



HELPING OTHERS
LIVE BETTER LIVES



EVERYTHING WE DO
IS DRIVEN BY OUR

MISSION

To advocate, formulate, mandate and coordinate resources that empower and improve the quality of life for young adult males and at-risk youth.

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PURPOSE

“Helping others live better lives” is the motto of the Community Council of Metropolitan Atlanta. The CCMA is committed to achieving its mission through education, training, self-help, and outreach programs.





A MESSAGE FROM OUR FOUNDER: NORMA BARNES

Greetings,

“Helping others live better lives” is the motto of the Community Council of Metropolitan Atlanta, Inc. (CCMA). These words are more than an ambitious motto, they represent a mandate to serve the underserved, the disadvantaged, and the disenfranchised, with particular focus on at-risk youth and young Black males.

For years, I had been concerned about the welfare of at-risk youth and disadvantaged individuals. This concern led me to volunteer service and a career in human service, starting in young adulthood. However, it was during my volunteer work with Joint Action in Community Service, Inc. and my thirty-plus year career with the United States Equal Employment Opportunity Commission that I became acutely aware of the plight of young Black males, who seemed to be facing insurmountable odds.

Bleak statistics and personal experiences consistently disclosed that these young males were disproportionately excluded from college and the thriving workforce, while being overly-represented in the criminal justice system and even the cemeteries. This realization refueled my desire to make a positive difference in the lives of at-risk youth and young Black males, and planted a burning vision in my heart to put my compassion into action.

In 2008, this vision was actualized with the incorporation of the Community Council of Metropolitan Atlanta as a 501 (c)(3) non-profit organization, and the creation of the Priority Male Program. Along with the actualization of this vision, God sent provisions to implement needed programs, including a dynamic Board of Directors who shared the vision to serve; and partners who provided in-kind assistance to conduct these viable programs. We have also been blessed with a staff of dedicated volunteers who work without pay; a team of professionals who provide

pro bono services; and financial contributions from those who responded to invitations to support our efforts. As we continue our mandate to help others live better lives, the CCMA is even more vigilant in its effort to positively impact the lives of young people.

I have always believed that “It takes a village to raise a child”, but I now know that ‘a child of God’ can help ‘raise’ a village. There are many villages in our community that need our help – villages of at-risk youth and young adults that we can uplift, individually and collectively. We invite you to partner with us by becoming a sponsor; making a financial gift; serving as a mentor; or working as a volunteer. Together we can give hope to the discouraged; illuminate a path for those who have lost their way; and empower hundreds of youth and young adults to live better lives!

Sincerely,

Norma Joy Barnes





A MESSAGE FROM OUR CHAIRMAN: JUSTIN TRIPLETT

Young adult males, particularly young men of color are facing challenging circumstances in today's society. With the lack of resources and guidance these challenges become far greater after the age of 18. To whom do you turn for assistance?

The Community Council of Metropolitan Atlanta (CCMA) is addressing the needs of young adult males and at-risk youth, by providing resources and support, through outreach and programming in the Atlanta community. Our programs are solution oriented, enriching the lives of young men through education, skill proficiency, mentorship, and career development. CCMA returns these young men to their communities, as stronger and more capable contributors to society.

While CCMA has continued to fulfill it's mission and purpose for those who need it the most. We realize CCMA's success is because of you, the sponsors, contributors, and volunteers. CCMA welcomes your continued support to help us, "help others live better lives."

Justin Triplett



TEN FACTS ABOUT WHO WE ARE AND WHAT WE DO

- 1 The Community Council of Metropolitan Atlanta, Inc. (CCMA), a 501 (c)(3) non-profit organization was founded in April 2008 by Norma Joy Barnes, a community activist and retired federal servant.
- 2 The mission of the CCMA is to advocate, formulate, mandate and coordinate resources that empower and improve the quality of life for young adult males and at-risk youth.
- 3 The CCMA provides free self-help programs to help improve the standards of living for at risk youth and young black males in the multi-county Atlanta metropolitan area.
- 4 The CCMA sponsors free public forums on human service issues affecting young people and the community at large, including the Black Male Empowerment Expo, the “Live B4U Die Summit” for youth, and the GED and Literacy Showcase.
- 5 The CCMA’s signature program is the Priority Male Initiative, which provides “Overcoming the Odds” workshops, the Priority Male Institute (PMI), and the Man-2-Man Mentoring Program, to empower young black males 18-28 years of age to succeed.
- 6 The Priority Male Institute is the CCMA's flagship program; a 16-week life skills and job readiness program for young black males, 18-28 years of age. Daily sessions during the 16-week period include personal assessments, classes, workshops, field trips, internships, mentoring and other activities.
- 7 The 2016 PMI program will include four weeks of entry level STEM training and career exposure. To date, the CCMA has graduated 34 of 46 PMI program participants (74%) from over 200+ applicants. .
- 8 The CCMA has assumed a leadership position with the Presidents' 'My Brother's Keeper' initiative in the metro Atlanta market, co-sponsoring the first collaborative Symposium which included participants from metro county governments, area businesses, high schools, universities, and other key non-profit organizations and service providers.
- 9 To date, The CCMA has collaborated with over 40 other metro Atlanta non-profit organizations to conduct workshops, symposiums, and other life enhancing programs.
- 10 With limited funding and in-kind assistance, the CCMA has coordinated and sponsored forty-six (46) free programs, serving over three thousand (3,000) persons.

