

Black Male Initiative
City Tech Chapter
Grant Proposal
By Jaclyn Valentin



Mr. Peter Borish
Robin Hood Foundation Grant Application
826 Broadway, 9th floor
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October 29, 2019

Dear Peter Borish:

Your organization, Robin Hood Foundation, is the leading organization in funding and helping non-profit organizations reaching their educational goals. Your organization has remained a staple in a myriad of companies improving and expanding their organization. Your staff is comprised of multiple members of academia from doctors to lawyers who understand personally how vital education is to have a fulfilling life. The Black Male Initiative City Tech Chapter is a crucial component of scholarly guidance for the students at New York City College of Technology. Our program provides support, leadership and mentoring to help students achieve their academic goals. We need your assistance just as you helped others. One non-profit organization you have assisted is the Advocates for Children. This organization "Offers legal help to public-school students, especially those who are failing or have special needs." Helping educational organizations such as this one have improved and helped students who need academic help to achieve their goals. For CUNY BMI at City Tech, we need your support to help us accomplish our educational goals.

As a member and English tutor for the Black Male Initiative at City Tech, I have witnessed the strengths and weaknesses of BMI. BMI is seeking funds to properly enhance educational means for our student's success through tutoring, mentoring, networking and multiple other benefits. Our program's main mission is to enhance, inspire and support the educational achievement of our scholars. We have a small staff and member count. We are currently not competent in accommodating all of our 17,000 students. We just require a little more help. Our problem is that most scholars are unaware that our organization exists. As a First-time grant seeker, we are asking for a \$2500 grant to assist us to run a promotional campaign to promote our already established program within our school system.

This campaign will produce flyers, pamphlets, and posters while selling food and t-shirts in an effort to reach potential future BMI members, who can be tutors and mentors. These flyers will additionally reach the student population who seek these services with no idea that BMI already exists. Our organization is relying on your financial help to further grow our organization to better suit City Tech needs. Support us to provide the best educational aid to our students.

If requested, I will provide the Robin Hood Foundation with further information about our goals and needs. I look forward to hearing from you. I am available at (718) 260-5500 or via email at jaclyn.valentin@mail.citytech.cuny.edu.

Sincerely,
Jaclyn Valentin



Project Title

Make BMI Known! The Awareness Campaign of Black Male Initiative for the City Tech Chapter

Background

My name is Jaclyn Valentin, a student, an English tutor, and a member of the Black Male Initiative (BMI) Organization at CUNY New York City College of Technology.

Introduction

BMI is a large organization as part of the City University of New York (CUNY) system. Our main focus is the BMI City Tech Chapter is located at 250 Jay St, Brooklyn, NY 11201, the Midway building in room 220.

Since the history of the organization, statistics have demonstrated that students who participated and became members in the BMI program have improved their grades, were able to get out of academic probation and have overall become more self-reliant. Throughout the BMI, members have been able to graduate more as they received the necessary skills to achieve in today's work field.

Member Benefits

- Student Research Opportunities
- Community Building
- Scholarships
- Support for Academic Achievement
- Peer Tutoring
- Networking
- STEM Field Trips
- Industry Exposure

Objectives of BMI

BMI's main objectives to ensure that all students of CUNY can participate in mentorship, tutoring, conferences and all activities relating to benefiting oneself in their education and overall being. BMI ensures a safe, educational, and inspiring office space in every chapter in which students are able to complete work, in addition to helping others while improving grades.

BMI's Leadership

For the City Tech campus, BMI leadership are also BMI members. There are only two members. Dr. Reginald Blake is the director and main BMI coordinator of the local chapter. Sonia Johnson is Blake's only assistant. Each staff member communicates mostly through CUNY meetings and emails. How is it possible that only two people are in charge of BMI on the City Tech Campus?

Johnson prepares most of the networking to get students to participate in BMI. This involves having a table at club fairs and interacting with scholars directly. Another form of communication is a few email blasts through the CUNY email system. Other than



these two options, there is a lack of communicating with all students who do not have time to attend fairs or who do not view their email often.

Members are tutors and mentors who are usually sought out by Johnson. Johnson emails degree major directors seeking for top students. These directors then email professors who choose students with good grades and work ethic. It left up to the students to take the offer. While this process has been effective for obtaining one or two students for each tutoring subject, this process also does not reach the majority of students at City Tech. There are excellent peer educators among the student population that is missing out on opportunities to use their skillset to help other scholars and earn some money through a stipend.

