

**BUILDING BELOVED COMMUNITIES FOR BLACK MEN AND BOYS**

# THE PROMISE OF PLACE



# AUTHORS/CONTRIBUTIONS

## 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.

## AUTHORS

Jameelah Morris	<i>Program Manager (former), Campaign for Black Male Achievement, Root Cause</i>
Tammy Tai	<i>Project Lead, Campaign for Black Male Achievement, Root Cause</i>
Latrina Kelly-James	<i>Project Manager, Campaign for Black Male Achievement, Root Cause</i>
Robert Simmons	<i>Vice President, Strategy &amp; Innovation, Campaign for Black Male Achievement</i>
Sheba Rogers	<i>Promise of Place Program Manager, Campaign for Black Male Achievement</i>

## CONTRIBUTORS

Shawn Dove	<i>CEO, Campaign for Black Male Achievement</i>
rashid shabazz	<i>Vice President of Communications (former), Campaign for Black Male Achievement</i>
Janet Dickerson	<i>Senior Communications Consultant, Campaign for Black Male Achievement</i>
Andrew Wolk	<i>Founder &amp; CEO, Root Cause</i>
Chris Rutherford	<i>Promise of Place Program Manager, Campaign for Black Male Achievement</i>

## DESIGN/WEBSITE/COMMUNICATIONS

Dennis Ahlgrim	Ahlgrim Design Group
Hyperakt	
Wonder: Strategies for Good	

## PHOTOGRAPHY

Salahadeen Betts	KS Media Inc.
Ruddy Roye	
Sheila Pree Bright	

## CREDITS

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Grace Sato, Foundation Center  
Trabian Shorters, BMe  
Tiffany Thompson, Echoing Green  
Anthony Smith, Cities United  
Leon Andrews, National League of Cities  
Damon Hewitt, Executives' Alliance for Boys and Men of Color  
Michael Smith, MBK Alliance

## QUOTES/ INSIGHTS FROM BLACK MALE ACHIEVEMENT LEADERS PROVIDED BY:

Anthony Smith, Cities United; Robert Simmons, CBMA; Ron Walker, COSEBOC; Terra Leavell, Canaan Community Development Corporation; Darienne Driver, Milwaukee Public Schools; Jeannette Simon, ANANIZACH; Michael B. Hancock, City of Denver; Amanda Alexander, Detroit Justice Center; Deon Tiggs, Detroit student; Aron Cross, Milwaukee student

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# EXECUTIVE SUMMARY

**TO BUILD BELOVED COMMUNITIES across America, where Black men and boys are healthy, thriving, and enabled to achieve their fullest potential—that is the Campaign for Black Male Achievement’s (CBMA) core mission and rallying cry.** Created before the perils of our current political and social climate, this mission, now more than ever, is necessary to ensure the nurturing, growth, and achievement of Black men and boys and that of our cities, communities, and nation.

Over the past year we have borne witness to the upending of our political system, which threatens to undermine efforts to improve life outcomes for Black men and boys. Basic human rights are at risk, and the dismantling of equitable measures implemented for people of color, the poor, and other marginalized communities threaten to leave already vulnerable communities without protection. After years of sweat and hard work in building nationwide initiatives, platforms, and voices that celebrate and elevate Black men and boys, we are again faced with adversity. Yet we remain resilient.

## PROMISE OF PLACE: BUILDING BELOVED COMMUNITIES

While the loss of federal support for Black Male Achievement (BMA) efforts can potentially create significant challenges in sustaining initiatives and momentum, it also presents an opportunity for cities to strengthen their leadership on behalf of Black men and boys; and engage the authentic voices of our youth to help shape the future of Black Male Achievement. The movement on the ground towards achieving success for Black men and boys is growing stronger. This is

evident in the demonstrable strides cities are making towards acknowledging Black men and boys as viable and in need of elevation and love, and in the actionable steps being taken to protect, nurture, and strategically advance Black Male Achievement.

In this new report, ***The Promise of Place: Building Beloved Communities for Black Men and Boys***, we highlight the progress made by the 50 cities in the Black Male Achievement (BMA) City Index featured in the first edition of the report released in 2015. We elevate not only the score for each city, but also how cities have used CBMA principles, indicators, and building blocks of progress to redefine Black Male Achievement in their city. There are impressive gains in cities materializing their commitment to Black men and boys, and this new Promise of Place report measures these gains both quantitatively and qualitatively for cities across the country. We identify where gaps exist in activity and investment, and propose steps to collectively mobilize and expand our resources to fill those gaps.

## BUILDING BLOCKS OF PROGRESS

*Promise of Place* spotlights the building blocks that promising cities for Black Male Achievement must utilize to improve the lives of Black men and boys in their communities. Promising cities adhere to three BMA core values: 1) collective work and responsibility; 2) respect and recognition; and 3) bold goals and outcomes. The three core values underpin eight building blocks of progress: 1) city administration commitment to Black men and boys (BMB), 2) reimagining BMB, 3) BMB stakeholder community, 4) actionable agenda for BMB, 5) targeted funding,

## HIGHLIGHTS OF WHERE CITIES HAVE MADE COLLECTIVE PROGRESS SINCE 2015



62 PERCENT HIGHER level of engagement across all 50 cities



92 PERCENT of the 50 cities scored have now accepted the My Brother's Keeper Community Challenge



13 PERCENT overall Increase in CBMA Membership



Of the nine national initiatives supporting Black men and boys, Coalition of Schools Educating Boys of Color (COSEBOC), increased engagement in cities by 25 PERCENT, the largest increase across initiatives

95

DETROIT and WASHINGTON, DC remain the two highest scored cities with a score of 95

**2017-2018  
TOP 5 CITY  
SCORES**



6) effective practice base, 7) coordinated capacity-building infrastructure, and 8) coordination and continuum of BMA activities.

The report profiles five cities—Baltimore, Detroit, Louisville, Milwaukee, and Oakland—that have encompassed these critical BMA field building blocks needed to become a promising city for Black Male Achievement. As core partner cities within CBMA’s Promise of Place City Strategy, these cities are identifying and responding to the ongoing and multi-faceted needs of Black men and boys. Through intense implementation of building blocks, targeted investment, sustained engagement, and strong collaboration across many sectors, these cities are demonstrating models of promise and progress. The building blocks profiles included in this report have the potential to help other cities determine strategies to improve outcomes for Black men and boys.

The report also highlights Cities on the Horizon, cities not included in the 50-city BMA City Index that have made valiant efforts to accelerate work on behalf of Black men and boys. These cities are taking action to: 1) mobilize a Black Male Achievement stakeholder community; 2) establish a reimagine campaign for Black men and boys; and 3) develop and implement a Black Male Achievement agenda.

**ACTION STEPS**

**25 percent of Black children** do not graduate high school on time, compared to the national average of 17 percent.<sup>1</sup> 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.<sup>2</sup>

In order to continue advancing Black Male Achievement, city leaders must double down in their efforts to improve life outcomes of Black men and boys across the nation. We recommend the following action steps as ones that every city can take to improve their process and/or increase their score in the BMA City Index.

- **Demographics and data:** Use data to understand the presence of Black men and boys as a percentage of the total male population in a city and track key quality of life indicators (e.g., education, housing, healthcare, criminal justice, etc.).
- **City-led Commitment to Black men and boys:** Encourage city-led commitments to Black men and boys and challenge the community to support these initiatives through coalition building.
- **CBMA membership:** Use available tools to drive membership of individuals and organizations in local, regional, and national networks supporting Black men and boys, their families, and communities to CBMA’s membership network.
- **Presence of national initiatives supporting Black men and boys:** Collaborate with local, regional, and national partners to boost participation in national programs, initiatives, and organizations directly supporting Black men and boys as part of their mission.
- **Targeted funding for Black men and boys:** Create a culture of funding for Black men and boys to boost the dollar amount of targeted philanthropic investment.

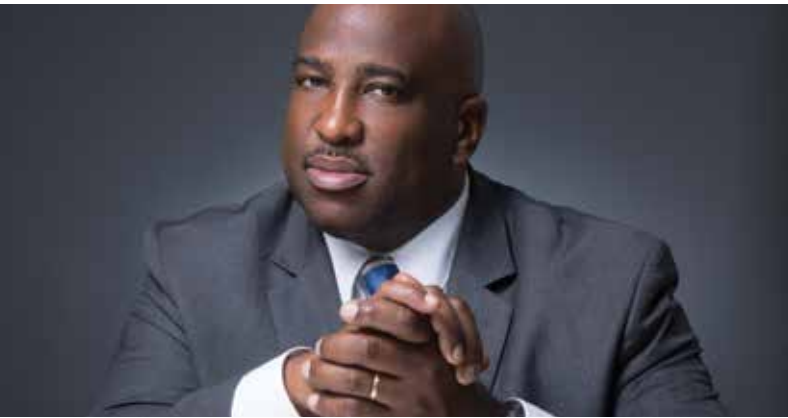
**CALL TO ACTION**

This new report and updated BMA City Index are intended to serve as a roadmap for cities, stakeholders, and all those who are interested in advancing Black Male Achievement in their city. We encourage cities to use these tools to track data, assess building blocks of progress, and capture the engagement and action to improve life outcomes for Black men and boys in their communities.

We urge advocates, policymakers, and everyday people to delve into the dynamics of the cities highlighted, analyze the trends in BMA engagement, and deepen their thinking of how their own cities may measure up as a Promise of Place city. With bold leadership and collective accountability, we can scale and increase our resources and commitments to creating Beloved Communities for all.

1 Kids Count 2017. Annie E. Casey Foundation.  
2 Schott Foundation for Public Education, 2017.

## LETTER FROM THE CEO



**I HAVE OFTEN ASKED THE QUESTION, “HOW DO WE QUANTIFY HOPE FOR BLACK MEN AND BOYS?”** It is for me a question that embodies both the challenges and opportunities facing the current movement for Black Male Achievement.

When the Campaign for Black Male Achievement (CBMA) released the first *Promise of Place* report in 2015, we were witnessing a time of unparalleled momentum. CBMA had just spun off from the Open Society Foundations into an independent entity; the My Brother’s Keeper Alliance was launched to support local efforts to support young Black and Latino males; BMe Community—an initiative to lift up Black men and boys as assets to their communities and society—was expanding to new cities; Cities United was planting deeper roots in local municipalities across the country to engage city leaders in efforts to curb violent deaths among African American males; and we saw the emergence of the Executives’ Alliance for Boys and Men of Color as a philanthropic force to drive additional investments and resources to the growing Black Male Achievement and boys and young men of color fields.

Yet, three years later, the national discourse has grown further divided along issues of race, social justice, and equity—issues that are at the core of CBMA’s work. In addition to the continued systemic violence against Black men, women, and children, we have witnessed tragedies and violence in cities like Charleston, Milwaukee, and Minneapolis, and an increase of hate crimes against both immigrant and African American communities. Furthermore, evidence from the current political debate exposes a backlash against economic and social policies that would ensure greater access to all Americans, particularly the most disadvantaged among us; and a growing populist movement


that has called for the closing of borders and the institutionalization of isolationist policies.

It is against this backdrop that CBMA stands at the crossroads of a crucial moment as our country wrestles for its consciousness and soul. In the profound words of Dr. King, “*This is no time for apathy or complacency. This is a time for vigorous and positive action.*” I believe wholeheartedly that, in many ways, America’s future depends on the ability of Black men, women, boys, and girls to succeed, prosper, and lead. Ten years into its mission, CBMA is at the right place at the right time in our nation’s history to help drive the kind of positive action of which Dr. King spoke, of by continuing to inspire and galvanize the Black Male Achievement movement to close the gap between the promise and peril facing Black males, their families, and communities.

In this new report you will see the ways in which our movement continues to show promising signs of growth. Cities that were not captured in the first report—such as Denver, CO, and Yonkers, NY—have since become highly engaged in leading Black Male Achievement efforts on behalf of Black men and boys. Among the initial 50 cities profiled in 2015, there has been positive movement towards a high level of engagement across all of the indicators and categories that were used to score cities. I am encouraged by the amazing strides we have made as an organization and as a field over the past decade and particularly since the 2015 edition of *Promise of Place*. With the field updates, promising strategies, and models of courageous leadership presented throughout this report, I hope you will feel as encouraged and emboldened as I do that the path we are on is the right one.

The reality is that dismantling inequitable systems and policies built over centuries will require a generational commitment from all of us who care about justice and equality in America. Now, we must work towards translating our collective efforts into real policy change that will address and eradicate the barriers facing Black men, women, and children. While I still believe that there is no cavalry coming to save the day, I know that our dedication to advancing the field and movement of Black Male Achievement is what creates the iconic leadership Black men and boys need to realize their true promise and purpose.

With Promise, **Shawn Dove**  
CEO, CAMPAIGN FOR BLACK MALE ACHIEVEMENT



**“ THIS IS NO TIME FOR  
APATHY OR  
COMPLACENCY.  
THIS IS A TIME FOR  
VIGOROUS  
AND POSITIVE  
ACTION. ”**

Dr. Martin Luther King, Jr.

## LETTER FROM THE BOARD

**IN THE CAMPAIGN FOR BLACK MALE ACHIEVEMENT'S FIRST *PROMISE OF PLACE* REPORT**, we expressed optimism for the organization's future, and for the growing movement of leaders and partners working to ensure that "all Black men and boys can enjoy the dream and promise of America." There was—and remains—good reason for our optimism.

To help push the BMA movement through this new era of challenge and opportunity, CBMA determined there was the need to more effectively document and measure the impact of place-based strategies, which we believe are essential to creating best practices that most positively impact Black men and boys. As a result, the second *Promise of Place* report has a renewed focus on elevating promising programs and initiatives that are demonstrably transforming the lives and trajectories of Black males throughout the country.

The new *Promise of Place* report also lifts up CBMA's High School Excellence framework, which audaciously places a stake in the ground on an issue and indicator that can be tracked locally. We believe this is crucial to ensuring that our young men are equipped to graduate high school and college and be career ready. This data-driven focus will also help CBMA determine if such investments and efforts are indeed having impact and building ***Beloved Communities***<sup>3</sup> for Black men and boys. Yet, we also recognize that education alone is not the solution to dismantling the barriers facing young Black men. Our young men and communities need supports in all areas, including (but not limited to) employment, responsible fatherhood, criminal justice reform, and access to quality healthcare.

To expand its capacity to provide these supports, CBMA has made significant infrastructure investments to become even stronger as an institution. A second office was opened in the great city of Detroit, where we have already begun seeing progress around key areas and indicators in collaboration with a variety of stakeholders. Additionally, over the past two years, CBMA has more than doubled its talented staff to continue supporting the growth, sustainability, and impact of leaders and organizations in the field.

While the road ahead is not free of peril and pitfalls, the horizon is filled with great promise and opportunity. As board members, we are encouraged by the renewed focus, commitment, and efforts of CBMA to lead and support local cities through its place-based strategy. We are also encouraged by the growing list of cities that have joined the movement to advance Black Male Achievement, as profiled in this new report. Furthermore, we are emboldened to continue this work because of all of you on the frontlines fighting for Black men and boys, Black women and girls, and Black communities every day.

We hope you will be encouraged to use and promote the findings in this new report—especially with key policymakers and stakeholders in your city, for whom this data could be particularly useful. We also invite you to share directly with the CBMA team any best practices or learned lessons uncovered by your own efforts on behalf of Black men and boys. In the long journey ahead, know that we stand ready to travel alongside CBMA and you to *Love, Learn, and Lead* Black men and boys towards achieving greatness for themselves, their families, our communities, and future generations.



**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

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

<sup>3</sup> As referenced in CBMA's 2014 report *Building a Beloved Community: Strengthening the Field of Black Male Achievement*, "Beloved Communities" "represents what Martin Luther King, Jr. called The Beloved Community—a global vision in which injustice will not be tolerated because we as a people will not allow it." Foundation Center (2014, May). *Building a Beloved Community: Strengthening the Field of Black Male Achievement*. (S. Shah, & G. Sato, Eds.) Retrieved October 28, 2015, from Foundation Center: <http://www.foundationcenter.org/gainknowledge/research/pdf/bma2014.pdf>





**“THIS POWERFUL  
REPORT IS AN  
IMPERATIVE  
BLUEPRINT**

**FOR ANY CITY INVESTED IN A  
SUCCESS NARRATIVE FOR ITS  
POPULATION OF BLACK MEN  
AND BOYS.”**

Ron Walker

EXECUTIVE DIRECTOR, COSEBOC

(COALITION OF SCHOOLS EDUCATING BOYS OF COLOR)

## INTRODUCTION

“ THERE IS NO CAVALRY COMING TO SAVE THE DAY. WE ARE THE ICONIC LEADERS THAT WE’VE BEEN WAITING FOR. WE ARE THE CURATORS OF THE CHANGE WE ARE SEEKING TO SEE.”

Shawn Dove

WHEN CBMA CEO SHAWN DOVE SPEAKS THESE WORDS, HE IS CELEBRATING THE COLLECTIVE GENIUS reflected in the *hometown heroes* and *local leaders* who have worked for generations to support Black men and boys in their communities and beyond. As we mark the 10th anniversary of the Campaign for Black Male Achievement (CBMA), the 2018 *Promise of Place* report celebrates Black men and boys and the many individuals and institutions working on their behalf. We also celebrate the shared successes achieved in the past decade, as demonstrated by the amazing growth that is taking place across the Black Male Achievement field and movement. Still, such reflection calls us to wrestle with the challenges and struggles that far too many Black men and boys continue to endure.

We are living in a time when the lives of Black males are at steady risk of violence, death, and injustice by America’s policing and criminal justice systems, all while diminishing opportunities across education, health, employment and economic growth continue to dismantle their outcomes for a better future. For these reasons we must remain unwavering in our commitment to strengthen, build, and create new opportunities and better life outcomes for our Black men and boys. CBMA’s focus on the promise of this work stems from

our hope and belief in the strength and resiliency of our youth, communities, and cities to advance Black Male Achievement. That led us to write the first edition of this report in 2015, with the objectives to 1) reduce silos that limit opportunities to collectively learn, grow and sustain this moment and 2) elevate how cities across building Beloved Communities to nurture and support Black men and boys.

The first report scored 50 cities across five key engagement and commitment areas specific to Black men and boys: 1) demographic mix; 2) city-led commitment; 3) presence of national initiatives; 4) targeted funding; and 5) CBMA membership. Since the report we have witnessed a growing number of cities—those included in the first report as well as cities that were not—increase their efforts to support Black Male Achievement and positive outcomes across the spectrum for Black men and boys. Many cities have begun to assess themselves and their work more critically, and have ramped up initiatives, funding, and other supports as a commitment to this work. Simultaneously, CBMA has taken a deeper dive into partnering with local communities to co-create new opportunities and help build *Promise of Place* cities that are committed and supported in their work.

This new report provides a thorough scan of engagement activities and initiatives happening across the nation to support Black men and boys. In order to build upon our knowledge of what is happening across the field, we continued tracking engagement within cities, while taking a deeper look into select cities that have accelerated their efforts in support of Black men and boys since 2015. From this work, we offer a new framework for cities who aspire to become a “Promising BMA City,” defined as a city that serves, supports, and catalyzes opportunities for Black men and boys to learn, achieve, and thrive. As a nation, our attention to the needs of Black men and boys, as well as our work to shape and bridge promising solutions, has grown tremendously. In this report, we highlight that growth and promising practices across the field, while elevating the work of local leaders who continue to pave the way in their cities.

Our approach included utilizing the 2015 BMA City Index to track the movement in the field across the 50 cities. How are leaders engaging to support Black males in their cities? How have these cities fared since the first report with respect to their score? What new

initiatives have surfaced across cities? Has there been stagnation or growth? Where do we go from here? As we address these questions and more throughout the report, we do so with a focus on assessing where we are, where we still need to go, and the long-standing commitment required of cities, leaders, communities, and families to help drive and sustain this work. CBMA aims for these reports to serve as a checkpoint of our collective progress and success with ensuring Black males learn, thrive, and succeed in every city across our nation. As part of CBMA's Promise of Place City Strategy, we have identified and launched work in five core cities—Detroit, Baltimore, Milwaukee, Louisville, and Oakland. Working and building with partners in these communities has helped CBMA sharpen our

understanding of the work that is being done on the ground, from the areas of promise, to the various needs and challenges that exist.

