

National Black Church Initiative Core Program Mission



The Black Church
Strength of the
Black Community

NATIONAL BLACK CHURCH INITIATIVE (NBCI)

The National Black Church Initiative (NBCI) is a faith-based coalition of 34,000 churches comprised of 15 denominations and 15.7 million African Americans committed to eradicating racial disparities healthcare, technology, education, housing, and the environment. NBCI's mission is to provide critical wellness information to all of its members, congregants, churches and the public. NBCI offers faith-based, out-of-the-box and cutting edge solutions to stubborn economic and social issues. NBCI's programs are governed by credible statistical analysis, science based strategies and techniques, and methods that work. Visit our website at www.naltblackchurch.com.



Rev. Anthony Evans, President National Black Church Initiative (NBCI)

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Rev. Anthony Evans has fought tirelessly to reduce health disparities, foreclosure, homelessness and black on black crime in addition to promoting financial literacy and preserving environmental justice nationwide.

A native of Savanna, Georgia, Rev. Evans earned a Bachelor's degree in Religion in 1981 from Middlebury College in Vermont. While at Middlebury, Rev. Evans mobilized local colleges in Vermont to donate \$15,000 to the investigation of the Atlanta child killings in the early eighties – an example of his philanthropic endeavors to come. Rev. Evans was ordained in 1982 and went on to earn a Master's in Divinity in 1988 from Howard University School of Divinity in Washington, D.C.

He became The National Black Church Initiative's president in 1992 to continue to advocate on behalf of social and economic justice issues. He leads a coalition of 34,000 churches across the country fighting against health disparities, promoting financial literacy, protecting babies from abuse and neglect, helping to improve education, and assuring all Americans have the access to technology they deserve.

In 1989, Rev. Evans publicly showed the ferventness of his convictions when he was arrested during a protest in front of the South African embassy advocating for the end of minority rule and the freeing of Nelson Mandela. He helped sustain that protest for nearly two years. In 2005, in the wake of Hurricane Katrina, Rev. Evans and NBCI mobilized over 15,000 volunteers to serve the disaster relief effort. These volunteers came from NBCI member and sister churches and represented many ethnic backgrounds, illustrating NBCI's policy of an interfaith and interracial approach to solving social problems. NBCI churches, along with other minority churches across the country, helped to raise more than \$1 billion in cash and social services for New Orleans and those affected by Hurricane Katrina.

In July 2006, Rev. Evans participated in a massive protest outside the Sudanese embassy to denounce the country's role in the genocide of its African citizens. In 2010, Rev. Evans organized a group of young hip hop artists and traditional black church leaders to launch an intensive initiative to aid Haiti and Haitians. He committed NBCI for seven years to work through the Lott Carey Foreign Mission Convention to aid in the reconstruction of Haiti, especially in the areas of housing, parenthood, and economic development.

Rev. Evans is now launching three significant programs that will affect millions of African Americans over the next seven years: NBCI's Health Emergency Declaration, NBCI's Financial Literacy Initiative, and NBCI's Educational Initiative.

Rev. Evans has a clear understanding of how public policy affects and determines the issues the black church is fighting for and against. He is determined to preserve the moral authority of the black church's voice in the public square.



NATIONAL BLACK CHURCH INITIATIVE (NBCI)

The National Black Church Initiative, a network of faith-based communities with a wide scope, has a unique capacity to accomplish a variety of inter-disciplinary projects successfully. NBCI has been actively working to enact change within the African American community for the past 20 years.

The National Black Church Initiative Health Emergency Declaration (HED)
<http://www.naltblackchurch.com/health/>



HED is a comprehensive approach to tackling the tragic state of health in the Black community. HED is a 7 year, programmatic preventive initiative that will be launched in faith based communities nationwide creating a preventive health structure within the Black community, specifically targeting disease states that affect African Americans at a disparate rate. HED will change the paradigm of health prevention in the black church and within the black community.

