



20TH ANNIVERSARY

Celebration

20 YEARS STRONG:

EMPOWERING THE WORK OF THE CAVE OF ADULLAM

WHO WE ARE

The Yunion (pronounced union), is a faith-based federally recognized non-profit organization which has been engaged in comprehensive youth development since 2003.

MISSION

Our mission is to counter negative cultural influences that misdirect the lives of youth by raising awareness and strengthening families through innovative prevention programming, education, parental engagement, mentoring, and counseling.

VISION

Our vision is to see youth thrive in vibrant communities, viable schools, and healthy families.

VALUES

Faith, Love, Hope, Compassion, Integrity, Respect, Service, Family, Accountability, Transparency, Teamwork, and Excellence.



HISTORY

Jason Wilson, founder and CEO of The Yunion, experienced firsthand the negative influence and persuasive power that hip-hop music culture can have on youth, leading him to first create The Yunion record label in 2002 with the goal of producing music that countered the potentially harmful influences of hip-hop culture. Mr. Wilson soon realized, however, that even when the music stopped the negative pressures continued for youth and established The Yunion as a nonprofit in 2005 to expand mentoring services beyond the reach of music.

Today The Yunion has reached over 17,000 youth via innovative prevention programming, engaging workshops, assemblies, and conferences. We have collaborated with over 3-dozen schools, community organizations, and churches in empowering youth and families.



THE CAVE OF ADULLAM TRANSFORMATIONAL TRAINING ACADEMY (CATTa)

The CATTa, an initiative of The Yunion, Inc. It is not a martial arts school but a Transformational Training Academy that provides programs to help young boys thrive.

CATTa's Emotional Stability Training® (EST) exposes the root of unresolved anger, anxieties, and lack of focus while teaching our students how to introspectively confront and conquer their negative thoughts before they become toxic actions.



ANTICIPATED RESULTS

- Improved verbal processing skills
- The ability to identify and release traumatic experiences
- Improved academic performance
- School detentions/suspensions reduced and/or eliminated
- Improved relationship and social/emotional behavior with parents, teachers, and peers
- The ability to respond to and resolve conflict
- The skills to defend themselves and the confidence to walk away from a fight (if possible)
- Greater sense purpose for their lives and community responsibility
- Increased physical fitness and endurance

**BOYS WHO COMMIT TO THE CATTAs SYSTEM BENEFIT TREMENDOUSLY,
AND THE OUTCOMES ARE NOTICEABLE AND SUSTAINABLE:**

56%

of parents reported
decreased school
suspensions and
increased positive
decision-making

78%

of CATTAs students
improved their grade
point average one
letter grade
in 16-weeks
without tutoring