We Can do More. We Must do More. We Will do More, with your Support!



PRIORITY MALE INSTITUTE: EMPOWERING LIVES

OUR METHODOLOGY AND GOALS

The Priority Male Institute (PMI) was founded by Norma Joy Barnes, Executive Director of the Community Council of Metropolitan Atlanta (CCMA), a 501 (c)(3) non-profit organization, whose mission is to help others live better lives. The goal of the Priority Male Institute is to provide resources that will help young black men, between the ages of 18-28, reach their full potential, academically, vocationally, economically, and personally. The Priority Male Institute focuses on Prevention, Intervention, and Redemption.

Focus has been placed on black males in the targeted age group because they are underserved by existing programs. Too many young males in this age group are caught in the gap between youth and full manhood, with no hands-on support to help them succeed in life. A disproportionate number of these young black males are poor, uneducated, unskilled, unemployed or underemployed, and are faced with seemingly insurmountable odds.

The Priority Male Institute provides direct engagement, hands-on support and structured resources to help young black males in the targeted age group maximize their potential and overcome these odds. This is accomplished by providing training and resources that aid in improving the quality of life, through free workshops conducted in economically marginalized communities; a free 16-week structured job readiness program; a mentoring program; and a counseling and referral center, all of which are based on the core principles of the Priority Male Initiative: "Respect, Responsibility and Resourcefulness."

BRIDGING THE GAP

"From the school house to the court house, the odds seem to be pervasively stacked against the black male. Unemployment rates, school drop-out rates, income levels and incarceration rates of black males, as compared with white males and black females, are clear indicators of the challenges they face. Too many young men in this age bracket are caught in the gap between youth and full manhood, with no hands-on support to help them succeed in life. The good news is that these odds can be overcome by putting constructive strategies to work."

- NORMA JOY BARNES

2016 PMI CURRICULUM

The Priority Male Institute is a free 16-week life skills and job readiness program for young Black males 18-28 years of age. Components include personal assessments, daily classes/workshops, field trips, internships, mentoring, community service and other activities.

WEEK 1: PERSONAL DYNAMICS

WEEK 2: SELF DEVELOPMENT

WEEK 3: THE MIND/BODY CONNECTION

WEEK 4: INTERPERSONAL RELATIONSHIPS

WEEK 5: COMMUNICATION SKILLS

WEEK 6: THE CRIMINAL JUSTICE SYSTEM

WEEK 7: ECONOMIC EMPOWERMENT

WEEK 8: ENTREPRENEURSHIP

WEEK 9: VOCATIONAL EXPLORATION

WEEK 10: FINDING A JOB

WEEK 11: SUCCESS ON THE JOB

WEEK 12: DYNAMICS OF SUCCESS

WEEK 13: INTRO TO STEM CAREERS

WEEKS 14-16: STEM INTERNSHIPS



PROGRAMS & EVENTS DESIGNED TO BETTER LIVES

THE BLACK MALE IN CRISIS: A CALL TO ACTION

First presented on August 21, 2008 as a public symposium, this program served as the impetus for other programs sponsored by the CCMA, as well as other organizations. This program focuses on the challenges faced by black males.

MAN-2-MAN MENTORING PROGRAM

A training workshop that helps prepare male mentors who will work one-on-one with the young men participating in the Priority Male Institute.

DNA YOUNG FATHERHOOD PROGRAM

A free life-skills and parenting program designed to equip young fathers with resources to help them become better fathers based on the "DNA" fatherhood components: Devotion, Nobility and Accountability

MY BROTHER'S KEEPER COLLABORATIVE SYMPOSIUM

This was a collaborative program hosted by CCMA and the Strengthening Families and Communities Coalition Atlanta. This Symposium featured panelists from several government representatives. It was designed to both hear from young men of color about the specific issues they face and to encourage the community to make a difference in the lives of young men of color.

THE BLACK MALE EMPOWERMENT EXPO

This is an annual event for young men, which includes workshops, a powerful film, lunch, service provider exhibits and a keynote speech.

OVERCOMING THE ODDS: SUCCESS STORIES FOR YOU BLACK MALES

Free life-skill lessons and job readiness workshops for young males aged 18-28.

GED & LITERACY SHOWCASE

An expo created to provide information and resources for persons needing to obtain high school diplomas, graduate equivalent degrees or tutoring in reading.

THE FATHER-2-SON ROUNDUP

ROUND UP stands for: Reaching Out to Unite, Nurture and Develop Ultimate Partnerships. This is a Father's Day luncheon designed for fathers and their teenaged or adult sons.

LIVE B4U DIE SUMMIT

Created due to the high number of teenage deaths in the metropolitan area, this is a life-saving program for teenagers and youth that addresses the causes of so many premature deaths and prevention.

