



Omega Psi Phi Fraternity, Inc.

From the Great State of GA

MALE YOUTH LEADERSHIP DEVELOPMENT PROGRAM (MYLDP)

PROJECT MANHOOD



GUIDE AND OPERATION INSTRUCTIONS

Omega Psi Phi Fraternity, Inc., Georgia State
Male Youth Development Leadership Program (MYLDP)
Project Manhood

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Omega Psi Phi Fraternity, Inc., Georgia State
Male Youth Development Leadership Program
Project Manhood

This directive provides guidelines to administer the Omega Psi Phi Fraternity, Inc., Georgia State Male Youth Leadership Development Program, i.e., Project Manhood. It identifies the roles and responsibilities of the State of Georgia, its Regions, Chapters, members and associate affiliates.

Mission/Objective:

The Omega Psi Phi Fraternity, Inc. Georgia State Male Youth Leadership Development Program (Project Manhood) will enhance the personal and professional development of male youth thus “developing productive citizens today and future leaders”. The program will engage male youth participants from adolescent to adulthood.

Section I - Program

The program will incorporate activities centered on four tenants (1) Personal Development & Academic Achievement, (2) Leadership, (3) Public Service and (4) Business Finance & Entrepreneurship.

- a. Personal Development & Academic Achievement: The program will inspire personal and academic achievements. Conduct hands-on activities that advance male youth interpersonal skills, communications, shape positive behaviors, motivate scholastic excellence and expand personal growth.
- b. Leadership: Program activities will incorporate character building initiatives that instill confidence, demand personal growth along with providing the necessary tools to shape male youth leaders’ abilities. Emphasize being the leader of the family (Fatherhood) first, in the community and the work place.
- c. Public Service: Promote activities that teach male youth about serving others, developing and giving back to the communities in which they live. Perform hands-on visible community outreach activities.
- d. Business Finance & Entrepreneurship: Teach finance and business ownership concepts that will inspire individual economic growth and financial independence.

The three tier program (GA-State, Regions, Chapters) will consist of each Chapter mentoring monthly a minimum of 20 male youth. Chapters will have the academic freedom to incorporate activities that fall under the four tenants. Also, the program allows the freedom to select the age groups of the male youth participants with the intent that the program extends from adolescent to adulthood. The program will also inspire innovation and creativity that maximize participants’ growth. The Regions will host bi-annual male youth conferences while the Georgia State will host annual male youth conferences and activities. Documenting and reporting activities are essential to the success and sustainment of the program.

Joining forces with collaborative partners will aid in securing resources, activities and funding to support and extend the outreach of the program.

Section II - Role of the State of Georgia

- a. The Georgia State Representative will act as the senior administrator to ensure the execution of the programs with the approval of the Georgia State Council and Georgia State Meeting. The Georgia State Representative will appoint a chairman to head the committee of Georgia subject matter experts.
- b. The Georgia State Council will approve the program budget that will enable State of Georgia sponsored activities to be executed, i.e., conferences, training, camps, scholarships, and professional development initiatives, etc.
- c. The State of Georgia will collect and archive semi-annual program demographics, data and reports from the Regions and Chapters that will advance the program growth and efficiency.
- d. State of Georgia will establish memorandum of agreements with collaborative partners and procure funding to support the program.
- e. Solid public relations actions will be administered to bring positive notoriety to the program.
- f. The program will be administered in collaboration with the State of Georgia, 5013c affiliate organization with both parties signing a Memorandum of Understanding that will govern the relationship. The affiliate 501c3 partner will provide the appropriate vehicle to receive tax deductible contributions in support of the programs.

Section III – Role of the Georgia State Committee

- a. The committee will consist of subject matter experts from each region and as appointed by the Georgia State Representative.
- b. The committee will develop program policies, processes, an annual budget, quantifiable goals, activities, awards, procedures and assist with generating revenue to support the program.
- c. The committee will develop resources, i.e.; templates of brochures, literature, marketing commercials, sponsor letters, public relations and marketing material that can be shared by the districts and chapters.
- d. The management of and execution of Georgia State conferences, training, and the awarding of scholarships will be the responsibility of the committee.
- e. The committee will establish a positive public relations campaign that promotes and publish quarterly state, regional and local activities in media outlets.
- f. Semi-annual reports to the Georgia State Council and an annual report to the Georgia State Meeting will highlight the program activities, successes and future initiatives.