NBCI Education Initiative <http://www.naltblackchurch.com/education/index.html>



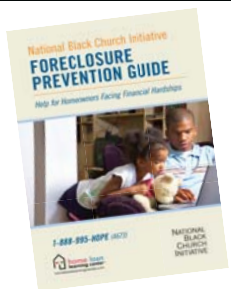
Admiral David Brewer
Former Superintendent of
Los Angeles Unified School
District

NBCI's Education Initiative is a response to the need for a new approach, acknowledging the adverse impact of poverty and disadvantaged social circumstances on academic achievement among large segments of our schoolchildren populations. Educators cannot effectively educate many of the disadvantaged youth of this nation without significant public and private community support and a fundamental paradigm shift to a holistic birth to career systemic approach to education. NBCI has devised community-based, systemic approach and employed 250,000 volunteers to improve the academic futures for African Americans.

NBCI is proud to work with Vice Admiral Brewer to implement a program called "Breaking the Cycle" which addresses the stubborn obstacles undermining African-American achievement.

NBCI Housing Literacy Program <http://naltblackchurch.com/finance/housing.html>

NBCI recognizes the link between financial stability and housing. Our congregants represent the entire spectrum of home ownership but African Americans still are disparately represented in the poorest economic echelons. Especially during the recent housing crisis, it is essential to educate potential homeowners, current homeowners, and those at risk for foreclosure about critical information that keeps African Americans safely housed.



NBCI Financial Literacy Initiative <http://www.naltblackchurch.com/finance/>



The National Black Church Initiative launches the most progressive savings plan in the nation's history, asking African American families to save one year's salary over the next seven years with its Savings for Life Program. This is an ambitious, bold, and historic move on behalf of the Black Church. The Black Church believes it has no alternative given the devastating economic times in which we have witnessed the destruction of black families, black communities and black economic structures. NBCI Savings for Life Initiative will provide the framework for a community-wide program to reach those in need of financial literacy services, help those populations, and finally – to diminish financial burdens through substantive, long term strategic planning.

NATIONAL BLACK CHURCH INITIATIVE (NBCI)

NBCI Digital Divide Initiative <http://www.naltblackchurch.com/technology/index.html>



Far too often minority communities lack the ability to access the Internet. Minority communities also do not have the income or ability to utilize the Internet to maximize the benefits and services the Internet can provide. NBCI is committed to helping churches, organizations and the African American community bring broadband Internet access into African American and Latino communities. We will work with the Internet and cable industry to achieve these tasks, and do not believe that there should be a constant line in the sand over these issues. The Internet should not be a racial dividing line in America.

NBCI Small Business Enterprise <http://www.naltblackchurch.com/finance/smallbusiness.html>

Within the faith-based community there are more than 70,000 small businesses - the engine of our nation's economic life. NBCI's objective is clear; we plan to organize, educate and empower by providing free informational literature and seminars. NBCI will emphasize the traditional routes of government assisted small business programs, but will also introduce small businesses to creative financing, targeted marketing, how to sustain and maintain cash flow, and how to create and implement an effective business plan.



The Baby Fund is a response to the rising tide of abuse, neglect, and death among infants and young children in our society. The Baby Fund will be both a source of assistance and advocacy to meet the needs of children who cannot protect themselves. The Church has a moral obligation to protect children. The philosophical and theological underpinnings of the Baby Fund can be understood by all faith communities, noting the supreme value placed upon children in scripture when God said, "Suffer the little children to come unto me, and forbid them not: for such is the kingdom of God."

NBCI Civil Society Initiative <http://www.naltblackchurch.com/society/index.html>

A civil society lifts everyone to the same level of humanity and forces people to acknowledge the humanity in others. Our ultimate goal is to erase prejudice, discrimination, hatred and especially violence. This project compels the black church to go against the grain - to not be afraid to speak to the most powerful institution or individual. It will also require the black church to correct any level of ignorance and actively transfer hate filled language into words of healing and create productive dialogue.



