



100 BLACK MEN

of the Bay Area, Inc.

2024 ANNUAL REPORT

Rev | 6-3-25

*“What they see is
what they’ll be”*

HEALTH & WELLNESS

**ECONOMIC
EMPOWERMENT**

MENTORING

EDUCATION

100BlackMenBA.Org

AT A GLANCE

“What they see is what they’ll be”

Our Organization:



175 Dues Paying Members



100+ Corporate Donors and Sponsors



4,000 Donor Hours in 2024



16 Programs and Initiatives



\$1.7 M in Revenue

Our Impact:

Health & Wellness



250 Participants Tommie Smith Track Meet



150 Health Screenings



475 Therapy Sessions

Mentoring



495 Active Mentees



2.9 Average GPA



8 School & College Sites

Economic Empowerment



318 Participants Financial Literacy



135 Participants Career Fair



135 Certified Carpenters in Home Depot / HBI Program

Scholarships



\$116,000 in Scholarships awarded in 2024



583 Participants in Non-Tech Jobs in Tech

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ABOUT US

MESSAGE FROM OUR CHAIRMAN



It is with great pride and honor that I have been entrusted to serve this remarkable organization as Chairman of the Board for another year. As the organization continues to grow, I have witnessed nothing short of extraordinary servitude, brotherhood, galvanized by impactful initiatives, resulting in unparalleled evidence-based achievements.

I am thrilled to share that, in the past year, our collective efforts have resulted in monumental strides with over 10,000 individuals from low to moderate-income backgrounds receiving pivotal support. Moreover, we have proudly awarded over \$116k in scholarships (over \$2M in awards since our inception), facilitated numerous programmatic initiatives and events (including several new endeavors), and issued 135 Pre-Apprenticeship Certification Training (PACT) carpentry trade certifications. Additionally, we successfully secured 85 work-based learning positions and continued to grow our revenue closer to \$2 Million mark.

As the leader of this thriving organization, I am committed to mentoring over a lifetime and building upon our ongoing efforts with a focus on expanding our “Four for the Future” programmatic offerings. I am honored to have been chosen as the Chairman of the Board once again for this exceptional organization. My focus is on mentoring, and our organization has multiple mentoring partners in a wide array of areas. I have seen remarkable dedication, unity, and impactful initiatives around mentoring lead to outstanding achievements.

As the leader of this organization, I am not only dedicated to mentoring but also expanding our impact areas of Education, Health & Wellness, and Economic Empowerment. We launched the Knowledge Math & Technology (KMT) Program to nurture young talent and promote diversity in STEM and it has been a resounding success.

Our Chapter, consisting of 175 members, was established in 1988 to advance the progress of African Americans in the Bay Area and beyond. Our mission remains focused.

I am grateful for the support of our community, partners, and sponsors. Together, we will continue to create a brighter future for generations to come.

Best Regards,

Danny Williams

Danny L. Williams
Chairman of the Board
100 Black Men of the Bay Area, Inc.

OUR MISSION

The mission of the 100 Black Men of the Bay Area ("100BMBA") is to improve the quality of life within the Bay Area and beyond, by advancing the social, economic, health, and educational progress of African Americans and other historically disadvantaged socioeconomic groups.

We focus on the low to moderate income community, and offer programming and resources to support wise financial, health and lifestyle choices that can lead to family-sustaining wages and long-term career and life success. Our motto, "What They See Is What They'll Be" refers to a "lead by example" approach that resonates with our youth who often lack the exposure or positive behavior modeling from caring and successful African American men.

Along with our nation's parent organization, 100 Black Men of America, 100 Black Men of the Bay Area focuses on four core programs; the "**Four for the Future**":

- **Mentoring:** The 100's signature mentoring program is an effective, evidence-based and strategic intervention that helps youth reach their full potential and become empathetic, contributing members of society.
- **Education:** Education is the key to opportunity and is embedded in the mission of our organization. Each year, in addition to awards of scholarships and other financial assistance, Bay Area students are provided with mentorship and support throughout their college careers.
- **Health and Wellness:** Health and Wellness is a vital component of a successful individual and a thriving community. The 100 focuses on the well-being of the whole person: physical, emotional, psychological, and spiritual.

- **Economic Empowerment:** Our Economic Empowerment programs and initiatives foster financial literacy, career development, financial planning, investment management, and fiscal responsibility. It's more than a jobs program; it's an investment in growing our Bay Area African American economy and enhancing the prosperity and quality of life for all residents.

