

SPRING 2008

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# OMBI GROUP, LLC

*"Giving Gracefully"*

THE ONE-STOP-SHOP FOR YOUR NON-PROFIT



OMBI Group Chief Consultant Kimberly Haynes with New Orleans Saints' running back Deuce McAllister and client Willie Whitehead at the Annual Willie Whitehead Football Camp in New Orleans, LA.

## WELCOME TO OMBI...

### New Client

Jerricho Cotchery New York Jets

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"I really enjoy my time with Kim; she's been doing a great job managing the foundation. I'm pleased."

-Willie Whitehead  
on why he chose  
OMBI Group

## NFL player expands horizons with Millionaire Tour

When NFL Free Agent Willie Whitehead takes the young men of the Willie Whitehead Foundation on the Foundation's "Millionaire Tour" in June, he'll be exposing them to an opulent lifestyle he says they can still have *without* being a professional athlete or entertainer. Pretty interesting point of view from a professional athlete, huh? Well, Whitehead is a forward-thinking athlete.

The Tuskegee, Alabama native and Auburn University graduate started The Willie Whitehead Foundation in 2003 with a mission to educate and empower the youth of the African-American community through hard work and perseverance. The Foundation is committed to exposing young people in Tuskegee, Atlanta, and Louisiana to the endless possibilities of social, academic, and future success. "There is more to this world and more to life than what their environment is showing them," says Whitehead. "[I just want them to] grow and...have faith that they can achieve."

Whitehead gives the children the tools they need to grow and achieve through an array of mentorship programs, including the Millionaire Tour and the Annual Football Camp.

The Millionaire Tour takes the Foundation's young men to Atlanta, where they will spend three days witnessing firsthand what it's like to be a millionaire—without the fame, glitz and glamour. "There are other avenues that [the boys] can go into to make it out of the 'hood. You don't have to just be a rapper or athlete, the key is you've got to work hard. You've got to prepare yourself." To that end, Whitehead will be taking the boys to a luxury car dealership, a five-star restaurant, and various mansions in Atlanta. The young men will also get a chance to talk with Max Siegel, President of Global Operations at Dale Earnhardt, Inc. and the highest-ranking African-American team executive in NASCAR.

In addition to providing the kids with interactions with influential people in the United States, Whitehead plans to take it a step further and expose them to life overseas. He wants to set up a trip to Africa to show the kids a different way of life. "I think [going over to another country] helps out a lot because it gives you another look at the world. It's important. People in other countries see things in a whole different light." With his experience in the Canadian Football League and NFL Europe, Whitehead certainly knows what he's talking about. With the Willie Whitehead Foundation, Whitehead is certainly making great strides in advancing the lives of underprivileged children in communities close to home.



"You don't have to be a football player or basketball player...The key is you've got to work hard. You've got to prepare yourself." -Willie Whitehead

The Willie Whitehead Foundation will host its Millionaire Tour in Atlanta from June 6-8, 2008, and its Annual Football Camp at Tuskegee University on July 12, 2008. Please visit [www.williewhiteheadfoundation.org](http://www.williewhiteheadfoundation.org) for more information.

## What is OMBI Group?

OMBI Group, LLC is a firm established to provide first class non-profit consulting and management to professional athletes, entertainers and executives. OMBI Group, LLC represents clients in the NFL, NBA, WNBA and MLB. Our vision is to become the premier service provider of non-profit consulting services for your non-profit. The firm seeks to provide our client, with a "one-stop-shop" in all aspects of the foundation's implementation and management, including but not limited to: optimum exposure through client branding, program development, media/public relations, sponsorship, and printing services. We provide creative, innovative ideas for fundraising initiatives and events that attract corporate sponsors and individual donors. The end result is the creation of a first class foundation for the client that fulfills his or her philanthropic goals and objectives.



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[WWW.OMBIGROUP.COM](http://WWW.OMBIGROUP.COM)

### Why OMBI Group?

"Kim knows her stuff. She is very knowledgeable. What I really like about Kim is that she is keeping the client in the center. It's all about her client. If you take care of your client, you'll be taken care of too."

-Financial Advisor Erwin Matthews on OMBI Group Chief Consultant, Kimberly Haynes



Willie Whitehead with some of his 2007 Youth Football Camp participants in New Orleans, LA. "Through faith in God, hard work and perseverance, [these kids] can make it," says Whitehead.