Dr. Martin Luther King Jr. said, “Human progress is neither automatic nor inevitable....Every step toward the goal of justice requires sacrifice, suffering, and struggle; the tireless exertions and passionate concern of dedicated individuals.” As we continuously monitor and track movement and engagement across cities, identify promising practices and opportunities, and proactively support BMA leaders and cities on the frontlines, CBMA stands firm in our belief that Black Male Achievement must and will remain a priority for our nation.



**“WE BELIEVE THAT HIGH SCHOOL GRADUATION WITH EXCELLENCE AS THE BAR, SUCH THAT BLACK BOYS ARE COLLEGE, CAREER AND COMMUNITY READY, SHOULD EXIST NOT JUST AS A RALLYING CRY BUT AS A SERIES OF COORDINATED ACTIONS THAT ALLOWS US TO TRACK PROGRESS, CHALLENGE OUR ASSUMPTIONS AND PRACTICES, WHILE KEEPING THE LIFE OUTCOMES OF THESE YOUNG MEN AT THE CENTER OF OUR DECISION MAKING AND POLICY DEVELOPMENT.”**

**Robert Simmons, VP OF STRATEGY AND INNOVATION, CBMA**

**WHILE CBMA WORKS TO TRACK PROGRESS IN CITIES AND SUPPORT BMA LEADERS ACROSS THE NATION,** we are also working to build deeper ties in and with communities to accelerate tangible outcomes for Black men and boys. This report introduces CBMA's Bold Goal and High School Excellence framework as part of our field-building and movement-building strategies to catalyze movement across the field.

While recent data reveals that the number of Black males graduating high school and enrolling in educational pursuits beyond high school has climbed

over the years, their proficiency, college persistence, and post-secondary completion rates remain frustratingly low. There is a nearly 70 percent chance that an African American man without a high school diploma will be imprisoned by his mid-30s. Accordingly, CBMA's High School Excellence framework aims to move the needle on the number of Black men and boys graduating from high school on time, while also being prepared to succeed in college, career, and beyond. Our vision of excellence for Black males as scholars, leaders, and champions of success drives our work and commitment to our

Promise of Place City Strategy, and our commitment to this report.

In Detroit, CBMA has already begun to see progress as we have implemented our High School Excellence efforts in collaboration with a variety of stakeholders. Our work in Detroit has led to increases in the number of Black men and boys participating in college and career preparation activities, growth in the number of school-based interventions targeting reading and writing skills, and a growing interest from the corporate sector to contribute their human capital to serve as tutors and mentors to students in grades 9–12.



# ABOUT CAMPAIGN FOR THE BLACK MALE ACHIEVEMENT

AS A CORE TENET  
OF CBMA'S BOLD  
GOAL FRAMEWORK—  
TO BUILD BELOVED  
COMMUNITIES  
ACROSS AMERICA  
WHERE BLACK MEN  
AND BOYS ARE  
HEALTHY, THRIVING,  
AND ENABLED TO  
ACHIEVE THEIR  
FULLEST POTENTIAL—  
WE HAVE DEEPENED  
OUR COMMITMENT  
TO DEMONSTRATE  
MEASURABLE IMPACT  
THROUGH OUR  
PROMISE OF PLACE  
CITY STRATEGY AND  
KEY INITIATIVES

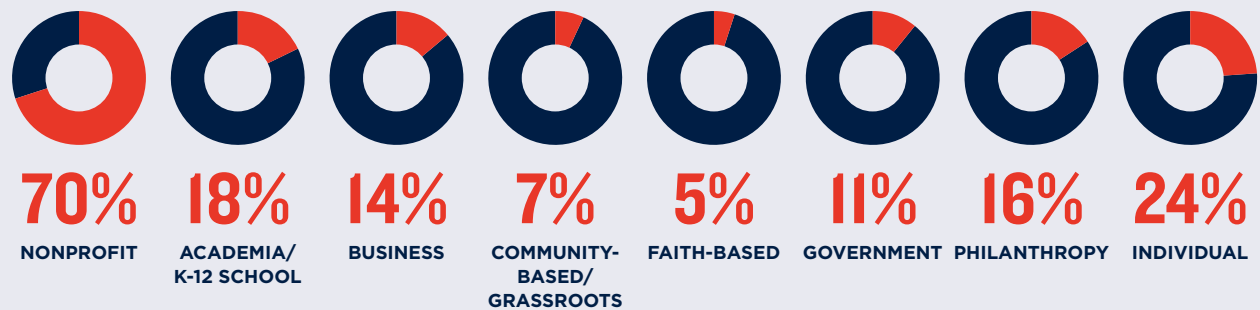
# CBMA'S GROWING MEMBERSHIP NETWORK

**TODAY THERE IS A GROWING NATIONAL MOVEMENT** of leaders, institutions, grassroots and community organizations, and concerned citizens actively advancing Black Male Achievement with commitment, hope, and strategic action. The movement is diverse and includes those with an explicit focus on Black men and boys, and also many that approach their work through a variety of issue areas such as employment, education, criminal justice reform,

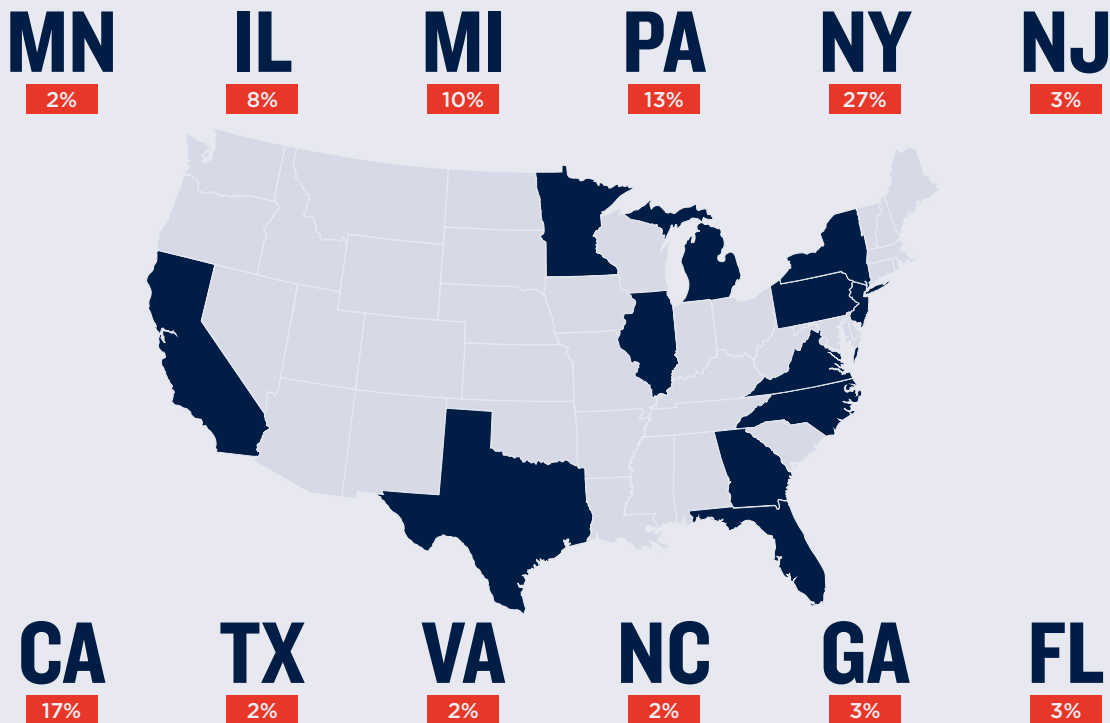
poverty alleviation, youth development, and race and gender equity, among others. Our work is rooted in engaging leaders across the field to advance Black Male Achievement across the spectrum.

CBMA has cultivated a growing national membership network of more than **5,200 leaders and 2,700 organizations working in more than 600 cities across the United States.**

## MEMBERSHIP ACROSS SECTORS



## PERCENTAGE OF CBMA MEMBERS REPRESENTED ACROSS TOP 12 STATES



## HIGHLIGHTS OF CBMA'S KEY INITIATIVES

**CBMA HAS SPENT THE PAST 10 YEARS** committed to helping Black men and boys fulfill their potential. Guided by our Bold Goal, CBMA identified several key initiatives to target for impact. All are aligned with CBMA's mission of narrative change, movement building, and field building. **As posed by our CEO Shawn Dove, the question of "what does winning look like for Black men and boys?" drives our work and exemplifies our commitment to advancing this work.**

Through our signature programs, services, and resources listed below, CBMA is building a legacy for the BMA field.

### RUMBLE YOUNG MAN, RUMBLE!

Acknowledging with urgency and vigilance that America's Black men and boys are in a moment of promise and peril, the Campaign for Black Male Achievement created the annual Rumble Young Man Rumble! (RYMR) at the Muhammad Ali Center in Louisville, KY. Launched in 2011, RYMR has become known as the preeminent gathering of cross-sector Black Male Achievement (BMA) leaders working to improve life outcomes of Black men and boys across intersecting areas including education, criminal justice, mentoring, responsible fatherhood, narrative change and capacity-building.

The life and example of Muhammad Ali is reflected throughout RYMR, which is inspired by a poem that

Muhammad Ali and his trainer Drew "Bundini" Brown would recite during fights and trainings. Through RYMR, CBMA is championing Ali's legacy and the six core principles of confidence, conviction, dedication, giving, respect and spirituality that guided his life and career.

In 2017, CBMA invested in the expansion of RYMR to encourage the activation and engagement of Rumlbers year-round. With RYMR, CBMA is building beloved communities for Black men and boys by bringing Black adult and youth leaders together in safe and loving spaces to learn from one another, and find common ground in their efforts to lead Black men and boys towards greatness. To learn more about RYMR and see video recaps of previous gatherings, please visit [www.blackmaleachievement.org/rymr](http://www.blackmaleachievement.org/rymr).

### BMA HEALTH AND HEALING STRATEGIES (BMA HHS)

CBMA's Health and Healing Strategies initiative aims to improve the health outcomes of Black males by promoting self-empowerment and wellness education among leaders in Black Male Achievement (BMA). Launched in 2016 with seed support from The California Endowment, these Health and Healing Strategies (HHS) are designed to ensure that leaders in the BMA field have the tools and resources to facilitate and sustain their health and healing, and that of the Black males and broader communities that they serve. BMA HHS has partnered with community groups as well as



# LEARNING THROUGH THE WORK: PARTNERSHIPS TO BUILD PROMISE OF PLACE CITIES

## DETROIT



**LAUNCHING THE FIRST PROMISE OF PLACE** office in winter of 2017, Detroit serves as ground zero for CBMA's field-building work to advance high school excellence

and outcomes for Black men and boys across the city. In 2016, CBMA began cultivating relationships to support Black male students and field leaders across the city, including partnering with the Skillman Foundation to support 15 organizations through the BMA Innovators Challenge and partnering with the MBK Alliance to host the inaugural Boys and Young Men of Color Opportunity Summit, attracting nearly 2,000 young people seeking job and career assistance. In 2017, CBMA launched a partnership with Frederick Douglass Academy for Young Men and the Detroit Public Schools Community District to develop and support initiatives such as the CBMA Literacy Corps, Frederick Douglass Promise, SAT prep, and a number of other supports for students and staff. In addition, CBMA served as one of the key sponsors for JOURNi's Tech Equity Week, which reached over 450 participants through a week-long tech engagement experience. Through a broad community engagement strategy, CBMA hosted its first regional Rumble Young Man, Rumble! convening in July 2017, bringing together Detroit leaders and youth to reaffirm and celebrate Black men and boys. With a Detroit Advisory Board established, CBMA is ever more encouraged and prepared to partner and lead on behalf of Black men and boys in Detroit.

**"HAVING MORE INTERACTION WITH SUCCESSFUL BLACK MEN, WHO HAVE BEEN THROUGH SIMILAR LIFE EXPERIENCES GROWING UP AS THE STUDENTS AT DOUGLASS, WOULD PLAY A MAJOR ROLE IN HELPING US ACHIEVE OUR GOALS."**

**Deon Tiggs**

11TH GRADER, DETROIT PUBLIC SCHOOLS COMMUNITY DISTRICT

## MILWAUKEE



**IN THE FALL OF 2017**, Milwaukee Public Schools launched the Department of Black and Latino Male Achievement to address the disparities in academic and life outcomes for Black and Latino boys and young men. CBMA supports the Department of Black and Latino Male Achievement by working closely with district and community

leaders to identify proven strategies and to coordinate resources to improve outcomes for male students of color. In partnership with local firm Render, CBMA launched the new interactive site, MyBlackStory.us, which champions the positive efforts and impact of Milwaukee's Black leaders, organizers, and community members. The site uses multimedia to highlight advocates, policy makers and everyday people working to positively transform the city on behalf of its most underserved communities. The platform aims to provide a more positive and nuanced alternative to how Black Milwaukeeans, particularly Black males, are portrayed in the news and other media.

**"YOUNG BLACK MEN NEED THINGS IN PLACE THAT WILL HELP TO AMELIORATE OUR LIFE AND EDUCATIONAL ACHIEVEMENTS, AND TO CHANGE THE NARRATIVE TO ONE THAT LIFTS US UP AS VALUABLE ASSETS IN OUR SOCIETY, RATHER THAN AS A STATISTICAL NUMBER OR A STEREOTYPICAL IMAGE. I KNOW FOR A FACT THAT THE BLACK AND LATINO MALE ACHIEVEMENT DEPARTMENT WILL OPEN THAT DOOR FOR EACH LIFE THEY TOUCH, AND I WANT TO BE A PART OF IT."**

**Aron Cross**

12TH GRADER, MILWAUKEE PUBLIC SCHOOLS

(INITIATIVES CONTINUED FROM PAGE 12)

schools to develop and implement programming that seeks to reduce the effects of trauma and improve the health and viability of our communities. **Thirty BMA HHS workshops have been conducted, reaching 772 community leaders, parents, guardians, mentors, and school personnel** from Oakland and Sacramento. CBMA has developed a database with over 500 images of BMA leaders actively engaging in self-care, and has created and produced the *Journey to Radiance* podcast and webisode series (including an originally-written and composed “Journey to Radiance,” theme song), all of which are intended to provide healing affirmations for the BMA field. In 2017, The California Endowment awarded an additional \$500,000 in grant funding for CBMA to continue expanding Health and Healing Strategies, and inspiring health & healing for Black men and boys.

## BLACK MALE RE-IMAGINED

This initiative is part of the CBMA’s ongoing narrative change work to ensure more accurate depictions about Black men and boys and their communities through a series of public events, social media campaigns and partnerships with mainstream outlets such as Vice.com, Cassius, and the Root. The concept for Black Male: Re-Imagined was formed in partnership with the Perception Institute and CBMA to create a safe and honest space of conversation and action focused on real solutions to help drive a more accurate portrayal of Black men and boys in mainstream media and news. Black Male: Re-Imagined was designed specifically to identify best practices in marketing, media, and branding that could lead to a change in perceptions



of Black men and boys in our society. Three events have been held to date: the first in December 2010 in partnership with the Knight Foundation; in April 2013 in partnership with the Knight Foundation and the Ford Foundation, and most recent, in October 2016 at the Kennedy Center in Washington, D.C.

## BUILDING BELOVED COMMUNITY LEADERSHIP FELLOWSHIP



With support from the American Express Foundation, CBMA has designed and implemented a customized leadership development experience for a cohort of 24 emerging leaders in the Black Male Achievement field. The Building Beloved Community Leadership Fellowship (BBCLF) utilizes the unique strengths and competencies of two Greensboro, North Carolina-based organizations: the Center for Creative Leadership (CCL) and the Beloved Community Center (BCC).

**A diverse cohort of 24 fellows has been selected for the 2017–2018 inaugural year** and is engaging in a yearlong learning community that will help ensure individual effectiveness and impact in organizational leadership within the broader field of Black Male Achievement. Fellows began their experience with a three-day on-the-ground training in Greensboro with CBMA’s two programmatic partners. For the remainder of the fellowship year, leaders engage in activities including, but not limited to: 1) leveraging 360-degree feedback and executive coaching resources to build a results-driven development plan for personal and organizational growth; 2) participating in bi-monthly leadership cohort meetings for continuous leadership development; and 3) expanding knowledge on movement-building and social change principles from the Civil Rights Movement to the Movement for Black Lives.



# A SNAPSHOT OF CBMA'S GROWTH

## OUR GROWING TEAM

As our work continues to grow, we have been fortunate to grow a dynamic team as well. The CBMA team has grown from four staff members in early 2016 to 16 staff members and core consultants in 2018, including a Vice President of Development, BMA Health and Healing Director, Vice President of Strategy and Innovation, Vice President of Membership, two Promise of Place Program Managers, among other key staff.

## EXPANSION OF RUMBLE

In 2017, CBMA invested in expanding RYMR so that Rumlbers are engaged year-round. The annual Rumble, hosted in Louisville, Kentucky, **has expanded to regional**

**convenings**, including Detroit, Baltimore, and Louisville convenings in 2017, and additional regional locations underway for 2018 and beyond.

## PROMISE OF PLACE CITIES

CBMA has expanded partnerships in **five core cities (including two deep-dive cities)** from which we selected the 2017 BBCLF cohort. In February 2017, CBMA was proud to open the first Promise of Place office in the City of Detroit.

## DEEP-DIVE HEALTH AND HEALING CITIES

Since June 2016, CBMA's BMA Health and Healing Director has worked with school district and community leaders in Sacramento and Oakland, California, and is now supporting expansion of

Health and Healing Strategies in Detroit.

## GROWING OUR ONLINE NETWORK AND MEDIA PRESENCE

As CBMA has grown, so has our social media footprint with massive increases in reach on each platform since 2016, including: Instagram (790 percent follower growth); Facebook (124 percent follower growth); and Twitter (51 percent follower growth). CBMA has become the trusted thought leader in the Black Male Achievement digital space by initiating important conversations; empowering leaders to author and share their own authentic stories, challenges, triumphs, and perspectives; and creating powerful storytelling tools to help them do so.



**IN OCTOBER OF 2017** The Campaign for Black Male Achievement hosted its first Promise of Place (PoP) City Convening in Louisville, KY, bringing together a targeted group of leaders for a **two day deep dive** working group session to explore implications of the 2015 PoP Report. Invitees were from the core cities where CBMA has launched partnerships and the convening engaged about 50 national leaders from 10 cities representing city government, philanthropy, community organizations, and school districts to share best

practices and build upon our collective work and aspirational goals for Black men and boys. At the gathering, city leaders committed to assessing their BMA City Index Score, including analyzing areas where success is evident, as well as areas to strengthen. The Convening culminated with inspirational messages from Louisville Mayor Greg Fischer, and Dr. Darienne Driver, Superintendent of Milwaukee Public Schools District, on the importance of Black Male Achievement work for our cities and school districts.

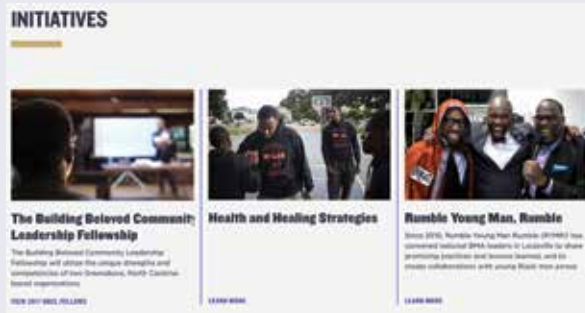
# CBMA RESOURCES FOR BMA FIELD & MOVEMENT BUILDING

## CBMA MEMBERSHIP NETWORK

**MONTHLY NETWORK CALLS:** Features key programs and initiatives happening across the nation to support Black men and boys. Members and non-members tune in to hear from field and movement leaders leading work in their cities and communities.

**ONGOING WEBINARS:** Spotlights city-specific initiatives and pertinent topics across the nation, including High School Excellence, Promise of Place, Health and Healing, and more!