OUR LEADERSHIP

2025 Board Officers

- Danny L. Williams, Chairman of the Board
- Al Thompson, Vice Chair
- Dr Joseph E. Simmons, Chief Communications Officer
- Douglas A. Davis, AIA, LEED, Chief Financial Officer
- Langston B. Walker, Parliamentarian

2025 Board

- Phillip A. Barnett
- Rawle A. Gittens
- Malcolm Goodwin
- Gordon D. Greenwood, Esq.
- Abby Nur Hussein
- Logan McDonnell
- Keith Robertson
- Dr. Lawrence Vanhook
- Darrell Walker
- Michael N. White, MBA

2025 Staff

- Keith Robertson, Chief Operations Officer
- Juanita Metters Upshur, Director of Operations



SUMMARY: WHAT WE ACCOMPLISHED IN 2024



Health & Wellness

- Conducted bi-monthly Youth Movement Track & Life Skills Clinics for a total of 250+ Bay Area youth throughout the year.
- Increased the total number of Youth Movement participants reaching the Cooper Institute's Fitnessgram Healthy Fitness Zone to over 90%.
- Conducted 3 monthly health screenings, screening 75 individuals for Heart Health/High Blood Pressure and 82 individuals for Peripheral Artery Disease.
- Recruited 62 therapists for the mental health platform - 24 for MHFA Program 1.0 and 38 for MHFA Program 2.0.
- Served participants ages 3-75 years old in the mental health program, with 95% being Black or People of color, through 475 therapy sessions.
- Provided \$102,297.39 in financial assistance through the Mental Health Financial Assistance Program.

Economic Empowerment

- The third Annual Career Expo attracted 135 Bay Area students to learn about various careers, including financial, civic, healthcare, legal, and entrepreneurship.
- In partnership with Home Depot/HBI, trained, mentored, and secured PACT certifications for 183 students across three cities in the construction trades.
- 318 youth, including all Career Expo participants, engaged in financial literacy workshops.

Mentoring

- We increased our total roster of mentees served by 52% vs. 2022, to 495, through a refined focus on recruitment, mentor training, personal responsibility and partnerships.
- Key highlights:
 - Group mentoring style
 - 42 active member-mentors
 - School site and community-based mentoring program across 3 colleges, 3 middle schools, and 2 high schools:
 - Colleges served:
 - Contra Costa College
 - UC Berkeley
 - Laney College
 - Middle Schools served:
 - Elmhurst United Middle School
 - West Oakland Middle School
 - Ile Omode School
 - High Schools served:
 - McClymonds High School
 - Castlemont High School
 - Supported the 6th and 7th MDLA (Manhood Development Leadership Academy) with the Oakland OK Program
- Mentoring activities occur during school hours and on Saturdays
- Maintained 2.89 GPA
- Facilitated summer internships for four of our college mentees, including PG&E, First Republic Bank/J.P. Morgan Chase, and AE3 Partners



Four For the Future

HEALTH & WELLNESS

100BMA's **Health and Wellness** goals are to raise awareness, provide access to health care, and give health information that will ultimately promote behavior change resulting in a healthier lifestyle. We currently have four programs in place:

- Mental Health Care Financial Assistance Program
- Health Screenings and Walkathons
- Youth Movement
- Tommie Smith Youth Track Meet

Mental Health Care Financial Assistance Program

One of the goals of 100BMA is to foster mental health education, destigmatize mental health among the community, and provide mental health resources to the African American and Latino community.

Many people who access mental health services or therapy pay for it through their medical insurance, Employee Assistant Programs (EAP), or out-of-pocket. A standard therapy session usually runs \$150- \$250 per session. Private insurance and public benefits are, in many cases, a barrier to receiving services due to the red tape and slow/low provider compensation. As a result, cash payments are preferred by many therapists while others do not accept medical insurance.

Finding the right therapist may be one of the most important decisions one will ever make. Participants can choose their own qualified clinician or select one from our vetted therapists in the community.

Participants may choose to meet with any one of the following types of qualified therapists*:

- Licensed Psychiatrist—must have a medical license and must have completed their residency in psychiatry, or be certified in the field of psychiatry with the American Board of Medical Specialists (ABMS)
- Licensed Psychologist (Ph.D.)
- Licensed Clinical Social Worker (LCSW)
- Marriage Family Therapist (MFT)
- Registered Psychologist (Registered with Board of Psychology)
- Psychological Assistant
- Licensed Professional Clinical Counselor (LPCC)
- Associate Professional Clinical Counselor (APCC)
- Associate Social Worker (ASW)
- Associate Marriage and Family Therapist (AMFT)
- Peer Counselor (only for rape crisis counseling)
- Psychiatric Mental Health Nurse
- Clinical Nurse Specialist
- Psychology Associate

Benefits Offered:

- Two (2) Mental Health Sessions Per Month (Virtual or In-person)
- For up to Six (6) Months of Mental Health Support

Qualifying and participating is simple:

- Complete the Application and Symptom Scale Quick Assessment
- Receive Approval for the Participant and Clinician
- Attend Therapy!

*Clinicians must be actively practicing and provide a valid license or supervisor's license.

Our Mental Health Financial Assistance Program provided vital support to over 100 patients by providing over 450+ therapy sessions. Feedback from patients in the program indicates that the assistance provided is regarded as significant and beneficial, with some describing it as crucial. We provided over \$200,000 to date in financial assistance through our mental health program.





Health Screenings and Walkathons:

Our community-focused weekly hikes/walks program engaged 161 participants over 12 weeks, covering approximately 550 miles (averaging 3.4 miles per walk). This initiative promotes physical activity and social connection while addressing health disparities that disproportionately affect our community.

