dozens of new initiatives implemented and an exponential increase in affiliated private sector commitments.
- **BME COMMUNITY:** BMe grew out of initial seed funding and a vision for Black innovation and wealth supported by CBMA to become a leading innovator and investor in Black communities. Employing a similar force multiplier approach to CBMA, the BMe Community deposited \$1 million in Black-owned OneUnited Bank, which leveraged it into \$2.5 million in housing loans to low-to-moderate income Black communities.
- **CITIES UNITED:** A national network of more than 130+ mayors, Cities United is committed to cutting in half the homicide rates that rob our communities of young Black men and boys. Shawn Dove is an advisory board member and CBMA helped vision and launch the network in 2011 in partnership with former Mayors Michael Nutter of Philadelphia and Mitch Landrieu of New Orleans along with Casey Family Programs.
- **COSEBOC (Coalition of Schools Educating Boys of Color):** In 2008, CBMA supported COSEBOC with an initial \$75,000 grant that catalyzed the organization to become a national presence shaping educational policy and spurring local improvements. In partnership with CBMA and the Philadelphia school district, COSEBOC applied its national standards and promising practices in school-based mentoring to the



CAPTURING THE PROMISE OF PLACE IN LOUISVILLE AND BEYOND

“It’s so important to have an organization focused on Black male achievement 24/7 so they can share best practices from around the country. We’re particularly blessed that Rumble is here. When CBMA comes to any city, it helps to identify tried and true practices. We need that presence to access learning.”

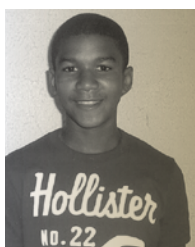
—Mayor Greg Fischer, Louisville, KY

Since 2011, Rumble Young Man, Rumble has engaged thousands of leaders from across the country and helped catalyze the City of Louisville where it is held to become the epicenter of Black male achievement. Under Mayor Greg Fischer’s leadership and in partnership with CBMA, Louisville has undertaken numerous initiatives to focus on Black male achievement and invest in communities of color.

The Office of Safe and Healthy Neighborhoods was established in 2013 to create opportunities for young people of color, particularly young Black men, and collaborate closely with youth, community and law enforcement to reduce crime and promote neighborhood safety. The city’s efforts have contributed to an overall reduction in crime and a reduction in shootings and homicides of young men under 24.

The city’s successful youth-focused initiatives like SummerWorks have put 5,200 young people into jobs in summer 2017; Right Turn and REimage programs have served 600 youth, placing them into jobs, college, postsecondary training and workforce education; and One Love Louisville has activated young people across the city to drive community-led action plans.

As one example of catalytic impact, our partnership with the City of Louisville has helped mobilize nearly a billion dollars of investment in the Russell neighborhood of West Louisville, long referred to as the Harlem of the South (read more on page 15). The partnership with Louisville is part of CBMA’s broader Promise of Place efforts, described in the next section.



2012

TRAYVON MARTIN IS KILLED, IGNITING INCREASED ACTIVISM AND ORGANIZING AROUND BLACK MALE ACHIEVEMENT AND POLICE REFORM



2012

CBMA HOSTS THE FIRST-EVER BLACK MALE ACHIEVEMENT INNOVATION AND IMPACT FORUM



2012

CBMA LAUNCHES LEADERSHIP AND SUSTAINABILITY INSTITUTE



MY BROTHER'S KEEPER

Shawn Dove was one of the first thought leaders the Obama White House reached out to following the July 2013 verdict in the trial for the tragic killing of Trayvon Martin. CBMA worked with the Obama White House to help develop the strategic direction of My Brother's Keeper (MBK), the new initiative launched by former President Barack Obama to improve the life outcomes of boys and young men of color.

Michael Smith, Executive Director of MBK Alliance and Director of Youth Opportunity Programs at the Obama Foundation, says, "Shawn was doing this work when it wasn't popular. He was instrumental in our framing of MBK and continues to be an integral partner." Since President Obama launched My Brother's Keeper in February 2014, CBMA has been an active ally in shaping the strategy for what is now the My Brother's Keeper Alliance, an initiative of the Obama Foundation. In places like Detroit, MBKA and CBMA have worked closely together to support boys and young men of color including through job and career-oriented Opportunity Summits.