Section IV - Regions Responsibilities

- a. A Regional committee chairman will be appointed to serve on the State of Georgia committee who in turn will direct the region committee activities. The region will administer programs, provide guidance, collect data, and submit semi-annual reports to the State of Georgia by the 10th day of April and October of each year.
- b. The regions will host a semi-annual Male Youth Leadership Development Conference, camp and or training and will ensure that chapters send male youth participants to participate in district and IHQ youth mentoring activities, i.e., bi-annual Grand Conclave Youth Conference.
- c. The region committees will generate revenue and establish a line item budget to support the activities implemented by the region.
- d. The region committee will establish a positive external public relations campaign that promotes quarterly regional and local activities.
- e. Regions will support and assist chapters under their administrative organization to implement programs.
- f. The regions will send participants to the Georgia State sponsored annual conferences and activities.
- g. Regions can administer the program in collaboration with its 501c3 affiliate organization.

Section V - Chapter Responsibilities

- a. Chapters will establish a MYLDP and appoint a chairman to mentor at a minimum of 20 male youth once a month. The mentor program activities will fall under four tenants and mentees should participate in Chapter social actions and community outreach projects.
- b. Chapters will archive data and demographics thus submitting semi-annual reports to the Georgia State Chairman by the 5th day of April and October of each year.
- c. The committee will publish quarterly public relations actions in the local media, i.e., radio, television, newspaper, and or social media, etc.
- d. Chapter male youth participants will participate in region, district, IHQ and community partner activities. At least one chapter participant will attend the annual IHQ conference bi-annually.
- e. Chapter committees will generate revenue, establish a line item budget, and develop marketing and public relations material to support the local activities.
- f. Chapters can administer the program in collaboration with its 501c3 affiliate organization.
- g. Chapters will establish relationships and memorandums of agreements with local affiliates to support the program.

Section VI – Award Program

Exceptional MYLDPs will be recognized and celebrated. The three tier awards program will recognize State, Regions, and chapters accomplishments and contributions.

The Georgia State committee will establish the award criteria and standards which will reflect the objectives as prescribed in the MYLDP Guide and Operation Instruction. Award winners will be evaluated using similar rating ratios and category levels of current fraternal annual award programs, i.e., Social Actions, etc. The awards results will be included in the annual Social Actions Awards criteria.

Documentation of program activities, i.e., media coverage/footage, articles and reports are essential to validate accomplishments thus impacting the award ratings.

It is recommended that the program’s highest award “ GA- MYLDP Award of the Year” be named in honor of one of Georgia’s Omega distinguished leaders, i.e., who epitomizes the standards of leadership sought to be instilled in the program participants and initiatives.

Award Category:

- a. Georgia MYLDP of the Year: Region winners compete
- b. Region MYLDP of the Year: Chapter winners compete
- c. Mentor of the Year: Chapters nominees compete

Section VII - Appendix

The documents in the appendix are provided as examples to use in preparing correspondence that will assist in the execution of the program initiatives and activities.

1. Sample of Male Youth Leadership Development Program Report
2. Sample of Male Youth Leadership Development Program Participant Application
3. List of Program Partners and Affiliates
4. Sample of Memorandum of Understanding (MOU)
5. Sample of Program Activities
6. Sample of Public Relations Documents
 - a. Media Support Cover Letter
 - b. Public Service Announcements
 - c. Press Release
 - d. News Article
 - e. Media Interview Tips
7. Sample of Sponsor Cover Letter
8. Sample of Sponsor Brochure

Appendix I

**Omega Psi Phi Fraternity, Inc., State of Georgia
Male Youth Leadership Development Program Report
Project Manhood**

a. Region _____ Chapter & # _____ Year _____

b. Semi-Annual Report: Oct-Mar _____ Apr-Sep _____

c. Identify the four tenants the activities covered: Leadership _____ Public Service _____
Personal & Academic Achievement _____ Finance/Entrepreneurship _____

d. Participating Partners/Affiliates _____

e. Omega Man-hours _____ Total Youth Participants _____ Total Father Participants _____

f. Youth ages: 6-10 _____ 11-14 _____ 15-18 _____ 19&over _____

g. Brief Description of Activities: Conference/Seminar _____ Counseling _____ Training _____ Academic _____
Sports Events _____ Community Outreach _____ Prof/Personal Develop _____ Religious _____