We conducted multiple health screenings in the community, including Heart Health / Blood Pressure, Glucose and Peripheral Artery Disease that served over 150+ individuals.

In addition to the walkathons and health screenings, 100BMBA partners with the Prostate Health Education Network (PHEN) to raise the awareness for early detection and treatment of prostate cancer, particularly in the African American community. Our two organizations formed this partnership to combine our collective voices and leverage our individual organizational influence to increase awareness of this disease that threatens and drastically impacts males and their families. The mission of the PHEN is to eliminate the African American prostate cancer disparity. The 100 and PHEN both acknowledge and agree that knowledge is the best defense against prostate cancer, and through this partnership, both organizations endeavor to help reduce confusion about how to detect, treat, and cope with prostate cancer among men at highest risk.

Youth Movement

100BMBA established the Health and Wellness Initiative known as "Youth Movement" in 2002. The program consists of three components: (1) a school-based program to assess health and fitness of students in four Bay Area school districts, which includes baseline and benchmark fitness tests known as Fitnessgram; (2) athletic training and nutritional education through student participation in local track and field clubs; and (3) The Tommie Smith Youth Track Meet occurring in May of each year with 1,000+ Bay Area youth athletes participating.

100BMBA is also focused on providing services to the adult population of our community by working with various organizations as a sponsor or co-organizer.

These services focus on the following areas:

- Fitness and Exercise
- Blood Pressure Monitoring
- Improving Food Choices
- HIV Awareness

African Americans continue to experience a disproportionate burden of morbidity and mortality in this country.

Cardiovascular disease, cancer, stroke, renal disease, respiratory conditions, arthritis, and depression are increasing at an alarming rate in the Black community. Much of this excess health risk is attributed to modifiable factors, such as obesity, which largely results from poor lifestyle choices and accessibility to healthy foods. In 2010, the Surgeon General reported that 74% of adults in the United States were overweight or obese. Particularly alarming is the fact that the prevalence of obesity has nearly tripled for adolescents over the last twenty years. Eleven-year-olds are eleven pounds heavier today than they were in 1973. If the current trend continues, 1/3 of children born today will be diabetic. The roots of ethnic health disparities begin during early childhood. A study based on the National Health and Nutrition Survey (NHANES) found that the prevalence of overweight children ages 2 through 19, is continuing to grow especially among Blacks and Latinos. The future health of African American girls and Latinas is in jeopardy because their trajectory toward obesity begins significantly earlier than in white girls.

The pathway to overweight/obesity is complex. However, sedentary lifestyles and poor diet are at the root of the problem. The cause and effects of these lifestyle choices are not distributed evenly among the population. African Americans face many social and structural disadvantages that lead to limited access to nutritious food, and fewer outlets for physical activity. Neighborhood setting also has a profound effect on physical activity levels among children. A common observation in poor communities is that fearful parents keep their children indoors to protect them from violence in the neighborhood. In these settings, sedentary behaviors are fostered through excessive television watching, playing video games, and eating unhealthy snack food. The decline/lack of structured sports programs is also blamed for contributing to the youth obesity epidemic.

School based intervention programs are one of the best strategies for preventing overweight/obesity among children. Girls have an opportunity to improve their health while in school. A recent study found that an extra hour of exercise per week could significantly reduce obesity in young overweight girls. However, the level of participation in physical activity is declining largely because schools are demanding less of them. State and local school district policy requires that children receive 100 minutes of physical activity. However, overcrowded schools in poor neighborhoods lead to converting gymnasiums into classrooms, eliminating the space necessary to comply with this regulation. Furthermore, with pressure to improve math and reading test scores, many principals are opting to ignore physical education programs

altogether. Ironically, research shows that exercise and movement enhance academic achievement. Additionally, physical activity relieves anxiety and stress in children.

To stem the tide of chronic disease among African Americans and Latinos, creative fitness programs in our communities are desperately needed. The success of such programs depends on collaboration between parents, teachers, community organizations, businesses, foundations, and government agencies. Youth Movement is a Bay Area wide initiative that harnesses the talent and resources of a variety of community organizations and local agencies to promote youth health and fitness. 100BMBA developed this innovative program in 2003. The mission of Youth Movement is to improve the overall health and well-being of marginalized children through structured physical fitness training, wholesome food choices, character development, and mentoring. Through these activities, Youth Movement helps students improve their health, develop long-term goals, and overcome obstacles to lifetime success and achievement. Youth Movement builds confidence, resiliency skills, and reinforces the values of commitment and hard work, upon which youth can draw for achievement in academics and other areas throughout their lives. Through the Youth Movement program, we continue to:

- Develop a model low-cost, community driven-school based fitness program for at-risk youth,
- Develop healthy eating habits among children in low-income communities.
- Establish youth athletic clubs in low-income communities,
- Revitalize Bay Area after-school and weekend youth fitness/athletic programs.
- Provide mentoring to enhance character development, and
- Increase academic success.