MBKA, along with cross-sector partners around the country, works to build safe and supportive communities for boys and young men of color where they feel valued and have clear pathways to opportunity.

Sankofa Passages Program, contributing to improved educational outcomes for male high school students of color, including a 94% promotion rate, 89% fewer violent incidents and adverse behaviors and 98% graduation rate for 2013-14 seniors.

- **ECHOING GREEN BLACK MALE ACHIEVEMENT FELLOWSHIP:** In 2012, Echoing Green launched its annual Black Male Achievement Fellowship in partnership with CBMA, investing hundreds of thousands of dollars in new and innovative leaders who are launching organizations dedicated to improving the life outcomes of Black men and boys, equipping them with seed funding, mentoring, and support from national experts in their field.
- **BLACK MALE EQUITY INITIATIVE (BMEI):** CBMA, in partnership with Dr. Pamela Jolly, CEO of Torch Enterprises, created BMEI in Detroit in 2018 to expand the perspective of Black male achievement to include equity and ownership as keys to long-term wealth creation. BMEI engages Detroit Black male leaders aged 18-75 in a 12-month exploration of financial equity with the goal of establishing an individual definition of wealth creation and a path towards it.

Aided launch of local initiatives focused on equity and Black male achievement in cities across the U.S.

CBMA's efforts to boost city-level efforts through its "promise of place" strategy has helped establish African American Male Achievement initiatives at the local level across the country, in close partnership with city and community leaders. CBMA supports five Promise of Place cities—Baltimore, Detroit, Louisville, Oakland and



2013

THE ROBERT WOOD JOHNSON FOUNDATION HOSTS "A GATHERING OF LEADERS" TO CONVENE FUNDERS, AND SCHOLARS DEDICATED TO IMPROVING OPPORTUNITIES FOR BOYS AND MEN OF COLOR



2013

CBMA AND FOUNDATION CENTER LAUNCH BMAFUNDERS.ORG AS A RESOURCE TO HELP FUNDERS, NONPROFITS, POLICYMAKERS AND MORE TRACK PHILANTHROPIC INVESTMENTS IN BLACK MEN AND BOYS



2014

CBMA LAUNCHES THE INAUGURAL "BLACK MALE ACHIEVEMENT INNOVATOR" INITIATIVE

Milwaukee— where CBMA directs resources and investment to scale local impact.

In 2010, CBMA seeded the launch of the nation’s first African American Male Achievement initiative in Oakland, CA, which creates the systems, structures and spaces that guarantee success for all Black male students in local school districts. Additional cities including Seattle, Denver, Milwaukee, Minneapolis and Philadelphia have since established similar offices or departments.

Promise of Place efforts have also resulted in programs as well as reports that track city-level progress in investing in Black male achievement. In February 2017, CBMA opened the first POP office in Detroit, which serves as a model for CBMA’s field-building work to advance High School Excellence (HSE) and outcomes for Black men and boys across the city. The HSE Framework aims to elevate not just high school completion but Black boys’ capacity to be prepared to fully participate in college, career and community and is being carried out in Detroit as well as Oakland, Louisville, Milwaukee and Baltimore.

Launched in 2015, CBMA produced the first of its kind Promise of Place (POP) report and BMA City Index, which scores and evaluates 50 U.S. cities on their progress in advancing the life outcomes of Black men and boys. A second edition in January 2018 measured progress in city-led commitment to BMA since 2015, including “Cities on the Horizon” doing important local work.

The organization’s efforts to highlight local work through the Promise of Place reports, fund local initiatives and convene city leaders and local advocates to exchange lessons and best practices have all combined to scale local BMA efforts and ensure their success.



