





Re-launching: Special Program Outreach & Fundraising Activities

In the Spirit of UJIMA, Inc., (ITSOU) is a nonprofit organization designed to aid and assist African American and Hispanic males who are at-risk by providing educational and training services through mentoring. Our approach is to consistently guide those using methods of collective work and responsibility to set high educational and career goals, as well as expose them to entrepreneurial opportunities in becoming viable participants in the global economy. Therefore, we are proposing the implementation of prevention, intervention, and outreach services to help raise the conscious of the problem and needed resources to necessitate full program strategies to help serve this at-risk targeted group.

What: Basketball on the Street (B.O.T.S.): The Worlds Greatest Finisher of all Times; Round ball Ruckus Hoops Festival. This activity will be presented as a series of outreach and intervention events that focuses on using outdoor basketball tournaments as a hook to share Godly and sportsmanship mission principles to youth across America and around the world.

The tournament will solicit the involvement of youth from all age categories both boys and girls from under 10, 10 to 12, 13 to 15, 16 to 18, intramural level, open top talent, 30 and over, and legends 45+ all competing during a single weekend of basketball fun surrounded by networking, program outreach, vendors, inspirational entertainment and wholesome family fun.

When/Where: ITSOU has secured the Camp Green Park and Basketball Complex located on Ashley Road, Charlotte NC, slated for July 14-16, 2017. The 1st Annual Hispanic Football/Soccer Tournament, October 15-17/2017, site TBA/ITSOU will conduct these annual event as a kick-off to fundraising each year.

Why: As professional are witnessing and truly understanding the necessity to address youth issues, many are not exactly sure what route to pursue in making this process happen. It is through the viable outreach programming ITSOU is proposing a cost effective way for agencies, organizations and leaders to get involve in uplifting the plight of the young males locally and globally. Through this venue businesses can partner with us; coordinating wholesome family fun, outreach, and awareness activities promoting ongoing mentoring services to at-risk African American and Hispanic American males across this state, country and globe.

How: ITSOU will aggressively as well as diligently seek to develop income streams to assure resources needed to justifiably coordinate and operate these essential services to the at-risk targeted male population. Therefore, ITSOU has set a goal of raising \$500,000.00 annually for matching and discretionary use garnered from grassroots partnerships, sponsorships, and endowments, friends of the program campaigns, along with contracts for services, and grants in order to maintain superior and innovative programs.



Notable Outreach and Awareness Activities

May/June 2017	College Tours for eligible program participants Sophomores, Junior and Senior showing successful progress
June 20-July 29, 2017	Summer Social Educational Encounter (SSEE) boys 4 th grade to 6 th grade Character education, thinking errors, and arithmetic. Exploratory weekly field trips and fun activities reinforcing skills in practical ways.
July TBA	Quarterly Community Advisory Board Meeting Reading Raider/ Math Invaders Program. Reading and Math literacy
July 14-16, 2017	Basketball on the Street (B.O.T.S.)/The Greatest Finisher, Outdoor Round Ball Ruckus Hoop Festival: Camp Green Park Charlotte, N.C
July/ August 2017	B.O.T.S./Soccer: Skills Camp and Summer League: Joint with NBA/NFL?
September 2-4, 2017	25 th Annual Brook/Holmes Memorial Basketball “Youth Stop the Violence” Tournament, In Remembrance 2017
October 29-30 2017	The Greatest Finisher of All Times, Outdoor round ball Ruckus Hoop festival Charlotte, N.C Back to School Rally and School Bags and Supplies give Away
October 15-17, 2017	The Greatest Finisher of All Time, Football/Soccer Tournament!
November 19, 2017	Spirit of Ujima, Inc executive board retreat/ strategic planning meeting TBA
December 26-31, 2017	Kwanzaa Youth and Family “Agape Celebration”
January 18, 2018	Martin L. King Breakfast and Day of Service; A Day on not a Day Off Youth Showcase and Classic B.O.T.S.
February 12, 2018	Black History “Gospel Sing” Concert Musical; Mime Ministries, Drama Enactments, Soloist, Praise teams, Quintets, Choirs, and Musical Bands. Site to be announced
February 27, 2018	Black History Fashion Show, Soul Food & Jazz Site to be announced
March 2018	“Love Never Fails” Community/Recognition Luncheon Quarterly Community Advisory Board Meeting
April 23, 2018	Minority Health Fair/ Annual health & fitness challenge run, walk, and Cycle. Site to be announced
May 2018	The Cinco De Mayo Celebration and Community Festival



