



CHRISTIAN ALLIANCE
FOR RACIAL EQUITY

INFOGUIDE



ABOUT CARE

HISTORY

Christian Alliance for Racial Equity (CARE) was organized in 2021—led by Pastor George Rich—after years of social justice activism and a spiritual call (2018) to unite leaders to tackle systemic racism and fight for racial equity.

Describing his motivations, Pastor Rich explained that *“the burden for CARE came with a desire to fill a leadership gap in my generation for young leaders who are integral, informed and influential to collaborate and promote racial equity throughout Broward County.”*

With this calling, our team spent several months to build a framework and to consult with trusted voices to ensure clarity. In 2021, Pastor Rich began the process of sharing the vision and recruiting other like-minded and like-spirited Christian leaders to join the CARE family.

MISSION

CARE’s mission is to promote and pursue racial equity throughout systems that have intentionally and unintentionally oppressed people of color.

WHO IS CARE?

We are a conglomerate of Christian leaders who represent businesses, ministries, churches, organizations and institutions that have strategically united together for the advancement of racial equity and addressing systemic racism.

CARE DOES?

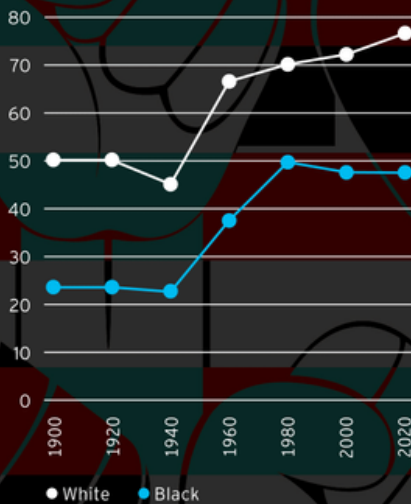
CARE members will collaborate with each other, allies and partners alike for research, advocacy, resource sharing, learning opportunities and corporate engagement.

ATTITUDES AND POLICIES THAT UNDERMINE EQUAL ACCESS ARE AT THE ROOT OF THE RACIAL GAPS PLAGUING U.S. SOCIETY

Housing

The gap between white and Black home ownership remains wide with discriminatory practices still an issue.

U.S. Home Ownership Rate by Race (%)



Source: Census Bureau, FRED

Policing

Blacks are 5x as likely to be incarcerated vs. whites and make up an oversized percent of the U.S. prison population – 33% vs. 12% of total U.S. population.



Source: NAACP

Voting

Over past 10 years, 25 of 50 States have implemented voting restrictions which disproportionately affect Black voters.



Of the 3.1 million American adults estimated as banned from voting, 2.2 million are Black Americans.

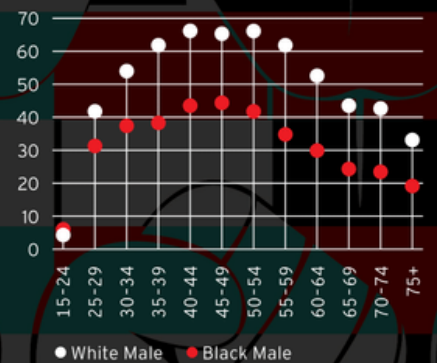
Source: The Sentencing Project

Income

Peak income occurs sooner and is lower for Black males (age 45-49, \$43,859) vs. white males (age 50-54, \$66,250).

White families have 8x as much wealth as Black families and lower debt-to-asset ratios (~10% vs. ~30%).

Median Income by Race and Age 2018 (US\$ 000's)



Source: Census Bureau, Federal Reserve

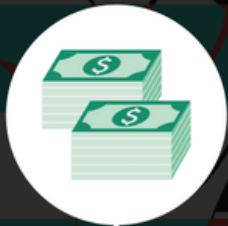
WHAT CAN CORPORATES DO?





A Path Towards Equality

NOT ADDRESSING RACIAL GAPS BETWEEN BLACKS AND WHITES HAS COST THE U.S. ECONOMY UP TO \$16 TRILLION OVER THE PAST 20 YEARS



Closing the Black Wage Gap could have added **\$2.7 trillion in income** or **+0.2% to GDP** per year.



Facilitating easy access to higher education for Black students could have increased lifetime incomes **\$90-\$113 billion**.



Improving access to housing credit might have added an additional **770,000 Black homeowners**, adding **\$218 billion in sales** and expenditures.



Providing fair and equitable lending to Black entrepreneurs might have resulted in the creation of an additional **\$13 trillion** in business revenue and potentially created **6.1 million jobs** per year.

If these racial gaps were closed today, we could see **\$5 trillion** of additional GDP over the next 5 years, or an average add of **0.35 percentage point** to U.S. GDP growth per year and **0.09 percentage point** to global growth per year.

WHAT CAN THE GOVERNMENT DO TO CLOSE THE GAPS BETWEEN BLACKS AND WHITES?