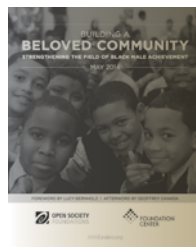
BLACK MALE ACHIEVEMENT FELLOWSHIP AT ECHOING GREEN

While still a part of Open Society Foundations, CBMA partnered with Echoing Green to launch the first Black Male Achievement Fellowship in 2011. The fellowship focused on supporting emerging leaders and social entrepreneurs working to improve the life outcomes of Black men and boys with seed-stage funding and strategic foundational support.

The BMA Fellowship continues today, and has supported 75 fellows with hundreds of thousands of dollars since its launch. Projects supported through the fellowship include PushBlack, the nation’s first mobile-based black organizing project; pilotED schools, which focuses on improving academic and life outcomes for students of color in Chicago by teaching a curriculum that develops a healthy personal identity; and Mothers Against Police Brutality, which seeks to reduce police use of deadly force against young men of color in America by uniting mothers and families of victims to advocate for criminal justice reform; and many more.



2014
PRESIDENT OBAMA LAUNCHES THE NATIONAL MY BROTHER'S KEEPER INITIATIVE, WHICH WAS SEEDED IN PART BY CBMA



2014
CBMA RELEASES THE REPORT "BUILDING A BELOVED COMMUNITY: STRENGTHENING THE FIELD OF BLACK MALE ACHIEVEMENT"



2015
CBMA OFFICIALLY SPINS OFF FROM THE OPEN SOCIETY FOUNDATIONS INTO AN INDEPENDENT ENTITY

“CBMA GAVE ME THE SPACE, ABILITY AND MORAL SUPPORT TO CREATE OUR ASSET-FRAMING PARADIGM, WHICH WE’RE USING TO EDUCATE PHILANTHROPIC LEADERS, EXECUTIVE LEADERS IN MAJOR FOUNDATIONS, SOCIAL INNOVATION FUNDS, MAJOR ASSOCIATIONS, LARGE CORPORATIONS, GOVERNMENT ENTITIES.”



Trabian Shorters, CEO & Founder, BMe Community

INVESTING IN HOMETOWN HEROES AND LOCAL LEADERS IN MILWAUKEE



In partnership with Derute Consulting Cooperative, CBMA has worked to facilitate the development of the Black Male Achievement field in Milwaukee and the state of Wisconsin, and lift up the local BMA heroes and actions needed to move the needle for Black men and boys across the city and state.

Milwaukee’s Promise of Place work includes a fundraising campaign to launch and support targeted efforts and scale proven interventions; a narrative change campaign; technical support to help the City of Milwaukee and Milwaukee County strengthen its capacity to impact Black men and boys; and backbone support to coordinate Milwaukee’s BMA efforts. In addition, CBMA will launch a Milwaukee Black Male Achievement Summit in fall 2018.

In August 2017, drawing from CBMA’s support and its technical expertise launching educational initiatives focused on Black men and boys in other cities, Milwaukee Public Schools launched a new Department of Black and Latino Male Achievement to boost four-year graduation rates, offer a safe space for Black and Latino boys and young men to explore their identity and history and develop effective strategies to improve their life and education outcomes.

Broadened the BMA field to include healing, narrative change and Black women and girls.

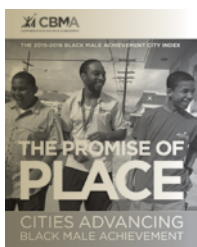
Health and Healing Strategies

As the field developed and expanded over the past decade, CBMA worked to transform its own efforts to respond to these changes. The organization designed its Health and Healing Strategies Initiative (HHS) in partnership with existing experts in the field, including Dr. Phyllis Hubbard and Dr. Shawn Ginwright to address the impacts of trauma, mental health and toxic masculinity. This expansion came through a recognition that equipping Black men and boys with tools to overcome trauma must go hand-in-hand with dismantling the systemic barriers they are forced to overcome.

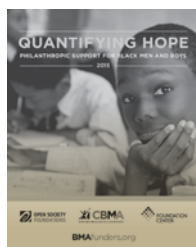
Launched in 2016, HHS improves the health outcomes of Black males by promoting self-empowerment and wellness education among BMA leaders. Since its launch, thirty BMA HHS workshops have been conducted, reaching 772 community leaders, parents, guardians, mentors and school personnel from Oakland and Sacramento.