Dear Potential Sponsors

It is with distinct pleasure and appreciation that your organization has granted In the Spirit of UJIMA, Inc (ITSOU) this opportunity to share our mission to aid and assist at-risk males to begin setting higher academic, career goals, and personal entrepreneurial leadership skills that will improve their quality of life. We are so very appreciative and thank you in advance for consideration in hearing what we hope to be a win-win collaborative effort in addressing the concerns of this target group.

In the Spirit of UJIMA, Inc is a nonprofit 501 C 3 organization in good standing from the State of Ohio, an organization from its humble beginnings has provided enrichment services to at-risk youth and they're families. Over, the past 20 plus years it has been my focus to aid youth in character development, building their self-esteem and leadership exploration. As I relocated to Charlotte, North Carolina it was with every intention of letting this program rest dormant in Ohio, to pursue other endeavors. However, its has been through my global missions efforts and my willingness to be obedient to the call of God in my life, outreach, advocacy, along with being a high school teacher that I feel more diligent and steadfast with the desire to impact the lives of at-risk male youth.

The board of In the Spirit of Ujima, has been working with a relentless determination in joining in the effort to impact the lives of both African American and Hispanic males by recruiting and training mentors, presenting a should and far reaching program of services to elevate the concerns, issues, and insights to be a positive avenue to help build and guide a group that so desperately need leadership services.

Clearly, we need broad base support and partnership with community leaders and stakeholder to make this effort a reality in order to impact the young men we are looking to serve. ITSOU has begun this process and we are running straight toward the finish line by actively engaging in developing a coalition designed to provide support and training to the God fearing 1000 coalition men that will better serving at risk youth.

The Spirit of Ujima, and the board of directors are seeking your financial contribution, technical and resource support, as well as your social capital sharing the benefits derived by being an active sponsor with the Spirit through the implementation of life changing programming. By making a commitment today with your tax deductible donation for the items requested. Looking forward to working with your organization in the near future. Hope our mutual passion to serve our young men will permeate through with excitement prompting you to get more actively involve with us in this vital work addressing youth issues affecting all Mecklenburg county citizens.

Sincerely,

Thomas H. Murphy
CEO/Founder



Projections of Dollar to be Fundraise

16 team sponsor	at 250 X 10	40000
10 divisions sponsors	at 1000	10000
5 corporate sponsors	at 25000	125000
5 platinum sponsors	at 10000	50000
5 gold sponsors	at 5000	25000
5 silver sponsor	at 2500	7500
Total		257500

Corporate Sponsor	25000 & up
Platinum Sponsor	10000 - 24999
Gold Sponsor	5000 - 9999
Silver Sponsor	2500 - 4999
Gate keeper Sponsor	1000-2499
Grass root Sponsor	500-999

IN THE SPIRIT OF UJIMA 2017 PROJECTED BUDGET

Expenses	Description	Amount
Rent	Operations/Facility	\$1525
B-Ball Court	Camp Green Park	1000
Media	T-Shirts design, ads, web site dev, magazine and newspaper inserts, bill board, event ad poster and fliers	6500
Courts	Referees, court monitor, score keepers	11500
Security	Overall monitoring, administration	5000
	T-shirts, volunteers, court monitors	10000
Sub-Total		\$35525
18% Variation		\$5475
TOTAL		\$40000