Blake and Johnson need more aid in managing this program to stay on track with their goals and objectives. They need aid from fellow student members who know their peers. The reason the club does not have members who can assist with work again comes down to a lack of awareness of the club. More members mean more assistance to lighten the massive workload.

BMI's Physical Assets

There are nine computers available for use and tutors enthusiastic to accommodate a student. At most, only two computers are in use by the tutors who are waiting for potential students. There are technology and resources that are accessible that are collecting dust. Why let tools go to waste when there's a student who can use them?

Weaknesses Within BMI

While walking around the school and speaking with my fellow peers asking if they heard of BMI, they reply, "what's that?" How could a club that offers so much not be heard of?

For mentoring and tutoring, there are a small number of member volunteers to help because the club itself has a small number. Myriad students who have heard about the program believe the club is limited to Black and Latino males because of the name Black Male Initiative. Yet, the club is far from discriminatory against race and gender, BMI is accessible to every City Tech student. So how can we change this so more students understand this concept?

As previously mentioned, both staff directions have a hefty workload at hand. Being capable of networking is limited because of other projects and obligations of the BMI program. If this organization had more members, they could assist with BMI performance. This will result in more members who can become mentors, tutors, and even receive help in their school work as needed. The mission of BMI is to improve grades and develop students to become self-reliant. Let us contribute to this goal, not hinder it. So let's do it!

When searching online for a website, this organization lacks a site for scholars to visit. On City Tech's main website, BMI is not seen as academic support for the school but rather a special program only. If some students are receiving academic help from BMI,



shouldn't it be considered an academic support organization? This small change can make finding the club easier remotely.

Projects and Goal

The main project is an Awareness Campaign to showcase the club. This will include making fliers, pamphlets, and talking to students, members can demonstrate the necessity for tutors and mentorship. Additionally will include shirts and food for sale. The main focus will be concentrating on the benefits of having guidance through college while grasping the attention of possible new prospects.

This campaign will then result in new members who can assist current operating staff with the workload. Additional members would include members who solely work alongside Johnson on recruiting students to become BMI members, tutors, and mentors. They will help with creating and implementing project plans. Another member position would also assist Johnson with emails and other noted work. Using these simple procedures scholars will begin to identify BMI. Members will have a greater chance of comfortably speaking to students as several scholars will have some knowledge about the organization. Therefore, future awareness campaigns will be more effective.

The main result of this will have infinite scholars interacting with BMI. More members equal more tutors and internship opportunities. More academic work will get done.

Funding Use

The total cost per campaign is \$785. With the \$2,500 grant proposal, this enables for three campaigns throughout the Spring 2020 Semester. This is before the additional money raised during each campaign. The added money gained would be handled for the much needed BMI City Tech Chapter website which can be done by computer science and technical writing students of City Tech as an internship. Overall, the campaigns will equate to larger club enrollment, more member involvement, and more academic opportunities..

Item	Price	Use
<p>Posters 11 for Namm Building 6 For library Building 6 for Pearl Building 4 for Midway Building 6 for Voorhees Building 8 for Academic Building</p>	<p>\$2.49 per poster \$105 in total with taxes included from vistaprints.com</p>	<p>Awareness around school. One for each floor at every elevator. Total of 41 posters</p>
<p>Pamphlets</p>	<p>Free when printed at school</p>	<p>Given out during events</p>



T-shirts	\$9 each from Uberprints.com 20 available at each campaign with equal to \$180	Awareness around the school. Sell shirts for funds \$12 per shirt
Party Event Food -Soda cans -Water bottles -Catered food from the cafeteria	\$500	Refreshments for students and BMI members. Sell food for \$5 per plate



Image: Example Poster and T-Shirt designs

Conclusion

In closing, an awareness campaign can further assist the organization's mission and objectives in numerous ways. The grant funded projects demonstrated are the most feasible and cost effective method to improve the productivity of BMI. Having an influential club to accommodate students can produce a more desirable school.

The lack of awareness of the club should not be an obstacle in preparing the future leaders of tomorrow. The Robin Hood Foundation you can improve this aspect and change the lives of countless scholars for years to come.