Narrative Change

As part of expanding the field, CBMA worked to shape the narrative about Black men and boys.



2015
CBMA RELEASES THE FIRST OF-ITS-KIND PROMISE OF PLACE REPORT AND BMA CITY INDEX



2015
CBMA ISSUES THE 2ND EDITION OF ITS QUANTIFYING HOPE REPORT SERIES



2016
CBMA LAUNCHES THE BMA HEALTH AND HEALING STRATEGIES INITIATIVE

Seeding a field focused explicitly on racial equity and achievement for Black men was the starting point for driving a discourse that sees Black men and boys as assets to all our communities, supporting leaders across the country to engage in this assets-based thought leadership.

In the network survey conducted by Equivolve, more than half of survey respondents said that they had developed more intentional asset-based framing as a result of their network membership.

In 2010, CBMA launched Black Male Reimagined to affirm accurate portrayals of Black people in the mainstream media and encourage influencers in media and entertainment to help transform how the Black community, and particularly Black men and boys, are portrayed in popular culture and public discourse. The third gathering in the groundbreaking series took place in 2016 at the Kennedy Center in Washington, DC.

Black Women and Girls

Recognizing the critical role that Black women and girls play in our families, communities and the nation, CBMA has partnered with women



CATALYZING A RUSSELL RENAISSANCE IN LOUISVILLE

As CBMA looks ahead to its next decade, we are committed to building Black wealth, to ensure that the investments we make take root in communities and are sustained over a generation. Our partnership with the City of Louisville, Cities United, Kenan Charitable Trust and other partners has helped catalyze nearly a billion dollars of investment in and near the Russell neighborhood of West Louisville, long referred to as the Harlem of the South. In recent decades, the community has experienced severe disinvestment and together with the mayor, city leaders and the community, we are helping drive new investments that will reverse decades of neglect.

The new initiative, Russell: A Place of Promise, is being co-created with and will be accountable to Russell residents and stakeholders. It is designed to be a national model for equitable community development that CBMA hopes to help replicate in other Black communities. The initiative will connect Russell residents and businesses with opportunities to build long-term individual and community wealth so that planned and underway new investment in Russell does not result in their displacement.

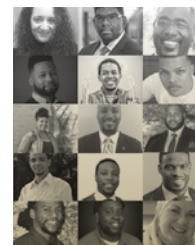
Planned investments through Russell: A Place of Promise will create affordable housing, new jobs, business opportunities, new community gathering spots, opportunities for mobility, wealth creation and whole-community health. These investments will complement other efforts to revitalize the neighborhood including the Louisville Urban League’s planned \$30 million sports and learning complex anchored by an indoor track and field facility; a new \$35 million branch of the YMCA of Greater Louisville; and a \$29.5 million Choice Neighborhoods Grant awarded to the Louisville Metro Housing Authority and Louisville Metro Government that is leveraging over \$200 million in new investment.



2016
CBMA CO-HOSTS FIRST “MLK NOW” EVENT AT RIVERSIDE CHURCH IN NYC



2016
CBMA HOSTS BLACK MALE RE-IMAGINED III AT THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS IN WASHINGTON, D.C



2017
CBMA AND AMERICAN EXPRESS LAUNCH THE AMERICAN EXPRESS LEADERSHIP ACADEMY AT CBMA



ENGAGING AFRICAN AMERICAN MALES IN BALTIMORE

In response to the police-involved death of Freddie Gray in 2015, support and investments in the BMA field increased dramatically in Baltimore, amounting to nearly a quarter of a billion dollars. Approximately one-sixth of the city's population is African American men and boys, and the city has one of the nation's highest per-capita homicide rates. In November 2016, voters approved the launch of a \$12 million children and youth fund to support racial equity, intergenerational leadership and collective decision-making for the city's children and young adults. The city also saw an increase in corporate and philanthropic support for the BMA field, including from the Annie E. Casey Foundation, the Center for Urban Families, One Baltimore and Under Armour.