Committee Chairman _____ Date _____

E-mail _____ Phone# _____

Appendix II

**Omega Psi Phi Fraternity, Inc., State of Georgia
Male Youth Leadership Development Program
Participant Application**

Region _____ Chapter & # _____ Year _____

Name _____ Age _____

Street Address (Apt#) _____

City _____ State _____

Zip Code _____ Phone _____ Email _____

Parents (mother) _____ (father) _____ Last Name _____

Live w/Single Parent _____ Live w/Both Parents _____ Live w/Guardian _____

School _____ Grade _____

School Organization/Activity Participation _____

Do you hold school leadership positions, i.e., Captain, President etc, Yes _____ No _____?

Favorite School Subject _____ Weakest School Subject _____

Community Group Participation: YMCA _____ Boys & Girls Club _____ Church _____

Big Brother _____ Park & Recreation _____ Urban League _____ Upward Bound _____ Other _____

Hobbies _____

Career Goals: College _____ Own a business _____ Military _____ Vocation/Trade School _____
Work _____ Politics _____ Public Service _____ Teach _____ Other _____

Sign, Parental/Guardian Consent

Sign, Male Youth Participant
Appendix III

Date

Program Affiliates and Partners

The following list identifies affiliates and partners who will aid in the execution of the Male Youth Leadership Development Program. Districts and Chapters can collaborate with and establish memorandums of agreements with the regional, state and local organization affiliate offices.

Alpha Kappa Alpha Sorority, Inc.
Alpha Phi Alpha Fraternity, Inc.
American Cancer Society
Congressional Black Caucus Foundation
Congressional Black Caucus of State Legislators
Delta Sigma Theta Sorority, Inc.
Fatherhood.gov
Friendship Foundation, Inc.
General Electric (GE)
Habitat for Humanity
Iota Phi Theta Fraternity, Inc.
Kappa Alpha Psi Fraternity, Inc.
National Action Network
National Black Newspaper
National Pan-Hellenic Council (NPHC)
National Urban League
National Advancement for Colored People (NAACP)
National Rental Car
Nationwide Insurance Company
Omega Development Corporation
Omega Life Membership Foundation
One Hundred Black Men of America
Phi Beta Sigma Fraternity, Inc.
Rainbow Push Coalition
Sigma Gamma Rho Sorority, Inc.
Steve Harvey Youth Camp
U .S. Department of Education
U.S. Health and Human Services
U.S. Housing Urban Development (HUD)
U.S. Justice Department
Zeta Phi Beta Sorority, Inc.

Appendix IV

Sample of the Collaborative Partner & Affiliate Invite Letter

Name (First, Middle Initial Last)
Title (President, Executive Director)
Organization (Partners Against Domestic Violence)
Address (P.O. Box 170225)
City, State Zip Code (Atlanta, Georgia 30315)

Dear:

_____ Chapter of the Omega Psi Phi Fraternity, Inc., and Project Friendship, Inc., 5013c requests Partners Against Domestic Violence to collaborate with us on our Male Youth Leadership Development Program – Project Manhood.

The program develops productive male youth citizens today and future leaders. Our objectives are centered on four tenants (1) Personal Development & Academic Achievement (2) Public Service (3) Business Finance & Entrepreneurship and (4) Leadership.

As a collaborative partner, we ask that you aid us in our effort to enhance the personal and professional development of male youth. Collaborations in common youth development projects , lending subject matter experts, supporting each other activities, establishing a link to each others' websites for access to information and allowing our program participants to attend each other activities, training and conferences will strengthen our abilities to achieve our objectives.

The attached Memorandum of Understanding (MOU) identify the commitment to unit our purpose in making a positive difference in the communities we serve. Please read, sign and return the MOU by June 16, 2012.

For questions, do not hesitate to contact Mr. John Doe, Program Coordinator, by phone at (404) 963-2242 or by email at john.doe@usa.com . We look forward to joining forces with your organization.

