

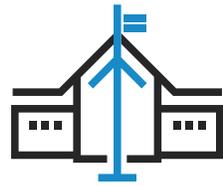


MY BROTHER'S KEEPER ALLIANCE

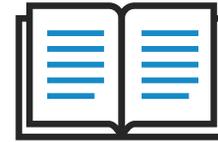
My Brother's Keeper Alliance Overview

Launched on May 4, 2015 at Lehman College in the Bronx, My Brother's Keeper Alliance (MBKA) aims to eliminate the gaps in opportunity and achievement for boys and young men of color – making the American dream available to all. This will require strategic, evidence-based interventions from community, private, public, and social enterprise partners that holistically tackle these gaps from cradle to college and career.

More specifically, MBK Alliance will focus on six critical milestones in the lifecycle, inspired by the milestones in the MBK Initiative Taskforce Report to President Obama:



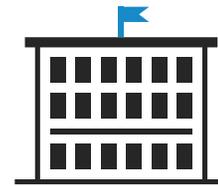
1. Entering School
Ready to Learn



2. Reading at Grade
Level by Third Grade



3. Graduating from
High School Ready for
College and Career



4. Completing
Post-Secondary
Education or Training



5. Successfully Entering
the Workforce



6. Reducing Violence
and Providing a
Second Chance

My Brother's Keeper Alliance Overview

MBKA LEADERSHIP

MBKA includes a diverse group of leaders that include CEOs from Fortune 50 companies, high-profile entertainers, leading nonprofits, and current and former government officials.

Board and Leadership Team:

- Alice Kwan, Principal, Deloitte Consulting LLP
- Alonzo Mourning, Former NBA Player
- Darryl Brown, President Americas Global Corporate Payments, American Express
- David Williams, Public Policy, Government Affairs and Corporate Citizenship Leader, Deloitte LLP
- Debra Lee, CEO, BET
- George Logotheis, Chairman and CEO, The Libra Group
- Joe Echevarria, Chairman and CEO, MBKA
- John Legend, Honorary Chairman, MBKA; Founder, The Show Me Campaign
- John Rogers, Chairman and CEO, Ariel Investments
- Jim Shelton, Former Deputy Secretary of the U.S. Department of Education
- Juan Sabater, Managing Director of Idea Generation and Execution, Valor Equity
- Lori Dickerson Fouché, CEO, Prudential Group Insurance
- Marcelo Claure, CEO, Sprint
- Marisa Lee, Managing Director, MBKA
- Robert Raben, Founder/President, The Raben Group
- Rosalind Brewer, CEO, Sam's Club
- Scott Budnick, Founder and CEO, The Anti-Recidivism Coalition
- Thomas Tull, CEO, Legendary Entertainment
- Toni Cook Bush, Executive Vice President and Global Head of Government Affairs, News Corporation
- Tony West, Head of Government Affairs, PepsiCo
- Walter Isaacson, CEO, Aspen Institute

THE CASE FOR CHANGE

As the nation grows more diverse, businesses must evolve to address the needs of changing demographics. Labor projections suggest that by 2018, U.S. employers will need 22 million new workers with a post-secondary education, but will only have 19 million of these workers available. More generally, by 2020, the majority of Americans under the age of 18 will be persons of color.

The opportunity gap among boys and young men of color is a burden to the American economy:

- A single disconnected young man costs society nearly \$1 million over the course of his lifetime
- High school graduates pay more taxes, draw less from social welfare programs, and are less likely to commit crimes than drop-outs
- Research shows that closing the achievement gap between young men of color and their peers could increase the annual GDP by as much as \$2.1 trillion

These gaps present both challenges and chances for innovative solutions. As our national demographics continue to evolve, interventions to improve education, career skills, and achievement for boys and young men of color will be critical to the development of a skilled, sustainable workforce for the 21st century.

MBKA Business Case Materials available for download at <http://bit.ly/1JYgikh>.



MY BROTHER'S KEEPER
ALLIANCE

MBKA CORPORATE PLAYBOOK

On May 4, 2015, MBKA released the Playbook for Corporations and Businesses, a tool to mobilize the private sector to address obstacles facing boys and young men of color. Specifically, the playbook provides introductory information about the MBK Initiative and MBKA, a business case that explores the value of private sector support, two key channels of involvement with concrete recommendations and tangible action steps, and a toolkit to guide corporations' and businesses' efforts.

MBKA Playbook for Corporations and Businesses available for download at <http://bit.ly/1GqAKaU>.

RISE: THE PROMISE OF MY BROTHER'S KEEPER

Rise: The Promise of My Brother's Keeper is a documentary directed by Dawn Porter, the filmmaker behind the acclaimed documentary Gideon's Army. Rise explores the lives and families of boys and young men of color from across the country that participate in life changing intervention programs. The film highlights four programs that exemplify the principles of President Obama's My Brother's Keeper (MBK) initiative to improve the life outcomes of boys and young men of color and all youth.

Watch Rise on Amazon (<http://amzn.to/1MdaRAJ>) or streaming on Apple iTunes (<http://apple.co/1NcMr7j>).

SPREAD THE WORD #ChangeTheNarrative



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