NBCI Recognized in AETNA's 2011 African American History Calendar



NBCI fights Discrimination

History of NBCI



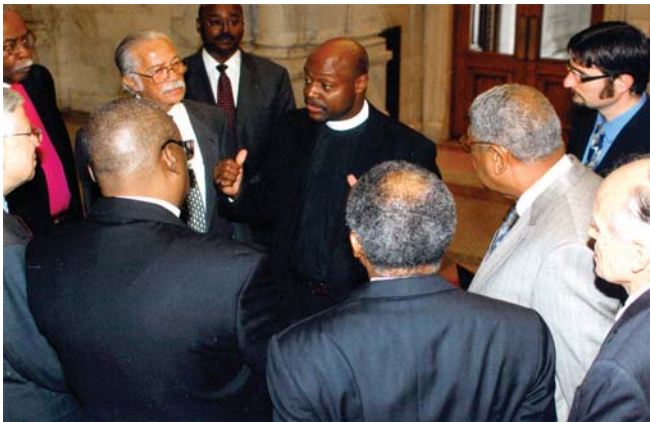
In 1991 a group of African American ministers in Washington, D.C., from various religious denominations convened to launch The DC Black Church Initiative. They formed a coalition to address racial disparities in healthcare, responding to an urgent need for expanded human and social services in the District of Columbia. The black church has historically formed the moral conscience of its congregants and American society as a whole, providing guidance on issues of race relations, fairness, peace and justice. The black church is steadfast in its refusal allow society to undermine, or not fully acknowledge, the enormous contributions and achievements of the black people.

The DC Black Church Initiative grew strength through successful programming and effective management and has evolved into a national initiative, reaching millions of African Americans nationwide. Under the leadership of a founding minister and president, Rev. Anthony Evans, NBCI uses a powerful national

network 34,000 African American and Latino churches to eradicate racial disparities and advocate on issues central to the Christian faith.

In the African American tradition, church pastors have the authority of prophets and the ability to galvanize their communities and move them to action. NBCI remains committed to utilize the full power of the black church to continually create the "beloved community," that Rev. Martin Luther King envisioned.

The NBCI network is actively engaged in several programming opportunities and partnerships. In 2008, the NBCI Board of Directors realized that NBCI was poised to take a leadership position within the faith-based community. Consequently, NBCI has spent the past two years researching the next steps and will be kicking off many major initiatives, building upon current initiatives and addressing new issues facing the African American community.



NBCI Communication and Distribution Network

NBCI possesses the capacity to not only communicate with its 34,000 member churches but also to reach all African American churches - 150,000 churches nationwide. NBCI can distribute any amount of literature to this nationwide network. We have the capability to narrow the scope of our Distribution Network as necessary - our system is incredibly precise and effective, capable of distributing a million pieces of literature within two weeks to any area in which African Americans reside. We also have the ability to identify targeted groups within the African American community for special attention.

One example of literature disseminated throughout NBCI's Communication and Distribution Network is the Immunization Health Note – a HED guide to specifically address the importance of H1N1 and general immunizations. The Immunization Health Note can be found on NBCI's website: <http://www.naltblackchurch.com/health/pdf/immunization.pdf>.

Another example illustrating the power of NBCI's Communication and Distribution Network was NBCI's participation in the DTV campaign. NBCI successfully disseminated 3.7 million DTV Converter Box Applications and mobilized 35,000 volunteers to implement this campaign. More information on this campaign is available on the NBCI website at www.naltblackchurch.com.

NATIONAL BLACK CHURCH INITIATIVE (NBCI)

NBCI CURRENT CORE PROGRAMMING

Currently, we have several successful projects and in our sixteen years of experience as a health educator and religious leader, we've been fortunate to work with several prestigious organizations and associations. We have highlighted several programs and partnerships that define NBCI's commitment to our membership and underscore our successes to date:

NBCI Health Emergency Declaration (HED)

NBCI's HED Programming is a comprehensive approach tackling the tragic state of health in the Black community.