William K. Anderson
Basileus

Appendix V

_____ Chapter Male Youth Leadership Development Program
Sample – MEMORANDUM OF UNDESTANDING (MOU)

This Memorandum of Understanding (MOU) between _____ Chapter of the Omega Psi Phi Fraternity, Inc., Male Youth Leadership Development Program (MYLDP) and Radio-ONE, Atlanta, Georgia have been done freely without prejudice, enticement, or threat of bodily harm and upon the freewill of both parties. The term” both parties” under this MOU relates to ____-MYLDP and Radio-ONE, Atlanta, Georgia.

____-MYLDP will administer a Pathway to Responsible Fatherhood Grant (HHS-2011-ACF-OFA-FK-0194) under the laws and regulations of the U.S. Department of Health & Human Services, Administration for Children and Families, Office of Family Assistance. The ____-MYLDP is a curriculum based and robust training initiative that fosters positive parenting skills, aid adolescent fathers with understanding non-custodial parental responsibilities, assist adolescent fathers with building positive relations with their child’s mother and aid fathers with obtaining financial stability through work-skill scholarships and employment recruitment. The program focuses on the challenges of being a single parent.

This MOU authorizes “both parties” to collaborate in this effort in order to execute and achieve ____-MYLDP objectives. Both Parties will execute this MOU with honesty and integrity; without malice, deceit or intent to perform financial or bodily harm, damage or discredit to both parties.

Under this MOU, ____-MYLDP will authorize Radio-ONE Atlanta to (1) identify and submit applicants to participate in the MYLDP; (2) provide volunteers and subcontract guest trainers in areas of expertise where feasible and as agreed upon by both parties; (3) collaborate in common youth development projects and causes as agreed upon by both parties; (4) authorize ____-MYLDP staff and applicants to attend Radio-ONE training, seminars, conferences, etc., that will aid ____-MYLDP to achieve its objectives when agreed upon by “both parties”; (5) make Public Service announcements about ____-MYLDP activities; (6) establish a link to both parties’ websites for access to information, i.e. job announcements, where feasible and (7) participate in ____-MYLDP Career Day.

All legal and financial bending obligations between “both parties” will be signed by “both parties” prior to execution and will be held binding according to the laws of the United States, and the State of _____.

Both Parties will not obligate the other without the written consent of “both parties” authorized representatives.

The below signed endorses indicates that the Radio-ONE Atlanta is a community-centered business partner of the ____-MYLDP and will execute the terms of the MOU to its fullest.

Chapter, Chairman
Male Youth Leadership Development Program

General Manager
Radio-ONE Atlanta

Program Activities

The following activities are examples that the State of Georgia, Regions, and Chapters can administer under the of program tenants.

Personal Development:

- a. One-on-one or group counseling sessions on self esteem, positive behavior, anger management, positive role models, setting goals, fatherhood, etc.
- b. Host employment career fairs, job interview technique training, on-the-job shadow programs, dress for success training, learning to tie dress ties & bow ties; instruct public speaking techniques, attend church, visit correction/detention facilities and attend court trails, etc.
- c. Host culinary/cooking lessons, dinning edicate, and shivery lessons
- d. View black history videos, visit black history sites, host black history bowls
- e. Host male health & wellness education seminars, conduct physical fitness exercises
- f. Invite non-custodial parents to youth sponsored events
- g. Host athletic activities, i.e., golf camps

Academic Achievement:

- a. Conduct tutorials, SAT/ACT Prep, college admission/financial aid training, and learning study habits
- b. Host college tours, college fairs, and visit youth schools
- c. Encourage participation in essay/oratorical contests; establish book clubs/reading competitions
- e. Provide scholarships and host honors dinners/luncheons
- f. Host civics and understanding juvenile delinquency law seminars
- g. Encourage participants to attend collaborative partner s' youth activities, i.e., conference, training, etc

Public Service

- a. Conduct adopt-a-highway, habitat for humanity, blood drives, feed the homeless, clothing drives, neighborhood cleanups & beautification projects
- b. Support disaster relief; visit the elderly & veteran hospitals
- c. Adopt and mentor elementary schools, have youth serve as ushers civic events

Business Finance & Entrepreneurship

- a. Host financial planning, bank account management, and investment techniques seminars
- b. Visit financial institutions, open savings accounts
- c. Develop business plans, host entrepreneur development contests
- d. Teach real estate property ownership, buying a house, purchasing a car