CBMA's 2017 regional Rumble Young Man, Rumble convening in Baltimore helped catalyze a new round of investments, with Mayor Catherine Pugh establishing the Office of African American Male Engagement, directing \$1 million from the city's budget. The new office is focused on supporting and expanding mentoring and other services aimed at helping Black men and boys stay safe, in the community and out of the criminal justice system.

The new office will need to tackle the community violence that robs Baltimore of its Black men and boys. CBMA recognizes the lack of safety faced by the nation's Black men and boys must be addressed, helping launch Cities United in 2011 and supporting the mayoral network's community-driven, public health approach to reducing homicides and shootings in Baltimore and elsewhere.

leaders and women-led organizations to ensure everyone in our communities progress together, even as we focus on Black men and boys.

In 2017 CBMA, sponsored the national Becoming Conference at Rutgers University, which was designed to empower, educate and encourage young girls between the ages of 12 and 16, and to promote the importance of providing safe and supportive spaces to help them grow and thrive. In 2018, CBMA launched a partnership with The Colored Girls Museum in Philadelphia to celebrate Black women artists, curators and cultural leaders as part of Women's History Month.

Our network includes many women leaders working as core partners to build safer and healthier communities for whom CBMA has created opportunities to share about their work as part of our monthly network calls. We also engage women and family members in our Health and Healing Strategies initiative to ensure entire communities benefit from these holistic change efforts.



2017
CBMA RELEASES 2ND EDITION OF "QUANTIFYING HOPE" REPORT



2017
CBMA LAUNCHES THE BLACK MALE EQUITY INITIATIVE (BMEI) IN DETROIT, MI



2018
CBMA RELEASES 2ND EDITION OF "PROMISE OF PLACE" REPORT

ORGANIZATIONAL ACHIEVEMENTS FROM BEING CBMA NETWORK MEMBERS

% RESPONDENTS*



63%

STRENGTHENED MY LEADERSHIP SKILLS OR THE LEADERSHIP SKILLS OF MY COLLEAGUE(S)



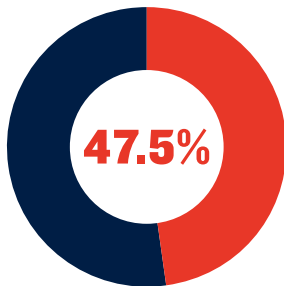
56%

FORMED NEW PARTNERSHIPS WITH OTHERS WORKING ON ISSUES RELATED TO BLACK MALE ACHIEVEMENT

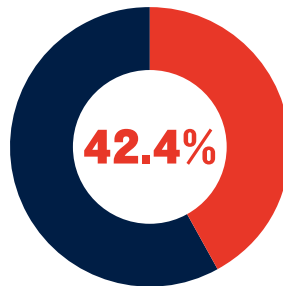


53%

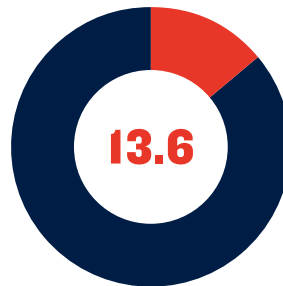
DEVELOPED MORE INTENTIONAL ASSET-BASED FRAMING IN OUR MESSAGING ABOUT BLACK MALES



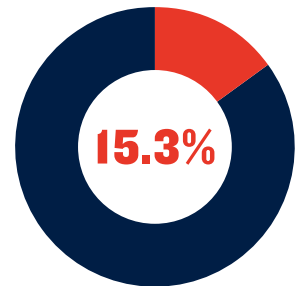
DEVELOPED MORE TARGETED STRATEGIES FOR SERVING/SUPPORTING BLACK MALES



USED DATA FROM CBMA REPORTS TO INFLUENCE OTHER ORGANIZATIONS' STRATEGIES FOR SERVING BLACK MALES



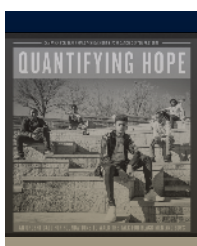
LEVERAGED CBMA FUNDING TO OBTAIN SUPPORT FROM OTHER FUNDERS



OTHER (e.g., started a consulting firm, became more aware of personal privilege, gained new contacts)

*Data comes from CBMA membership electronic survey responses, June 2018⁹

⁹ The aforementioned data is from a June 2018 electronic survey of CBMA's membership network conducted by Equivolve.