Youth Movement is an after school and weekend program that features athletic training and the formation of track & field clubs. Track & field training is held year-round and leads to Bay Area wide competition with other schools and track clubs during late winter and early spring. Approximately 750

young people are participating in the Youth Movement health/fitness program.

Nutrition:

Well-balanced nutritious food choices, along with regular physical activity are crucial elements for the health and wellness of all people. We conduct school-based workshops. The aim of these sessions is to teach parents about:

- Identifying and purchasing healthy ingredients for cooking,
- Healthy cooking techniques, and
- Planning/preparing healthy and culturally appealing meals.

The Youth Movement program has a history of working in conjunction with the Alameda County Public Health Department's Nutrition Services and a host of community-based organizations. The nutrition component of YM aims to educate African Americans and Latinos about healthy food choices. For example, a lot of attention has been devoted to educating community participants about the importance of reading food labels, and to eliminate packaged foods that contain trans fats (hydrogenated and partially hydrogenated oils) from their family's diets. Nutrition workshops are generally held at participating schools, and nutrition education messages are routinely delivered during athletic training.

Evaluation

State of California data finds that children in low-income Bay Area public elementary schools in Oakland, Richmond, Berkeley and San Francisco continue to have significantly poorer health indicators, i.e., aerobic capacity, body composition, etc. than their counterparts in affluent communities. Youth Movement has proven that structured community-based running programs are a cost-effective way of eliminating these early health disparities. Youth Movement is clearly improving the health and wellbeing of at-risk children in the communities that we serve. Aside from an abundance of anecdotal evidence from teachers, parents and school administrators that laud the program's impact on child health, we continue to demonstrate the ability to improve the aerobic capacity (our primary outcome) of youth in our program.

A young person's aerobic capacity is estimated by measuring the time it takes them to run/walk a one-mile course, as outlined in the Cooper Institute's, "Fitnessgram." During our Saturday Clinic baseline assessments every year in the fall and winter, we measure the aerobic capacity of 200 youth and found that in the baseline assessments of children new to the Youth Movement program typically find that only 25% to 35% of them are in the Fitnessgram's Healthy Fitness Zone).



When we conducted follow-up aerobic capacity assessments (conducted approximately 4 months following baseline assessment) we found that over 90% of Youth Movement participants were in the Healthy Fitness Zone for aerobic capacity. These results demonstrate that the health and fitness of our children can be significantly improved relatively easily.

The Tommie Smith Youth Track Meet

The Youth Movement program culminates with the *Tommie Smith Youth Track Meet (TSYTM)* held during the spring of each year. We are indebted to our program champion, Olympic Gold Medalist and social icon, Tommie Smith, who has opened many doors for us. He has graciously let us use his name for our annual signature athletic event. His participation in Youth Movement has brought public awareness to the program. He has helped recruit world-class athletes to train our volunteer coaches and athletes. He has solicited clothing, shoes and equipment for Youth Movement athletes from various companies, and he has personally

conducted fitness/athletic-training clinics at various Bay Area schools.

The TSYTM is not just a youth track meet; it is a celebration of the hard work of our youth and volunteer coaches. Edwards Stadium at the University of California, Berkeley has been the home of the TSYTM for the past 17 years. The young participants of our program are thrilled to compete at this historic and stately venue. We are grateful to the University of California for helping us inspire some of the Bay Area's most marginalized children. Our Youth Movement program served 250+ youth in track and life skills clinics, while our Tommie Smith Youth Track Meet attracts over 1,300 participants annually

<http://youtu.be/gYnapWS4omU>.

In addition to our year-round Youth Movement Program, 100BMA incorporates principles of health and wellness into our group mentoring sessions and our many one-time community events.



Four For the Future

ECONOMIC EMPOWERMENT

Self-sufficiency through financial literacy, family wealth building, and entrepreneurship

100 Black Men of the Bay Area considers **Economic Empowerment** a necessary step toward creating a just society, not only here in the United States, but, for people of color and other socioeconomically disadvantaged groups around the world. When we think of economic empowerment, we are thinking about the individual's or a community's ability to be self-determined in creating dreams, pursuing them, and ultimately perpetuating them by establishing the mechanisms to sustain generational wealth. Our program initiatives promote economic self-sufficiency through financial literacy, family wealth building, and entrepreneurship.

Communities that possess a strong economic base have better schools, are better educated, are safer to live in, are healthier both physically and mentally, have better jobs, have higher employment, have more fathers, and have stronger families. This is true, regardless of the racial makeup of the community.

- Starting in 2019, 100 Black Men of the Bay Area and the Berkeley-Haas School of Business began hosting panel discussions entitled “Non-Engineering Careers at Bay Area Tech Companies”. Panelists included Neal Stewart from Google, Jeunee Simon from Slack, Aisha Chiappetta from MongoDB, Rena Davis from Lyft, and Nabeela Virji from Yelp. Marco T. Lindsey, Chief of Staff at the Berkeley-Haas School of Business and member of 100 Black Men of the Bay Area was the event's moderator.
- Non-Tech Jobs in Tech: Our Economic Empowerment initiatives have shown remarkable growth, with our "Non-Tech Jobs in Tech; series attracting 583 participants across the three-part series in 2024. These programs connect underrepresented individuals with career opportunities in growing tech sectors.
- Career Expo attracted 135 African American high school and college students at Laney College to learn about over 20 careers (financial, civic, healthcare, legal, entrepreneurship and more).