Leadership

- a. Stress fatherhood; leading the family
- b. Teach parliamentary procedures, Robert Rules of Order, meeting protocols
- c. Instruct military precision, drill team execution, fraternity stepping techniques
- d. Conduct team building training exercises, assign organization leaders
- e. Promote the study of successful leaders, i.e., presidents, generals, CEOs, etc

Appendix VII

Public Relations

The following are examples of (a) media support cover letter (b) news article, (c) press release, (d) public service announcement, (e) event fact sheet, and (f) media interview tips that are to be used to publish program events and expand media exposure.

a. Sample of Media Support Cover Letter

Name – General Manager
Radio-One Atlanta
141 Pryor Street
Atlanta, GA 30303

Dear:

The Omega Psi Phi Fraternity, Inc., requests RADIO-ONE Atlanta to join us Saturday, June 18, 2013 from 10:00am to 2:00pm at the " Father & Son Project Against Domestic and Youth Violence". The event will be held at the Georgia State Capitol, 1100 Washington Street, Atlanta, Georgia.

In its third year, the event is one element of the Fraternity's programs that echo the President's plea for fatherhood advocacy groups, health & human services agencies, legal professionals, job recruiters and health care providers to advance the cause of our youth. The program will celebrate fatherhood and challenge men to pledge to eliminate all aspects of violence and to teach their sons how to resolve issues through peace. We also, ask that you assist Omega by requesting your affiliates, partners, and constituents to participate in the event.

We also, ask that our representatives be invited to be on one of Radio-ONE's talk radio programs prior to the event and that you provide a live remote broadcast at the event in an effort to carry our message to your listening audience.

Last year's presenters, U.S. Congressman Henry Hank Johnson, Georgia State Representatives, Winfred Dukes and Robert Brooks; Cecil Mitchell, President, Atlanta City Council, and Attorney Janice Mathis, Rainbow PUSH Coalition along with other dignitaries are expected to participate again this year.

Attached is a press release and advertisement for public service announcements. Please let us know by May 24th if you will be able to participate in the event. If you or your staff have questions please do not hesitate to contact me at undenied16@aol.com or 404-219-6624.

S. Earl Wilson
Fatherhood & Mentoring Initiative

b. Sample news article

Proud Fathers' Rally Celebrates Men Who Serve

By Adrienne Leon
Special to the NNPA from
The Atlanta Voice

ATLANTA – Hundreds of positive men and loving fathers gathered outside the Georgia State Capitol recently for a "Proud Fathers Rally," where leaders honored black men and challenged them to continue serving their families and communities.

The rally, which organizers said supports President Barack Obama's Fatherhood and Mentoring Initiative, was designed to celebrate fathers and surrogate fathers—such as coaches and mentors—for being positive examples of black manhood.

Fulton County Commissioner John Eaves, one of several elected officials who spoke at the event, said positive stories of black manhood too often are overlooked amid media reports of black men and crime, drugs and guns.

"The first 15 minutes in the newscast is devoted to talking about black males in a negative sense," Eaves said after noting that black males comprised more than 80 percent of Fulton County jail inmates last year.

"But today, something very positive is happening," he said. "Black men, fathers embracing their children, and where is the media?"

Donnie Warrington, a married 28-year-old father of twin girls, said he attended the rally – sponsored by Omega Psi Phi fraternity – to support positive images of black manhood.

"I think it's important for people to understand that every man isn't out here

shooting, drug-dealing, and irresponsibly making babies," he said. "But most importantly, I brought my girls here so they can see what a real man looks like."

Warrington said he's tired of so-called "sperm donor" daddies and absentee fathers stealing the spotlight from supportive, hard-working men. But in his efforts to shed that stereotype, he said too many men have abandoned their parental duties, which is why the Black family structure continues to weaken.

Concerned Black Clergy President Dr. Richard Cobble agreed, publicly reprimanding Black men who dismiss their obligations as fathers. He urged black men to continue to "step up" in neglected households, where more than 50 percent of black boys live without fathers.