- We are currently working with **Mt. Sinai Hospital** in New York and the **University of Colorado** to implement an innovative breast and prostate cancer initiative to improve the treatment options for African Americans nationwide.
- We are working with **Boehringer Ingelheim** to aggressively address COPD within the African American community and are making significant headway in Baltimore with innovative education seminars and targeted literature.
- In a forthcoming partnership with **Eli Lilly** NBCI is tackling diabetes with an innovative Diabetes Initiative, a three phase project - Phase I addresses education and disease management, Phase II deals with screening, disease management, and lifestyle changes, and finally, Phase III addresses social and behavioral research and clinical trials. The goals of this project are to increase drug therapy compliance, decrease amputations due to diabetes complications, increase physical exercise by 250%, increase fruit and vegetable intake by 250% and to decrease sick days for diabetes sufferers.
- We are also proud to announce our inclusion in the 30th Anniversary Edition of **Aetna's African American History Calendar** which brings to light the work NBCI and the faith-based community is doing to improve the lives and health of African Americans nationwide.
- Working with the **American College of Sports Medicine** NBCI is implementing one arm of our HED Physical Exercise Initiative – our Jerusalem Walk Program. This program encourages taking simple steps to begin to integrate exercise into daily life by creating an occasion for congregations and the community to walk together under the leadership of their pastor
- NBCI has created **Healthy Food Baskets** as the symbol of our Baltimore Health Community Project. These baskets will contain healthy fruits, vegetables, and grains – in addition to health information and healthy recipes - packaged in an attractive way to achieve HED's objective. The objective is to increase the intake of fruits and vegetables by 150% among NBCI member churches and congregations.

NBCI Housing & Financial Literacy Initiative

NBCI responded to the call of its congregants who were desperately seeking mortgage assistance, advice, and information by immediately approaching Fannie Mae and the Mortgage Bankers Association for help. Together we have created a Foreclosure Prevention Guide, which offers resources for families in economic distress, including a list of agencies to contact, steps for avoiding foreclosure, guidelines for making smart fiscal decisions, and a glossary of financial terms. The Foreclosure Guide can be found on NBCI's website:

http://www.naltblackchurch.com/pdf/prevention_guide.pdf.

NBCI DTV Initiative

NBCI is proud to have partnered with the National Cable Association, and the National Association of Broadcasters to implement a nationwide DTV program. Of the 400 national organizations that served on their steering committee, NBCI was the #1 organization – distributing over 3.7 million DTV applications nationwide, holding 25,000 educational sessions, recruiting 35,000 volunteers. At the end of the campaign we were singled out and thanked by the Department of Commerce and the FCC for our extraordinary efforts.

The National Black Church Initiative Corporate Capability Statement

NBCI Partnerships

The National Black Church Initiative has been blessed with many successful strategic partnerships. Below is a list, while not complete, of some of these partners:

- Amerigroup
- America Saves
- Charlotte Saves
- The DC Department of Health
- The State Attorney's Office of Prince George's county
- Carefirst
- The Mid-Atlantic Dairy Association
- The National Dairy Association
- The National Medical Association
- Black Entertainment Television (BET)
- DTV, National Cable Association, & National Association of Broadcasters
- Pfizer
- Boehringer-Ingelheim

The National Black Church Initiative truthfully has too many projects, both past and present, to delineate in a document of manageable size. This statement is meant as a touchstone to provide information about NBCI's potential and accomplishments to date. More information is available on the website www.naltblackchurch.com.