- HBI Construction Trades Program: Our collaboration with the HBI V Home Depot Construction Trades program focuses on diversifying the construction trades workforce to meet industry needs. This program has expanded to four cities nationally, demonstrating our leadership in workforce development. In 2023-2024, we certified 135 students in Pre-Apprenticeship Certification Training (PACT), with 80 transitioning to work-based learning. 200+ youth participated in our Interview / Coaching Education workshops. Students were guided through how to prepare for an interview, how to research the organization and went through mock interviews. 95% of students attending the workshop rated it as “valuable” or “extremely valuable.”

100 Black Men of the Bay Area partners with other economic development-related organizations, private businesses and corporations, and government agencies to develop and provide programs and strategies that will strengthen the African American community's economic base. 100BMBA will not only promote and assist successful Black businesses that create employment within the African American community, but those activities stimulating overall wealth creation as well.

The 100 Black Men of the Bay Area Economic Development Program is based on the National Economic Development Program.



Four For the Future

MENTORING

The **Mentoring** program for 100BMBA is a structured program which brings about a trusting relationship between successful African-American men and the youth in the community. Our goals for our youth include educational and career awareness and success, healthy living, emotional awareness, and the ability to be financially sound. With our support, students develop strong study skills, learn to navigate school environments, and build meaningful relationships with teachers, peers, and mentors. We help them explore college options, career paths, and other job opportunities. They also gain essential financial literacy—such as budgeting, saving, credit, and investing—while building the knowledge and motivation to make healthy eating choices and stay committed to regular exercise.

100 of the Bay Area has historically relied on the participation and commitment of the members of our Chapter—we have a core of over 30 members serving on our Mentoring Committee—who dedicate themselves to participating in weekly mentoring modules at the school sites, encompassing the middle and high school-aged participants. Additionally, we rely on the remaining Chapter members to provide additional support at mentoring outings and periodic mentoring events.

We expect that by participating in our program for 3+ years, the targeted population will exhibit the following characteristics:

- 100% high school graduation rate
- 80% 4-year college acceptance rate (with 100% completion of the FAFSA application)
- 100% on career trajectory at graduation (e.g., college, trade school, or military)
- 100% of students with community involvement and reinvestment
- 100% of students will have created a resume, opened a savings account, and developed a life plan for college/career success

We measure the impact and success outcomes by establishing baseline measurement for students before they enter the program, and on an annual basis. For longer-term success metrics (e.g., college acceptance) which can't be immediately measured, we assess our progress based on several leading

indicators collaboratively identified with Oakland Unified School District's (OUSD) Office of Equity (e.g., establishment of a college/ career plan, and elevated grade point averages). We assess the grade-appropriate metrics annually.

Our focus demographic is primarily African American and Latino males, between grades 6 and 12, and the ages of 11-18. The primary language of instruction is English. Our students come from across Oakland and the entire East Bay. Most are from low-income families (<300% of Federal Poverty Level) from East, West, and North Oakland, South Berkeley, and West Contra Costa County. A significant portion of our students come from single parent households and may be the first in their family to complete high school and/or attend college. Many of our students also come into the program with GPAs below a 2.0 and have poor attendance records. We have established partnerships with the OK Program - now in its fourth year- as well as with the OUSD's African American Male Achievement program, Contra Costa College, and Peralta College to change the trajectory of our scholars.

Justification of Need:

Many of our African-American students face significant challenges, both at home and in their communities, resulting in underperformance, underachievement, and limited access to rigorous education. In the OUSD, where our mentoring program primarily operates, only 57.2% of African-American students obtain enough credits to graduate, 10% below the state average. The situation is even more concerning regarding college attendance. In 2010, only 3.4% of these students were enrolled in the University of California system, and in 2014, only 4.3% attended the California State University system.

Rising regional housing costs and stagnant wages have forced many African-American families out of Oakland; this decline is evident at Oakland Technical High School, where African-American enrollment has dropped from around 70% twenty years ago to about 30% today. Families that remain often have less time and resources to focus on their children's educational needs. Our program aims to address these issues by working in partnership with families and schools to provide the necessary support and resources to help these students succeed academically and beyond.



Activities:

We have implemented and plan to continue a variety of activities designed to provide our youth with the best possible experience and give them the highest chance of success. Central to our program is a mentor-mentee contract developed in partnership with our mentees. This contract sets clear expectations for students and mentors, alike, in addition to the group, which fosters an environment of shared accountability. Educational success is paramount, and we support this through periodic grade and transcript reviews and regular tutoring sessions. To further prepare students for higher education, we host workshops, led by college recruiters and admissions officers, on the college application process and eligibility requirements. To ensure our students are also prepared for the workforce, we offer interview preparation, mock interviews, resume workshops, and a dress-for-success program. In the case of the latter, we provide business attire to those in need.