**BMA FIELD PROMOTION:** Provides news, updates and profiles on the latest national and local field engagement work, and supports sharing affirmative stories of BMA leaders and organizations through a wide range of communications channels, including CBMA's reports and publications, newsletters, member spotlights, monthly member calls, traditional and social media, and more.



**TOOLS FOR ASSESSING CITY ENGAGEMENT ON BEHALF OF BMB:** BMA field leaders can utilize the BMA City Index featured in the Promise of Place reports to assess their **BMA Index Score**, specific levels of engagement on behalf of Black men and boys, as well as progress and movement since 2015. Leaders can also find strategies for increasing their score throughout both reports, and take the **City Field Building Blocks Assessment** to inform CBMA of local activities and engagements. This can further be used as a tool to collaborate with local leaders to advance BMA work in your city. For more information visit [www.cityindex.blackmaleachievement.org](http://www.cityindex.blackmaleachievement.org)



**RESOURCES FOR BMA LEADERS:** These include fellowship opportunities, such as the **Building Beloved Community Leadership Fellowship**; networking opportunities through monthly calls; webinars and other online engagements; as well as health and leadership development opportunities through projects and initiatives such as **Journey to Radiance**; **Rumble, Young Man Rumble!** and more.

## FUNDING AND PHILANTHROPIC RESOURCES:



Leaders can keep up-to-date on the latest funding trends for BMA work through our **Quantifying Hope** reports, and by following updates within the **BMA Funders** network. Leaders can also find examples in the Promise of Place reports for

how to engage funders and increase resources for Black men and boys in their city. For more information visit <http://bmafunders.org/>

**THE BMA LIFE OUTCOMES DASHBOARD:** This tool offers a comprehensive set of indicators that stakeholders can utilize to compare and contrast BMA life outcomes across cities, track population-level trends, and identify and measure the effectiveness of strategies that can positively influence the outcomes of Black males. The BMA Life Outcomes framework tracks both national-level data and city-level data, which CBMA utilizes to track and measure impact in Promise of Place cities, as well as nationally. The Life Outcomes framework includes indicators from the following areas: 1) Basic demographics, 2) Family, 3) Economic stability, 4) Education, and 5) Safety and health.

# WHERE ARE WE NOW? TRACKING THE BMA CITY INDEX

## OVERVIEW

**FOLLOWING THE PUBLICATION OF THE FIRST *PROMISE OF PLACE* REPORT IN 2015**, many cities have been organizing and implementing ways to increase their city's committed action and engagement on behalf of Black men and boys. **In an effort to capture that progress and continued engagement, the 2018 Promise of Place report tracks movement on the data indicators reported in 2015, this time diving even deeper by providing a look into the dynamics impacting scores within each category, while elevating promising practices. We acknowledge that it takes more than two to three years to demonstrate progress in the field of Black Male Achievement (BMA).** However, continued tracking of progress on the indicators allows us to share successes and challenges with the field, and hold each other accountable as we continue to embrace the CBMA Bold Goal of building Beloved Communities.

## WHERE WE STARTED

In CBMA's 2015 report *Promise of Place: Cities Advancing Black Male Achievement*, we focused on understanding and providing a snapshot of the actions and engagement within cities that support BMA. As a result, **The BMA City Index** was uniquely created to assess a variety of relevant supports and activities across the field, which provided a stronger measure of engagement in any given city. The BMA City Index used a telescopic lens, relying on publicly available data to score a city's level of engagement and committed action on behalf of Black men and boys. In doing so, it also set a benchmark for what strong engagement and committed actions look like in any city or town, and allowed individual cities to assess their current status and take action to accelerate their work. Since the first edition of the report, many cities in the index have increased engagement and committed actions that have the potential for significant outcomes for Black men and boys.

**“MY PASSION IS FUELED WATCHING THE LIFE LIFTING OUTCOMES OF BLACK BOYS I SERVE DAILY. I PLACE PARTICULAR VALUE ON THE PROMISE OF PLACE REPORT, AND NOW USE IT AS A ROADMAP AND INDEX TO GUARANTEE SUCCESSSES FOR MY PROGRAM AND FOR MY COMMUNITY AT LARGE.”**

**Terra Leavell**

EXECUTIVE DIRECTOR,  
CANAAN COMMUNITY DEVELOPMENT CORPORATION



**THE 50 CITIES IN THE BMA CITY INDEX WERE SCORED USING FIVE INDICATORS**—key indicators utilized to score cities in the first report and in this current progress report. CBMA tracked the same 50 cities throughout both reports to show movement within each city. Over time, these best practices can provide a roadmap for other cities looking to improve outcomes for Black men and boys.

The scoring methodology, outlined below, is based on a total of 100 points.

Please refer to **Appendix B** for more information on the scoring methodology.



### DEMOGRAPHIC MIX

**(10 POINTS):** Presence of Black men and boys as a percentage of the total male population in the city.



### CITY-LED COMMITMENT TO BLACK MEN AND BOYS

**(30 POINTS):** City demonstrates a city-sponsored initiative on behalf of Black men and boys (15 points), and/or has accepted the My Brother's Keeper Community Challenge (10 points), and/or is a partner city of Cities United (5 points).



### CBMA MEMBERSHIP

**(20 POINTS):** Significant presence of leaders and/or organizations in a city working on behalf of Black Male Achievement as measured by: 1) 30 or more CBMA individual members (10 points) and/or 2) 15 or more CBMA organizational members (10 points) per 100,000 residents.



### PRESENCE OF NATIONAL INITIATIVES SUPPORTING BLACK MEN AND BOYS

**(20 POINTS):** Significant presence of: 1) four or more select national programs, initiatives, and organizations directly supporting Black men and boys as part of their mission (10 points) and/or 2) five or more select national programs, initiatives, and/or organizations whose work targets issues impacting Black men and boys in a city (10 points). Please refer to Appendix D of this report for more information on these national initiatives.



### TARGETED FUNDING SUPPORTING BLACK MEN AND BOYS

**(20 POINTS):** Dollar amount of targeted philanthropic investments (per 100,000 residents) supporting locally based organizations to conduct work focused on Black men and boys.<sup>4</sup>

<sup>4</sup> Funding totals are based on a 2017 estimate of grant funding designated to support work focused on either “Black males” or “boys and men of color,” as identified by the Foundation Center, which hosts the national Black Male Achievement funding database at BMAfund.org. Grant funding awarded to organizations and/or projects without a clear city geographic focus were removed from the totals, but the totals may still include some support for regional and/or national projects. For more information, please refer to the CBMA report Quantifying Hope, or contact Grace Sato at the Foundation Center at gms@foundationcenter.org.

## WHERE WE ARE NOW

AS A FOLLOW-UP TO THE 2015-2016 BMA CITY INDEX, this report compares data collected through 2017, including progress made across the five indicators previously measured. This allows CBMA to observe collective and individual progress on behalf of Black men and boys. The **2017-2018 BMA City Index** utilizes the most recent data available and tracks progress and updates through 2017.



### DEMOGRAPHIC MIX

**2017-2018**

**33 percent** of Black men and boys represent all males (median)<sup>5</sup>

**2015-2016**

**33 percent** of Black men and boys as a percentage of all males (median)<sup>6</sup>



### CITY-LED COMMITMENT TO BLACK MEN AND BOYS

**2017-2018**

- City Led-Initiative: **36 percent** of cities have a City-Led Initiative
- Cities United: **72 percent** of cities
- My Brother's Keeper Alliance: **92 percent** of cities

**2015-2016**

- City Led-Initiative: **32 percent** of cities have a City-Led Initiative
- Cities United: **68 percent** of cities
- My Brother's Keeper Alliance: **88 percent** of cities



### CBMA MEMBERSHIP

**2017-2018**

Total number of individual and organizational CBMA members per 100,000 total residents = **696**

**2015-2016**

Total number of individual and organizational CBMA members per 100,000 total residents = **654**



### PRESENCE OF NATIONAL INITIATIVES SUPPORTING BLACK MEN AND BOYS

**2017-2018**

Presence of **23 national initiatives**

**2015-2016**

Presence of **14 national initiatives**



### TARGETED FUNDING SUPPORTING BLACK MEN AND BOYS

*per capita targeted funding towards Boys and Men of Color (BMOC)/BMA initiatives as reported through BMAfunders.org<sup>7</sup>*

**2017-2018**

**\$56,018,517** (2008-2017 reported)

**2015-2016**

**\$22,922,526** (2008-2012 reported)

## METHODOLOGY OVERVIEW

**DEMOGRAPHIC MIX** measures population changes using Black men and boys as a percentage of a city’s total male population.

**CITY-LED COMMITMENT TO BLACK MEN AND BOYS** tracks whether past city-led actions continue to exist and if any new activity has emerged in this category.

**CBMA MEMBERSHIP** tracks individual and organizational membership from 2015 to 2017.

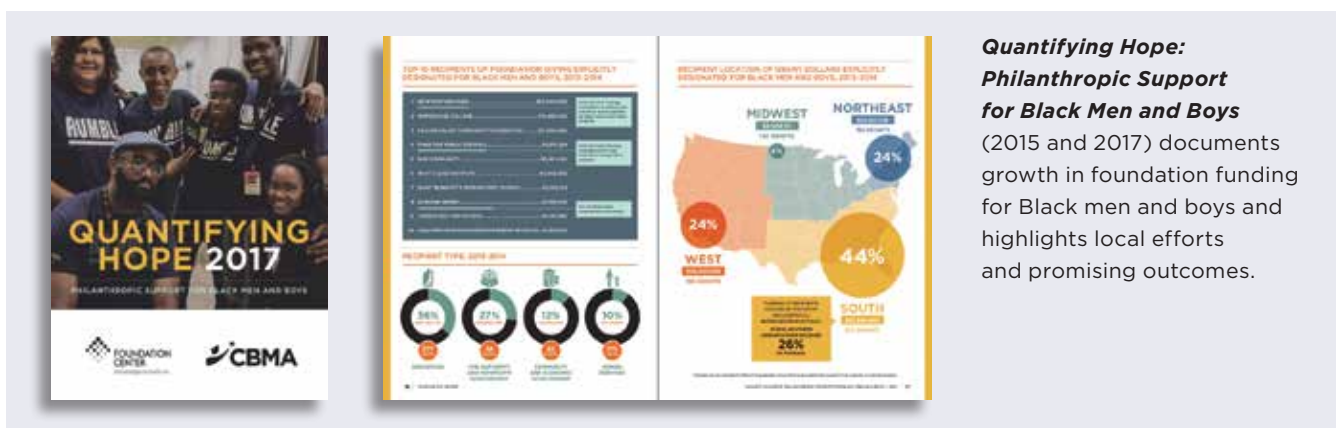
**PRESENCE OF NATIONAL INITIATIVES SUPPORTING BLACK MEN AND BOYS** tracks engagement across **nine additional initiatives** added since the 2015 report. These initiatives, though not exclusively focused on Black men and boys, have adopted values, language, and/or activities that impact Black men and boys. The added national initiatives are: Boys and Girls Clubs of America, College Success Foundation, Kappa League, Posse Foundation, Rotary Club, Urban Alliance, United Way, Usher’s New Look Foundation and YMCA. In combination with the previous 14, we are now tracking the presence of 23 national initiatives across cities. A listing of the new initiatives added as well as descriptions can be found in **Appendix D**.

**TARGETED FUNDING SUPPORTING BLACK MEN AND BOYS** tracks changes in funding per capita using 2008–2012 BMA funding estimates and 2008–2017 estimates.

## HOW TO INTERPRET THE DATA

When comparing the scores and data in 2017-2018 to the 2015-2016 BMA City Index, we are looking to establish progress checkpoints to discern how much cities have been able to accomplish over the past two years, while also acknowledging that there is work still left to be done. With that in mind, a city’s increase or decrease in their overall score is reflective of movement in one or more of the indicators. For example, a city could have increased their CBMA membership but their per capita funding could have decreased, resulting in the same score they had originally. For a summary movement within the indicators since the 2015 report, **please see Appendix C**.

Observing the movement in scoring, we witness a number of cities that remain high in their engagement to support Black men and boys. Since 2015, 26 percent of cities have demonstrated a high level of engagement and commitment to Black Male Achievement. This is a 4 percent increase since the last report. **Accordingly, more cities have higher engagement levels than before across various indicators, signaling a positive increase in movement on indicators and categories across all 50 cities.** This progression sets the stage for potential best practices in not only building, but sustaining, improved life outcomes for Black men and boys.



### **Quantifying Hope: Philanthropic Support for Black Men and Boys**

(2015 and 2017) documents growth in foundation funding for Black men and boys and highlights local efforts and promising outcomes.

- 5 Demographic data collected using 2015 ACS Housing & Demographic 5-Year Estimates. United States Census Bureau/American FactFinder. “B01001B SEX BY AGE (BLACK OR AFRICAN AMERICAN ALONE).” 2011–2015 American Community Survey Office, 2015. Web. Accessed January 1, 2017, <http://factfinder2.census.gov>.
- 6 Demographic data collected using 2012 ACS Housing & Demographic 5-Year Estimates. United States Census Bureau/American FactFinder. “B01001B SEX BY AGE (BLACK OR AFRICAN AMERICAN ALONE).” 2008–2012 American Community Survey Office, 2011. Web. Accessed January 1, 2015, <http://factfinder2.census.gov>.
- 7 Funding totals are based on a 2008–2017 estimate of grant funding designated to support work focused on either “Black males” or “boys and men of color,” as identified by the Foundation Center, which hosts the national Black Male Achievement funding database at BMAfund.org. Grant funding awarded to organizations and/or projects without a clear city geographic focus were removed from the totals, but the totals may still include some support for regional and/or national projects. The Foundation Center collects funding data from: IRS Forms 990-PF, grant records provided directly by foundations, foundation websites, and other sources. The data reflects the most recent data collection from those sources, and may not reflect real-time funding in cities. For more information, please refer to the CBMA report Quantifying Hope, or contact Grace Sato at the Foundation Center at [gms@foundationcenter.org](mailto:gms@foundationcenter.org).

# ENGAGEMENT AND COMMITTED ACTION FOR BLACK MEN AND BOYS, 2015-2016 VS. 2017-2018

## HIGH LEVEL OF ENGAGEMENT AND COMMITTED ACTION (71-100 PTS)

Cities show significant level of local engagement and committed action and can leverage the momentum to focus their work toward tangible improvement in specific life outcomes for Black men and boys.



2015-16



2017-18

## MEDIUM LEVEL OF ENGAGEMENT AND COMMITTED ACTION (31-70 PTS)

Cities could focus more attention on harnessing local stakeholders toward increased engagement and committed action on behalf of Black men and boys, focusing on the suggested steps outlined in Action Steps to Increase Your Score.



2015-16



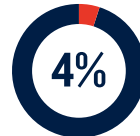
2017-18

## LOWER LEVEL OF ENGAGEMENT AND COMMITTED ACTION (0-30 PTS)

Cities show a low level of engagement and committed action. They can look to other cities for how to take immediate steps to increase engagement and also focus on the suggested steps outlined in Action Steps to Increase Your Score.



2015-16



2017-18

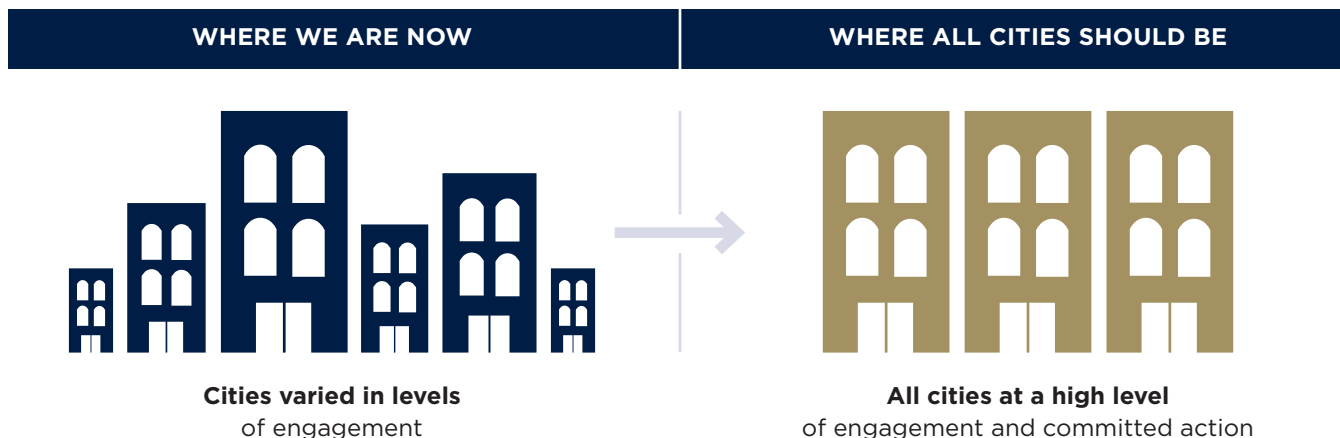


## HOW CAN YOUR CITY FURTHER BUILD ON ITS COMMITTED ACTION AND ENGAGEMENT FOR BLACK MEN AND BOYS?

As noted in the data above, numerous cities are demonstrating high levels of engagement and committed action on behalf of Black men and boys. For cities included in this report, as well as those not included, CBMA provides a number of tools and resources throughout this report to improve scores and build momentum. In the following section, WHAT IS A PROMISING CITY FOR BLACK MALE

ACHIEVEMENT?, we provide an outline of field building blocks that can be used to continuously evaluate the local BMA landscape, and make a call to action for the work still to be done to sustain the field for Black Male Achievement. Additionally, we outline concrete action steps on how to increase positive movement in each category.

Through the data, resources and action steps for moving your local field forward, the BMA core values, and learning from the dynamics in other cities featured, we hope this vital information can drive us closer to a sustained and thriving field for BMA.





# THE DATA: WHAT WE ARE LEARNING FROM THE 50 CITIES

**THE DATA IN THIS REPORT** conveys the progression in support for Black men and boys across the 50 cities, capturing the movement within indicator areas, and highlighting specific initiatives and activities that have propelled cities forward in becoming promising cities for Black Male Achievement. **62 percent** of cities showed an increase in their overall score since the 2015 report, with only **8 percent** thereby demonstrating a decrease in score and **30 percent** with no movement, showing significant increase in engagement and committed action across all 50 cities since the first report.

## DEMOGRAPHIC MIX

27 of the 50 cities showed a minimal decrease in representation of Black men and boys as a percentage of their total male population. These decreases were not significant, with a differential of 1-2 percent, and in large part, did not impact a city's score.

### Highlights:

- **Detroit, MI**, and **Jackson, MS**, maintained the highest representation of Black men and boys with 78 percent and 79 percent respectively.
- **Newark, NJ**, faced the greatest decrease, that of 3 percent in their Black male population as a

percentage of the total male population. However, Black men and boys still represent a significant portion of the male population at 47 percent.

Even with slight decreases in Black males as percentage of a city's total male population, BMA initiatives sustained engagement and commitment. This sustained engagement may play a role in steady representation of Black men and boys in the 50 cities. The data shows that cities with significant Black male populations or smaller Black male populations showed the most activity:

- Cities with Black male percentages higher than 75 percent tended to have the highest scores of all cities.
- Cities with Black male percentages between 0-25 percent tended to have the second highest scores.

### SPOTLIGHT ON

## WASHINGTON, DC

Washington, DC, demonstrated the most significant increase in philanthropic funding since 2008, moving from about \$1.3 million per capita in 2012 to about \$7.2 million per capita in 2017 of targeted funding supporting BMA work. This significant jump over the five-year period is due in large part to The Susan T. Buffet Foundation's approximately \$1.4 million grant to Advocates for Youth for project support work and the Charles and Lynn Schusterman Family Foundation's approximately \$1.3 million grant to the DC Public Education Fund to support DC Public Schools' Empowering Males of Color initiative.

## CITY-LED COMMITMENT TO BLACK MEN AND BOYS

City administration commitments to Black men and boys remain high across the 50 cities.

