

**WORD IS BOND**

PRESENTS

**BLACK STAR**



**Homecoming  
EXPEDITION**

**Sponsorship  
GUIDE**



**WORD**  
**is BOND**

**IS SENDING 15 YOUNG  
BLACK MEN ON A  
LEADERSHIP TRIP TO  
GHANA THIS JULY  
2023.**

**READ THIS GUIDE TO  
FIND OUT ABOUT THE  
TRIP AND HOW YOU  
CAN HELP MAKE THIS  
INCREDIBLE  
EXPERIENCE HAPPEN.**

# WHY GHANA?

## A MESSAGE FROM OUR FOUNDER

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When I share my vision for the Black Star Homecoming Expedition, two of the most common questions I get are; "Why Africa? Why Ghana?" The answer is simple. If we are going to truly empower young Black men, we have to fully invest in their leadership. That's how it was for my journey as a young Black man. Learning to love my whole self and my African identity has been a journey. I remember as a kid, learning to spell my African name in kindergarten, and explaining to people what it meant and how my father from South Sudan picked the name. I had to correct teachers who mispronounced it without fail, every year on the first day of class. Being the punchline to classroom jokes about Africa and African people, often made me wish I had a different name. The culmination of these experiences made embracing my culture and identity a challenging process.

How did I overcome these negative ideas and become a leader? By visiting Africa and seeing my culture firsthand. Based purely on my curiosity and desire to know my roots, I flew to Monrovia, Liberia in 2013. I was the first person in my family to return home in over 30 years since my father immigrated from Liberia in the 1970s. I met my brother, Prince, and stayed with his family. I got to meet relatives and see the school where my dad graduated (pictured right with Prince). I felt alive, I felt welcomed, I felt home.

The Black Star Homecoming Expedition is a leadership experience that will empower our young Black men with history, culture, and purpose. The expedition is designed to pull out deep thoughts and experiences from our participants as they visit the slave dungeons on the coast to talk with students at universities in the northern part of the country and meet with business and political leaders in the capital Accra. These experiences will empower our young men to return as even greater leaders.

This isn't just a journey for our young men, we want to invite the entire community to be part of this experience. As the famous African proverb goes, it takes a village to raise a child. Join our village and help us raise the next generation of leaders as we send them on a once-in-a-lifetime leadership experience. With your support, we will cover their trip expenses, from passports to airfare, and hotels, and make an incredible investment into the futures of some amazing youth leaders. I want you to visualize in your mind: a young man standing at the gate of the airport in Portland, blue passport in his hand, ready to take his first flight out of the country, to visit Ghana. Imagine their emotions and thoughts at that moment. You can help make this happen. We are asking for your financial support, to empower the next generation, and to help turn a dream, into a reality.

In service and community,

*Lakayana Drury,*  
Founder and Executive Director



# What if young Black men were empowered to their fullest potential?

Word is Bond is a Portland-born, Black-led nonprofit sprouted in 2017 by Lakayana Drury. Word is Bond empowers young Black men as they transition from boys into manhood and find themselves navigating a world that provides very few answers to unlocking their highest selves. Harnessing the soul force of Black boy joy and the power of storytelling we create dynamic programming to provide an answer to our mission statement; What if young Black men were empowered to their fullest potential?

In creating Word is Bond, we felt strongly about the need to center the unique experiences of young Black men. We saw the deficits; the lack of Black male mentors and decades of data pointing to the underachievement of Black men, as well as the opportunities; the rich history of Black leadership, and the power of narrative ownership to impact self-identity. Thus Word is Bond stands unapologetically in its power and mission to serve young Black men.

Word is Bond engages young Black men ages 15 through 20 years old through five award-winning programs: Rising Leaders, Level Up, In My Shoes, the Spring Leadership Forum, and the Black Star Homecoming Expedition.

We offer dynamic programming through our core areas of leadership development, public speaking, storytelling, professional and career development, college prep, mentorship, outdoor leadership, civic engagement, Black history and Black identity, mental health and self-care, international travel, and service to others.

Our goal is to be a national leader in the development of young Black men, a thought partner and resource to the community, and a platform for young Black men to become masters of their narratives.





# Expedition Overview

*July 2 - 18, 2023*

The Black Star Homecoming Exhibition is based on the Ghanaian principle of Sankofa. Sankofa translates to "go back and bring forward that which is of value from our past." Participants will be revisiting their ancestral home, exploring their culture, and bringing back that which is useful to their future. Sankofa represents a shared goal, with individual outcomes. The Symbol of Sankofa is a bird reaching behind its back. That is our goal, for our young men to reach back, find what is useful, and then spread their wings and fly.



**15 youth leaders  
from PDX**



**17-DAY  
LEADERSHIP TRIP**



**Core focus  
areas: Business,  
Education,  
Government,  
Healthcare**



**Build foundation  
for future trips &  
collaborations  
between Ghana  
and Oregon**



# Guide to Giving

## *Fundraising Goal: \$90K*

Word is Bond is proud to share that all funding support for the **Black Star Homecoming Expedition** will be utilized for direct costs for the trip. This includes all logistics for the trip including passports, luggage, flights, lodging, meals, and activities. That means your gift goes directly to the youth, and staff time and support are funded through other revenue streams.