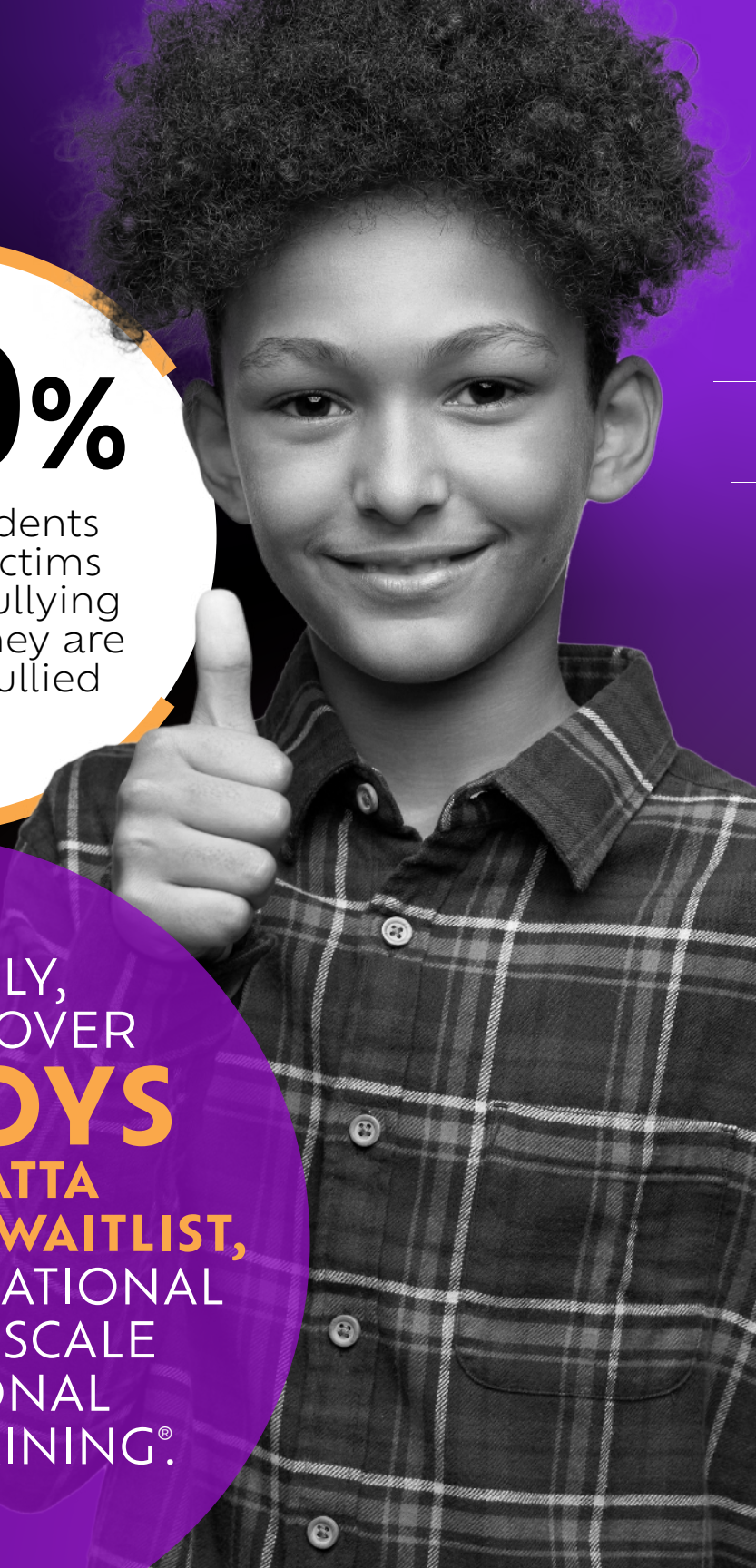
98%

of parents reported
their sons have
developed spiritually
and became more
emotionally
stable

100%

of CATTAs students
who were victims
of physical bullying
report that they are
no longer bullied

CURRENTLY,
THERE ARE OVER
700 BOYS
ON THE CATTAs
PARTICIPATING WAITLIST,
AS WELL AS A NATIONAL
DEMAND TO SCALE
ITS EMOTIONAL
STABILITY TRAINING®.





THE CAVE OF ADULLAM



ESPN Films' latest documentary *The Cave of Adullam* premiered at the 2022 Tribeca Film Festival, winning Best Documentary, and debuted on ESPN on October 16, 2022. Executively Produced by famed actor Laurence Fishburne, the documentary tells the story of Jason Wilson and the transformational training academy he runs for young Black boys. // With his mantra, **"IT'S EASIER TO RAISE BOYS THAN REPAIR BROKEN MEN,"** Wilson's methodology teaches emotional stability instead of discipline, setting these children on a path to become whole and healthy adults.