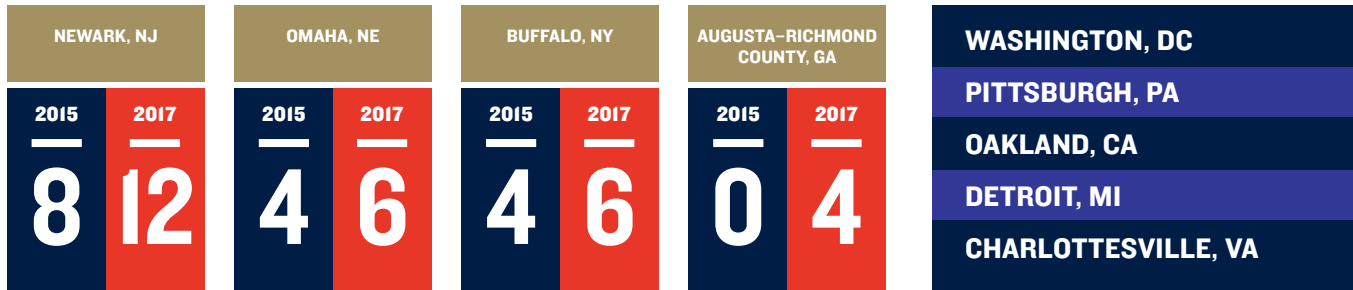
- **MBK Community Challenge:** All of the cities that accepted the MBK Community Challenge maintained the challenge since the last report, and two cities (**Jackson, MS**, and **Mobile, AL**) began MBK work/initiatives in their cities.
- **Cities United:** 72 percent of cities sustained partnerships with Cities United. Two cities, **Buffalo, NY**, and **Pittsburgh, PA**, recently signed on to the initiative.
- **City-Led Initiatives:** 34 percent of cities have now established a city-led commission to address the needs of Black men and boys. **Seattle, WA**, is the only city to have established a city-led initiative/commission since the last report (spotlight below).

## CBMA MEMBERSHIP

**TOTAL CBMA INDIVIDUAL MEMBERSHIP** numbers of all 50 cities increased by **13 percent** and organizational representation increased by **9 percent** since the release of the first report, showing greater engagement across the 50 cities as a whole over the past two years with CBMA.

**FOUR CITIES SHOWED AN INCREASE** in score for CBMA membership due to an increase in the number of individual and organizational stakeholders that are members of the Campaign for Black Male Achievement’s membership network as a ratio of their total population: **ALL SCORES ARE OUT OF A TOTAL OF 20 POINTS.**

**THE CITIES WITH THE HIGHEST CONCENTRATION** of CBMA members in their city have sustained since the last report:



### SPOTLIGHT ON

## SEATTLE, WA

In 2017, Mayor Murray’s office launched **Our Best**, an initiative aimed at improving life outcomes for young Black men in Seattle, with a focus on education, health, employment, safety and connections with caring adults. Additionally, Seattle’s public school system launched the **African American Male Advisory Committee (AAMAC)**, which is dedicated to improving the quality of life and education for all African American males within Seattle Public Schools. AAMAC was formed to provide guidance on how to best transform Seattle’s educational system to ensure educational excellence for all students, particularly African American males.

For more information please visit: Seattle Public Schools Website at [seattleschools.org](http://seattleschools.org)

### SPOTLIGHT ON

## MEMPHIS, TN

Memphis’ Black Lives Matter chapter held a fundraising event to raise funds for Mama’s Bail Out Day, a national campaign to bail out Black mothers in time for Mother’s Day. As part of **Mama’s Bail Out Day**, BLM Memphis raised \$10,000 and bailed out eight women. The national BLM chapter provided another \$25,000 to be spent in Memphis. A recent study found that Black children were six times as likely to have or have had an incarcerated parent. In addition, children of incarcerated parents were more likely to drop out of school, misbehave in school, and suffer from PTSD, asthma, and homelessness.<sup>8</sup> National initiatives like BLM Memphis are doing the work of coordinating activities and advocacy that not only seek to improve outcomes for Black men and boys, but ensure that Black women and girls are protected and supported.

## PRESENCE OF NATIONAL INITIATIVES SUPPORTING BLACK MEN AND BOYS

**SINCE FIRST REPORTED** in the 2015 Promise of Place report, nine national initiatives have largely sustained or slightly increased presence across the 50 cities in the index.

The greatest increase has been seen with the Coalition for Schools Educating Boys of Color (COSEBOC), Black Lives Matter (BLM), and Promise Neighborhoods. Three of the cities (Atlanta, Detroit, and Memphis) with new BLM chapters held events with focus areas impacting Black men and boys. COSEBOC's increase is due to a new presence in **Los Angeles, CA**.

**NATIONAL INITIATIVES IMPACTING BLACK MEN AND BOYS** remain strong in local communities, particularly those that are neighborhood-based and that address challenges with law enforcement. Cities should engage community members and stakeholders in discussions around priority areas for their respective cities, with intentional focuses on neighborhood challenges that impact Black men and boys.

### NAACP

**SUSTAINED AT 100%**

### NATIONAL URBAN LEAGUE

**SUSTAINED AT 80% OF CITIES**

### COSEBOC

**25% INCREASE SINCE LAST REPORT (INCREASE FROM 3 TO 5 CITIES)**

### CHOICE NEIGHBORHOODS

**4% INCREASE SINCE LAST REPORT (INCREASE FROM 25 TO 29 CITIES)**

### NATIONAL ACTION NETWORK

**8% INCREASE (FROM 20 TO 24 CITIES)**

### PROMISE NEIGHBORHOODS

**10% INCREASE (FROM 17 TO 22 CITIES)**

### BLACK LIVES MATTER

**10% INCREASE (FROM 14 TO 19 CITIES)**

### OPPORTUNITY YOUTH INCENTIVE FUND

**2% INCREASE (FROM 13 TO 14 CITIES)**

### ASSOCIATION OF BLACK FOUNDATION EXECUTIVES (ABFE)

**SUSTAINED AT 78% OF CITIES**

## TARGETED FUNDING SUPPORTING BLACK MEN AND BOYS

Cities largely sustained funding per capita levels from the previous report. Seven cities have more than \$3 million in philanthropic funding per capita, showing immense growth in funding levels over the last few years:

ATLANTA, GA  
BALTIMORE, MD  
JACKSON, MS  
NEWARK, NJ

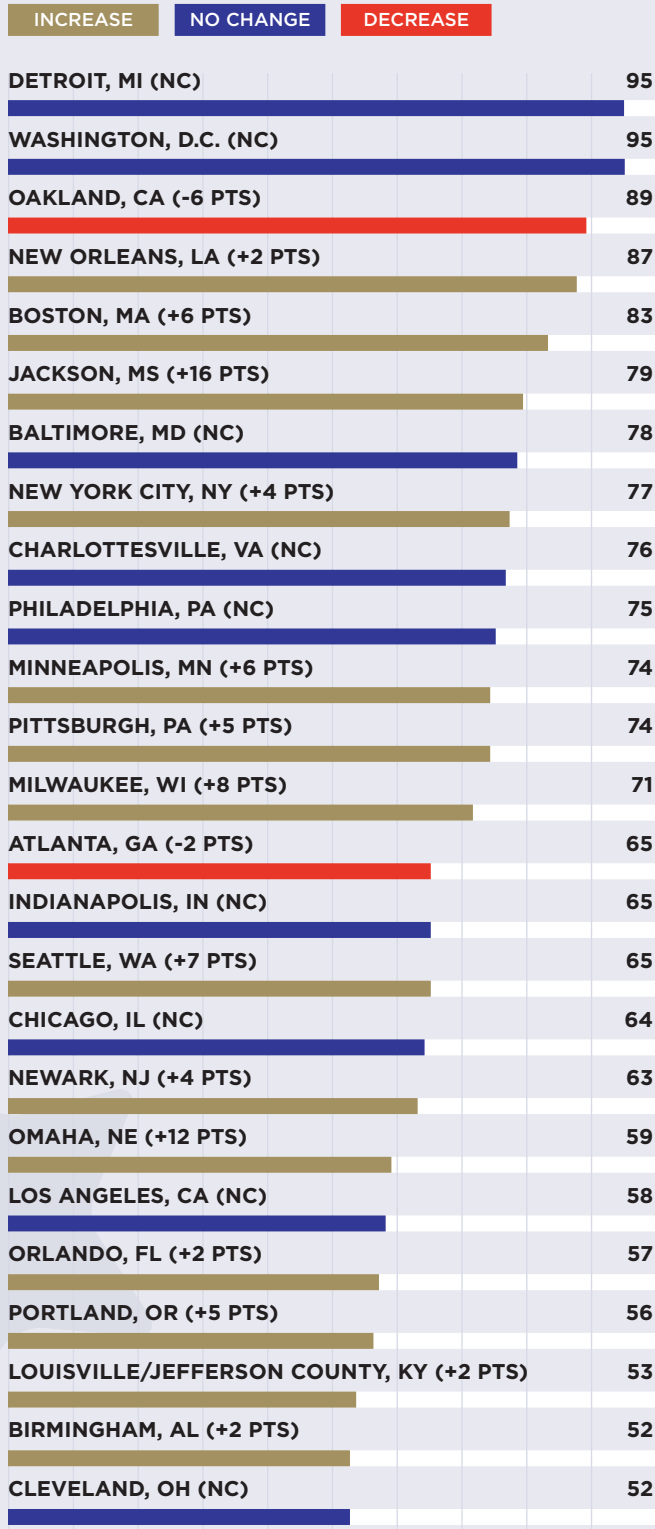
OAKLAND, CA  
PITTSBURGH, PA  
WASHINGTON, DC

Philanthropic funding per capita for Black men and boys decreased only in Durham, NC, Fort Wayne, IN, Augusta-Richmond County, GA, and Jacksonville, FL, as those cities had no additional targeted funding influx after 2012 as reported through BMAfund.org.

**ATLANTA REIGNED WITH THE HIGHEST LEVEL OF PHILANTHROPIC FUNDING FOR BLACK MEN AND BOYS, WITH \$8,633,634 PER CAPITA. THIS WAS A 71% INCREASE SINCE THE LAST REPORT, LARGELY DUE TO INVESTMENTS BY AND FOR MOREHOUSE COLLEGE.**

# THE 2017-2018 BMA CITY INDEX

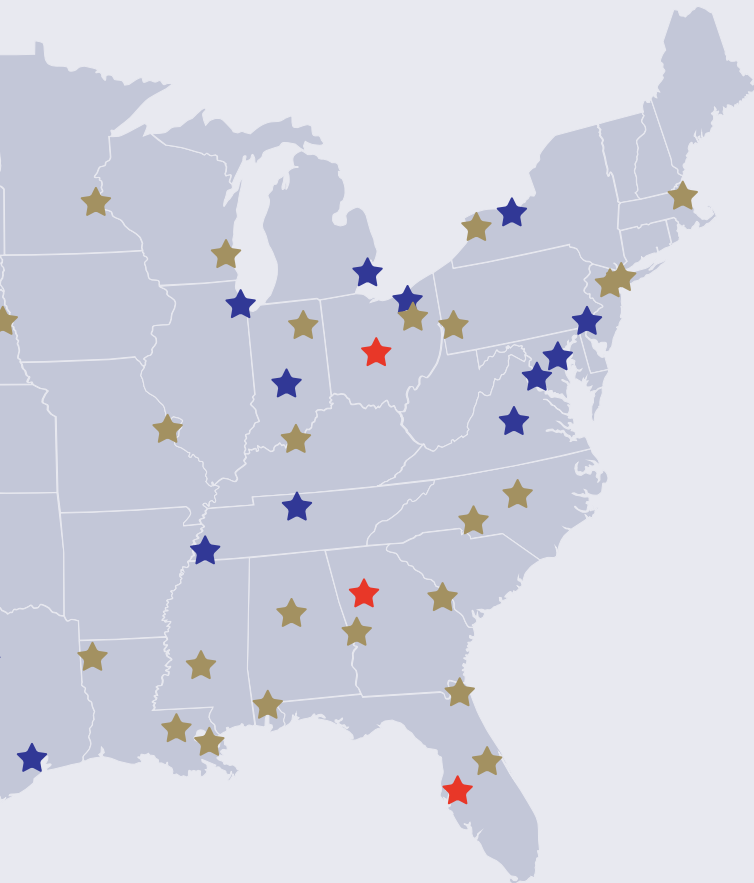
ENGAGEMENT ON BEHALF OF BLACK MEN AND BOYS HAS INCREASED SINCE 2015



**62 PERCENT OF CITIES SHOWED AN INCREASE IN THEIR OVERALL SCORE SINCE THE 2015 REPORT, WITH ONLY 8 PERCENT SHOWING A DECREASE IN SCORE AND 30 PERCENT WITH NO MOVEMENT.**



# THIS DEMONSTRATES A SIGNIFICANT INCREASE IN ENGAGEMENT AND COMMITTED ACTION ACROSS ALL 50 CITIES.



	INCREASE	NO CHANGE	DECREASE	
DURHAM, NC (+2 PTS)	[Bar chart showing 2 gold segments]			52
SAN FRANCISCO, CA (+5 PTS)	[Bar chart showing 5 gold segments]			52
ST. LOUIS, MO (+6 PTS)	[Bar chart showing 6 gold segments]			51
AKRON, OH (+2 PTS)	[Bar chart showing 2 gold segments]			50
FORT WAYNE, IN (+2 PTS)	[Bar chart showing 2 gold segments]			50
BATON ROUGE, LA (+6 PTS)	[Bar chart showing 6 gold segments]			49
BUFFALO, NY (+2 PTS)	[Bar chart showing 2 gold segments]			49
HOUSTON, TX (NC)	[Bar chart showing 4 blue segments]			48
NASHVILLE-DAVIDSON, TN (NC)	[Bar chart showing 4 blue segments]			48
MEMPHIS, TN (NC)	[Bar chart showing 4 blue segments]			46
FORT WORTH, TX (+6 PTS)	[Bar chart showing 6 gold segments]			43
ROCHESTER, NY (NC)	[Bar chart showing 4 blue segments]			43
COLUMBUS, OH (-4 PTS)	[Bar chart showing 4 red segments]			42
DALLAS, TX (NC)	[Bar chart showing 4 blue segments]			42
JACKSONVILLE, FL (+2 PTS)	[Bar chart showing 2 gold segments]			42
SAN ANTONIO, TX (NC)	[Bar chart showing 4 blue segments]			42
AUGUSTA-RICHMOND, GA (+6 PTS)	[Bar chart showing 6 gold segments]			41
MOBILE, AL (+10 PTS)	[Bar chart showing 10 gold segments]			41
PHOENIX, AZ (+6 PTS)	[Bar chart showing 6 gold segments]			41
CHARLOTTE, NC (+2 PTS)	[Bar chart showing 2 gold segments]			39
TAMPA, FL (-2 PTS)	[Bar chart showing 2 red segments]			38
SHREEVEPORT, LA (+5 PTS)	[Bar chart showing 5 gold segments]			33
SAN DIEGO, CA (+6 PTS)	[Bar chart showing 6 gold segments]			31
OKLAHOMA CITY, OK (+5 PTS)	[Bar chart showing 5 gold segments]			28
COLUMBUS, GA (+2 PTS)	[Bar chart showing 2 gold segments]			17

# WHAT IS A PROMISING CITY FOR BLACK MALE ACHIEVEMENT?

**PROMISING CITIES FOR BLACK MALE ACHIEVEMENT** have utilized the power of collective action, deliberate thought partnership, and courageous leadership to ensure that a movement focusing on Black men and boys is poised to have a sustainable impact. Based on our assessment of local and national data related to Black men and boys, CBMA has developed a standard set of **core values** and **field building** strategies a city must have to be a **Promising City for Black Male Achievement**.

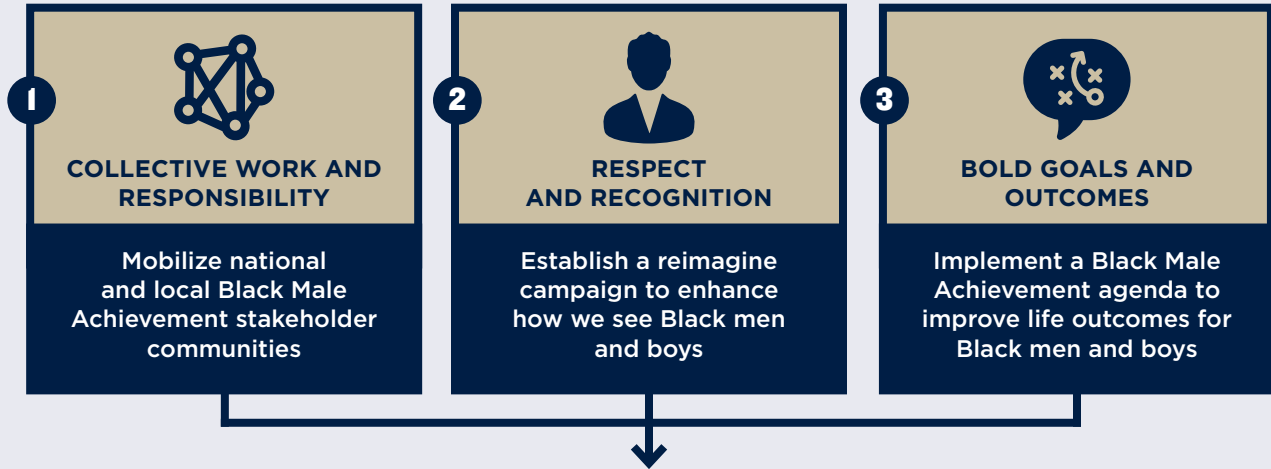
## ACTION STEPS FOR INCREASING YOUR CITY SCORE

Cities can utilize several action steps to increase its current score. Directly tied to the five key indicators, these action steps can help cities begin, and/or continue work to advance Black Male Achievement.

### ACTION STEPS


- **Utilize Data:** Utilize official data sets available from the U.S. Census Bureau and the American Community Survey. By analyzing data from these reputable sources, communities are better equipped to make decisions around resource allocation. Utilizing these tools allows for a more macro-level approach when considering where investments (education, housing, healthcare, criminal justice, etc.) will be most effective.
- **BMB City Tracking:** Cities can gather data about specific characteristics and conditions of Black men and boys in their city. Identifying trends of BMB moving in and out of areas will help cities create evidence-based supports and initiatives that directly reflect the needs of BMB for their city, and address the conditions that could create migration away from their regions.
- **Encourage City-Led Commitments to BMB:** Establish offices that focus on improving the life outcomes for Black men and boys.  
*While establishing offices is a step in the right direction, we want to caution against this singular focus without concomitantly focusing on allocation of relevant financial resources and sufficient investments in human capital.*
- **Challenge the Community:** Accept the My Brother's Keeper (MBK) Community Challenge and begin multi-stakeholder agenda setting.
- **Drive Membership:** Encourage individuals and organizations focused on Black Male Achievement or boys and young men of color to join the CBMA network at [blackmaleachievement.org](http://blackmaleachievement.org).
- **Use Available Tools:** Communities should conduct a Black Male Achievement (BMA) field landscape analysis. This tool allows for stakeholder mapping to document the history of different BMA activities in your city, and push towards the establishment of a collective impact framework.
- **Assess Available Resources:** Conduct landscape mapping within your city to determine which national organizations are present, as well as their current activities.
- **Engage Local and National Leaders:** Perform city-level outreach to the leadership of national organizations to inquire about the possibilities of collaboration. Participate in convenings led by national organizations focusing on Black Male Achievement and/or boys and young men of color.
- **Create a Culture of Funding for BMB:** Encourage the philanthropic community in your city to increase its local funding for efforts supporting Black men and boys as well as boys and young men of color.
- **Document Current Funding:** Ensure that existing funding is being tracked by the Foundation Center for inclusion in the national BMA funding database at [BMAfund.org](http://BMAfund.org). Encourage foundations and donors to strengthen the level and quality of funding data available for all.

