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The National Black Church Initiative Corporate Capability Statement

Introduction

The National Black Church Initiative (NBCI) is a coalition of 34,000 African-American and Latino churches working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. Among our member churches we have 12,000,000 congregants, plus the ability to access all Black churches nationwide. NBCI's mission is to provide critical wellness information to all of its members, congregants, churches and the public. The National Black Church Initiative's methodology employs faith-based structures and sound health science utilizing best practices.

The National Black Church Initiative with its network of faith based communities and 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 16 years.

Program Development

NBCI possesses the ability to develop critical programming for the benefit of the Black Church to address pressing concerns. NBCI benefits from a non-bureaucratic structure – we are able to promptly respond to pressing crises, formulate programs to address these issues, and implement programming to actively and productively create change.

NBCI Current Programs:

- *Health Emergency Declaration (HED)*

The National Black Church Initiative's Health Emergency Declaration (HED) is a comprehensive approach tackling the tragic state of health in the Black community. Decades of attempts to reduce the health disparity gap by government and private organizations have been made and failed. The reason these plans did not work are many, but the underlying cause is the inability of these groups to establish a substantive foundation within the African American community. NBCI is taking decisive action to change this trend, a comprehensive paper delineates this Declaration and following programming on NBCI's website: <http://www.naltblackchurch.com/health/pdf/health-emergency-declaration.pdf>.

- *Preventive Health Programs*

In addition to NBCI's Health Emergency Declaration, NBCI has conducted number health related programs. One specific example was a July 2004 Hepatitis Screening, conducted in conjunction with the Hepatitis Association of Delaware and Roche Pharmaceutical. This program had 362 participants and screened 350 congregants for Hepatitis C, provided targeted educational materials, and served as a precursor for continued health-focused programming.

- *Dropout Prevention Initiative*

NBCI aims to prevent dropout and return students to school. According to the American Promise Study examining Cities in Crisis, “Nationwide, nearly one in three U.S. high school students fails to graduate with a diploma. In total, approximately 1.2 million students drop out each year. Among minority students, the problem is even more severe with nearly 50 percent of African American and Hispanic students not completing high school on time.” These statistics underscore what we already know – something needs to be done to protect our children’s future chances at success and that begins with a diploma. The methodology of this program will be to identify, assist, encourage, and sustain. Spelled out, NBCI will identify those in need or at risk, finding options to return children to school, creating a community of support and encouragement, and sustained, long-term solutions to the underlying causes fueling dropout rates. NBCI, preparing for collaborations with school districts nationwide, has raised 250,000 volunteers to supplement NBCI staff in the implementation of this necessary program.

- *Housing 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.

- *Financial Literacy Initiative*

NBCI is proud to launch a Savings for Life Program - an ambitious, bold, and historic move on behalf of the Black Church. NBCI is urging its congregants to save one year’s salary over the course of this 7 year initiative. NBCI believes it must take action given the devastating economic times in which we have witnessed the destruction of Black families, Black communities, and Black economic structures. This program provides a bridge to move forward towards economic recovery and prosperity during a time when banks are experiencing historic lows in public support and trust. As a moral authority within the Black community NBCI recognizes our responsibility to safeguard the financial futures of our congregants, encourage sound financial choices and investments, and create partnerships with banking entities that share these goals.

NBCI Communication and Distribution Network

NBCI possesses the capacity to not only communicate with its 34,000 member churches but also with *all* African American churches - 89,500 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 3.5 million DTV Converter Box Applications and mobilized 35,000 volunteers to implement this campaign. More information on this campaign is available on our website and here:

<http://www.naltblackchurch.com/pdf/dtv-blackpress.pdf>

NBCI Grant Capacity

NBCI, as a non-profit during this difficult economic time, has a strong grant writing team. We have collaborated with government and private industry to create large grant proposals and NBCI has the capability to craft applications in competition with major stakeholders. Our grant writing team will provide research, preliminary concept articles, and either take the lead on the particular grant or collaborate with necessary entities to apply to and receive federal, state, and private sector grants.

NBCI Evaluation

NBCI has participated in large-scale evaluation programming and we possess the ability to evaluate its own programming for effectiveness. This includes but is not limited to surveys, tests, outcome evaluation, and input evaluation to determine the approach of the program has been effective and thereby has the potential for replication in other geographic areas or by other organizations.

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

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| 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% |