Our tiered giving program offers four levels of giving for organizations and individuals to support at a level that matches their philanthropic budget.

**Each giving level is outlined in the following section.**



# Sponsorship Levels



## **Black Star Sponsor - \$50K**

Our marquee sponsorship package makes your company a cornerstone partner of the Black Star Homecoming Expedition, providing *generational-changing* funding to the Expedition



## **Platinum Star Sponsor - \$25K**

Platinum Star sponsorships are our entry-level sponsorship package for companies looking not just to make an impact, but a *difference*.



## **Gold Star Sponsor - \$15K**

Gold Star sponsors are our "lockstep" partners, organizations committed to marching forward with us and providing *future-moving* support that powers the Black Star Expedition.



## **Emerald Star Sponsor - \$5K**

The Emerald Star sponsorship will provide the essentials necessary during the trip for one ambassador.



# Black Star Sponsorship



***\$50K Generational-changing support***

## **Sponsorship includes:**

- 30 guest seats at the Black Star Black Tie Dinner premiere. Marquee placement of logo on all promotional materials pre, during, and post-trip, including a post-trip tour across the Pacific Northwest. Logos will be seen by national and international audiences.
- Post-trip private presentation from program participants including a catered lunch and presentation of a special thank-you gift from Ghana.
- Premiere Word is Bond In My Shoes walking tour package for historic Albina for up to 40 company employees.
- Large-sized logo placement on all ambassador-branded apparel for the trip.
- Thank you gift bags from Word is Bond ambassadors for staff including a signed copy of our poetry book and other swag.







# Platinum Star Sponsorship



***\$25K Difference-making support***

## **Sponsorship includes:**

- 20 guest seats at the Black Star Black Tie Dinner premier.
- Medium-sized placement of logo on all promotional materials pre, during, and post-trip, including a post-trip tour across the Pacific Northwest. Logos will be seen by national and international audiences.
- Post-trip private presentation from program participants including a catered lunch and presentation of a thank-you gift from Ghana.
- Medium-sized logo placement on all ambassador-branded apparel for the trip.
- In My Shoes walking tour package for historic Albina for up to 30 company employees.
- Thank you gift bags from Word is Bond ambassadors for staff include signed copy of our poetry book and other swag.





# Gold Star Sponsorship

 ***\$15K Future-moving support***

## **Sponsorship includes:**

- 15 guest seats at the Black Star Black Tie Dinner.
- Placement of logo on all promotional materials pre, during, and post-trip, including a post-trip tour across the Pacific Northwest.
- Post-trip private presentation from program participants including a catered lunch and presentation of a special thank-you gift from Ghana.
- Logo placement on all ambassador-branded apparel for the trip.
- In My Shoes walking tour package for historic Albina for up to 20 company employees.
- Thank you gift bags from Word is Bond ambassadors for staff include signed copy of our poetry book and other swag.





# Emerald Star Sponsorship



***\$5K Sponsor a dream***

The Emerald Star sponsorship package is a personalized approach to supporting the Black Star Homecoming Expedition. Supporters get the opportunity to sponsor an ambassador's trip expenses for the Expedition. You will have a chance to meet them before they leave and they will give a presentation to your company post-trip.

*It costs \$5K to send each ambassador to Ghana, here is how the funds will be used.*

Item	Cost
Airfare	\$2083.70
Luggage & Swag	\$175
Ancestry.com DNA Kit	\$119
Meals	\$595
Lodging	\$1050
Activities	\$977.30
<b>Total:</b>	<b>\$5,000.00</b>

**Sponsorship includes:**

- Thank-you gift bags from Word is Bond ambassadors for staff
- signed copy of our poetry book and other swag
- two tickets to our Black Star Black Tie Dinner.





# Other Ways to Support

There are many ways to support the Black Star Homecoming Expedition. We are looking for connections in Ghana including schools, universities, non-governmental organizations (NGOs), businesses, and leaders within local government offices in Ghana.

If you have items we could bring to Ghana such as technology, school supplies, or other items, we would appreciate those donations as well. There are many ways to support the Black Star Homecoming Expedition.

To get in touch with our team to become a Black Star Sponsor, or to inquire about other ways to support the Expedition, **please contact our Executive Director, Lakayana Drury at [Lakayana@mywordisbond.org](mailto:Lakayana@mywordisbond.org)**

**For media inquiries**, please contact our Administrative Manager Mich at [admin@mywordisbond.org](mailto:admin@mywordisbond.org)

For more information on Word is Bond please visit our website: **[www.mywordisbond.org](http://www.mywordisbond.org)**



**WORD IS BOND**

**PRESENTS**

# BLACK STAR Homecoming EXPEDITION



**Thank You for you support**