



Baltimore:
*On the
Verge of the
Dawning of a
New Renaissance*

ORGANIZED BY:
National Black Church Initiative

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BALTIMORE PROPOSAL

ABOUT NBCI

The National Black Church Initiative (NBCI) is a coalition of 150,000 African American and Latino Churches and 27.7 million members working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. NBCI's mission is to provide critical wellness information to all its members, congregants, Churches, and the public. NBCI's purpose is to partner with major organizations and officials whose main mission is to reduce racial disparities.



PROJECT BACKGROUND

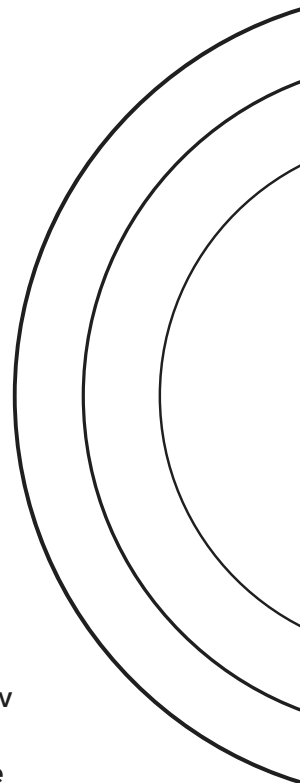
OUR CHILDREN IS STEPPING UP AND LIGHTING THE FIRE OF THE NEW RENAISSANCE

The public healthcare system has failed the vast majority of Baltimore citizens. COVID-19 has exacerbated this failure. They have not provided education, outreach, or culturally sensitive messaging to African American and Latino communities during the COVID-19 crisis, regarding the pandemic itself and the recently approved and widely distributed COVID-19 vaccines. There still exists stark health disparities and health inequities today. Through our youth, NBCI hopes to provide a bridge of hope to the future to ensure that everyone is healthy and thriving in the vibrant city of Baltimore.

OUR REQUEST

NBCI seeks funding from local Baltimore businesses to support an important, cultural, and impactful community-based youth initiative in the form of a tax-deductible donation of \$7,500.

Your business's donation will provide support to NBCI youth initiatives in education, health promotion, family counseling, literacy programs, and more importantly, advocacy for the health community for all African American children nationwide. When the community is healthy and tourism can resume, it will help usher in this new renaissance in the greater Baltimore area. Each Baltimore-based business who decides to participate in this program and become an NBCI donor is helping to shape a new renaissance in Baltimore through a new mindset and positive outlook for the future of Baltimore through its children after the pandemic and beyond. They will also be pouring their hopes into a new future investment into our young, African American women. These children will become our new ambassadors for the city of Baltimore. We have joined hands with BALtimore - positive community work over the years to come - we hope to grow this program to 1,000 participants



PROGRAM DESCRIPTION

The new dance group consisting of young African American ladies between the ages of 11-15 will perform a series of cultural dance performances throughout the city of Baltimore. These children are doing incredibly well in school and in their communities and have recently come to one of NBCI's churches, Israel Baptist Church and express their interest in doing something for their community in the midst of the pandemic. NBCI then brought together these children, their parents, and our ministers to brainstorm a way we can involve them in a creative, fun-filled, moral, and artistic way, and at the same time, helping the communities in Baltimore regarding health promotion. This is how we came up with the idea for NBCI to produce a dance performance by these young women to advocate for their communities to get vaccinated against COVID-19 and be up to date with other immunizations and health initiatives.

This fundraiser executes two important things: (1) allowing inner-city young women to be direct advocates for the community and for the city of Baltimore in an activity that allows them to become children again; (2) enabling these young women to advocate for the COVID-19 vaccines for children ages 12 and up. NBCI feels this is going to be an incredible event at a time where we are hearing young girls getting involved in shootouts, one in Florida, and one in Minneapolis in the past couple of months. We want to provide a safe haven for these young women and involving them in a purpose-filled activity is the first way to accomplish that.

Your donation will go toward the following:

- **Event Publicity**
- **Social Media Campaigns**
- **Costumes and Event Materials**
- **Scholarship Fund for Performers involved**

NBCI is working with a local artist to create all choreographies in an effort to raise awareness for COVID-19 vaccination for low-income families. The dance performance will be a show for low-income families and will feature 20-25 African American adolescents from the greater Baltimore area. The purpose of these performances is to provide health messaging to the community and promote the recent approval of the COVID-19 vaccine for children ages 12 and up. The youth participating in the performance will act as ambassadors to the city of Baltimore and the State of Maryland.

NBCI recognizes that we have to change our approach in dealing with African American communities, their children, and their families in light of George Floyd, especially when it comes to empowering and supporting these communities. We believe it is important that area businesses see themselves as part of the healing of Baltimore from the devastating impact of the COVID-19 pandemic and not just be a one-time charitable donor to the low-income children of Baltimore.

WHY SUPPORT US

Without an organization such as NBCI which represents such a unique set of moral skillsets, bridging these gaps with grassroots, community based, culturally-sound strategies, the public healthcare system will continue to fail these communities and they will continue to experience worsening health outcomes, from children to adults.

Without NBCI's foresight, comprehensive planning, and its ability to work collaboratively with every part of these communities, such as local businesses, community groups, law enforcement, and others, most eligible children in the greater Baltimore area would have been missed by traditional vaccination programs. This is why your support, both moral and financial, is critical to the success of increasing these communities' vaccination rates, especially in children ages 12 and up.

We understand that most organizations working in health promotion, health disparities, and health education do not have the ability to morally persuade the African American and Latino communities to be vaccinated against COVID-19 like we can. We have that ability because our organization originates from the Black church, which all Black people trust. We are the bridge between moral persuasion and scientific facts. Without us advocating for the COVID-19 vaccines, the bulk of the African American and Latino populations, both children and adults, will continue to doubt and question the vaccine, and ultimately not get vaccinated.

BENEFITS & RECOGNITION

01

Your business will be featured and marketed as an NBCI donor on NBCI newsletters

03

Your business will be part of this inaugural program and subsequent programs after

02

Business contact information, website, logo, etc. will be included on NBCI donor page

04

Your business will be marketed as an NBCI donor on all social media platforms and NBCI website

NEXT STEPS TO BECOME A DONOR

If you are a Baltimore business willing to provide your financial support to NBCI, please respond to this email with the most appropriate contact person to process this request. Should you require additional information, please do not hesitate to contact Rev. Anthony Evans, President at [202-744-0184](tel:202-744-0184) or dcbci2002@gmail.com or send any questions to office.of.nbcI@gmail.com.

For more information on NBCI, please visit our website: <https://www.naltblackchurch.com/>.