LAURENCE FISHBURNE DISCUSSES *THE CAVE OF ADULLAM*

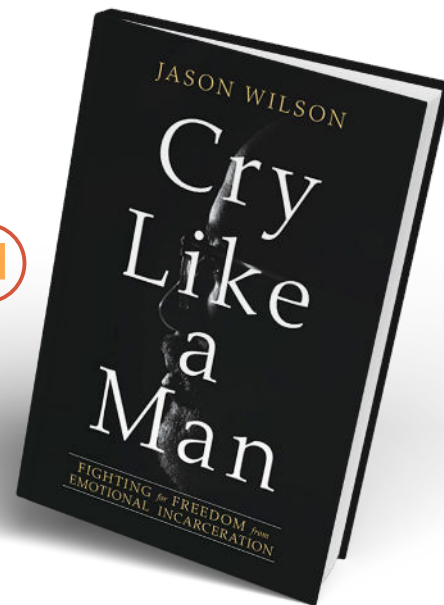




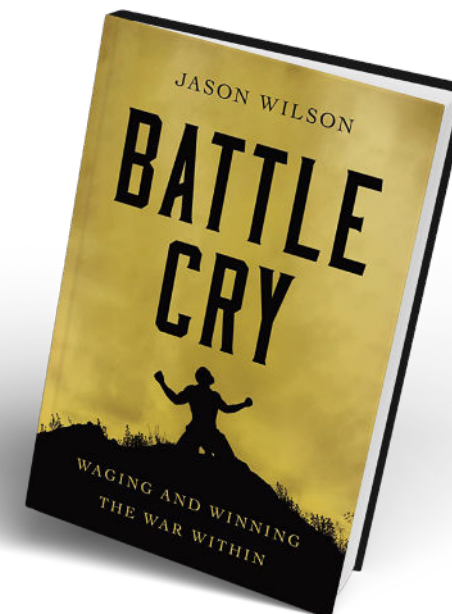
BEST SELLING AUTHOR

JASON WILSON runs The Cave of Adullam in the heart of Detroit where Black boys who are emotionally, mentally and spiritually in debt gather to be trained and transformed into comprehensive men. When Wilson started his dojo, he thought young Black boys needed more discipline, but quickly realized what they needed was more love.

PREVIEW *CRY LIKE A MAN*



PREVIEW *BATTLE CRY*



Open House

20 YEARS STRONG

EVENT DETAILS

9.7.23

LOCATION

THE YUNION
1129 OAKMAN BLVD
DETROIT, MI 48238

11:00 AM - 5:00 PM

STUDENT & SPONSOR SCREENING:

The Cave of Adullam

THE YUNION

Facility and Programmatic Tours
Recording Studio
21st Century Healing Technology

BOOK SIGNING & TALKS

Jason Wilson
Cry Like A Man & Battle Cry

20th Anniversary Celebration

20 YEARS STRONG

EVENT DETAILS

10.5.23

LOCATION

ONE CAMPUS MARTIUS
16TH FLOOR
DETROIT, MI 48226

6:00 PM

VIP MEET & GREET

6:30 PM

GENERAL RECEPTION

7:15 PM

THE STAGE DISCUSSION:

Healing, Mending,
Fortifying, and Cultivating

SPEAKERS:

Jason Wilson
TBD International Speakers

8:30 - 10:00 PM

FOUR COURSE
DINNER PERFORMANCE

Philanthropic **INVESTMENT**

**PREMIER
PRESENTING
SPONSOR**

\$75,000

**OPEN
HOUSE
SPONSOR**

\$50,000

**VIP
RECEPTION
SPONSOR**

\$25,000

**HEALING
BOYS
SPONSOR**

\$10,000

**MENDING
MEN
SPONSOR**

\$5,000

**FORTIFYING
FAMILIES
SPONSOR**

\$2,500

**PREMIER
PRESENTING
SPONSOR**
\$75,000

Sponsor Now

20TH ANNIVERSARY OPEN HOUSE THURSDAY, SEPTEMBER 7, 2023

- Underwrites 20 Students to the Film Screening of *The Cave of Adullam*
- Opportunity to Schedule a Private Tour for up to 20 Persons Through The Yunion's New Headquarters — Experience: *The Cave of Adullam* // The State of the Art Recording Studio // 21st Mental Health Technology
- Receive 20 autographed copies of Jason Wilson's *Battle Cry* during a scheduled book talk and signing
- Premium Placement Full Page Ad and All Digital Presentations for the 20th Anniversary Events
- Plaque on Partnership Wall within the Yunion's Headquarters
- Opportunity to Serve on the 20-20 Vision Campaign Committee

