

**To: U.S. Programs Board**  
**From: Geoffrey Canada**  
**Re: COMMENTS ON PROPOSED 2010 BUDGET FOR CAMPAIGN FOR BLACK MALE ACHIEVEMENT**  
**Date: September 23, 2009**

As one of the advisors to the Campaign for Black Male Achievement (CBMA), I am very excited to see this program ramping up to its full funding level in 2010. The Campaign had a very successful initial year and the proposed budget suggests that it will make several larger commitments in key areas in 2010.

The budget briefing book and my conversations with staff have clearly identified areas of increased support and I am in total agreement with the recommendations. Significantly more money will be spent on the key areas of Strengthening Families, Education, Increasing Work Opportunities, and Strategic Communications. Significantly less money will be spent on Philanthropic Leveraging/Leadership.

The Campaign for Black Male Achievement will increase total spending from 3 million to 5 million dollars. The rationale for spending priorities is clear and I am in agreement with them. The strategy of fully integrating CBMA within other core areas of OSI, (Criminal Justice, Equality & Opportunity, Communications, etc) is acknowledged as both a challenge and a real opportunity to leverage work in this one area within and across other major programs of OSI.

I fully endorse and recommend the proposed budget.