## THREE BMA CORE VALUES



### THE CORE BMA VALUES ARE MANIFESTED BY THE ACTUALIZATION AND SUSTAINABILITY OF THE FOLLOWING FIELD BUILDING BLOCKS





**“ WISCONSIN HAS BEEN LABELED  
THE WORST STATE FOR  
BLACK STUDENTS STATISTICALLY.  
WE BELIEVE WE HAVE THE CAPACITY AND WILL TO CHANGE THE OUTCOMES  
FOR OUR COMMUNITY. WITH THE ADDITIONAL SUPPORT FROM CBMA, WE INTEND  
TO DO SO. THESE ARE OUR KIDS, AND OUR SCHOOLS SHOULD BE THE PLACE  
WHERE THEY CAN ACHIEVE  
GREAT THINGS.”**

**Dr. Darienne Driver**

SUPERINTENDENT, MILWAUKEE PUBLIC SCHOOLS



# FIELD BUILDING BLOCKS: PROFILING 5 BMA CITIES

## A DEEPER LOOK AT DYNAMICS IN CITY-BASED BLACK MALE ACHIEVEMENT FIELDS

Building off of the first Promise of Place report, CBMA expanded its BMA City Strategy to utilize three key BMA components that would propel us towards our Bold Goal of building Beloved Communities for Black men and boys. These three components include:

- **BMA Field Tracking:** Tracking 50 BMA cities across the country to set a baseline, highlight strong cities, and encourage cities to strengthen their BMA efforts, while positioning CBMA as a BMA field and movement leader.
- **BMA Field Support:** Working with local stakeholders in five to seven cities to assess the current BMA landscape and provide high-level support to strengthen the leadership, commitment, and infrastructure of the BMA field, while positioning the city to implement a place-based service model.
- **Place-Based Model:** Implementing and measuring a coordinated set of communications, capacity-building and network-building supports and strategies in a designated city to strengthen local efforts towards improving life outcomes of Black men and boys.

CBMA utilized BMA field support in action to dive deeply into cities, assessing the eight field building blocks, and how these cities are actualizing and sustaining them within their work. In order to determine which cities to engage, we assessed a city's current landscape and identified ways that CBMA can work with city stakeholders on developing a sustained and systematic effort to improve the life outcomes for Black men and boys. The process included:

- Selecting five to seven cities for deep assessment and support based on local media engagement, local activity, engagement of local stakeholders, and local philanthropic base
- Conducting initial conversations with city contact points

- Implementing on-the-ground reconnaissance (e.g., city seminars, one-on-one interviews)
- Conducting the BMA Engagement Readiness Assessment
- Formalizing, documenting, and reporting out to cities to develop a customized BMA Moderate City Supports (MCS) Plan

Through a larger strategy to drive targeted services and resources to catalyze city-based BMA work, CBMA has been working deeply in several Promise of Place cities, including **Baltimore, Maryland; Detroit, Michigan; Louisville, Kentucky; Milwaukee, Wisconsin; and Oakland, California.**

*In partnership with the above Promise of Place cities and the American Express Foundation, CBMA has implemented the Building Beloved Community Leadership Fellowship (BBCLF) to engage emerging leaders in a year-long learning opportunity to ensure growth and impact in the broader BMA field (highlighted on page 14).*

Based on the eight field building blocks below, this section lifts up the dynamics and perspectives of BMA stakeholders in each city, and their assessment and analysis of current successes, challenges, and opportunities to move local work forward on behalf of Black men and boys.

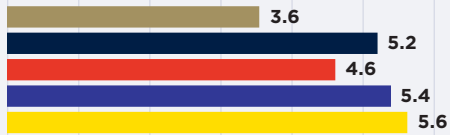
## EIGHT FIELD BUILDING BLOCKS

1. City Administration Commitment
2. Funding
3. Reimagining Black Men and Boys
4. Effective Practice Base
5. Actionable Agenda for Black men and boys
6. Coordinated Capacity-Building Infrastructure
7. BMB Stakeholder Community
8. Coordination and Continuum of Activities

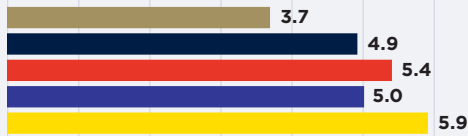
## BUILDING BLOCKS: PERFORMANCE ACROSS THE 5 CITIES

BALTIMORE DETROIT MILWAUKEE LOUISVILLE OAKLAND

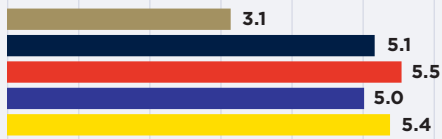
### CITY ADMINISTRATION COMMITMENT



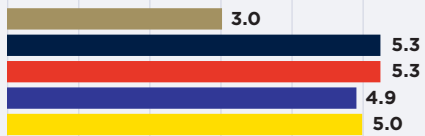
### REIMAGINING BLACK MEN AND BOYS



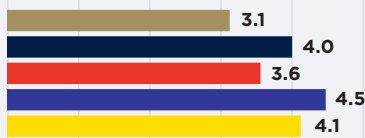
### BMB STAKEHOLDER COMMUNITY



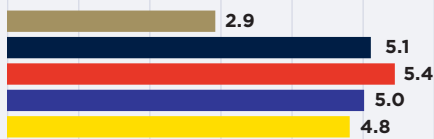
### ACTIONABLE AGENDA FOR BLACK MEN AND BOYS



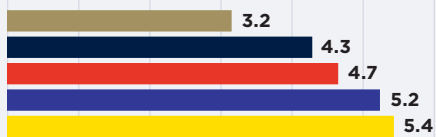
### FUNDING



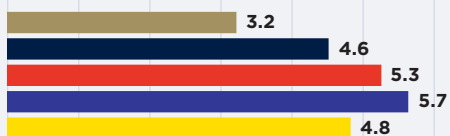
### EFFECTIVE PRACTICE BASE



### COORDINATED CAPACITY-BUILDING INFRASTRUCTURE



### COORDINATION AND CONTINUUM OF ACTIVITIES



A MAXIMUM OF 10 POINTS WERE CALCULATED FOR EACH BUILDING BLOCK, FOR A TOTAL OF 80 POINTS.

### KEY FINDINGS:

**OAKLAND, CA**, has the highest building block scores for *City Administration Commitment, Reimagining Actionable Agenda for Black men and boys,* and *Coordinated Capacity-Building Infrastructure.*

**MILWAUKEE, WI**, has the highest building block scores for *BMB Stakeholders Community, Actionable Agenda for Black men and boys,* and *Effective Practice Base.*

**BALTIMORE, MD**, has “Reimagining Black men and boys” as its highest scoring building block.

**LOUISVILLE, KY**, has the highest building block scores for *Coordination and Continuum of Activities.*

**DETROIT, MI**, is tied with Milwaukee for the highest score for the *Actionable Agenda for Black men and boys* building block.

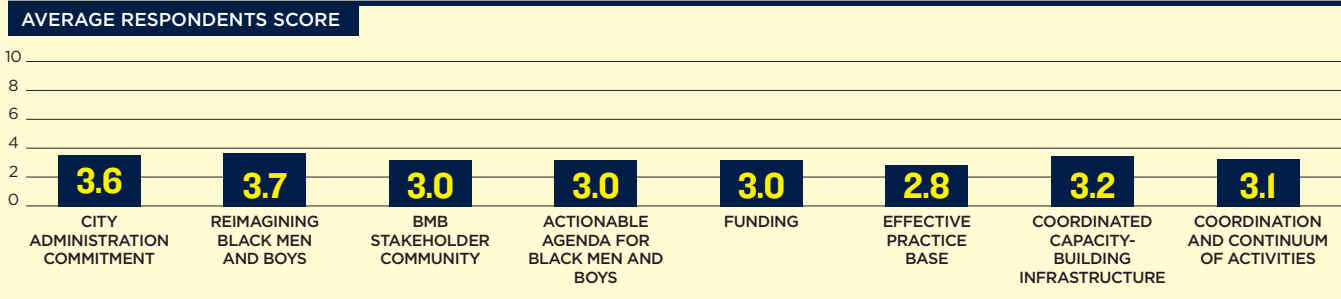
The lowest scoring building block in all cities was *Funding.*

Across all cities, *Reimagining Black Men and Boys, BMB Stakeholder Community, and Actionable Agenda for Black men and boys* are the strongest building blocks in place. This shows that cities have a solid network, goals, and messaging to work from to continue building up their funding and practice base, city administration commitment, capacity-building infrastructure, and coordination and convening opportunities to continue to build and strengthen their local BMA fields.

We acknowledge that no city is perfect. Cities’ leaders must continue to learn, share, and grow alongside other cities as we work collectively to support Black men and boys across the nation. We encourage you to use these building blocks to assess your city’s work on behalf of Black men and boys. Through continued tracking, accountability, and coordination, all cities can become *Promising Cities for Black Male Achievement.*

# BUILDING BLOCKS PROFILE: BALTIMORE

## REIMAGINING BLACK MEN AND BOYS / CITY ADMINISTRATION COMMITMENT



**BALTIMORE IS RANKED SEVENTH** in our *Promise of Place* report with a score of 78, primarily because of its high scores in the areas of CBMA membership, presence of national initiatives supporting Black men and boys, and targeted funding to invest in local BMA work. Baltimore is a city with a long history of significant activity on behalf of Black men and boys—from being home to one of the 2013 CBMA Innovators, **Center for Urban Families**, to the longstanding funder footprint led by the **Annie E. Casey Foundation** and **Open Society Institute (OSI)-Baltimore**. While such history has laid a solid groundwork for the growth of Baltimore’s BMA field, work needs to be done to solidify and further grow the foundation of work occurring in Baltimore on behalf of Black men and boys.

Baltimore’s strongest building blocks in place are **Reimagining Black Men and Boys** and **City Administration Commitment to Black Men and Boys**, with average scores of 3.65 and 3.55 out of 10 respectively. The weakest building block is **Effective Practice Base**, with an average score of 2.85.

**City leadership has been involved in My Brother’s Keeper Baltimore and there is a need for deeper collaboration with local organizations.** Local stakeholders believe there is also a need for city agencies to consider the potential impact of their public policies and delivery of services specifically on Black men and boys, and to track/monitor data accordingly, not solely as a reaction to specific tragedies. Stakeholders encourage the city to consider engaging multiple subsets of the Black community as it disseminates public resources to target improving life outcomes for BMB. Most public resources are targeted to custodial parents, which

often leaves out non-custodial fathers and women and men who do not have children.

**Baltimore’s Mayor Catherine Pugh has expressed interest in not simply issuing a formal statement, but ensuring there are deliberate strategies and opportunities to engage and support Black men and boys.** Stakeholders urge the city to deepen its identification of the impact of systemic racism and inequity on these issues, and the city has a great opportunity to pull on local scholars and thinkers on equity, who have supported local organizations to develop equity components to their work.

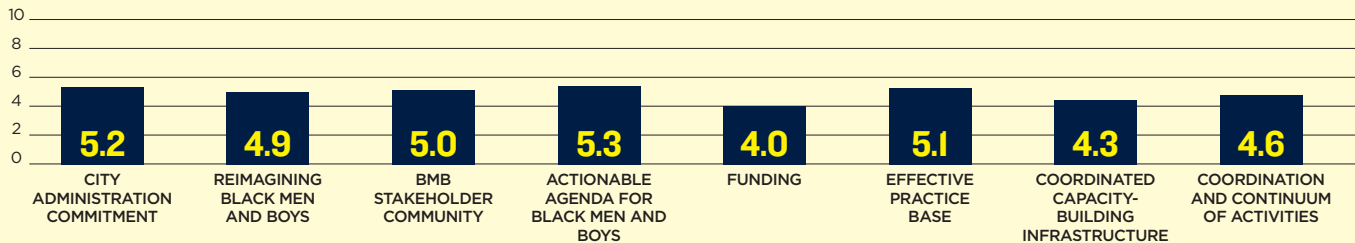
**While there has been significant philanthropic investment in sustaining local BMA work, more transparent and continued city-based funding needs to be developed.** Respondents reported that the Annie E. Casey Foundation and OSI-Baltimore have been flagship philanthropic sources, but there is a need for greater funder cultivation to support work and for current funders to more deeply engage with and consider funding more grassroots organizations within the city that show promising activity.

**Respondents noted a need for an extensive citywide push to build an effective practice base to ensure that BMA organizational strategies are based on proven methods and/or set the standards for what works for BMA locally.** Local BMB-focused organizations utilize tools provided by CBMA, specifically the Promise of Place City Scorecards, to identify the most relevant and effective strategies for the city as starting points for quantitative and qualitative data research, but building a stronger and more expansive evidence base is desired.

# BUILDING BLOCKS PROFILE: DETROIT

## REIMAGINING BLACK MEN AND BOYS / CITY ADMINISTRATION COMMITMENT

### AVERAGE RESPONDENTS SCORE



**DETROIT IS ONE OF THE HIGHEST RATED CITIES** in our *Promise of Place* report (tied for #1). This is based on its strong score in the areas of CBMA Membership, Black men and boys stakeholders, and presence of initiatives that CBMA can leverage and partner with a strong funding base. Moreover, the funding footprint led by **The Skillman Foundation** has cultivated a Social Innovator cohort that marshals community-based supports for Black men and boys.

Detroit is home to six BMA Innovators: **Detroit Parent Network, Detroit Black Community Food Security Network, Don Bosco Hall, Green Door Initiative, The Yunion, Inc., and Neighborhood Service Organization's Youth Initiatives Project.** With the opening of a CBMA Detroit office in 2017, convening city seminars, supporting capacity-building grantees, partnering with Catchafire, cultivating funder relationships, as well as playing a key role in evolving MBK initiatives, CBMA has established a significant footprint in Detroit since 2016.

Local stakeholders scored their city mostly on average across all eight building blocks, signaling solid foundations currently in place to strengthen their local BMA field. Detroit's strongest building blocks are **Actionable Agenda for Black men and boys** and **City Administration Commitment to Black Men and Boys**, with average scores of 5.26 and 5.21 out of 10, respectively. The weakest building block is **Funding**, with an average score of 4 out of 10.

**Actionable Agenda for Black men and boys: Stakeholders believe that the goals for increasing the well-being and life outcomes of Black men and boys are clear and publicly declared.** There is a need

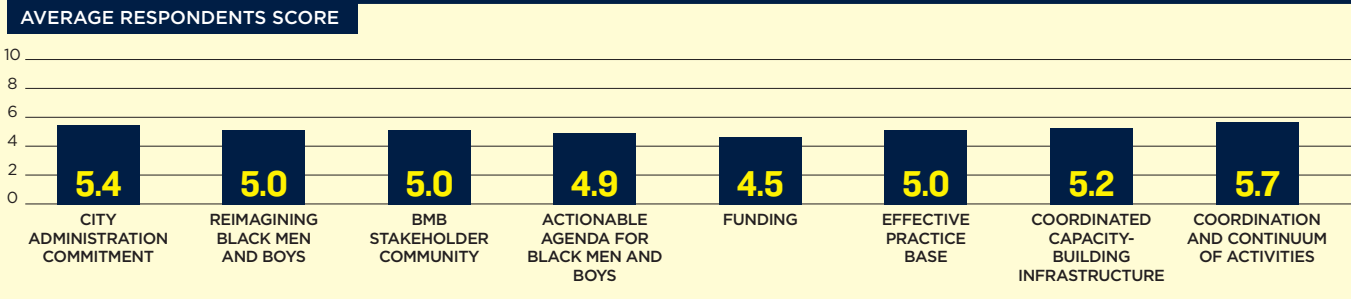
for greater dissemination among and convening of local stakeholders to ensure that the goals are truly shared, understood, and adopted. Most respondents disagreed on best practices to improve the overall well-being and life outcomes of Black men and boys, and there is an urgent need for coordination. These goals can be translated into agendas to influence advocacy and policy to improve systems that largely serve Black men, boys, and their families.

**City Administration Commitment to Black Men and Boys: Respondents noted that programs and services available at the city level provide some opportunities for participation and access to Black men and boys, but often lack sustainable effort, strategies, and outcomes.** Verbal commitments on the part of city leadership are not always followed up by concrete action. The city's agencies can consider the potential impact of their public policies and delivery of services on Black men and boys, track/monitor data accordingly, and ensure that strategy, policies, and data are accessible to all stakeholders throughout the planning and implementation stages.

**Funding: Private and public sources of funding are not being analyzed and strategically allocated to improve targeted life outcomes for Black men and boys.** Stakeholders communicated that there are often very limited funds available and competition is high. Stakeholders suggested making budget plans readily and easily accessible for public review to increase city leadership engagement with local leaders and groups, and to ensure transparency in resource allocations to programs and services that might impact BMB. The Skillman Foundation remains one of the biggest funders and philanthropic leaders of local work.

# BUILDING BLOCKS PROFILE: LOUISVILLE

## COORDINATION AND CONTINUATION OF ACTIVITIES/CITY ADMINISTRATION COMMITMENT



**CONSIDERED THE EPICENTER** of Black Male Achievement and the host city for CBMA’s **Rumble Young Man, Rumble!** (RYMR) for the past five years, Louisville has a long history of Black Male Achievement work. Though Louisville’s Promise of Place score was not high (a score of 51), it has several high profile and supportive BMA stakeholders who are advancing efforts. Its score was highest in the areas of city-led commitments and national initiatives supporting BMB. The CBMA footprint extends from city-level administrators to community-based organizations that have come together for RYMR convenings. Through the city’s office of **Safe and Healthy Neighborhoods**, a strong amount of stakeholder coordination and network building has been undertaken to date.

Louisville’s strongest building blocks in place are **Coordination and Continuum of Activities and City Administration Commitment to Black Men and Boys**, with average scores of 5.7 and 5.4 out of 10, respectively. The weakest building block currently in place in the city is Funding, with an average score of 4.5.

**City Administration Commitment: There is a significant opportunity for the city leadership and administration to become champions for BMA and better engage with ongoing work on behalf of Black men and boys in Louisville.** Many local stakeholders believe that verbal commitments have not translated into policy or funding actions to date and that there needs to be a greater acknowledgement of systems-level issues in relation to local BMA work. The city should strive for more engagements with local BMA-focused organizations and encourage the engagement of the **Metro Council, School Board**, and other city-level departments. Respondents

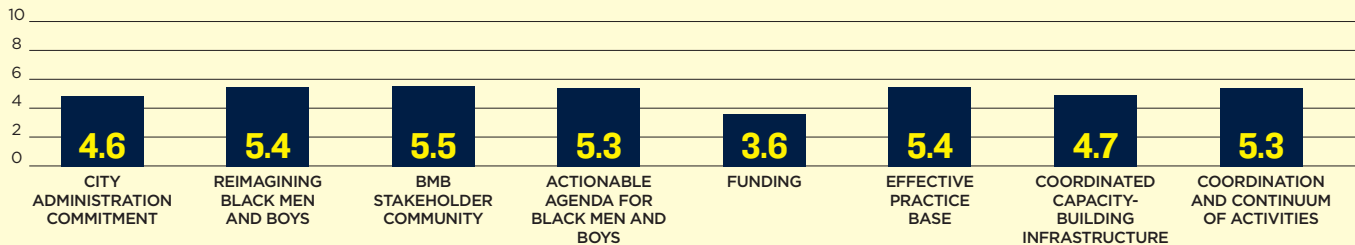
see an opportunity for the mayor to make bigger moves to address challenges impacting Black men and boys. There are still a number of promising initiatives launched by the city, including the **REimage initiative** (formerly Right Turn) that works with youth ages 16–24 to keep them in school, further their education, navigate the court system, and address addictions; and the city’s **Zones of Hope Initiative**, which works in local communities to reduce the number of homicides, and improve the outcomes for young Black boys and men.

**So far, coordination and collaboration is still largely unstructured and respondents want to see more strategic efforts in this area.** Leaders in the BMA field communicate often with each other and desire to create a more structured approach to collaborating regularly. One respondent said they were proud of the work being done to support local organizations to use proven methods, which in turn allows them to expand and train others. Stakeholders want to see more opportunities for experienced organizations to aid younger ones in developing strategies, approaches, and best practices through collaboration, mentoring, and facilitating cross-generational growth and sustainability. There is early-stage work to advance this goal through **Metro United Way**. While some respondents believe there is a citywide network that facilitates collaboration between BMA stakeholders, others see more competition than collaboration. Local stakeholders’ sustained engagement with CBMA is beginning to strengthen this area through cross-sector partnerships with city, funders, and local organizations. In addition, the creation of RYMR as the central rallying point for local BMA leaders to engage more deeply with each other, and with national leaders has also fostered opportunities for collaboration.