Recognizing the importance of general health and its contribution to optimal performance and learning, we provide healthy meals and teach simple meal preparation and/or selection. We also conduct juicing demonstrations to encourage its contribution to an overall nutritious diet.

Our goal is to create engaging activities that help our young men develop into well-rounded adults.

Measurement Tool:

100BMBA evaluates its mentees on a quality of participation basis. Our requirements are simple and two-fold: (i) we ask our mentees to consistently attend our weekly meetings, and (ii) we ask our mentees to engage fully in each session. We use consistent session participation as a driver for including mentees on our more “social” outings, as a way to motivate them to connect with the program on a deeper level. We create surveys for each major section of the online curriculum, after its presentation, to gauge the learning and understanding of each section. Survey outcomes are reviewed with the group, which further allows them to recognize their ability to implement the lesson plans into their lives.

Outcomes:

The above measurement tool allows 100BMBA to develop real metrics. On the most basic level, the consistent participation of our mentees allows us to track school attendance and grade performance data. This provides the individual baseline we use for each student, which, in turn, allows us to generate percentage improvement in each student. We focus on three specific measurables: school attendance, GPA improvement, and SAT/ACT testing proficiency. As part of our mentoring modules, we make these three components a critical part of the core service we provide. Further, we use these as a base from which we address the softer discussions of self-worth, emotional intelligence, interaction with peers and authority figures, becoming a “man”, etc.

Manhood Development Leadership Academy (MDLA)

Manhood Development Leadership Academy (“MDLA”) is a OK Program of Oakland (“OKP”) and 100 Black Men of the Bay Area, Inc. (“100BMBA”) joint-run program where mentees and mentors travel by bus to an OKP-owned, private campground in Trinity Center, CA (a 4.5hr drive from San Francisco). This location is about 2 hours closer to the San Francisco Bay area than the previous site in Ruth, California, improving access for students, staff and volunteers. For six days and five nights, the youth participate in a more intensive mentoring experience away from the hassles and distractions of city life. MDLA sessions are split into two separate cohorts, one for middle school-aged youth and the other for those in high-school, with about 40 youth in each session. With an approximate ratio of five adults for every eight youth, volunteers and staff facilitate various group activities and learning sessions designed to uplift and instill confidence in the mentees, while continuing the work and learning of the weekend Kic’It Sessions. The youth are provided all meals and clothing, and are expected to participate in all workshops. In 2025, the MDLA campsite will host its 6th and 7th sessions, since the inaugural sessions in 2021.

As stated before, 100BMBA and other camp volunteers design, supervise and run the workshops, which include:

- Physical fitness/training
- Emotional intelligence
- Financial literacy
- Law Enforcement interaction education
- Importance of proper dress for various occasions
- Conflict resolution and de-escalation techniques
- Basic car mechanics (i.e. tire and oil changes)
- Manhood and critical thinking exercises
- Teamwork and team building exercises
- Exposure to various careers (including aviation)
- CPR workshop (presented in conjunction with members of Oakland Fire Department)
- Science- or nature-based, camp-long projects

In addition, though seen by the mentees as "play time," events like archery, evening/night nature hikes, a talent show and fishing on the nearby lake, are designed to continue the learning and cooperation done in the workshops

General highlights and key takeaways include:

- The young men developed chemistry and worked together with other young men who were not in their friend group (East and West Oakland). They collaborated to accomplish goals and built connections that allowed them to overcome adversity during MDLA.
- We expected at least one young man in each group to distinguish themselves and exhibit leadership qualities. Due to the intentional selection of each workshop, we expected at least 75% of students to gravitate towards the learning material and apply the principles of what they learned. It is expected that each young man will have been exposed to a first-time positive experience that will aid in their development.
- The decision to conduct separate sessions for middle and high school students proved to be a good one, as it reinforced that different aged kids have different needs and learning styles. Additionally, this allowed further safety precautions to be easily implemented with the middle school, as opposed to high school students, due to the prior's lack of maturity.
- An important note is that there have been no fights during an MDLA session. A goal of MDLA is to teach young how to avoid conflict and handle conflict when it arises. We teach each young man to treat each of the attendees, both mentors and mentees alike, with respect, courtesy, and love. It's natural to have conflict arise when you have young men that are socialized a certain way--not display any emotion other than anger. These young men reflect communities in Oakland that are under-resourced and plagued with violence; therefore, we expected

several physical conflicts to arise. Not only have we had zero fights in recent camps, but we had young men proactively mediating, identifying sources of agitation, and providing solutions to mitigate any conflict.

- Participation rate for physical education was much higher for middle school than the high school. Also, students genuinely appreciated the science workshop, were very engaged, and carried their project around for the duration of the camp. Finally, the talent show gave students a creative outlet and provided a way to express themselves theatrically.