WHAT CAN INDIVIDUALS DO?





FOUNDER / PRESIDENT

George Rich is a servant-leader with over 20 years of combined experience in community, government, ministry/church and nonprofit settings. He has expertise in administration, project management, minority contracting & hiring, public-private partnerships, community engagement, and government affairs.

George is the former Programs Director for CareerSource Broward, where he managed multiple federal/state-funded employment and career training programs with combined budgets over \$20 million. In addition to his professional pursuits, George Rich is also the Pastor of P3 Church in Pompano Beach, a growing multi-cultural church with a focus on community outreach and personal development.

In 2017, he started Community Development & Benefits, LLC as a faith-based, grassroots company with a passion to empower people to be a part of the economic, social and political change happening within their communities. CDB, LLC has been instrumental in developing affordable housing projects, minority contracts totaling more than \$3 million, living wage jobs and philanthropic contributions to organizations that serve people of color.

ACKNOWLEDGEMENTS

He has been featured as a panelist at various universities and community forums on issues of social justice, racial reconciliation and economic opportunity. Here are a few:

- Panelist, "*Racism in America*" | **South Florida Bible College**
- Panelist, "*Church & Racism*" | **St. Thomas University**
- Featured in **VoyageMIA Magazine** in December 2019.

AFFILIATIONS

*Social Justice Taskforce, Broward Sheriff Office -
Diversity Committee, Broward County Public Schools -
2nd Vice President, Pompano Christian Clergy Council -*



CURRENT LEADERSHIP



Bishop Anthony Pelt
Advisory Board



Dr. Janice Dillard
Advisory Board



Apostle John Mohorn
Advisory Board



Dr. Clark Lazare
Advisory Board



George Rich, BSM
Founder / President



Dr. Dana Alexander
Vice President



**CHRISTIAN ALLIANCE
FOR RACIAL EQUITY**



ORGANIZATIONAL STRUCTURE



ADVISORY BOARD

Provide advise, counsel and support to the organization, thru the President, to ensure integrity, focus and adherence to the purpose and mission of CARE.



EXECUTIVE TEAM

Led by the President, serves as the legal & executive officers of CARE— responsible for ensuring our legal standing, local/state/fed compliance and fulfilling the purpose and mission.



AREA DIRECTORS

Serve as in-house subject-matter experts in the **“Areas of Action”** to lead the their respective committee and expand CARE’s influence in each assigned area.

MEMBERSHIP

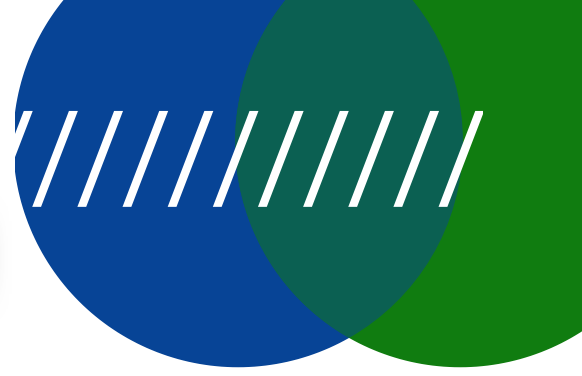
After launch, CARE will open membership to other Christian leaders, businesses & organizations to connect, get equipped and support the promotion and pursuit of racial equity in Broward County.



ACTION COMMITTEES

It is understood that the **Work of Racial Equity** can be gruesome, and for that reason Action Committees will serve as think-tanks and strategy incubators for causing change. Each Area of Action, as described on Page 6, will have an Action Committee formed and led by an Area Director.

8 AREAS OF ACTION



SYSTEMIC RACISM

Systemic racism includes the policies and practices entrenched in established institutions, which result in the exclusion or promotion of designated groups. It differs from overt discrimination in that no individual intent is necessary. It manifests itself in two ways:

1) Institutional Racism: Racial discrimination that derives from individuals carrying out the dictates of others who are prejudiced or of a prejudiced society and **2) Structural Racism:** Inequalities rooted in the system-wide operation of a society that excludes substantial numbers of members of particular groups from significant participation in major social institutions.



AREAS OF ACTION

- 1 HOUSING
 - 2 BUSINESS
 - 3 EDUCATION
 - 4 WORKFORCE
- 
- 5 HEALTHCARE
 - 6 CULTURAL ARTS
 - 7 MENTAL HEALTH
 - 8 CRIMINAL JUSTICE

Now Recruiting for...

EXECUTIVE TEAM



The **Executive Team** works in partnership with the President and are Ambassadors of the CARE organization in their area/networks of influence.