# BUILDING BLOCKS PROFILE: MILWAUKEE

## BLACK MEN AND BOYS STAKEHOLDER COMMUNITY/REIMAGINING BLACK MEN AND BOYS

### AVERAGE RESPONDENTS SCORE



**MILWAUKEE RECEIVED A HIGH SCORE** of 71 points due to its strong city administration commitment to Black men and boys, while showing significant need for greater targeted funding, a larger BMB stakeholder community, and coordinated activities supporting BMB. As it is one of CBMA's core City Strategy cities, CBMA has conducted local webinars, trainings, and meetings, and supported **Milwaukee's Council on African American Males** through a capacity-building grant. In June 2017, Milwaukee Public Schools launched the Department of African American and Latino Male Achievement to directly address equity for young men of color.

The strongest building blocks currently in place in Milwaukee are **Black Men and Boys Stakeholder Community and Reimagining Black Men and Boys**, scoring an average of 5.5 and 5.4 points out of 10, respectively. **Funding** is the weakest building block currently in place in Milwaukee.

**The majority of work and leadership related to issues affecting BMB is occurring on the grassroots/community level and there is a need for greater involvement and coordination with city leadership.** Public and business leaders' participation in BMA efforts is currently siloed, largely uncoordinated, and not visible. Activity does appear to be happening in some individual organizations, such as: **MKE Fellows program, local Boys & Girls Clubs, and Milwaukee Area Workforce Investment Board.** Most resources available to Black men and boys come from non-city sources, and many stakeholders are not familiar with what is available. There is an opportunity for a citywide network to exist that can build on the current strength of community-based networks like

the **300+ Strong Coalition** to convene local leaders doing BMA work and build a strategy. Stakeholders believe that the implementation of the **Dignity Framework** (adoption of dignity-based tenets that will vastly improve the quality of boys and men of color programs) will significantly help Milwaukee move forward in a number of building blocks areas.

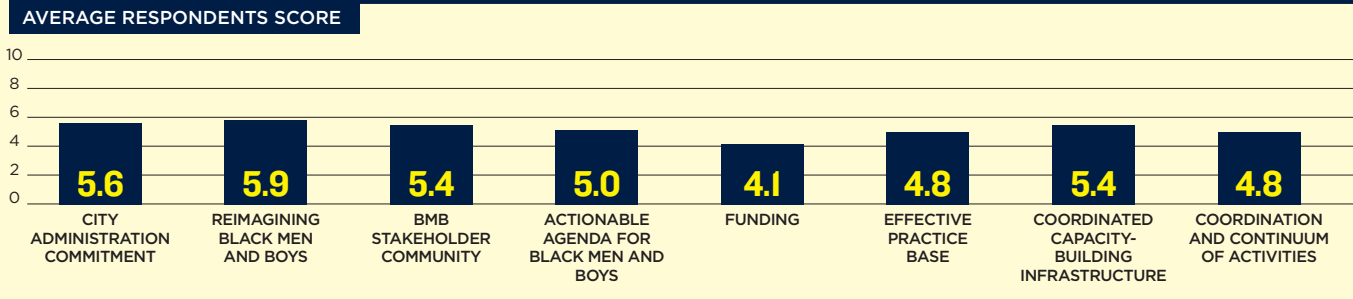
**There are community efforts to include more stakeholders and expand the reach of BMA work within the BMA community**, including recommendations to incorporate a strategy targeted at LGBTQ, Black male survivors of domestic violence, and the providers who work with them. Additionally, efforts are being made by local and regional Black-owned businesses to participate in initiatives that support Black men and boys.

**While certain dialogue around BMB and their contributions may currently include a positive framing, communications and messaging that challenge negative perceptions have an opportunity to become more coordinated and aligned.** Milwaukee is engaging in these dialogues through **We Got This Milwaukee, BrainBrawnBody.com, Milwaukee's 300+ Strong Movement Coalition, BMOI Initiative, and MyBlackStory.us.**

**Tools and information about resources are not widely disseminated, and funding efforts are only somewhat coordinated.** City and state leaders have a significant opportunity to strategically invest funds in the futures of Black men and boys. A funders' collaborative to begin building a local philanthropic community was created but strategy remains unclear for some stakeholders.

# BUILDING BLOCKS PROFILE: OAKLAND

## REIMAGINING BLACK MEN AND BOYS/CITY ADMINISTRATION COMMITMENT



**OAKLAND IS ONE OF THE HIGHEST RATED CITIES** in our *Promise of Place* report, with a score of 89, based on its strong score in the areas of CBMA membership, BMB stakeholders, and presence of initiatives in the city. CBMA has been instrumental in supporting the **Oakland Unified School District’s (OUSD) African American Male Achievement (AAMA) initiatives**. AAMA serves as a practice model for many school districts attempting to improve the educational outcomes for Black boys and has been a contributor to the Social Innovator cohort focused on marshaling community-based supports for Black men and boys that can be used to support the direct and indirect activities of the **CBMA High School Excellence framework**.

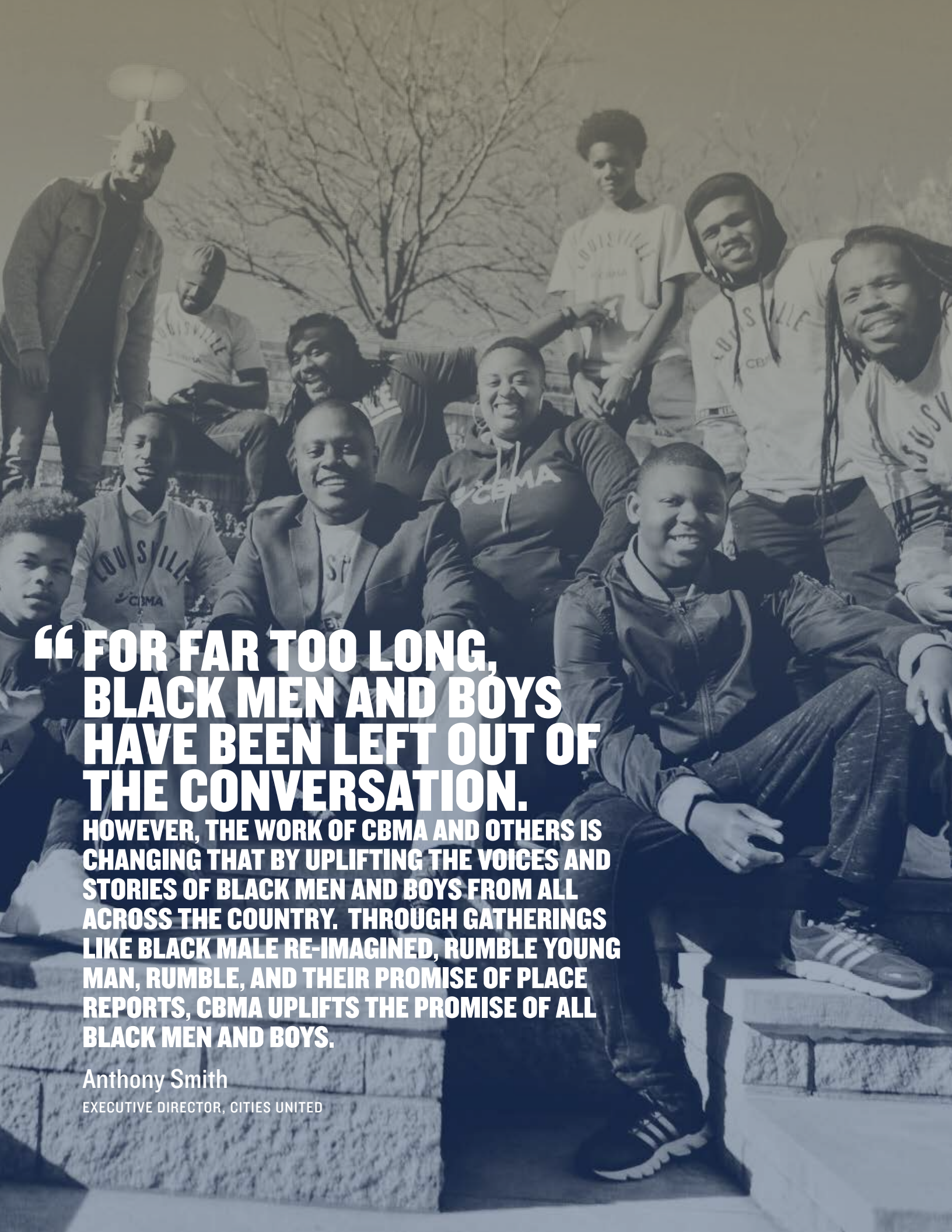
Oakland’s building block score shows both a current strong foothold and opportunity for improvement. Oakland’s strongest building blocks are **Reimagining Black Men and Boys** and **City Administration Commitment to Black Men and Boys**, receiving 5.85 and 5.65 points out of 10, respectively. The area in need of most improvement is **Funding**, which received an average score of 4.1.

**The BMA field in Oakland has been proactive in highlighting the positive contributions Black men and boys can make in conversations and dialogues around this work in the city.** One of the main initiatives in Oakland is facilitating discourse with young boys and men of color with the intention of addressing and reframing narratives and perceptions about their value and contributions. Stakeholders note that while these conversations are active, more needs to be done to create spaces that support and highlight the accomplishments as well as academic and leadership

achievement of Black men and boys. Additionally, stakeholders note that more can be done to adopt a positive developmental orientation in their work.

**City public sector leaders demonstrate some commitment to initiate, join, and sustain efforts to address the issues impacting Black men and boys in Oakland, and there is further opportunity to incorporate more Black men and boys and additional stakeholders into those actions.** A number of stakeholders lauded the Oakland Unified School District’s Office of African American Male Achievement (AAMA) for their work collecting data that impacts the progress being made in Oakland public schools. As a result of AAMA there has been an increase of Black males graduating from high school and enrolling in two- and four-year colleges.

**Despite high levels of engagement and committed action occurring within all levels of Oakland’s BMA ecosystem, solidifying a funding base remains a critical issue for local work.** Stakeholders see an urgent need for city leadership to create greater transparency with regards to fund allocations. Stakeholders see a significant opportunity for continued funder cultivation and transparency in funding allocations to further build and sustain local work. Also, there are many foundations in Oakland that are committed to achieving the outcomes aligned with the community’s goals, with some resources made available through local foundations—namely the California Endowment and the San Francisco Foundation. Still, there is significant competition and organizations are unsure how to find funders and request financial support. Stakeholders see a significant opportunity for further funder cultivation and funding and allocation transparency to build and sustain local work.



**“FOR FAR TOO LONG,  
BLACK MEN AND BOYS  
HAVE BEEN LEFT OUT OF  
THE CONVERSATION.**

**HOWEVER, THE WORK OF CBMA AND OTHERS IS CHANGING THAT BY UPLIFTING THE VOICES AND STORIES OF BLACK MEN AND BOYS FROM ALL ACROSS THE COUNTRY. THROUGH GATHERINGS LIKE BLACK MALE RE-IMAGINED, RUMBLE YOUNG MAN, RUMBLE, AND THEIR PROMISE OF PLACE REPORTS, CBMA UPLIFTS THE PROMISE OF ALL BLACK MEN AND BOYS.**

**Anthony Smith**

**EXECUTIVE DIRECTOR, CITIES UNITED**



# CITIES ON THE HORIZON

## DENVER, COLORADO

**THE CITY OF DENVER**, a My Brother's Keeper (MBK) community, recognizes the vital importance of individuals working directly with or on behalf of boys and young men of color to challenge systems, remove barriers, and share lived experiences that help them overcome obstacles created by inequity. Denver's Office of Children's Affairs created the **MBK25** to honor local individuals that are providing services, programs, support, or mentoring to nearly 13,500 boys and young men of color of highest need in Denver. The Office also uses data to help policymakers, advocates, and community partners understand who Denver's children are, where they live, and what challenges, barriers, and opportunities they encounter. By statistically aggregating key indicators to highlight areas of cumulative disadvantage, Denver is identifying and focusing on societal and systemic problems that limit opportunity for young men of color by neighborhood. In June 2017, the Office launched the **MBK Models of Success Grant**, investing \$75,000 to support afterschool and summer programs to meet the needs of 400 boys and young men of color.

Local organizations are also working deeply to position boys and young men of color to realize their full potential. The University of Denver hosts its annual **Black Male Initiative Summit** encouraging students to achieve academic excellence, graduate high school, and advance to post-secondary education. **Kappa Alpha Psi Fraternity, Inc.**, is counseling young men on career choices through their Guide Right Program, while the Alpha Phi Alpha Fraternity, Inc., concentrates on the importance of completing post-secondary education through their Go-to-High-School, **Go-to-College Program**

where young men learn strategies that facilitate success. **The Porter-Billups Leadership Academy** at Regis University—a collaboration between the university, iconic Colorado basketball coach Lonnie Porter, and former NBA All-Star Chauncey Billups—provides academic and leadership training to at-risk, inner-city students from Denver. Regis will offer full-tuition scholarships to participants who graduate high school. Metro State University is empowering men of color by providing academic support and mentorship through their **Brother 2 Brother Center for Equity** and **Student Achievement Program**. Street Fraternity serves primarily immigrant or refugee boys and young men from Southeast Asia and Eastern Africa, engaging in a culture and space where they can discover their strengths and create their own stories of success. These initiatives demonstrate how the City and County of Denver are making strides in leveling the playing field for boys and young men of color through local leadership and strategic partnerships.

## HAMPTON, VIRGINIA

**THE CITY OF HAMPTON** has demonstrated its commitment to Black Male Achievement through locally driven actions and participation in national movements. **Hampton United** was formed to respond to concerns about youth violence in the city, and the **Hampton Roads Committee of 200+ Men** is a regional organization of men who are committed to encouraging and inspiring Black youth to reach their highest potential. This organization has launched multiple efforts to bring Hampton closer to racial equity, including the **Brother to Brother Mentoring Camp Program**, which has mentored more than 175 boys since its inception; the **Caravan to Richmond**

**“ACTIVE ENGAGEMENT IS KEY. ALONGSIDE YOUTH AND COMMUNITY MEMBERS, WE ARE FOCUSING OUR EFFORTS ON EDUCATION, SOCIAL AND EMOTIONAL HEALTH, JUVENILE JUSTICE, AND WORKFORCE DEVELOPMENT. THESE ARE PATHWAYS TO HOPE AND GO TO THE HEART OF WHAT'S HOLDING OUR BOYS AND YOUNG MEN OF COLOR BACK FROM ULTIMATELY ACHIEVING THEIR TRUE POTENTIAL.”**

**Michael B. Hancock**, MAYOR, CITY OF DENVER

civic education initiative, which exposes Black teens to the legislative process; the **Scholars Breakfast**, where college/university presidents present scholarships to young scholars for undergraduate education; and the **Samuel DeWitt Proctor Forum Series**, presided over by Hampton City Council Member James Gray Jr., which hosts leaders in the field to speak to the community. In 2014, the **City of Hampton partnered with Cities United** to address the violent deaths of Black men and boys. To date, Cities United has helped Hampton establish an annual symposium on the status of racial equity and put out a report on education, housing, and legal issues as they relate to the city's Black men. While Hampton's efforts toward racial equity have laid the groundwork for substantial strides to be made, there is still a great opportunity to further increase activity on behalf of Black men and boys.

## MIAMI, FLORIDA

**MIAMI HAS PROVEN ITS IMPACT** in the field of Black Male Achievement through dedication to local action, showing commitment from elected leadership, and participating in several national programs that are making significant strides on behalf of Black men and boys. While serving on Miami's school board, now-Congresswoman Frederica Wilson noticed an epidemic of low graduation rates and incarceration among young men of color. As a result, she founded the **5000 Role Models of Excellence Project** to pair young men with successful and positive mentors to encourage positive behavior. Local organizations such as **Liberty City's Circle of Brotherhood** have mobilized Miami's leadership to offer a broad range of support for the city's Black men and boys, offering not just mentoring but also professional certification and small business training. **The Roots Collective**, a grassroots group of individual members, focuses on community advocacy on behalf of all people of color in Miami. Nationwide programs such as **BMe, 100 Black Men, NAACP, Urban League**, and **My Brother's Keeper Alliance** have also been a crucial part of Miami's progress towards Black Male Achievement, and have helped lay a path for more action moving forward. Additionally, Miami's local funding landscape has had some traction through investments by foundations like the Knight Foundation, which has supported the 5000 Role Models of Excellence Project, and has also awarded **nearly \$2 million in support for Digital Grass, Black Tech Week, EcoTech Visions**, and **NewME Accelerator**. Through its engagement and committed action on behalf of Black men and boys, Miami's local BMA field continues to be a key example of sustained and coordinated activity for a growing field for BMA.

## PALM BEACH COUNTY, FLORIDA

**THE COORDINATED EFFORTS** of Palm Beach County toward realizing a promising movement for Black Male Achievement show current impact and opportunity for more action. Building out of the city's Cities United work, the **Mayor's Village Initiative** in the city of West Palm Beach includes several programs to decrease violence and improve life outcomes for Black men and boys, such as a **Kids and Cops program** to bring teens and police together for productive dialogues, and the establishment of a **Neighborhood Accountability Board** which helps youth who have committed minor offenses stay on track without damaging their record or life outcome prospects. **Palm Beach County** has also committed to national efforts on behalf of Black men and boys by establishing a task force through the **My Brother's Keeper Alliance (MBK)**. The MBK task force is a coalition of public and private entities that work together to improve life outcomes for boys and young men of color through internal agency policy review, education, and employment opportunities. MBK also works with United Way of Palm Beach County to sponsor summits that promote racial equity within the local education and criminal justice systems. The County's **Birth to 22: United for Brighter Futures (B22)** alliance's explicit equity agenda expresses that readiness is a right to all the county's children, and works actively with its stakeholders to train and build capacity around racial equity.

Many organizations are focused on improving the life outcomes for Black men and boys, including the **Urban League of Palm Beach County (ULPBC)**, which offers the **NULITES college- and career-readiness program**, which has been recognized by the **National Urban League** with its National NULITES Chapter-of-the-Year Award five times over the last 15 years. Local efforts made to improve Black students' graduation rates include the **Superintendent's Graduation Task Force; The School District's African, African American, Latino, and Gender Studies department;** and the **Coalition for Black Student Achievement**, demonstrating the county-wide mobilization that has elevated Palm Beach County to be a promising city for Black Male Achievement.

## SACRAMENTO, CA

**SACRAMENTO HAS SHOWN** its promise as a BMA city through impressive collective work towards Black Male Achievement. Across all levels of city leadership, crucial efforts are being made on behalf of Black men and boys. Efforts include the **Sacramento Boys**

and **Men of Color Collaborative**, formed with the goal of increasing opportunity for boys and men of color, and **The Black Child Legacy Campaign**, designed to address the disproportionate death rate of Sacramento's Black children. **Sacramento City's Unified School District (SCUSD)** has also made several important steps to achieve racial equity as well, including establishing the **Men's Leadership Academy**, a college level course rooted in social justice, for young men of color. SCUSD also implements CBMA's Health and Healing Strategies Initiative. Independent local organizations including, but not limited to, **Improve Your Tomorrow**, **Hawk Academy**, **BMAD**, **Always Knocking** and **Voice of the Youth** provide leadership training and academic encouragement to young men of color. Sacramento has also committed to national initiatives as well. In 2014, then-Mayor Kevin Johnson signed onto the **My Brother's Keeper Initiative (MBK)**, which continues on through the newly established **MBK Sacramento Collaborative**. The MBK Sacramento Collaborative engages systems leaders, community-based organizations and local law enforcement in a collective impact approach toward improving systems, policies and practices for boys and men of color. The Collaborative has also recently launched an **MBK Sacramento Youth Fellowship** program to elevate youth voice in local and statewide advocacy. Sacramento's Probation Department also received a Disproportionate Minority Contact Technical Assistance grant to address the overrepresentation of youth of color in the juvenile justice system, which is a crucial step towards addressing the city's racial inequity. Sacramento's efforts at the individual, organizational, and citywide level toward racial equity have created a platform for real progress to be made for the city's Black men and boys.