20TH ANNIVERSARY CELEBRATION THURSDAY, OCTOBER 5, 2023

- 20 Guests for the VIP Reception
- 20 Guests for a Four Course Seated Dinner & Concert Performance
- Full Page Premiere Placement Advertisement and Logo Inclusion in All Digital Presentations
- Logo on All Open House & The 20th Anniversary Celebration Marketing and Press Releases
- Logo on The Yunion Website's Event Page
- Gracious Acknowledgment and Spotlight from the Stage by Event Master of Ceremonies
- Opportunity to make Opening Welcome Remarks During the VIP Reception
- Opportunity to Present a 3 Minute Video Before All the Screenings of *The Cave of Adullam*
- Exclusive Logo Placement on Red Carpet — Step and Repeat
- The Yunion & CATTa Social Media Posts (3): Facebook // Instagram // Twitter // LinkedIn



**OPEN
HOUSE
SPONSOR**
\$50,000

Sponsor Now

20TH ANNIVERSARY OPEN HOUSE

THURSDAY, SEPTEMBER 7, 2023

- Underwrites 16 Students to the Film Screening of *The Cave of Adullam*
- Opportunity to Schedule a Private Tour for up to 16 Persons Through The Yunion's New Headquarters — Experience: *The Cave of Adullam* // The State of the Art Recording Studio // 21st Mental Health Technology
- Scheduled Book Signing
- Receive 16 autographed copies of Jason Wilson's *Battle Cry* during a scheduled book talk and signing
- Plaque on Partnership Wall within the Yunion's Headquarters
- Opportunity to Position Product and Make Opening Remarks at the Open House
- Opportunity to Serve on 20-20 Vision Campaign Committee

20TH ANNIVERSARY CELEBRATION

THURSDAY, OCTOBER 5, 2023

- 16 Guests for the VIP Reception
- 16 Guests Four Course Seated Dinner & Concert Performance
- Full Page Premium Placement Advertisement and Feature on All Digital Presentations
- Logo on All Event Marketing and Press Releases
- Logo on The Yunion Website's Event Page
- Gracious Acknowledgment and Spotlight from the Stage by Event Master of Ceremonies
- Presenting Sponsor Opening Remarks
- Exclusive Logo Placement on Red Carpet - Step and Repeat
- The Yunion & CATTA Social Media Posts (3): Facebook // Instagram // Twitter // LinkedIn



**VIP
RECEPTION
SPONSOR**
\$25,000

Sponsor Now

20TH ANNIVERSARY OPEN HOUSE

THURSDAY, SEPTEMBER 7, 2023

- Underwrites 10 Students to the Film Screening of *The Cave of Adullam*
- Opportunity to Schedule a Private Tour for up to 12 Persons Through The Yunion's New Headquarters — Experience: *The Cave of Adullam* // The State of the Art Recording Studio // 21st Mental Health Technology
- Receive 10 autographed copies of Jason Wilson's *Battle Cry* during a scheduled book talk and signing
- Full Page Ad and All Digital Presentation
- Plaque on Partnership Wall within the Yunion's Headquarters
- Opportunity to Serve on the 20-20 Vision Campaign Committee

