

2025



BUILDING A LEGACY OF
TRANSFORMATION

SPONSORSHIP PROSPECTUS

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who we are

BUILDING A LEGACY OF TRANSFORMATION

Established in 1933, First Corinthian Baptist Church (FCBC) has grown from humble beginnings into a global movement, impacting over 19,000 members and reaching hundreds of thousands online. In 2012, FCBC expanded its mission beyond the church walls by founding the FCBC Community Development Corporation (CDC). The CDC addresses critical needs in Harlem and New York City through initiatives in education, economic empowerment, health awareness, and civic engagement, building a legacy of hope, opportunity, and empowerment.

The FCBC Community Development Corporation (CDC) turns vision into action. Dedicated to service, the CDC provides resources that empower individuals to realize their fullest potential, transforming lives and strengthening communities. Through programs in education, economic empowerment, mental health awareness, and civic engagement, the CDC builds resilience, equips future leaders, and closes health gaps, fostering a stronger community for generations.

The FCBC CDC champions two flagship initiatives that embody empowerment and resilience:

- **THE DREAM CENTER**

A hub for creativity, innovation, and leadership in Harlem, dedicated to inspiring and equipping individuals to bring their dreams to life. Through programs in Creative Arts, Leadership Development, and Economic Empowerment, the Dream Center fosters a culture of resilience, ingenuity, and limitless potential.

- **THE HOPE CENTER**

A community-based mental health clinic in Harlem offering free, compassionate, and high-quality therapeutic services. By reducing stigma around mental health in communities of color, the HOPE Center empowers individuals and families to heal on purpose and evolve, fostering lifelong wellness and building a healthier, more resilient community.



empowering change

THE JOURNEY SO FAR

SINCE 2012, THE DREAM CENTER HAS...



Launched 400
unique in-person
programs



Launched 100
unique virtual
programs



Had more than
20,000
individuals
participate in
programs



Partnered with
over 45
non-profit,
private and
government
organizations

SINCE 2016, THE HOPE CENTER HAS...



Provided over 300
text conversations
with counselors
through our crisis
textline



Created 120
free support
groups



Had more than
16,500
people attend
our conferences
and special
events



Provided over 2,000
persons with free
therapy



Provided over 20,000
hours of free therapy

about the gala

A NIGHT TO DREAM, TRANSFORM AND ACT

Step into a night of elegance, purpose, and impact at the FCBC Community Development Corporation's Inaugural Gala. Taking place on April 16, 2025, at the prestigious Ziegfeld Ballroom in New York City, this Black Tie Affair will bring together community leaders, visionary corporations, and philanthropic partners in an inspiring evening dedicated to building a brighter future for Harlem and beyond.

With a theme of "Hope, Dream, Act: Building a Legacy of Transformation," this gala aims to raise \$500,000 (Five Hundred Thousand Dollars) to empower our transformative initiatives, including The Dream Center and The HOPE Center. Through this fundraising effort, we will continue our work in education, economic empowerment, health awareness, and civic engagement—critical areas that uplift and strengthen the Harlem community.

EVENT DETAILS

WEDNESDAY

APRIL 16, 2025

6PM - COCKTAIL RECEPTION

7PM - DINNER AND PROGRAM

ZIEGFELD BALLROOM

ATTIRE: COCKTAIL/BLACK TIE

Expected Attendance: 450 influential guests, including corporate sponsors, community leaders, and advocates for social change.

WHY NOW?

For over a decade, the FCBC Community Development Corporation has been a catalyst for transformation in Harlem, impacting countless lives through dedicated programs. With twelve years of proven commitment, our inroads in the community are clear, and we now stand at a pivotal moment. Demand for our services is growing, and the potential for greater impact is within reach. This inaugural gala marks a new chapter—a powerful opportunity to expand our reach, deepen our programs, and create lasting change for future generations. By joining us, you're investing in Harlem's future and supporting our mission to meet the community's evolving needs.

champions of change

HONOREES



Wemimo Abbey

Co-Founder and Co-CEO

Esusu



Jennifer Jones Austin

CEO

Federation of Protestant
Welfare Agencies (FPWA)



Ed Lewis

Co-Founder

Essence Magazine

HOSTS



Jericka Duncan

Correspondent

CBS News



Desiree Elder

Executive Director/Pastor

FCBC CDC/FCBC



Michael A. Walrond, Jr.