## YONKERS, NEW YORK

**YONKERS' EFFORTS TO INCREASE** Black Male Achievement have been impressive in scale, depth, and coordination across all levels of city administration. The Mayor's office accepted the **My Brother's Keeper Community Challenge** and created a **Yonkers MBK Steering Committee**, appointing Co-Chairs Dr. Edwin M. Quezada, Superintendent of Schools, and Rev. Dr. Jim Bostic, Executive Director of the Nepperhan Community Center. The office also established an African-American Advisory Board tasked with reviewing city policies and making recommendations on behalf of the city's Black population. The Yonkers Board of Education introduced MBK associations in the eight public high schools where young men

## DID YOU KNOW? THE STATE OF NEW YORK IS THE FIRST STATE TO ADOPT AND ENACT THE MBK INITIATIVE AND ENACT THE INITIATIVE INTO LAW WITH SUPPORTIVE FUNDING, APPROPRIATING AN UNPRECEDENTED \$20 MILLION OF THE 2016–2017 STATE BUDGET TOWARDS PROGRAMS THAT EMPOWER YOUNG MEN OF COLOR.

have created dozens of dynamic and enriching MBK programs now expanding into lower grades. These powerful MBK initiatives include the Each One-Reach One mentoring program, and Cross-Age Literacy Tutoring, in which trained high school students tutor and mentor elementary school students.

Yonkers' local organizations have also stepped up their efforts. The **Nepperhan Community Center** has started initiatives like **Empoweryou**, a mentoring program for at-risk youth, and a weekly program at the Westchester County Correctional Facility to assist incarcerated people in finding successful reentry. **The YMCA of Yonkers** has set up the country's only **SNUG Cure Violence program**, offering formerly incarcerated people the opportunity to help mitigate violence in the city's crime-heavy neighborhoods, and partnered with 80 other community organizations to form the **Yonkers Gang and Violence Prevention Coalition**. Additionally, Yonkers played a pivotal role in launching and leading the Lower Hudson Valley MBK Alliance, which includes Yonkers and five other cities.

CBMA recently established a partnership with Yonkers MBK and Greystone Social Enterprise to create a replicable, social enterprise-focused model to build pathways to success for Black men and boys. Yonkers will host a 2018 convening to share progress and outcomes of this innovative initiative and partnership. With the high level of momentum, and fully aligned work of partners and stakeholders to ensure excellence for Black men and boys, Yonkers is well positioned to be a promising city for Black Male Achievement.

# PARTNER SPOTLIGHT

**CBMA HELPED TO CATALYZE SIX NATIONAL INITIATIVES THAT ANCHORED THE GROWING FIELD OF BLACK MALE ACHIEVEMENT—SEE HOW THESE ORGANIZATIONS CONTINUE TO MAKE IMPACT ACROSS THE NATION!**



## CITIES UNITED

Cities United is a national organization that supports a network of mayors who are committed to reducing the epidemic of homicides and shootings among African American men and boys 14–24 years of age by 50 percent by 2025. Over the past two years, Cities United has grown their network of mayors from 75 to 110, with a goal of having 200 mayors onboard by the end of 2017.



## ECHOING GREEN

Since the last publication of Promise of Place in 2015, Echoing Green (EG) has selected a total of 21 Fellows for the 2016 and 2017 Black Male Achievement Fellowship cohorts. Over the last six years, EG has invested over \$9 million to support 65 leaders working across the nation in issues related to education, poverty alleviation and economic development, and civil and human rights, among others.



## NATIONAL LEAGUE OF CITIES (NLC)

In the wake of the 2014 unrest in Ferguson, Missouri, NLC created the REAL (Race, Equity And Leadership) Initiative to strengthen local leaders' knowledge and capacity to eliminate racial disparities, heal racial divisions and build more equitable communities. Since 2015, REAL provided technical support to six cities who tackled policies within education, employment, and reentry that impact boys and men of color. REAL also launched a national initiative with 105 cities committed to sustaining community conversations focused on race relations, equity and policing.



## MY BROTHER'S KEEPER (MBK) ALLIANCE

Since the launch of President Obama's My Brother's Keeper (MBK) initiative, nearly 250 communities in all 50 states, the District of Columbia, and Puerto Rico have taken the MBK Community Challenge. Over the last three years these communities have adopted proven strategies and strengthened local supports to expand opportunity for hundreds of thousands of boys and young men of color nationwide. Specifically, MBK Alliance has drilled down on four priority cities and focused on building collective impact in Oakland, Detroit, Memphis,



**“BLACK MALE ACHIEVEMENT WORK IS ABOUT REIMAGINING OUR JUSTICE SYSTEM, RESHAPING OUR ECONOMY, AND BUILDING SUSTAINABLE CITIES. FOR ME, IT’S ABOUT ASKING OUR COMMUNITIES, ‘WHAT’S YOUR VISION FOR A SAFE AND JUST CITY?’”**

**Amanda Alexander**

FOUNDER AND EXECUTIVE DIRECTOR, DETROIT JUSTICE CENTER  
(2017 FELLOW, ECHOING GREEN)

and Albuquerque. These efforts have reached over 10,000 youth, through access to economic opportunity, resources, and technical assistance.



**EXECUTIVES’ ALLIANCE FOR BOYS AND MEN OF COLOR**

Executives’ Alliance (EA) is a network of 40 national, regional, and community foundations whose mission is to strengthen the philanthropic sector’s breadth, depth and coordination of leadership, investments, and activities on behalf of boys and men of color. EA members exclusively seeded nearly \$3 million in support to the National Youth Alliance for Boys and Men of Color - a strategic collaboration of five youth organizing networks committed to advancing the leadership of young men of color in organizing for change in their communities.



**BME COMMUNITY**

Since 2015, BMe Community has become the national leader in asset-framed community building by training over 1,000 foundation and social innovation executives in asset-framing; adding 52 fellows to create the largest Black men social entrepreneurship fellowship in the country, with 194 BMe Community Geniuses (formerly called BMe Leaders). Those Genius Fellows have helped an additional 200,000 families secure youth development, educational, and economic opportunities in Akron, Baltimore, Detroit, Miami, Philadelphia, and Pittsburgh in that time—including \$2.5 million in housing loans through BMe’s partner OneUnited Bank. BMe has also grown from 22,000 to 40,000 subscribers and will launch the fellowship in Louisville, KY, in 2018.

# LOVING, LEARNING AND LEADING THROUGH STRATEGIC COMMUNICATIONS AND NARRATIVE CHANGE

**OVER THE PAST TWO YEARS**, CBMA has continued to grow our audiences through **strategic partnerships and events that yielded turnouts of nearly 10,000 people collectively**. Through initiatives and events like Rumble Young Man, Rumble!, Black Male Re-Imagined, MLK Now, Justice for Flint, and others, CBMA's programming and digital content has reached **more than a quarter billion people** through live streaming via popular platforms like Mic.com, Colorlines, and Interactive One; local and national media stories in the Washington Post, Associated Press, New York Times, Hollywood Reporter, The Root, VICE, The Undeclared, NPR, Baltimore Sun, and Huffington Post, among many others; and with both original and sponsored multimedia content, and conversations driven online and offline.

From 2016-2017, **CBMA's social content garnered over 11 million in reach**; opened the door to conversations uplifting powerful voices of both Black men and women across the BMA space—a fact reflected in the 50/50 share of men and women representing CBMA's social audience; bridged the geographic divide between the work being done in the field and global supporters, with over 67 live broadcasts reaching over 20 different countries; and galvanized diverse digital communities to action across the BMA, education, business, and creative spectrum with initiatives like the Black Male Re-Imagined photo narrative project, the Ali Prose poetry contest, the #KnowHERstory campaign, and the Black Male Educators Speak video series.

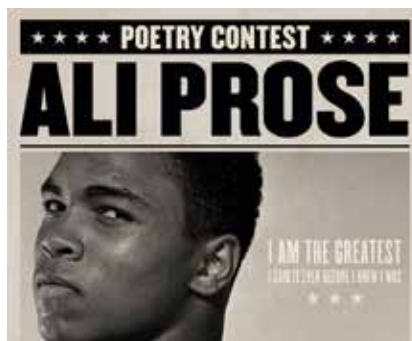
## ENGAGEMENT WITH OUR VIRTUAL MEMBER NETWORKS

**CBMA CONTINUES TO PROVIDE ONLINE MEMBERS AND FOLLOWERS** with fuel for your mission in the form of content that powerfully resonates—from webinars, live streams, virtual hang outs, and blog posts, to inspirational quote graphics, video stories, and visually compelling photo narratives. Below is a snapshot of the content that stimulated the best responses from CBMA's network and social followers:

#ToussaintStone #TallerThanAGiant:  
**REACH 5M**



#AliProse:  
**REACH 68,000**



#KnowHERstory post:  
**REACH 7,000**



# CBMA WEBSITE: YOUR SOURCE FOR UPDATES ACROSS THE FIELD

**CBMA'S WEBSITE** serves as the virtual platform where you can stay abreast of Black Male Achievement activities, news and events, insights, resources, careers and internships, webinars, and opportunities to build capacity, make connections, and raise and/or donate funds on behalf of Black Male Achievement. The website is also where CBMA shares affirmative stories of BMA leaders and organizations, including CBMA's reports and publications, newsletters, monthly member calls, traditional and social media, and local, regional, and national seminars, workshops, webinars, and conferences. Browse [www.blackmaleachievement.org](http://www.blackmaleachievement.org).

**IN EARLY 2017, CBMA LAUNCHED** our new and improved website [blackmaleachievement.org](http://blackmaleachievement.org) complete with fresh design, content, and a suite of functionalities that allow visitors to interact and engage with us in dynamic ways. As the central

resource for activity, tools, events, and updates on work occurring on behalf of Black men and boys across the country, the CBMA website is **a vital asset** for members and non-members alike to engage with leaders across the country and within their cities on how to move the needle on Black male life outcomes.

Along with this **Promise of Place** report, the website features a home for the **2018 BMA City Index** that serves as a key resource for change agents to continue engaging with the findings in this report. The website is also a useful tool for engaging with CBMA on how to improve city scores, further advance the BMA field with updates from your city, and become part of the national movement for Black Male Achievement.

The report and website are intended to be living, breathing mechanisms for accountability, solidification, and sustainability across the BMA field to **Love, Learn, and Lead** as a BMA community.

## THROUGH THE PROMISE OF PLACE SECTION OF THE WEBSITE YOU CAN:



### SEE YOUR SCORE

You can see scores for all cities featured in this report, as well as the details behind each score, on the website. This allows you to see how each city is performing on its engagement and committed action on behalf of Black men and boys and **use those scores as benchmarks to continue to track progress.**



### VIEW YOUR CITY-SPECIFIC PAGE

Each city featured in the report has its own city-specific landing page where you can see more information about its score and also the latest updates on activities, events, and news curated by CBMA and informed by local stakeholders. **This is a key resource for continued coordination and network building amongst stakeholders in each city.**



### SUBMIT UPDATES

Via your city-specific page, you have the opportunity to not only provide feedback on your score and details, which keeps us updated as to how different indicators are evolving in your city, but also to submit updates on the latest activity and events in your city.

**This is critical as it allows fellow leaders and stakeholders in your city to become engaged with your work and inform BMA work in your city!**

# CBMA PUBLICATIONS



**Quantifying Hope** analyzes U.S. funding trends for Black men and boys and describes recent activities and initiatives in the field of Black Male Achievement. In partnership with the Foundation Center and Open Society Foundations, the first two reports were released in October 2012 and April 2015

and highlighted steady growth in funding support for boys and men of color as a broader population. We are excited to share an update of this work in our latest Quantifying Hope report published in November 2017.



**Building a Beloved Community: Strengthening the Field of Black Male Achievement** maps the landscape of work in the area of black male achievement and offers recommendations for what it will take to strengthen the field moving forward. Based on interviews with 50 leaders in the social, academic,

government, and business sectors, the report takes stock of the major sectors engaged in the field and examines opportunities for other constituencies to become more involved.



**Promise of Place.** In 2015, CBMA released the nationally recognized, first-of-its-kind report—Promise of Place: Cities Advancing Black Male Achievement. The report unveiled the BMA City Index, which assessed and scored 50 cities in the U.S. for their committed actions and engagement on

behalf of Black men and boys. The top three ranked cities included: Detroit, Oakland, and Washington, DC. The report highlights documented city-level contributions and initiatives that aim to advance positive opportunities and outcomes for Black men and boys.



Drawing on eight years of grants data and twenty years of history, **Where Do We Go from Here?** describes important trends in foundation funding for black men and boys. The report also describes innovative philanthropic efforts in the field. While disparities faced by black males remain staggering, new

partnerships and initiatives based on an assets-based approach and institutional supports may be on the cusp of turning the tide.





## CONCLUSION: LOOKING AHEAD AND TAKING ACTION

**“THE FIGHT IS WON OR LOST FAR AWAY FROM WITNESSES—BEHIND THE LINES, IN THE GYM, AND OUT THERE ON THE ROAD, LONG BEFORE I DANCE UNDER THOSE LIGHTS.” — Muhammad Ali**

**BUILDING BELOVED COMMUNITIES** entails a deep and loving long-term commitment to creating communities across the nation where Black men and boys are empowered to reach their fullest promise and potential. The 50 cities in our BMA City Index, and others not included, are dedicating dollars, time, skills, and outreach efforts to advance Black Male Achievement. As we celebrate a decade of deep engagement in the BMA field, the Campaign for Black Male Achievement invites you to look ahead and reimagine the future with us.

Reimagine your city and community as places where the ideas uplifted in *Promise of Place* are tangible strategies that emphasize evidence-based learning, and allow the current 50 cities to have greater impact, while challenging others to strive for success on behalf of Black men and boys. Imagine the collective energy and voices of city leaders, community advocates and, most importantly, the voices of our youth, whose lives are impacted daily by racial and social inequity. Their contributions to Black Male Achievement are essential to ensuring that Black men and boys matter today and everyday moving forward. This work towards Black Male Achievement requires a dismantling of systems and racism that have continuously hindered the elevation of Black men and boys, their families, and communities. In order to ensure a Promise of Place in our cities and as a nation, our diligent work must be inclusive, actionable and rooted in love.



Today, we amplify our call and urge you to reimagine an America where our Black males are healthy, happy, and thriving. In the words of our CEO, “There’s no cavalry coming to save us; we are the iconic leaders we’ve been waiting for.” Keeping this in mind, we must engage in transformative leadership that is rooted in accountability, collective responsibility, and bold action. CBMA is continuously emboldened by the many local leaders and hometown heroes like you who are helping to catalyze Black Male Achievement. Together we can ensure that Black men and boys have the resources, support and love to reach their greatest promise and potential, for the sake of their futures, and that of our cities, communities, and the entire nation.

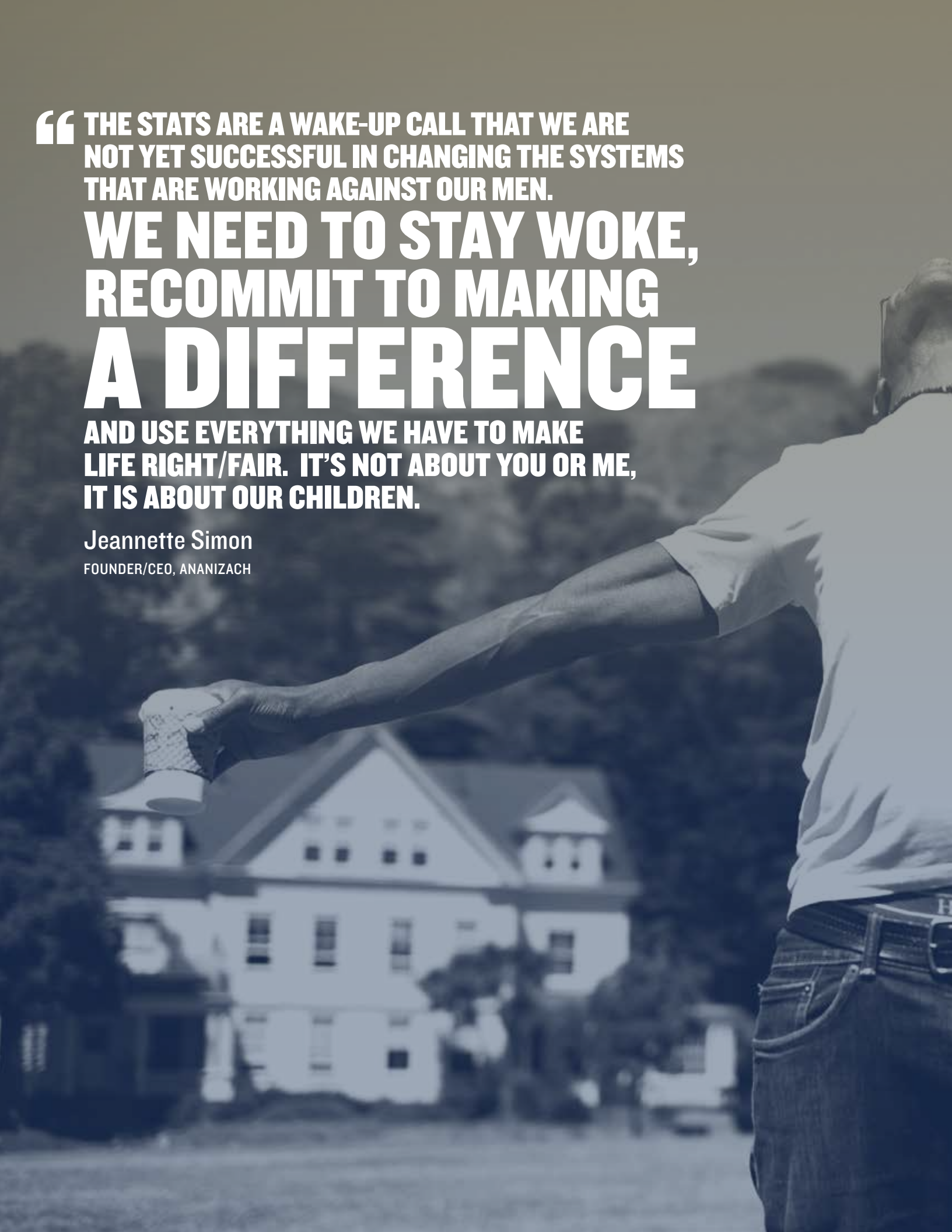
**“ THE STATS ARE A WAKE-UP CALL THAT WE ARE NOT YET SUCCESSFUL IN CHANGING THE SYSTEMS THAT ARE WORKING AGAINST OUR MEN.**

# **WE NEED TO STAY WOKE, RECOMMIT TO MAKING A DIFFERENCE**

**AND USE EVERYTHING WE HAVE TO MAKE LIFE RIGHT/FAIR. IT'S NOT ABOUT YOU OR ME, IT IS ABOUT OUR CHILDREN.**

**Jeannette Simon**

**FOUNDER/CEO, ANANIZACH**





## APPENDIX A: CITY SCORE CHANGES

CITY NAME	2017 DEMOGRAPHIC MIX	2017 CITY-LED COMMITMENT SUPPORTING BMB	2017 CBMA MEMBERSHIP	2017 NATIONAL INITIATIVES SUPPORTING BMB	2017 TARGET FUNDING SUPPORTING BMB	2017 TOTAL SCORE	2015 TOTAL SCORE	POINT CHANGE
Detroit, MI	10	25	20	20	20	95	95	0
Washington, DC	5	30	20	20	20	95	95	0
Oakland, CA	3	30	20	16	20	89	95	-6
New Orleans, LA	7	30	12	18	20	87	85	2
Boston, MA	3	30	12	18	20	83	77	6
Jackson, MS	10	15	18	16	20	79	63	16
Baltimore, MD	7	15	16	20	20	78	78	0
New York City, NY	3	30	8	20	16	77	73	4
Charlottesville, VA	3	30	18	9	16	76	76	0
Philadelphia, PA	5	30	12	16	12	75	75	0
Minneapolis, MN	3	30	10	11	20	74	68	6
Pittsburgh, PA	3	15	20	16	20	74	69	5
Milwaukee, WI	5	30	8	12	16	71	63	8
Atlanta, GA	5	10	10	20	20	65	67	-2
Indianapolis, IN	5	30	4	14	12	65	65	0
Seattle, WA	3	30	4	20	8	65	48	17
Chicago, IL	5	15	8	20	16	64	64	0
Newark, NJ	5	10	12	16	20	63	59	4
Omaha, NE	3	20	6	14	16	59	47	12
Los Angeles, CA	3	15	4	20	16	58	58	0
Orlando, FL	5	30	6	16	0	57	55	2
Portland, OR	3	30	4	11	8	56	51	5
Louisville/Jefferson County, KY	3	30	6	14	0	53	51	2
Birmingham, AL	7	15	6	16	8	52	50	2
Cleveland, OH	5	15	6	18	8	52	52	0
Durham, NC	5	15	6	14	12	52	50	2
San Francisco, CA	3	10	8	11	20	52	47	5