Statistics show that children with fathers in the home are likely to avoid teenage parenting, criminal activities, and behavior problems – which is why Mark Campbell says he dotes on his children, six-year-old Samari and 12-year-old Kimani.

"A lot of issues in the Black community would be resolved if fathers were present in the home," Campbell said.

Erich Thomas, a teacher and father of two, said men should take initiative and be "the standard" for children in single-parent homes.

Besides listening to speeches, rally attendees also visited vendors for health screenings as well as job recruitment, legal aid and child support information.

Omega Psi Phi representatives say they hope the rally will become an annual tradition in the organization's effort to end the epidemic of black absentee fathers.



Henry "Hank" Johnson, D-GA
Member of the Omega Psi Phi Fraternity



Dr. Richard Cobble
President of Concerned Black Clergy



Member of the Omega Psi Phi Fraternity with son at the recent Proud Fathers' Rally.
Photos by Ron Coleman/RC-71

**This year thousands of men
will die from stubbornness.**

Learn the preventive medical tests you need. ahrq.gov



Agency for Healthcare Research and Quality
Advancing the Science of Health Care to Improve Health



c. Sample Press Release

PRESS RELEASE

Omega Psi Phi Fraternity, Inc.
FOR IMMEDIATE RELEASE,
Please contact, S. Earl Wilson, 404-219-6624
undenied16@aol.com

National, State and Local Leaders Support the "Father & Son United Project" at the Georgia State Capitol, Atlanta, Georgia, June 18, 2011

(Atlanta, GA, June 2011) The Atlanta metropolitan area chapters of the Omega Psi Phi Fraternity, Inc. have gathered the support of national, state, and local elected officials to speak at the "Father & Son United Project" at the Georgia State Capitol, June 18, 2011. U.S. Congressman Henry Hank Johnson (D-GA) will grace the podium to give a national perspective on the initiative. While Georgia State Congressional leaders Winfred Dukes and Ronald Ramsey will echo their plea for fathers to become more involved in their son's development. Local leaders, Caesar Mitchell, President, Atlanta City Council, William Ralph, Vice Chairman, Clayton County Board of Commissioners and Dr. Richard Cobble, President, Concerned Black Clergy are also collaborating with the Fraternity to extend the message to the community. Hundreds of father and son teams will gather on Saturday during Father's Day weekend, visiting information empowerment tables where local attorneys and family advocacy agents will educate the participants. Health care professionals will conduct screenings in areas where males have high risk of disease. Employment recruiters from Kelly Services and insurance agents will present opportunities. The project will provide expert networking that will aid fathers in building better relationships with their sons and how to be productive fathers. The event will host local entertainment and youth activities. A Father & Son Luncheon will follow the event at Murrell's Café on the campus of Morris Brown College.

d. Sample Public Service Announcement

PUBLIC SERVICE ANNOUNCEMENT

Fathers & Son United Project at the Georgia State Capitol
Atlanta, Georgia, June 18, 2011

Join the Atlanta metropolitan chapters of the Omega Psi Phi Fraternity, Inc., at the “Father & Son United Project at the Georgia State Capitol, June 16, 2012 from 10:00am to 1:00pm. On Saturday, the men of Omega will unite hundreds of fathers and sons at the golden dome to celebrate Fatherhood & Family. The project supports President Obama’s Fatherhood and Mentoring Initiative which petitions and challenges fathers to take a more active role as leader of the family. Congressional leaders, state agencies and fatherhood advocacy groups will encourage fathers to step up their roles as responsible leaders of the family. The Department of Health and Human Services Division of Child Support will introduce a Non-custodial parent jobs transitional program that will assist fathers with finding jobs. Volunteer legal assistance, employment recruiting, DNA Testing and male health care screening will also be available. The project will provide expert networking opportunities that will aid fathers in handling the challenges of being productive fathers while their sons receive first-hand training as well. Come learn about the laws and programs available to aid non-custodial parents. Fathers bring your sons and celebrate Fatherhood at the Georgia State Capitol, 100 Washington Street, Downtown, Atlanta.