Chairman of the Board/Senior Pastor

FCBC CDC/FCBC

investing in transformation

YOUR IMPACT, OUR OUTCOMES

THE DREAM CENTER

As a corporate sponsor or partner, your presence at the FCBC Community Development Corporation's Inaugural Gala demonstrates your commitment to Harlem's growth and resilience. Your support doesn't just amplify your brand; it fuels real change in Harlem. The funds raised will be directed to expand and create programs designed for growth and impact at The Dream Center, including:

- **VISION ACADEMY**

A semester-long program for high school students exploring real-world challenges and possibilities. It provides experiential learning opportunities focused on Leadership Development, Economic Empowerment, and Creative Arts. Vision Academy emboldens our community of dreamers to become what they believe. Through self-affirmation and critical thinking, Our pedagogical approach incorporates inquiry-based learning and interactive strategies to illuminate new ideas and transformation.

Over the course of two cohorts, Vision Academy provided 22 students with unique opportunities to map out their dreams, explore their passions, connect with mentors, and participate in cultural excursions to broaden their horizons. These experiences included attending the second inauguration of President Barack Obama, offering students a once-in-a-lifetime opportunity to witness a historic event.

- **SENIOR CONNECT**

Senior Connect is our program initiative to close the digital divide and empower seniors who have been on the negative side of the digital divide. Social and economic status often limits technological knowledge and skills, leaving many feeling disconnected. It was established to shape a new narrative about aging in society. The goals are to inspire seniors through the medium of technology, build community, reconnect families by providing generational accessibility to technology, enrich the lives of seniors by bringing technology to them, develop self-confidence and self-reliance in seniors through technology, and make the medium of technology less intimidating.

Since its inception, Senior Connect has expanded its offering to include creative arts and leadership development programs such as swing dance, jewelry making, and other learning workshops and events to build a community for the seniors.

- **L.I.V.E (LIVE. INNOVATE. VISUALIZE. ENGAGE.)**

The LIVE program empowers, pushes, and supports adult dreamers in the actualization of their dreams. The program is unlike any other offered at The Dream Center, as it takes a selected group of applicants from ideation to execution of a dream they have struggled to manifest on their own. It is an incubator and laboratory for entrepreneurs and dreamers.

With a total of 28 participants across two cohorts, the program has made a lasting impact by empowering participants to create business plans, build websites, and develop skills in budgeting and saving as they start their businesses.



investing in transformation

YOUR IMPACT, OUR OUTCOMES

THE HOPE CENTER

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- **THRIVE**

In 2022, the THRIVE Youth Resilience and Suicide Prevention program was launched at the HOPE Center, made possible by NIKE's Black Community Commitment Grant. Thrive plays a critical role in identifying and supporting teens at risk for suicide and self-harm by providing tools to manage mental health challenges, increasing education for coping skills and social-emotional learning, and building community. The HOPE Center has supported five teen cohorts with each group hosting between 18-27 middle and high school teens. With more than a 70% retention rate from the first cohort, Thrive has educated both teens and the community about suicide awareness and prevention, increased awareness around mental health literacy in our youth participants, increased help-seeking behaviors, increased positive attitudes about identifying and staying connected to trusted adults, decreased stigma around depression, suicide, self-harm, decreased risky behaviors including drug and alcohol use and other risk factors related to suicide. The grant has ended, but the HOPE Center is committed to maintaining and expanding this program.

- **IN THE DEN**

This program focuses on bringing men together to build community and focus on men's mental health and well-being in a safe, supportive, and gender-affirming environment. Overall, men have higher rates of suicide, alcohol consumption, and poorer overall health, including health challenges such as cardiovascular disease and diabetes, and are less likely to seek medical care. Over the past two years, In the Den has hosted two conferences and five small group gatherings exclusively for men. This has allowed the HOPE Center to see an increase in men seeking counseling services. As a result of targeted outreach and curated events, men represent 22% of individuals seeking counseling services. The ongoing goal is to prevent the high rate of suicide in men, address grief and loss, decrease the use of substances and alcohol, decrease the incidence of suicide and self-harm, and provide support before they are in crisis.

- **HOPE ON WHEELS: MOBILE MENTAL HEALTH UNIT**

This is a bold dream and vision of the HOPE Center. A mobile mental health team would be a group of behavioral health professionals — such as social workers, psychologists, psychiatrists, and/or peer specialists who can provide mental health support and short-term services for people who are experiencing a mental health crisis or in need of mental health support and resources. Service would primarily be provided on-site within the mobile unit and would consist of areas for assessment, triage space, and privacy. The team would be available to provide mental health engagement assessments, crisis intervention, supportive counseling, and follow-up support to help people get connected with treatment providers, referrals, hospitalization, health insurance, and medication management. **Cost: \$300K – 400K, plus insurance.**



sponsorship tiers

LEGACY ARCHITECT SPONSOR — \$200,000

As our most prestigious sponsorship level, the Legacy Architect Sponsor establishes your organization as a cornerstone of our mission, showcasing your commitment to transforming Harlem.