MDLA can only be explained as a huge success. From our pilot launch in 2021 to now, we have clearly shown a huge improvement, refinement of our agenda and outcomes, and increased efficiency. As we look forward to future MDLAs, we anticipate taking a minimum of 100 Black boys out of the City of Oakland and empower them to come back home and transform their communities.

Look Program:

LOOK (Leaders of OK) is a spin-off of the mentoring partnership between the 100 and the OK Program. A year-long program, which begun in Fall of 2024, the LOOK Program is designed to identify students in who display natural leadership qualities, and provide them with hyper-focused attention and a higher level of learning and responsibilities. This is done to enhance each participants' confidence and the aforementioned leadership qualities, which ultimately will lead to a feeling empowerment to impact their communities. This enhanced mentoring is still conducted in a group setting, however with a 1 to 1 ratio of mentors to mentees. Though minimal support does come from the OK Program officers and framework, the sessions are organized and led strictly by 100 members. The initial cohort, began with 10 students, all in various grades of high school, and all attendees were from OK Program-supported schools. The intention is to grow the program, as students graduate and continue their education, to students who may not attend OK-supported high schools and 8th graders.

On a weekly basis, LOOK Program attendees are expected to journal, discuss current events, and engage in structured, real world-based topics related to leadership, teamwork, self-awareness and good decision-making in order to foster positive change and effective community building. The LOOK Program also requires the participants to complete and document a mentee-led community service project; which for this year, the students chose to rehabilitate two public parks in their collective communities. As an added bonus, three of our students were able to attend an HBCU college tour, ran by one of our 100 members, and complete a report on their individual experiences to the general membership of the Bay Area chapter at one of its general body meetings

Four For the Future EDUCATION

In 1992, 100 Black Men of the Bay Area, Inc. established the Young Black Scholars Program. Each year, in addition to awards of scholarships and other financial assistance, Bay Area students are provided with mentorship and support throughout their college careers. As of 2024, we have:

- Awarded \$116,000 in scholarships awarded to 59 young men and women from Bay Area high schools and/or colleges and returning college students
- Launched a High School Financial Literacy Program as a complement to group mentoring Average of 10 students received Math, English, Science & history tutoring

In 2024, the Education Committee also launched our **Knowledge, Math, Technology (KMT) Program**: Our recently launched KMT Program exemplifies our forward-thinking leadership in STEM education. The STEM Cohort New KMT Program is focused on children in grades 6th – 12th. The children will make up a diverse population from the San Francisco Bay Area. This innovative initiative integrates hands-on learning with mentorship and corporate partnerships, connecting youth directly with industry professionals who provide youth exposure to not only to the areas of STEM but to areas of additional educational growth as well.



The children will have an opportunity to learn about future careers, future technological advancements and explore their interest at an early age. Under the model of “*What they see, is what they will be*” the children will be able to visit corporate campuses as well as universities to open their minds to limitless possibilities. The program has established the following goals for 2024 / 2025:

- Build cohort of 25-30 Young Individuals in grades 6th – 12th
- Establish a core curriculum with at least 5 major STEM focused companies
 - Onsite company campus visits
 - Laptop/Chromebooks provided
 - Internship opportunities provided
- Success criteria
 - Exposure
 - Engagement
 - Internship / Candidate Pipeline

The KMT program broadens the Education Committee’s ability to opening new pathways of knowledge for children in the SF Bay Area, and will help 100 Black Men of the Bay Area expose more of our target demographic to the careers and other opportunities in these fields. In December 2024, 18 youth participated in a site visit to Bayer Corporation, engaging with scientists and executives to deepen their interest in STEM careers.

We sincerely appreciate your support and the contributions of our sponsors as we strive to reach our second million in Scholarship Program awards. We place immense importance on nurturing the next generation and are honored to provide scholarship support to the talented young men and women from around the Bay Area. Many chapter members of 100 Black Men of the Bay Area benefited from a helping hand during their journey and believe strongly in being the change we wish to see. The organization believes in the immense potential of the next generation and is determined to remove barriers to ensure that as many young people as possible can experience quality higher education and become responsible, valuable contributors to society.

100 Care Initiative

Our Annual Turkey Drive distributed hundreds of turkeys and food to local families, while our Holiday Toy Drive partnership with Lend-A-Hand Foundation provided coats, pajamas, toys, gift cards, and nutritious meals to hundreds of children and parents in need. These initiatives address immediate community needs while building social capital and reinforcing our commitment to comprehensive support.

In partnership with actress Zendaya, her sister Kizzi Thompson, and Project Backboard, we helped renovate an Oakland community basketball court. This collaboration strengthened community bonds while creating safe recreational spaces that promote physical activity and positive social interactions in underserved neighborhoods.



THANK YOU TO OUR SPONSORS!



None of the programs would be possible without the support of our sponsors. None of our programs would be possible without the support of our sponsors. Since 2017, our revenues have increased over sevenfold, entirely due to their generous contributions. 100 Black Men of the Bay Area, Inc. is profoundly grateful to our many partners, sponsors, and supporters who have dedicated their time and resources to ensure we continue to positively impact the lives of youth and the communities we serve.