NBCI Faith Community Financial Profile

No. of NBCI Churches	34,000
Estimated income of NBCI Non-Mega Church Congregants	\$15,000 – \$5 million
Estimated income per church	\$250k – \$65 million
Estimated income of NBCI churches	\$20 - \$45 billion
No. of Mega-Churches	105
No. of Small businesses in NBCI member churches	70,000
Average size of Mega-Churches	8,500 - 20,000 people
Estimated income of Mega Church Congregants	\$40,000 – \$10 million
Estimated income per church	\$6 – \$70 million
Average size of NBCI Churches	250 people
Percent of African American Ministers with M. Div Degrees	6%
Percent of congregants that Saves	12%
No. of churches who have credit Union	3500-7500
No. of churches who have separate Economic Development Corp.	4,675
No. of Congregants who own their cars	83%
Percentage of Congregants who are finically secure	35%
No. of Congregants who own their home	30-52%
No. of congregants who invest in the stock market	13%
No. of congregants who have purchased financial products	15%

NATIONAL BLACK CHURCH INITIATIVE (NBCI)

How NBCI Is Organized

NBCI is organized by dividing the country into five geographic areas.

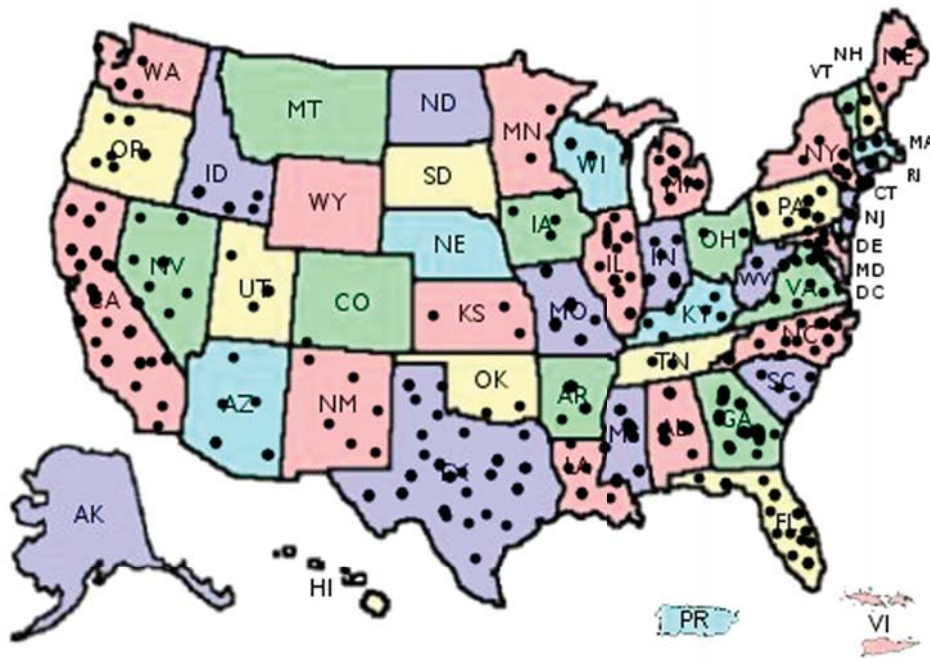
The National Black Church Initiative South East Faith-Based Command Center located in Atlanta, GA

The National Black Church Initiative North East Faith-Based Command Center located in New York, NY

The National Black Church Initiative Mid-West Faith-Based Command Center located in Chicago, IL

The National Black Church Initiative Western Faith-Based Command Center located in Oakland, CA

The National Black Church Initiative South West Faith-Based Command Center located in Dallas, TX



Key Churches

- We divide every metropolitan city and rural area into key churches. These churches are placed strategically to cover all geographic areas.
- The number of key churches that we designate for any given area depends upon the size of the population of the state or the city.

For example, a city like the District of Columbia that has a population under 1 million, has 24 key churches.

A city like Chicago or Atlanta has 78 to 100 key churches.

Those churches that surround the key churches are called cluster churches and they feed into those key churches for information and programming.