



Fraternity Guide for Implementation of Sigma Wellness – Our Signature Program



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PHI BETA SIGMA FRATERNITY, INC.



Working Together to Build Stronger Communities

PHI BETA SIGMA'S 3 PROGRAM AREAS WORKING TOGETHER UNDER ONE SIGNATURE BRAND: SIGMA WELLNESS

SIGMA WELLNESS Why We Serve Humanity:



BIGGER & BETTER BUSINESS

The mission of the International Bigger & Better Business Program is to promote and support minority and small businesses and encourage sound financial practices.

The international program of Bigger & Better Business strengthens our membership by:

- Promoting entrepreneurship and minority owned businesses
- Increasing financial stability
- Increasing homeownership
- Providing networking opportunities
- Training members in business development

The international program of Bigger & Better Business transforms our communities by:

- Increasing awareness of African American entrepreneurship and minority owned business
- Preparing college graduates for careers in business
- Promoting entrepreneurship
- Promoting financial literacy
- Promoting financial wellness and good financial management

EDUCATION

The mission of the International Education Program is to empower our community and our membership by providing educational resources, advocating for educational equality, and forming strategic partnerships that develop our next generation of leaders.

The international program of Education strengthens our membership by:

- Developing education and career goals
- Providing financial support/scholarships
- Forming strategic partnerships with organizations that share our vision
- Increasing graduation rates and number of Brothers seeking post-secondary degrees
- Promoting education as a way of success

The international program of Education transforms our communities by:

- Providing educational tools, financial support to close the achievement gap between African American males and others
- Conducting programs to introduce kids to college and mentoring to promote personal aspirations
- Preparing students for graduation
- Decreasing incarceration rates among African American males through education
- Developing leadership and promoting education as a means of achieving success





CIVIC RESPONSIBILITY PERSONAL MISSION CULTURAL RESPONSIBILITY FAITH PRIVILEGED

SOCIAL ACTION

The mission of the International Social Action Program is to encourage social, political and philanthropic leadership that strengthens our communities and our membership.

The international program of Social Action strengthens our membership by:

- Educating Fraternity members on health issues affecting them and their families
- Increasing visibility and sense of self-worth by/through serving in the community
- Providing unified efforts that address political and community issues and increasing awareness of the legislative process
- Involving the membership in fund raising activities that support organizations that share our vision
- Promoting health awareness in an effort to prevent health challenges amongst our membership

The international program of Social Action transforms our communities by:

- Creating awareness of disparities in health and well-being in our communities
- Creating political awareness and engagement in the legislative process
- Increasing community empowerment through the political process
- Fundraising and financial gifts by the fraternity

Keys to Successful Service Initiatives

Plan early – Chapters should hold annual retreats in January to plan activities for the upcoming year

Prioritize activities based on chapter capacity

Conduct service activities that interest ALL Brothers in your chapter so everyone can be engaged

Build civic and social relationships year-round

Clearly communicate your purpose and community benefit

Have a Sigma presence actively participating in other organizations' service initiatives

Use media wisely to highlight Sigma impact



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RESPONSIBILITY NETWORKING AND SOCIAL ENGAGEMENT

BETTER PROGRAMS – HIGHER GOALS

SUCCESSFUL SERVICE TO HUMANITY

BIGGER & BETTER BUSINESS Programs and Goals

Project S.E.E.D.

Promote financial literacy, awareness and home ownership

40% of chapters reporting at least 1 Project S.E.E.D. learning lab or business promoting activity and increased saving among communities of color

VITA

Free tax preparation for low and moderate income filers

20% of chapters' participation in partnering with existing VITA sites as determined by the IRS and the number of tax forms completed

Sigma Entrepreneur Development

Promote entrepreneurship and business skill development among Sigma membership

20% of chapters partnering with local small business association, minority business association or chamber of commerce to promote entrepreneurship and business development

EDUCATION Programs and Goals

My Brother's Keeper

Train and ensure job career readiness, to provide internships and co-op opportunities for our collegiate brothers; to provide tools for education stability

Train 500 collegiate brothers by 2010; 50% alumni chapter participation; 85% matriculation rate of participants; 25% receive co-op/internships; 350 resumes submitted and reviewed

Scholarship

Provide financial assistance to achieving brothers

Assists 75 brothers in their education endeavors

Advocacy for Education

Advocacy for education advancement

Code Blue Alerts to membership on education opportunities; participation in educational forums and panels

dimes®



Living Well —
Brother to Brother.



CONVERSATION AMONG
BROTHERS™

healthier Communities™



Working Together to Build Stronger Communities

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BETTER PROGRAMS – HIGHER GOALS

SUCCESSFUL SERVICE TO HUMANITY

SOCIAL ACTION Programs and Goals

March of Dimes

March for Babies, Building Strong Fathers, prematurity awareness and fund raising

85% of total chapters participate in the March for Babies (Goal: \$100,000); 25% alumni and collegiate chapters in month of November to participate in Prematurity Awareness Month

American Cancer Society

Cancer awareness and fund raising

100 alumni and 50 collegiate chapters participate in Relay for Life events (Goal: \$75,000); 50% of chapters conduct Living Well Cancer Awareness workshop once a year

Living Well Brother to Brother

Health awareness and promotion

75% of collegiate and alumni chapters select 1 Brother to Brother module and plan a community or campus forum

Civic and Political Action

Social and political engagement at the local level

50% of collegiate and alumni chapters engaged in 1 socially/politically relevant issue in local community



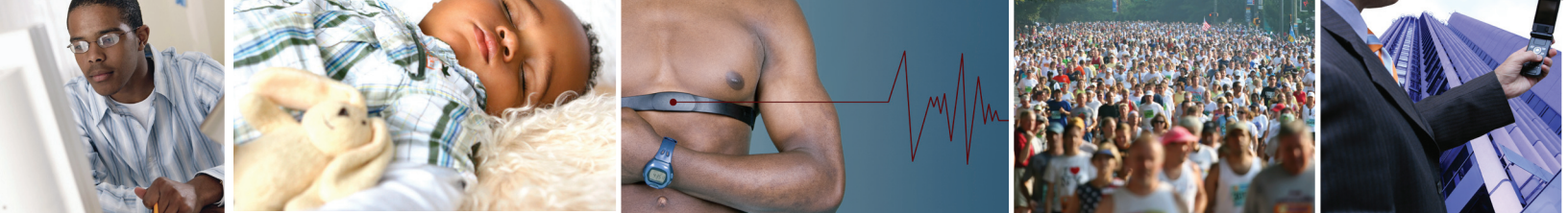
KEYS to Successful Fundraising

- Build Relationships Early
- Give a Gift to Get a Gift
- Ask Personally and Be Specific
- Don't Let Competition Stop You
- Say Thank You - Send Thank You Cards or Gifts

Reporting Your Programs

- Be Recognized for your successful implementation of service. Record and Report
- Complete timely PIA reports, Chapter reports and CSAF Chapter Reports
- Communicate directly with national program officers and regional program officers
- Share documents, photos or media to support your reporting





PHI BETA SIGMA

COMMUNITY INITIATIVES TIMELINE



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