



Increasing African-American Philanthropy in the East Bay Needs Great for People of Color

WHAT: *Journalists are invited to attend a meeting aimed at attracting African-American professionals to philanthropy that assists people of color.*

This session will bring together a number of African-American professionals to meet non-profit organizations serving the East Bay and to hear a presentation on the M3 Project, a new non-profit that trains African-American boys in math, leadership and physical fitness at Martin Luther King Middle School in Berkeley.

M3's goal is to qualify middle-school students for colleges and universities and help mold them into successful, confident, well-balanced men. M3 says its after-school and Saturday tutoring is already producing results.

WHO: *The session is a meeting of the San Francisco Chapter of the National Black MBA Association and is sponsored by the East Bay Community Foundation.*

* The National Black MBA Association was established in 1970 as a not-for-profit entity to build the intellectual and economic development of the Black Community. It has 39 chapters with a total of 6,500 members.

* East Bay Community Foundation President & Chief Executive Officer (CEO) Nicole Taylor, the first African-American to lead the Foundation, will deliver opening remarks.

* M3 Project founder KG Charles-Harris, CEO of Emanio, a Berkeley-based e-commerce software company, will be keynote speaker. "We are creating an infrastructure that will help change boys' mentality," he says. Charles-Harris holds a charitable fund at the East Bay Community Foundation.

WHERE & WHEN:

* The James Irvine Foundation Conference Center at the East Bay Community Foundation, 353 Frank H. Ogawa Plaza, Oakland, CA 94612.

* 6:30 pm – 8:30 pm, Thursday, Oct. 11, 2007.

WHY:

A fairly small percentage of charitable giving is specifically targeted for communities of color – even as those communities lag behind their white counterparts economically. People of color who have had the benefit of education and who are on the upper end of the socio-economic scale can collectively do a great deal to alleviate inequitable conditions in communities of color in the East Bay.

Community foundations in general are emerging as new vehicles for African-American giving and the East Bay Community Foundation in particular works to broaden African-American philanthropy because of its commitment to “equity and inclusion” – core Foundation values related to expanding cultural, racial, ethnic, and sexual diversity in the East Bay.

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