Position Description

- Attends 75% of Organizational meetings and Special meetings.
- Makes a commitment to participate and be engaged in meetings.
- Stays informed about CARE matters, prepares for meetings, and reviews/comments on minutes and reports.
- Lead assigned Action Committee in one of the "8 Areas of Action".
- Collaborates with President & Area Directors to build a collegial working relationship that contributes to CARE's mission.
- Reports on Task-assigned activities and updates during meetings.
- Supports any/all CARE fundraising initiatives and events.
- Agrees to annual support of \$750 either through organizations, grants, event sponsorships, ticket sales, or individual donations.
- Makes a two (2) year commitment.

Time Commitment

- One (1) Meeting per Month (in-person or virtual).

Now Recruiting for...

AREA DIRECTOR



The **Area Director** works in partnership with the Executive Team and is an Ambassador of the CARE organization in their area/industry of influence.

Position Description

- Attends 75% of Organizational meetings and Special meetings.
- Makes a commitment to participate and be engaged in meetings.
- Stays informed about CARE matters, prepares for meetings, and reviews/comments on minutes and reports.
- Lead assigned Action Committee in one of the "8 Areas of Action".
- Collaborates with committee members and builds a collegial working relationship that contributes to CARE's mission.
- Reports on Action Committee progress and activities.
- Supports any/all CARE fundraising initiatives and events.
- Agrees to annual support of \$500 either through organizations, grants, event sponsorships, ticket sales, or individual donations.
- Makes a two (2) year commitment.

Time Commitment

- One (1) Meeting per Month (in-person or virtual).



On The Move...

Below are some efforts that CARE has been involved in over the last twelve months:

- Received **501c3 tax exemption** status in August 2021.
- Hosted or coordinated **meetings for faith leaders** to meet and engage with Broward Public Schools' New Superintendent—where we discussed equity resources, school safety and minority representation in leadership.
- Sent a **Position Paper** to Broward County Mayor & Commissioners requesting more “community involvement” regarding an agenda item to change government structure to include an elected Mayor—which could potentially impact minorities disproportionately.
- Applied for two (2) **Grants** for the following CARE Programs:
 - Youth Business Leadership Academy - CARE's Young Business Leadership Academy (YBLA) is a 4-month entrepreneurship program designed for at-risk youth 14-18 years of age as a healthy alternative to crime and juvenile delinquency.
 - ReStart Business Leadership Academy - CARE's ReStart Business Leadership Academy (RBLA) is a 4-month entrepreneurship program designed for returning citizens to reduce the likelihood of returning to incarceration due to risky and/or criminal behavior.
- Creating relevant **Curriculum** for Pastors & Christian Leaders to learn about strategies for social justice and community change.

Got Passion for Racial Equity?

CONTACT US TODAY!

(954) 281-7746

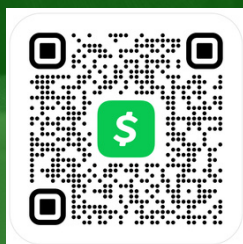
WWW.CARE-BROWARD.ORG

GRICH@CARE-BROWARD.ORG

Ways 2 Donate

Online: CARE-Broward.org

Zelle: GRich@CARE-Broward.org





ADVISORY BOARD



The Advisory Board Member works in partnership with the President and is an Ambassador of the CARE organization in their community.

Position Description

- Attends 75% of Advisory Board meetings and Special meetings.
- Makes a commitment to participate and be engaged in meetings.
- Stays informed about Advisory Board matters, prepares for meetings, and reviews/comments on minutes and reports.
- Collaborates with Advisory Board members and builds a collegial working relationship that contributes to CARE's mission.
- Is an active participant in the President's annual evaluation and planning efforts.
- Plays a leading role in fundraising activities.
- Agrees to annual support of \$1,000 either through organizations, grants, event sponsorships, ticket sales, or individual donations.
- Makes a two (2) year commitment.

Time Commitment

- One (1) Meeting per Quarter (in-person or virtual).

Congratulations to RFCMI in Holy Convocation!

CARE

CHRISTIAN ALLIANCE
FOR RACIAL EQUITY

*On behalf of the Board and Leadership from the Christian Alliance for Racial Equity (CARE), we say thank you to our RFCMI Family for their works of ministry in changing lives in our community and even this nation. Also our appreciation to **Chief Apostle Janice L. Dillard**, for serving as an Inaugural Board member. Her guidance, prayers, and experiences has forever shaped our history*

WWW.CARE-BROWARD.ORG



PASTOR
GEORGE A. RICH
(PRESIDENT)



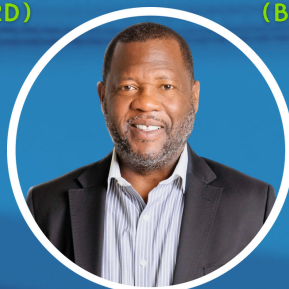
BISHOP
ANTHONY PELT, SR.
(BOARD)



APOSTLE
JANICE L. DILLARD
(BOARD)



APOSTLE
JOHN L. MOHORN
(BOARD)



APOSTLE
CLARK A. LAZARE
(BOARD)



DR.
DANA ALEXANDER
(VP)