2018
CBMA LAUNCHES THE NATIONAL QUANTIFYING HOPE TOUR WITH EVENTS IN SAN FRANCISCO, CA AND MILWAUKEE, WI



2018
CBMA OFFICIALLY CELEBRATES 10 YEARS SINCE LAUNCHING AT THE OPEN SOCIETY FOUNDATIONS IN JUNE 2008



2018
CBMA HOSTS 10TH ANNIVERSARY: BLACK MALE RE-IMAGINED GALA AND FUNDRAISER HONORING GEORGE SOROS, TONYA ALLEN AND JOHN W. ROGERS FOR THEIR COMMITMENT TO BMA.

CONCLUSION AND LOOKING AHEAD

BUILDING THE FUTURE

THE CURRENT SOCIAL AND POLITICAL CLIMATE

reminds us that, even as we make progress for our communities, we must remain vigilant in sustaining and expanding that progress. We cannot afford to ignore the continued racial and social inequities that our Black men and boys experience.

We see this in recent studies including the 50-year update to the Kerner Commission published in February 2018 that found not enough has changed and in some respects racism, poverty and inequality have gotten worse.

A March 2018 study by Harvard, Stanford and the Census Bureau found Black boys and young men who grow up in wealthy households still face a “punishing” racism across their lives that lead many to become poor into adulthood.

The study shows that racial and environmental factors consistently pull Black men and boys down into poverty at rates that nowhere near impact their white male counterparts. That remains true even if Black men and boys come from America’s upper wealth and income percentiles.

As Dr. King implored the nation, the data point us to the need for elevated action, not complacency. We must accelerate the movement for BMA, mobilizing even more partners and pressing forward until we can declare America as a true place of promise for Black men and boys. We must build a Corporation for Black Male Achievement and infuse social enterprise and wealth-building strategies into the field. We must work to leverage our investments to increase eq-

uity in terms of ownership, entrepreneurship and social and economic mobility for Black men, their families and communities so that our strategies create real and lasting change.

Leaders in Black male achievement must create, build and find the current momentum in the nation to effectively fight back against the barriers facing our upward mobility. We must also elevate Black women, immigrant rights and LGBTQ leaders in our collective efforts, recognizing we are inextricably entwined in our shared fates. Broadening our movement and connecting the dots to other linked social issues will be critical to ensuring both our relevance and responsiveness to the field.