Your generosity makes a significant and lasting difference in many Bay Area communities.

2024 Donors, Greater than \$25,000

- County of Alameda
- HBI / Home Depot
- Golden State Warriors
- Kazan McClain Satterley & Greenwood
- Wells Fargo Bank & Foundation
- NBCUniversal Foundation via Comcast
- Bloomberg
- Bimbo Bakeries USA
- Enterprise Mobility Foundation
- US Bank

100 BMBA Gross Revenue / Expenses by Year

Year	2017	2018	2019	2020	2021	2022	2023	2024
Total Revenue (\$k)	\$ 209	\$ 392	\$ 526	\$ 663	\$ 956	\$1,196	\$1,656	\$1,670
Total Expenses (\$k)	\$ 187	\$ 238	\$ 465	\$ 513	\$ 895	\$1,023	\$1,188	\$1,554
Net Reserves	\$ 22	\$ 154	\$ 61	\$ 150	\$ 61	\$ 173	\$ 468	\$ 116

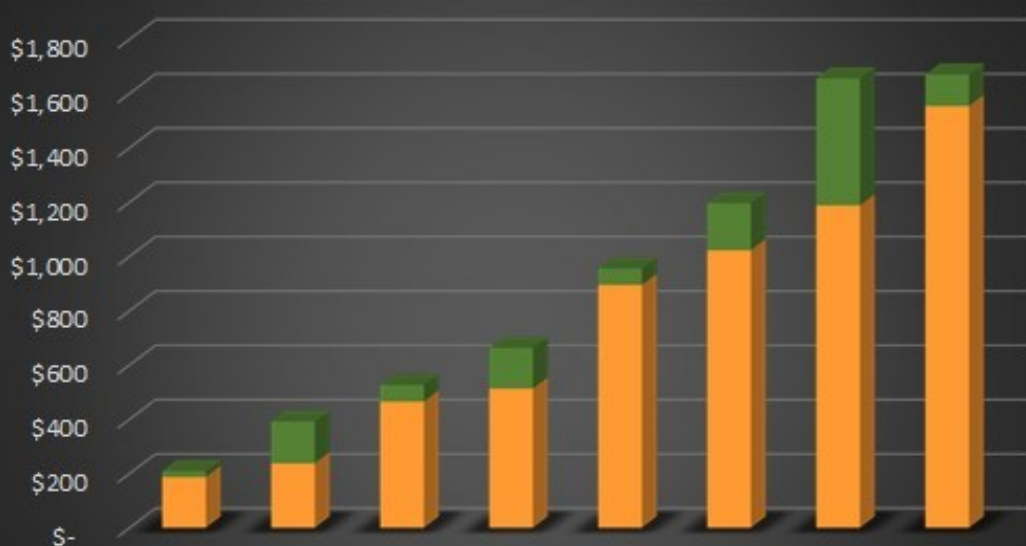
Gold
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2024

Candid.

Guidestar

www.guidestar.org

Note: revenue figures on this chart show the total gross revenue from all contributions, grants and events for the calendar year 1/1 through 12/31. 100BMBA's 990 filings through 2023 follow a 11/1 to 10/31 fiscal year and may report a lower revenue amount, as the income net of expenses from fundraising events is reported in the revenue section of page 1 of Form 990. 100BMBA has changed its fiscal year to match the calendar year for 2024 onward.



2024 Donors, Greater than \$10,000 to \$25,000

- Amalgamated Transit Union Local 1555
- Bayer
- Black Cultural Zone
- CesTRA Butner Family Foundation
- Clorox via East Bay Community Foundation
- Cybergrants
- Golden State Entertainment
- Marin Community Foundation
- Pershing (John C. Valor, CSAA)
- PG&E
- RepEquity / Waymo
- Target

2024 Donors, Greater than \$5,000 to \$10,000

- Alpha Gamma Boule Foundation
- Community & Youth Outreach, Inc.
- EBCF for CA Wellness Foundation
- Equitify LLC
- Google
- Kaiser Permanente
- Pixar
- POCC@Okta
- RepEquity / Waymo

2024 Donors, \$5,000 or Under

- AE3 Partners, Inc.
- Bank of Marin
- Brotherhood of Elders Network
- Brownstein Hyatt Farber Schreck, LLP
- Chime
- D.R. Consulting Group
- Empower
- Ernst & Young
- Girls Saturday Academy, Inc.
- Greater St. Paul Baptist Church
- Institute of Electrical and Electronics Engineers (IEEE)
- Law Offices of Paul E. Garrison, Esq.
- Levi Straus
- Loomis, Sayles & Company
- Lowney Arch
- NCBW
- OAACC
- Oakland A's
- Port of Oakland
- Ricoh
- Southwest Airlines
- Southwest via Cybergrant
- States Signs LLC
- The Capitol Group
- The Morrison Foerster Foundation
- The Next Step Fund/ MCF
- Twilio
- Umpqua Bank
- Waymo / RepEquity LLC (dba REQ)
- Webcor

Our Long Terms Partners and Sponsors





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