2017-18 Potential Balance Sheet

Potential /Projected Resources Raised	257,500.00
Total Cost	-40,000.00
sub balance	217,500.00
10% Continued Global Mission	21,500.00
sub balance	196,000.00
10% Ongoing Local Mission	19,000.00
sub balance	177,000.00
2017 Capacity/Seed Operational Cost	102,000.00
2017 Youth Program Activity Budget	75,000.00



Sponsorship of “UJIMA” Goodwill Opportunities

Corporate “Cornerstone” Support

\$25,000 and Up

Event Recognition: Banner display at all UJIMA events,
1 table of ten at Love Never Fails Luncheon
Print & Media Visibility: Prominent name and recognition,
Article and press release announcing support
1 full page advertisement during our annual dinner,
Logo on all newsletters, press releases, billboards and signage.
Display of company Logo or Banner during tournaments
The Company name & logo on website.
On Site Visibility (banner with name or Logo)
Product Promotion & Sampling
Display table of products and sampling during events.
Name or Logo on All event T-Shirts
Additional:
Recognition during all calendar activities
Plaque recognizing company support

Platinum “Synergy” Support

\$10,000 and Up

Event Recognition: Name on tournaments banners
Display of Company banner during B.O.T. S events
1 table of ten at the Love Never Fail Luncheon
Print & Media Visibility
Article announcing support
Display table of Product and sampling during event
Name on all newsletters, press release, and printed material
Recognized during all calendar events:
Name on all event T-Shirts

Gold “We Believe” Support

\$5,000 and Up

Event Recognition:
Name on tournaments banner
Listed as event sponsor, 1 half page advertisement at
“Love Never Fails” Luncheon
Name recognition on UJIMA website
Name recognition on plaque sponsoring event,
Displayed in prominent location
Name recognition on all event T-shirts



Sponsorship of “UJIMA” Goodwill Opportunities (Continued)

Silver “Upkeep” Supporter

\$2,500 and Up

Event Recognition:

Listed as program sponsor for all calendar event

Print & Media Visibility:

Name recognition on UJIMA website

Additional Benefits:

Name recognition on event T-shirts

Division “The Gate” Sponsors

\$1000.00

This prime event sponsorship:

Company logo and name is display on all brackets. Advertisement is shared during Individual bracket play.

Individual bracket play.

Sponsor gives underprivileged kids the chance to

Participate. Name recognized on plaques displayed in

Prominent location.

Team “Grass Roots” Support

\$500.00

This is another prime Sponsorship position;

The grass root sponsor is primarily supporting the

Events and activities to solely provide resources to

Assist at-risk our program targets to participate.

Your company name and logo will be the name the youth

Team will participate under.

This sponsor can participate and coach the youth.



COMPANY/ORGANIZATION INFORMATION

Company/Organization			
Primary Contact		Title	
Mailing Address			
City	State	Zip	Email
Telephone		Fax	

ONE YEAR SPONSORSHIP LEVELS

January 1, 2017 – December 31, 2017

After reviewing the information on the different sponsorship levels and the benefits associated with each, please indicate your organization’s sponsorship commitment below. If you have questions about the various levels, please contact Thomas Murphy, the Chief Executive Officer, at the number listed for more information or to talk about your special interests.

- Corporate “Cornerstone”..... 25,000 & up
- Platinum “Synergy”..... 10,000 & up
- Gold “We Believe” 5,000 & up
- Silver “The Upkeep”..... 2,500 & up

Total Contribution with Application \$

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- Along with this completed application, please include:
 - A check for your contribution
 - The company/organization’s name as you want it to appear in printed materials
 - A 75-word description of your company/organization
 - A high – resolution copy of your company/organization logo on CD or email a high – resolution logo to spiritthm4@yahoo.com

On behalf of In the Spirit of UJIMA, THANK YOU

In the Spirit of UJIMA, Inc • 11803 Oak Street • Charlotte, North Carolina 28269 •980-245-3645