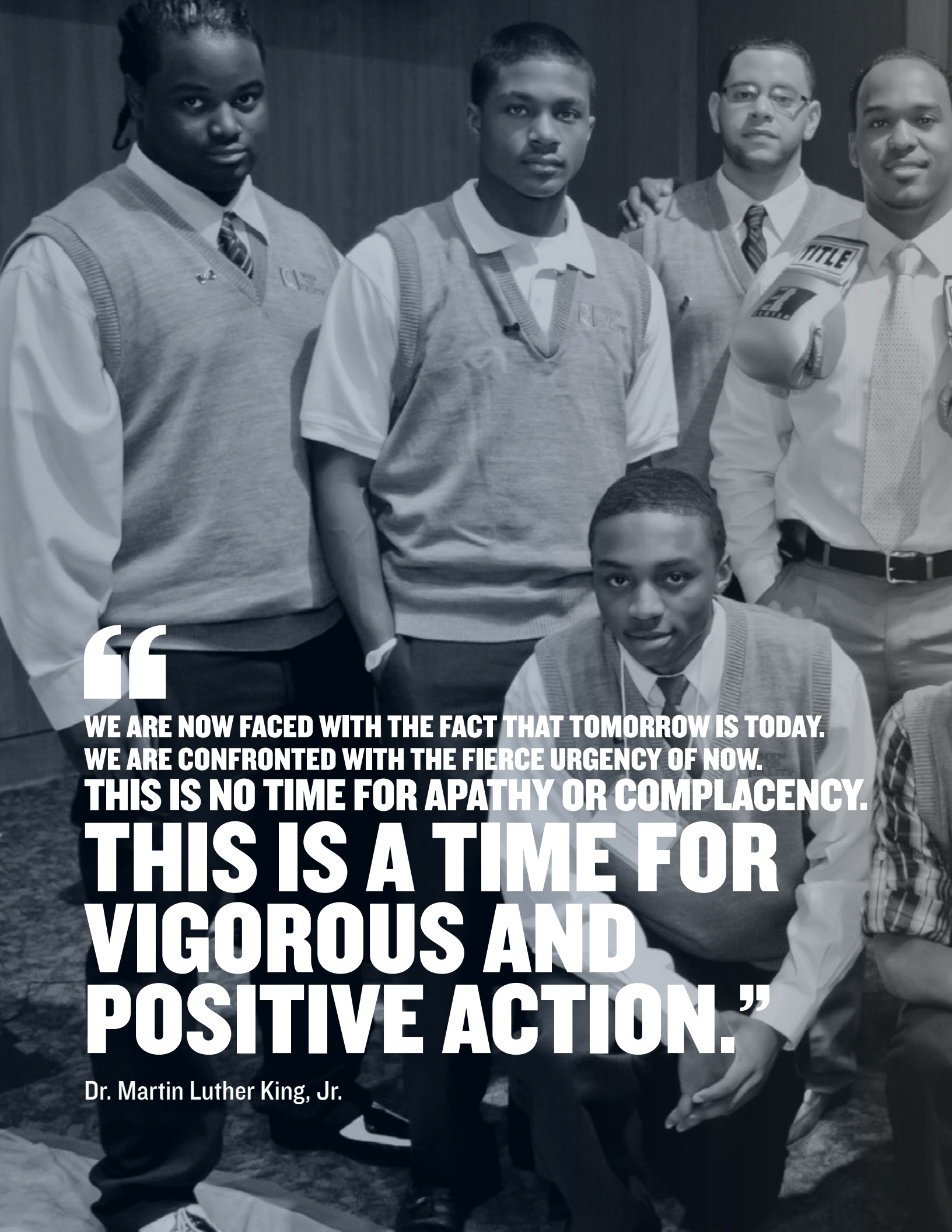
It’s long past time for us to transform the futures of Black men and boys. We need a collective crusade of people who love and value Black men and boys and who will commit to a transformational vision that includes taking risks, acting with urgency and building momentum to ensure that the headlines of 2028 and beyond will not be more of the same.

To be sure, Black men and boys do not need saviors to swoop into their lives and communities with prescriptions for their survival in America. The movement needs believers and partners who are willing to invest generationally in our communities’ abilities, assets and dreams.

WE ARE EXCITED FOR YOU TO JOIN US.

¹⁰ “Extensive Data Shows Punishing Reach of Racism for Black Boys,” *The New York Times*, Emily Badger, Claire Cain Miller, Adam Pearce and Kevin Quealy, March 19, 2018, <https://www.nytimes.com/interactive/2018/03/19/upshot/race-class-white-and-black-men.html>





“

**WE ARE NOW FACED WITH THE FACT THAT TOMORROW IS TODAY.
WE ARE CONFRONTED WITH THE FIERCE URGENCY OF NOW.
THIS IS NO TIME FOR APATHY OR COMPLACENCY.
THIS IS A TIME FOR
VIGOROUS AND
POSITIVE ACTION.”**

Dr. Martin Luther King, Jr.



TITLE

MEN OF QUALITY

MEN OF QUALITY

WATCH

WATCH

“

HE WHO IS NOT COURAGEOUS ENOUGH TO TAKE RISKS
**WILL ACCOMPLISH
NOTHING IN LIFE”**

Muhammad Ali

LOVE
LEARN
LEAD



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