Teaching community service

e. Sample Event Fact Sheet

Objective: Provide information on the Omega Psi Phi fraternity, Inc., Male Youth Leadership Development Program “Father & Son United Project” held at the Georgia State Capitol, 100 Washington Street, Atlanta, Georgia, on June 16, 2012 from 10:00am to 1:00pm

Event Purpose: (1) To celebrate Fatherhood; Proclaiming due recognition for fathers who take care and teach their sons to continue family traditions. (2) Encourage and challenge men to be leaders of the family with emphasis on “Sons’ Manhood Rites of Passage.” (3) Publicly announce and advocate on behalf of the President for non-custodial fathers to increase their involvement in the family.

Goals: Fathers will be petitioned to (1) Spend more quality time with their sons – 20 hours weekly (2) provide financial assistance and pay child support without sanctions (3) visit their son’s school quarterly – not during disciplinary or athletic events (4) learn and teach fatherhood lessons and how to be their son’s role model (5) commit to stopping male youth gang violence (6) volunteer with their son for a community outreach activity (7) build a solid relationship with their son’s mother and (8) learn about male health & wellness and commit to semi-annual health examinations.

Event Activities: (1) Guest speakers will empower and challenge the participants through fatherhood advocacy dialogue and testimonial experiences on the positive impact of real fathers’ involvement. Inspirational entertainment will be performed through song, music, and poetry that are intended to connect the audience to the event purpose. (2) Information tables with expert fatherhood advocacy agents, lawyers, and family court administrators will empower participants with knowledge of the laws and practices that impact non-custodial fathers. Health care counselors along with screening will be provided to educate fathers & sons on unhealthy practices. Employment recruiters and staffing agencies will assist with identifying potential employment opportunities. Finally, family insurance information will be presented to educate the participants. (3) Goodwill of North Georgia will introduce the Georgia State Health & Human Service Division of Child Support Non-Custodial Parents Jobs Transitional Program.

Why host the event? Omega wants to take the lead and to help eliminate the “Epidemic of Absent Fathers” which has the following consequences.

- 1 out of 3 children in America live apart from their biological father; 2 in 3 African American children live in father absent homes
- Over 24 million children are affected by fathers’ absence
- 67.7% of Black children are born out of wedlock to unmarried parents
- 1,372,700 children with fathers in prison
- Over 50% of Black Boys live in household without fathers
- 71% of all High School Dropouts come from Fatherless Homes
- 50% of Black Men who don’t go to college become non-custodial fathers
- Girls who grow up without Fathers in the home increases the likelihood of teenage pregnancy, unhealthy relationships and suffer from low self-esteem. Children in father absent homes are 5 times more likely to be poor; 2/3 time more likely to use drugs, become teenage parents, engage in criminal behavior; gang activity; victims of child abuse and experience educational, health, emotional and behavioral problems

f. Sample Media Preparation Interview Tips

The following tips will assist with conducting media interviews and public appearances.

1. Be sure to confirm the date, time and location of the guest appearance site and provide the information to the participants
2. Know who will conduct the interview and other outside agency guest who will participate in the interview
3. Arrive 15-30 minutes ahead of start time to adjust to unforeseen changes
4. Know the event subject matter and specifics to brief other participants; be able to answer, Who, Where, When, What, Why & How
5. Dress to impress in order to present a positive public image of Omega to the public
6. Have subject matter experts, i.e., attorneys, healthcare professionals, family advocacy agents on the scene during the interview
7. Be knowledgeable about statistical data relative to the subject matter
8. Know confirmed public officials and or celebrities who will participate
9. Confirm media entry access for participants and have access passes at the event entrance prior to guest arrivals
10. Request a copy of the taped interview, get the interviewer's contact information and note the date/time the interview will be aired or published.



Telling Omega's Story

Appendix VIII

Sample Sponsor Letter

Name (First Middle Initial Last)
Title (General Manager)
Company Name (Kroger Grocery)
Address (5194 Walton Way)
City, State Zip Code (Augusta, Georgia 30909)

Dear: Mr.

Project Friendship, 501 c 3, and _____ Chapter of the Omega Psi Phi Fraternity, Inc., requests your support as an event sponsor at our Male Youth Leadership Development Program College Fair and Education Summit. The event will be held Saturday, June 15, 2012 from 9:00am to 4:00pm at the McKinley YMCA, 5229 Lucy C. Laney Avenue, Augusta, Georgia. We are asking Kroger Grocery to provide in-kind service of grocery products to host our breakfast and luncheon during the event.