PROPEL CONFERENCE

PROPEL stands for Providing Resource, Opportunities and Priorities to Empower Lives. CCMA plans to implement this program to help formerly incarcerated young men reenter the workforce.





PRIORITY MALE INSTITUTE GRADUATE: LEVI IDOWU

Growing up, life wasn't always good

I grew up poor and spent some time in foster care. After high school, I continued to struggle, as I was unable to maintain employment, independence and self-sufficiency. One day, my foster mother told me about the Community Council of Metropolitan Atlanta's program called the Priority Male Institute (PMI). Because I had no transportation at the time, I was happy to learn PMI would provide weekly MARTA cards for all of us who attended class four times a week.

After being accepted into the PMI, I immediately began to see a change in my life. It taught me several skills I lacked such as public speaking, self-awareness, financial literacy and how to dress for success. I was also introduced to other programs, such as Year Up, which helped me earn a six month internship. In February 2011, I successfully completed the 16-week PMI program and graduated at the top of my class. Today, the Community Council of Metropolitan Atlanta is still in my life. I have a PMI mentor and have continued to volunteer in their community programs.

I greatly appreciate the PMI program because it gave me the skills and education I needed to move forward in life. It also helped me recognize the mistakes I was making on jobs, and educated me on how to keep from repeating them. Since graduating, I have obtained certification in Computer Science and am employed at a pharmaceutical warehouse. I see now the PMI and Year Up programs I graduated from not only disciplined me but also brought character.

Please visit www.communitycouncilma.org
to read Levi's full story

DON'T JUST TAKE OUR WORD FOR IT

WORDS FROM OUR GRADS

L.O. CLASS OF '11

"I didn't know anyone cared about me and my future until I joined the PMI."

R.C. CLASS OF '14

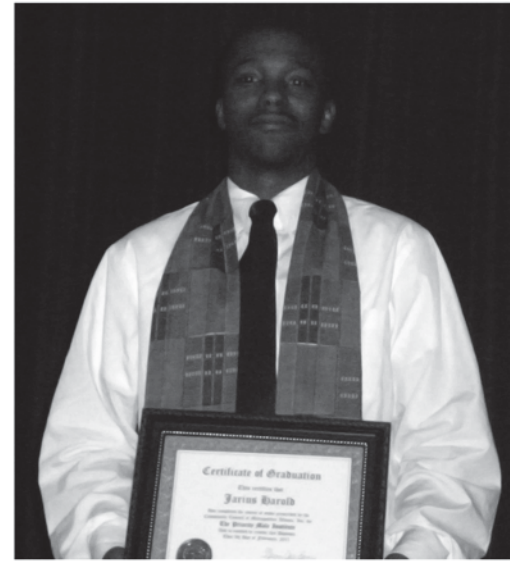
"Thanks to the PMI, I have a job with benefits."

M.J. CLASS OF '11

I learned about the PMI when I was in jail, and made a decision to try the program. That was the best decision I made in my life because I haven't been in trouble since graduating."

R.D. CLASS OF '14

"I never met my real father, but my mentor is like a father to me. It makes me feel that someone really cares about me."



CCMA IN THE PRESS

Institute Empowers These Young Men for Life
-The Atlanta Journal Constitution

Help Raise Villages of Black Men
-The Atlanta Journal Constitution

Overcoming the 'Missed Education' of Black Folk
-The Atlanta Voice

Program Helps Black Men Fight the Odds
-South Fulton Neighbor Newspaper

Please visit www.communitycouncilma.org
to read the full articles

THE LEADERSHIP TEAM BEHIND CCMA

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JUSTIN TRIPLETT

CHAIRMAN OF THE BOARD

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CHIEF ADMINISTRATIVE OFFICER

EMILY MORROW

MEMBER EMERITUS



OUR CONTRIBUTORS & COLLABORATIVE VENTURES

OUR COMMUNITY PARTNERS

Collaborations are critical to delivering the benefits offered through the Priority Male Initiative. CCMA has partnered with over forty organizations, including:



CLARK ATLANTA UNIVERSITY



GAMMON THEOLOGICAL SEMINARY
DR. ALBERT D. MOSLEY, PRESIDENT



CHICK-FIL-A FOUNDATION
MR. RODNEY BULLARD, EXECUTIVE DIRECTOR



MOREHOUSE RESEARCH INSTITUTE
DR. BRYANT MARKS, DIRECTOR



MORRIS BROWN COLLEGE
DR. STANLEY J. PRITCHETT, PRESIDENT



GEORGIA BLACK UNITED FUND
MR. ERSKINE HAWKINS, DIRECTOR

TAKE ACTION! HERE IS HOW YOU CAN HELP

YOU CAN MAKE A DIFFERENCE:

VOLUNTEER

Become a Mentor, life skills coach, workshop leader or assist with any of the various CCMA programs.

PARTNER

Help provide financial in-kind support for programs. Businesses, churches, organizations and individuals are all invited to partner with CCMA.

CONTRIBUTE

Make tax-deductible contributions that will help young people live better lives. Donations can be made online or mailed to us.

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