## Upcoming Events Mark Your Calendar Now!

May 2008—Chauncey Davis Foundation's "Take Chauncey to Lunch" Day @ Cohen Middle School, Atlanta, GA

June 6-8, 2008—Willie Whitehead Foundation's Millionaire Tour, Atlanta, GA

June 9-12, 2008—Lou Williams Foundation's Basketball Camp, Atlanta, GA

June 11, 2008—Lou Williams' Launch Event, Atlanta, GA

June 20, 2008—Jerricho Cotchery's Celebrity Bowling Event, Birmingham, AL

June 21, 2008—Jerricho Cotchery's Skills and Drills Football Clinic, Birmingham, AL

June 27-29, 2008—Chauncey Davis Foundation's Florida Football Camp—Auburndale, FL

June 30-July 3, 2008—Jimmy Williams' Intercepting Our Youth Foundation's Football Camp, Baton Rouge, LA

July 3, 2008—Jimmy Williams' Intercepting Our Youth Foundation Bowling Event, Baton Rouge, LA

July 11, 2008—Chauncey Davis Foundation's "Bowl for a Cause" 2008, Atlanta, GA

July 12, 2008—Chauncey Davis Foundation's Annual Football Camp, Atlanta, GA

CONGRATS!



Photo Credit: AP/Pittsburgh Tribune-Review

OMBI Group would like to extend a SPECIAL CONGRATULATIONS to Mewelde Moore, who has just joined the Pittsburgh Steelers. Congrats Mewelde!

### Who's Got Next?



The Knowledge First Foundation, founded by Pittsburgh Steelers' running back Mewelde Moore, was created to promote academic and athletic success while positively impacting young men between the ages of 10 and 18. The Foundation will launch programs that will offer incentives for students in order to encourage high scholastic achievement. Please visit [www.mmkff.org](http://www.mmkff.org) for more information and to see pictures from Mewelde's Spring Football Camp.

### Word From A Financial Advisor

Erwin Matthews is a Financial Advisor at Merrill Lynch with a unique edge: he has a professional athletic background, having played in both the National Football League and the Canadian Football League. He was also a standout running back at the University of Richmond from 1985-1988, setting records in all-purpose yards and single-season touchdown marks. Matthews visited with OMBI Group to talk finances, philanthropy and foundations.

**OMBI Group:** What is the best piece of advice you can offer to athletes who are interested in starting their own foundations, but don't know how to allocate their finances to do so?

**Erwin Matthews:** Great question. My first advice is to seek professional help. Make sure that person has a demonstrated track record of success; that they've set up foundations before successfully and they're operating successfully. A lot of them will use relatives and folks close to them to run the foundation, but no one has experience on how to make it work and truly operate it properly.

**OG:** Coming from a sports background and leading NULTE (National Urban League Incentives To Excel & Succeed) workshops, you bring a unique perspective to the mix of finance, philanthropy and athletics. How important do you think it is for athletes to have non-profit foundations and why?

**EM:** I think it's extremely important because it helps them focus. I've seen athletes be most successful when they're pretty much doing the foundation based on their own personal passion, for example, Chauncey [Davis] with his focus on diabetes and Brian Jordan with his love for kids. The whole process of planning and establishing a foundation really helps them crystallize what they are trying to do. [It] really helps them build as an athlete. [They should ask themselves], "What legacy do I want to leave?"

**OG:** What are the ABCs of personal wealth-building for the professional athlete?

**EM:** My first step is for the athlete to begin to see himself almost like an entity, like a company, and really hire a team of financial professionals to help manage his pro-career, but even more importantly, his career beyond sports. Someone has to stay focused on that because sports will only lend you three to seven years on average (for a football player). You will live a lot longer than you will play. Get a great team and make sure you emphasize your current situation, but more importantly your years after sports.

**"The whole process of planning and establishing a foundation really helps athletes crystallize what they are trying to do...and builds them as an athlete. [They should ask themselves], 'What legacy do I want to leave?'"**

Erwin Matthews works at the Merrill Lynch office located in the Buckhead District of Atlanta, GA. He is also the Chief Financial Officer for BOJ, LLC, a real estate development company formed by former Atlanta Falcons/Atlanta Braves player Brian Jordan. Matthews can be reached at 404-231-2543 or [erwin\\_matthews@ml.com](mailto:erwin_matthews@ml.com). Please visit his website at [www.fa.ml.com/erwin\\_matthews](http://www.fa.ml.com/erwin_matthews).