- Title Sponsor: "The FCBC CDC Gala presented by [Your Company Name]" in all promotional materials.
- Exclusive sponsor of the iconic Legacy Wall, a lasting symbol of community impact
- Lifetime recognition on the FCBC CDC website, in event materials, features in our annual reports, and an annual acknowledgment at future galas
- Receive the Legacy Architect award on stage
- Premium Branding
- VIP Experience: Four Premier Tables with VIP seating for 40 guests and personalized concierge service
- Immersive Site Visit: Private tours of the Dream Center and HOPE Center to see the impact of your support and meet program participants
- Collaborative Partnership: Opportunity to co-develop a signature initiative that aligns with your corporate social responsibility goals

As a Legacy Architect Sponsor, your partnership is more than a contribution; it's a profound commitment to Harlem's future.

VISIONARY LEGACY BUILDER — \$100,000

This tier celebrates those who envision a brighter future for Harlem and boldly act to make it a reality.

- Champion Recognition: Prominent name/logo placement on our Legacy Wall as a testament to your enduring commitment
- VIP Experience: Three Premier Tables with seating for 30 guests and personalized concierge service
- Premium Branding
- Immersive Site Visit: Private tours of the Dream Center and HOPE Center to see the impact of your support and meet program participants
- Full-page color ad in the digital event journal and a custom thank-you video in post-event communications

INNOVATOR LEGACY BUILDER — \$40,000

- VIP seating of 2 tables, for 20 guests at Premier Tables
- Name/Logo on the Legacy Wall
- Special acknowledgment during the event
- Full-page digital ad in the event journal
- Invitation to a special post-event reception with FCBC CDC leaders

"ELEVATE THE MOMENT" LEGACY TOAST & SPIRITS SPONSOR — \$35,000

Become the toast of the evening as our Legacy Toast & Spirits Sponsor, elevating every moment with elegance and a shared commitment to Harlem's future.

- Your brand will be the sole provider of champagne, wine, and spirits for the gala, making your presence felt throughout the night
- An impactful toast led by the FCBC CDC Board Chair featuring your champagne or signature cocktail, honoring community contributions and the journey toward transformation
- Branded Experience: Custom cocktail bars, exclusive signage, and a signature cocktail named for your brand, immersing guests in your brand's spirit
- Logo placement on all drink menus, including VIP seating of 2 tables, for 20 guests at Premier Tables and your name on the Legacy Wall

sponsorship tiers

PATHWAY TO IMPACT CHECK-IN IMMERSION — \$25,000

Welcome guests into an inspiring journey of hope and transformation.

- Transform the tent check-in area with an immersive, branded pathway that symbolizes the journey of change, complete with interactive displays that highlight FCBC CDC's impact stories alongside your brand
- Your logo will be displayed on the event tent and signage
- A unique photo moment where guests feel part of the transformation journey, complete with branded props for a memorable start to the evening
- Your name/logo displayed on the Legacy Wall, a full-page digital ad in the event journal, and exclusive branding in the check-in tent
- VIP seating of 2 tables, for 20 guests opportunity to be part of a compelling welcome experience that inspires and connects

HOPE LEGACY BUILDER — \$10,000

- Reserved table for 10 guests
- Name/Logo on the Legacy Wall
- Half-page ad in digital event journal
- Special mention during the event

COMMUNITY LEGACY BUILDER — \$5,000

- Reserved table for 5 guests
- Name/Logo on the Legacy Wall
- Branding on all marketing materials including website, digital journal, and press materials
- Choose one (1) of the following sponsorship opportunities:
 - **Dessert Sponsor** – Branding on the dessert bar
 - **Selfie Sponsor** – Branding in selfie area
 - **Décor Sponsor** – Branding on floral décor

architects of change

LEADERS DRIVING THE
LEGACY FORWARD

HOST COMMITTEE

Brian Benjamin
Chris Crawford
Jaron Dawson
Karim Hutson
Shavar Jeffries
Jan McCray

GALA SUBCOMMITTEE

Linara Davidson Greenidge
Charles Powell
Olivia Scott

BOARD OF DIRECTORS

Douglas Adams
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Michael A. Walrond, Jr.

Desiree Elder, Executive Director, FCBC CDC
Dr. Lena Green, Executive Director, The Hope Center
Syreena Howard, Executive Director, The Dream Center