20TH ANNIVERSARY CELEBRATION

THURSDAY, OCTOBER 5, 2023

- 10 Guests for the VIP Reception
- 10 Guests Four Course Seated Dinner & Concert Performance
- Full Page Premium Placement Advertisement and Feature on All Digital Presentations
- Logo on All Event Marketing and Press Releases
- Logo on The Yunion Website's Event Page
- Gracious Acknowledgment and Spotlight from the Stage by Event Master of Ceremonies
- Opportunity to Make Opening Remarks at the Reception
- Exclusive Logo Placement on Red Carpet - Step and Repeat
- The Yunion & CATTa Social Media Posts (2): Facebook // Instagram // Twitter // LinkedIn



**HEALING
BOYS
SPONSOR**
\$10,000

Sponsor Now

20TH ANNIVERSARY OPEN HOUSE

THURSDAY, SEPTEMBER 7, 2023

- Underwrites 8 Students to the Film Screening of *The Cave of Adullam*
- Opportunity to Schedule a Private Tour for up to 8 Persons Through The Yunion's New Headquarters — Experience: *The Cave of Adullam* // The State of the Art Recording Studio // 21st Mental Health Technology
- Receive 8 autographed copies of Jason Wilson's *Battle Cry* during a scheduled book talk and signing
- Full Page Ad and All Digital Presentation
- Plaque on Partnership Wall within the Yunion's Headquarters
- Opportunity to Serve on the 20-20 Vision Campaign Committee

20TH ANNIVERSARY CELEBRATION

THURSDAY, OCTOBER 5, 2023

- 08 Guests for the VIP Reception
- 08 Guests for a Four Course Seated Dinner & Concert Performance
- Full Page Advertisement and All Digital Presentations
- Logo on All Open House & The 20th Anniversary Celebration Marketing and Press Releases
- Logo on The Yunion Website's Event Page
- Gracious Acknowledgment and Spotlight from the Stage by Event Master of Ceremonies
- The Yunion & CATTa Social Media Posts (1): Facebook // Instagram // Twitter // LinkedIn

20TH ANNIVERSARY OPEN HOUSE

THURSDAY, SEPTEMBER 7, 2023

**MENDING
MEN
SPONSOR**
\$5,000

Sponsor Now

- Underwrites 04 students to the film screening of *The Cave of Adullam*
- Opportunity to Schedule a Private Tour for up to 04 Persons Through The Yunion's New Headquarters — Experience: The Cave of Adullam // The State of the Art Recording Studio // 21st Mental Health Technology
- Receive 04 Autographed Copies of *Cry Like A Man* During a Scheduled Book Talk and Signing
- Full Page Ad and All Digital Presentation
- Opportunity to Serve on the 20-20 Vision Campaign Committee

20TH ANNIVERSARY CELEBRATION

THURSDAY, OCTOBER 5, 2023

- 04 Guests for the VIP Reception
- 04 Guests for a Four Course Seated Dinner & Concert Performance
- Full Page Advertisement and All Digital Presentations
- Logo on All Open House & The 20th Anniversary Celebration Marketing and Press Releases
- Logo on The Yunion Website's Event Page
- The Yunion & CATTa Social Media Posts (1): Facebook // Instagram // Twitter // LinkedIn

**FORTIFYING
FAMILIES
SPONSOR**
\$2,500

Sponsor Now

- Underwrites 02 students to the film screening of *The Cave of Adullam*
- Opportunity to Schedule a Private Tour for up to 02 Persons Through The Yunion's New Headquarters — Experience: The Cave of Adullam // The State of the Art Recording Studio // 21st Mental Health Technology
- Receive 02 Autographed Copies of *Cry Like A Man* During a Scheduled Book Talk and Signing
- Half Page Ad and All Digital Presentation
- Opportunity to Serve on the 20-20 Vision Campaign Committee

- 02 Guests for the VIP Reception
- 02 Guests for a Four Course Seated Dinner & Concert Performance
- Half Page Advertisement and All Digital Presentations
- Logo on All Open House & The 20th Anniversary Celebration Marketing and Press Releases
- Logo on The Yunion Website's Event Page
- The Yunion & CATTa Social Media Posts (1): Facebook // Instagram // Twitter // LinkedIn

Sponsor Now



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