The summit will host over 500 students from across the Augusta area instructing youth on college admission, financial aid and employment internship programs. More than 40 colleges and universities will be in attendance to recruit our area students, offer scholarships and provide employment opportunities.

With your sponsorship Kroger will receive (1) an employment recruitment table at the event (2) a full-page advertisement in the event brochure (3) hang your company banner and (4) your representative will be allowed to address the event audience.

Please complete the enclosed sponsor registration form and return it to us by May 15, 2012. If you have questions please contact Mr. Wallace Atkins, Event Coordinator by phone at (706) 656-7895 or by email at watkins@gmail.com.

Ricky Watson, Chairman
College Fair and Education Summit

Appendix IX

Sample Sponsor Brochure Tri-fold

INVEST IN YOUTH ATHLETICS

Youth are instructed in the arts of discipline, respect, values, and dedication that energize their lives to become productive citizens. Adult mentors transform youth athletic talent to life success. Academic excellence and its impact on athletic achievement is engrained in the youth. Being public servants, role models and vanguards of the community are staples in every phase of the program. The importance of healthy life styles and preventive measures are stressed. Invest in a youth home run for life. Slam dunk youth violence and kick the habit of academic mediocrity by joining our winning team.

Corporate Partners

YOUTH SPORTS MENTORING INITIATIVE

Points of Contact:
 Altona Upsher, College Athletic Recruitment
 678-789-0426, AUP2410@rc.ckebh.sjsd.ga.us
 Clark Wiley, Football & Cheerleader Camp
 678-838-7821, cwiley@ppfwayto.org
 Cecil Rivers, Basketball Camp
 678-364-3129, cc3173@bellsouth.net

Project Friendship, Inc.
 Phone: 770-843-1215
www.ppf-wayto.org/projectfriendship

*** Sponsor Youth Sports Programs**

- Placement: \$18,000.00
- Gold: \$5,000.00
- Purple: \$3,000.00
- Signature: \$1,000.00
- Friendship: \$500.00
- Extended Hours: In Kind

"Pack the House" Football Game—College Visit

Project Friendship, Inc. (501c3)
 Phi Kappa Kappa Chapter
 Omega Psi Phi Fraternity, Inc.
 Youth Sports Mentoring Initiative

TEACHING LIFE SKILLS
 RESPECT · DISCIPLINE
 ETHICS · PERFORMANCE & UPLIFT

Reaching the youth to the next generation

Teaching Healthy Minds Through Athletics

Youth Development



The collaborative efforts of Project Friendship, Inc., and Phi Kappa Kappa Chapter of the Omega Psi Phi Fraternity, Inc., through youth sports mentoring initiatives are helping to define the lives of Atlanta area youth. Mentors spend countless hours teaching pathways to life's success through athletics, education seminars and training. The program activities aid youth with life skill challenges, emphasize academic excellence, and promote positive behavior. The community-centered initiatives encourage partners' to be actively engaged. The programs provide uniforms, equipment, supplies, registration fees, awards, transportation, and facilities. 1,000 youths are mentored annually.

Positive Reinforcement



College Athletic Recruitment Summit

The recruitment summit aids non-scholarship student athletes with an opportunity to attend college. College (Division II & IAA) coaches and admissions personnel are assembled to recruit the student athletes. Parents and students are instructed on college admission, financial aid and NCAA sports guidelines. Student athletes are interviewed, evaluated and offered scholarships under the program.



Youth Basketball Camp

Youth participates in weekly sports and life skill development training. The camp incorporates community leaders in the role of mentors and motivational speakers. The camp's low-income participants are taken to off-site personal development activities which include

Producing Productive Citizens

professional and college sports events and college tours. Discipline and ethics are the corner stones of the program which promote zero tolerance for youth violence.



Football & Cheerleader Camp

PPWay to Life assembles professional athletes and the Atlanta Falcon cheerleaders to teach youth how to succeed on the field and in life. The "Pack the House" college tours introduce students to college life.

BECOME A SPONSOR

Make tax deductible contributions to

Project Friendship, (501c3)
 c/o: Youth Sports Athletics Initiative
 P.O. Box 90215
 East Point, Georgia 30354

John Buford, Executive Director
 Phone: 770-843-1215
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