CITY NAME	2017 DEMOGRAPHIC MIX	2017 CITY-LED COMMITMENT SUPPORTING BMB	2017 CBMA MEMBERSHIP	2017 NATIONAL INITIATIVES SUPPORTING BMB	2017 TARGET FUNDING SUPPORTING BMB	2017 TOTAL SCORE	2015 TOTAL SCORE	POINT CHANGE
St. Louis, MO	5	10	6	18	12	51	45	6
Akron, OH	5	15	6	16	8	50	48	2
Fort Wayne, IN	3	30	4	9	4	50	48	2
Baton Rouge, LA	7	10	6	14	12	49	43	6
Buffalo, NY	5	15	6	11	12	49	47	2
Houston, TX	3	15	4	18	8	48	48	0
Nashville–Davidson, TN	5	15	4	16	8	48	48	0
Memphis, TN	7	15	4	16	4	46	46	0
Fort Worth, TX	3	10	4	14	12	43	37	6
Rochester, NY	5	15	6	9	8	43	43	0
Columbus, OH	5	15	4	14	4	42	46	-4
Dallas, TX	3	15	4	16	4	42	42	0
Jacksonville, FL	5	15	4	14	4	42	40	2
San Antonio, TX	3	15	4	16	4	42	42	0
Augusta–Richmond County, GA	7	10	4	16	4	41	35	6
Mobile, AL	5	10	6	12	8	41	31	10
Phoenix, AZ	3	10	4	20	4	41	35	6
Charlotte, NC	5	10	4	16	4	39	37	2
Tampa, FL	3	15	4	12	4	38	40	-2
Shreveport, LA	7	10	4	12	0	33	28	5
San Diego, CA	3	0	4	16	8	31	25	6
Oklahoma City, OK	3	5	4	12	4	28	23	5
Columbus, GA	5	0	0	12	0	17	15	2

# APPENDIX B: SCORING RUBRIC

**FIVE CATEGORIES WERE USED TO SCORE THE 50 CITIES IN THE BMA INDEX.** The below indicators drive the level of engagement and committed action that assists cities' Black men and boys in achieving. The scoring for each city from both the first report and this current report follow this scoring metric. Scoring is based on a total of 100 points.

## 1. DEMOGRAPHIC MIX (10 POINTS)

**Description: Demographic profile of presence of Black males in city**

### INDICATORS:

- Presence of Black males as % of total male population of the city/75% or more

### PROCESS NOTES AND SOURCES:

- Based on calculation in 2015 ACS Housing & Demographic 5-year estimates.

## 2. CITY-LED COMMITMENT TO BLACK MEN AND BOYS (30 POINTS)

**Description: City-led, demonstrated engagement and committed action to address issues facing Black men and boys**

### INDICATORS:

- City leaders have created an initiative designed to improve life outcomes for Black males and boys and men of color (15 points)
- City accepted the MBK Community Challenge (10 points)
- Mayor has signed on to Cities United (5 points)

### PROCESS NOTES AND SOURCES:

- Conducted online research for Black men and boys or Black Male Achievement initiatives for each city name (March 2017)
- Researched each city administration, city council, and/or school district website for each city for any noted initiatives (March 2017)
- Reviewed MBK Alliance and Cities United websites for participating cities (March 2017)

## 3. CBMA MEMBERSHIP (20 POINTS)

**Description: Number of local organizations and leaders that are members of the CBMA national network**

### INDICATORS:

- CBMA individual members (per 100,000 residents) 30 or more (10 points)
- CBMA organizational members (per 100,000 residents) 15 or more (10 points)

### PROCESS NOTES AND SOURCES:

- Using CBMA membership database, calculated ratio of number of individual CBMA members per 100,000 residents in each city (May 2017)
- Using CBMA membership database, calculated ratio of number of organizational CBMA members per 100,000 residents in each city (May 2017)

## 4. PRESENCE OF NATIONAL INITIATIVES SUPPORTING BLACK MEN AND BOYS (20 POINTS)

**Description 1: Local presence of national initiatives or organizations focused on Black men and boys**

### INDICATORS:

- Concerned Black Men National; 100 Black Men of America; National CARES Mentoring Movement; Coalition of Schools for Boys of Color (COSEBOC)-Member School District; BMe Community; Black Star Project; Million Father March; Kappa League (4 or more = 10 points)

### PROCESS NOTES AND SOURCES:

- Identified and reconfirmed core national initiatives with a sustained focus on Black males and Black Male Achievement
- Searched each organization's membership and affiliations data to determine if they have presence in each city (as of June 2017)
- Conducted follow-up calls and/or sent follow-up emails to each listed initiative to verify city affiliations indicated on website (June 2017)

**Description 2: Local presence of select national initiatives or organizations targeting issues impacting Black men and boys**

**INDICATORS:**

- ABFE Philanthropic Institutional Members and Black Philanthropic Network; Black Lives Matter; National Action Network; National Urban League; Opportunity Youth Incentive Fund; Promise Neighborhoods; Choice Neighborhoods; NAACP; Boys & Girls Club; College Success Foundation; Posse Foundation; Rotary Club; Urban Alliance; Usher’s New Look Foundation; United Way; YMCA. (5 or more = 10 points)

**PROCESS NOTES AND SOURCES:**

- Identified core national initiatives with an impact on Black males and Black Male Achievement
- Searched each organization’s membership and affiliations data to determine if they have presence in each city (as of June 2017)
- Conducted follow-up calls and/or sent follow-up emails to each listed initiative to verify listed city affiliations indicated on website (June 2017)

**5. TARGETED FUNDING SUPPORTING BLACK MEN AND BOYS (20 POINTS)**

**Description: Amount of targeted philanthropic investment supporting locally based organizations to conduct work focused on Black men and boys**

**INDICATORS:**

- \$ Funding allocated to local BMA field/total city population (per 100,000 residents)
- \$1 million or more (20 points)

**PROCESS NOTES AND SOURCES:**

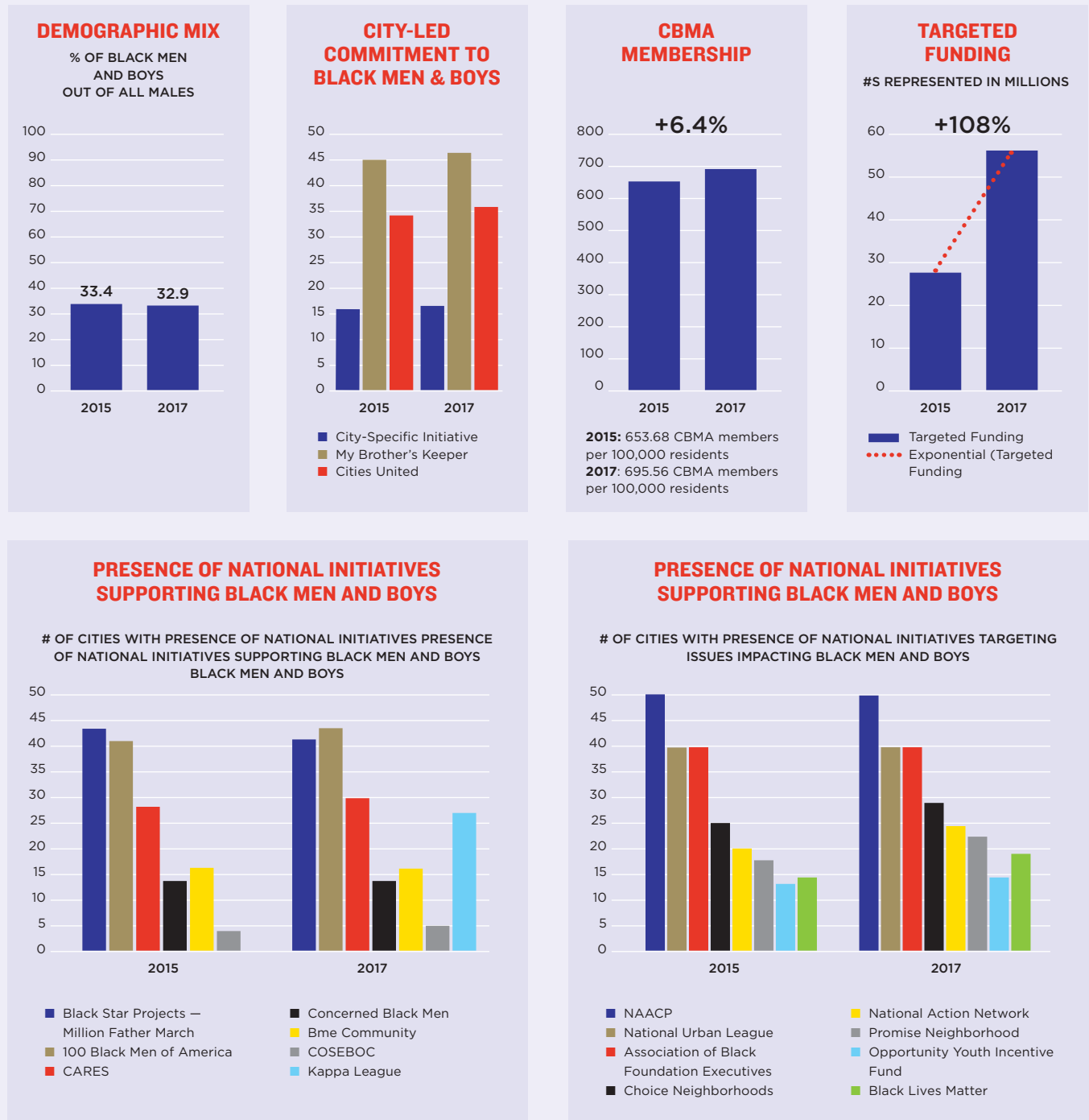
- Funding totals are based on a 2008–2017 estimate of grant funding designated to support work focused on either “Black males” or “boys and men of color,” as identified by the Foundation Center, which hosts the national Black Male Achievement funding database at BMAfunders.org. Grant funding awarded to organizations and/or projects without a clear city geographic focus were removed from the totals, but the totals may still include some support for regional and/or national projects.

**For more information, please refer to the CBMA report, or contact Grace Sato at the Foundation Center at [gms@foundationcenter.org](mailto:gms@foundationcenter.org).**



# APPENDIX C: SUMMARY OF INDICATOR MOVEMENT

**FIVE INDICATORS WERE USED TO MEASURE ENGAGEMENT** with Black men and boys across the 50 cities within the BMA City Index. The below charts summarize the comparative movement of each indicator from 2015 to 2017.





## APPENDIX D: NINE ORGANIZATIONS ADDED UNDER PRESENCE OF NATIONAL INITIATIVES

**BELOW ARE DESCRIPTIONS OF THE NINE NEW NATIONAL INITIATIVES** supporting Black men and boys that were added in this Promise of Place edition to the existing 14. For an overview of the 14 initiatives from the last report, please visit Appendix B of the 2015 Promise of Place report: [www.blackmaleachievement.org/community/city-index](http://www.blackmaleachievement.org/community/city-index)

### BOYS AND GIRLS CLUB

The mission of Boys and Girls Club is to provide the foundation for young men and women to reach their full potential as productive, caring, responsible citizens. Website: <https://www.bgca.org/about-us/our-mission-story>

### COLLEGE SUCCESS FOUNDATION

The mission of College Success Foundation is to foster growth and development within low-income students. College Success Foundation works to help students complete high school, get degrees, and live successful lives by offering scholarships and supportive services. Website: <https://www.collegesuccessfoundation.org/about-us>

### KAPPA LEAGUE

The mission of Kappa League is to work with young men of color to foster leadership, achievement, and service. They focus on personal development, academic achievement, and college and career preparation. Website: <http://www.natlkappaleague.org>

### POSSE FOUNDATION

Posse works to enrich the development of bright students who are often overlooked in the college admissions process. Partner universities award Posse Scholars full leadership scholarships. Website: <https://www.possefoundation.org/about-posse>

### ROTARY CLUB

The Rotary Club works to promote health, economic improvement, and education through community volunteering. Their motto of Service Above Self motivates members to create change around the world. Website: <https://www.rotary.org>

### UNITED WAY

The mission of United Way is to improve the lives and well-being of people worldwide. United Way works through community initiatives to support the common good. Website: <https://www.unitedway.org>

### URBAN ALLIANCE

Urban Alliance provides internships to young men and women to provide the foundation for economic security and self-sufficiency. Website: <https://theurbanalliance.org/impact/>

### USHER'S NEW LOOK FOUNDATION

The mission of Usher's New Look is to transform the lives of underserved youth through a 10-year comprehensive program that develops passion-driven, global leaders. Website: <http://ushersnewlook.org>

### YMCA

The Y is committed to promoting personal and social change through strengthening community. They work nationally to ensure everyone, regardless of age, income, or background, has the opportunity to learn, grow, and thrive. Website: <http://www.ymca.net/about-us/>

# APPENDIX E: DATA SOURCES AND BIBLIOGRAPHY

## DEMOGRAPHIC MIX

### TOTAL POPULATION DATA

- “DP05 ACS Demographic & Housing Estimates (2011–2015).” American Census Bureau. [https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_15\\_5YR\\_DP05&prodType=table](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_DP05&prodType=table)

### BLACK MEN AND BOYS POPULATION DATA

- “B01001B Sex By Age (Black or African-American Alone) (2011–2015).” American Census Bureau. [https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_15\\_5YR\\_B01001B&prodType=table](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_B01001B&prodType=table)

## CITY-LED COMMITMENT TO BLACK MEN AND BOYS

### MY BROTHER’S KEEPER ALLIANCE

- Map of chapters on their website: <https://obamawhitehouse.archives.gov/node/279811>

### CITIES UNITED

- List of chapters on their website: <http://citiesunited.org/about/participating-cities/>

### SEATTLE, WA, CITY-SPECIFIC INITIATIVE

- “African American Male Advisory Committee.” African American Male Advisory Committee, Seattle Public Schools. <https://www.seattleschools.org/cms/one.aspx?pagelid=12557972>

## NATIONAL INITIATIVES SUPPORTING BLACK MEN AND BOYS

### ASSOCIATION OF BLACK FOUNDATION EXECUTIVES (ABFE)

- Chapters listed on their website at: [www.ABFE.org](http://www.ABFE.org)

### 100 BLACK MEN OF AMERICA

- List of chapters on their website: <http://www.100blackmen.org/chapters/>

### BMe COMMUNITY

- Engaged cities listed on their website: [www.bmecommunity.org](http://www.bmecommunity.org)

### NATIONAL CARES MENTORING MOVEMENT

- List of chapters on their website: <http://www.caresmentoring.org/index.php/take-action/locate-a-cares-mentor-recruitment-affiliate>

### CONCERNED BLACK MEN NATIONAL

- List of chapters on their website: <http://cbmnational.org/our-chapters/>
- Internal list submitted by organization (2015)

### COALITION OF SCHOOLS EDUCATING BOYS OF COLOR

- Internal list submitted by organization (2017)
- Additional information and references as informed by their website: <http://www.coseboc.org/>

### BLACK STAR PROJECT MILLION FATHER MARCH

- Internal list submitted by organization (2016)

### NATIONAL URBAN LEAGUE

- List of chapters on their website: <http://nul.iamempowered.com/in-your-area/affiliate-list>

### NATIONAL ACTION NETWORK

- Map/list of chapters on their website: <http://nationalactionnetwork.net/chapters/>

### NAACP

- List of chapters on their website: <http://www.naacp.org/find-local-unit/>

### BLACK LIVES MATTER

- List of chapters on their website: <https://blacklivesmatter.com/take-action/find-a-chapter/>

### OPPORTUNITY YOUTH INCENTIVE FUND

- List of “communities”/partners on their website: <https://aspencommunitysolutions.org/the-fund/communities/>

### PROMISE NEIGHBORHOODS

- Washington, DC (2016): <http://streetsense.org/article/d-c-promise-neighborhood-initiative-holds-health-and-wellness-fair-in-ward-7/>
- Rose, Mark. “DCPNI and Paradise at Parkside Apartments Hold Health and Wellness Fair in Ward 7.” Street Sense. N.p., 15 June 2016. Web.

### CHOICE NEIGHBORHOODS

- Boston, Louisville, St. Louis (2016): [https://portal.hud.gov/hudportal/HUD?src=/press/press\\_releases\\_media\\_advisories/2016/HUDNo\\_\\_16-188](https://portal.hud.gov/hudportal/HUD?src=/press/press_releases_media_advisories/2016/HUDNo__16-188)
- United States. Department of Housing and Urban Development. Heather Fluit. “HUD Awards \$132 Million to Five Communities to Revitalize Housing, Surrounding Neighborhoods.” N.p., 12 Dec. 2016. Web.
- Pittsburgh, Shreveport, Phoenix, Nashville (2016): [https://portal.hud.gov/hudportal/HUD?src=/press/press\\_releases\\_media\\_advisories/2016/HUDNo\\_16-103](https://portal.hud.gov/hudportal/HUD?src=/press/press_releases_media_advisories/2016/HUDNo_16-103)

- United States. Department of Housing and Urban Development. Shantae Goodloe. “HUD Awards Choice Neighborhood Grants to 10 Cities.” N.p., 28 June 2016. Web.
- Memphis (2015): [http://cityofmemphis.org/Portals/0/pdf\\_forms/HUD\\_Choice\\_Neighbourhood\\_Grant.pdf](http://cityofmemphis.org/Portals/0/pdf_forms/HUD_Choice_Neighbourhood_Grant.pdf)
- United States. Office of Mayor A.C. Wharton. “City of Memphis Receives Nearly \$30 Million Grant for Foote Homes Transformation.” Memphis, TN, 28 Sept. 2015. Web.

## **NATIONAL INITIATIVES SUPPORTING BLACK MEN AND BOYS (NOT SCORED IN LAST REPORT)**

### **URBAN ALLIANCE**

- List of chapters on their website: <https://theurbanalliance.org/locations/>

### **POSSE FOUNDATION**

- List of chapters on their website: <https://www.possefoundation.org/about-posse/locations>

### **USHER’S NEW LOOK FOUNDATION**

- New chapters all listed in organization’s history: <http://ushersnewlook.org/programs/history/>

### **COLLEGE SUCCESS FOUNDATION**

- List of chapters on their website: <https://www.collegesuccessfoundation.org/about-us>

### **BOYS AND GIRLS CLUB**

- Search tool with all chapters on their website: <https://www.bgca.org/get-involved/find-a-club>

### **UNITED WAY**

- Search tool with all chapters on their website: <https://www.unitedway.org/local/united-states/massachusetts/massachusetts-bay-and-merrimack-valley>

### **YMCA**

- Search tool with all chapters on their website: <http://www.ymca.net/find-your-y/>

### **KAPPA LEAGUE**

- Search tool with all chapters on their website: <http://www.natlkappaleague.org/index.php/locator>

### **ROTARY CLUB**

- Search tool with all chapters on their website: <https://my.rotary.org/en/search/club-finder>

## **TARGETED FUNDING SUPPORTING BLACK MEN AND BOYS**

### **FUNDING TOTALS**

- Principal source: BMAfunders.org
- Internal database list submitted by BMAfunders (June 2017)



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570 Lexington Avenue, 5th Floor, New York, NY 10022  
(212) 444-9141

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