

**‘PIC’UP YOUR LIFE’ PROGRAM**  
**“PARTNERSHIP WITH N.C. MEN’S LEAGUE, 501(c) 3”**  
**Fact Sheet**

**N.C. Men’s League**

North Carolina Men’s League is committed to developing the type of sports intervention programs that directly respond to the needs of the local neighborhoods and broader communities. We believe North Carolina needs an innovative intervention strategy to affect the growing number of young men who are engaged in destructive life behaviors and also those reentering society after prison. The NCML believes that the introduction of an intervention program that uses sports participation as a draw will have a tremendous impact on the affected communities in North Carolina. Our program will be designed as a central resource to administer the community’s existing response to the issues plaguing it.

**Services of N.C. Men’s League:**

- Identification of young men who seek alternatives to destructive life behaviors
- Prepare individual development plans for the program participants
- Select and match participants with appropriate service providers
- Provide pre-game training and development workshops for participants
- Conduct evening competitive basketball games that emphasize teamwork, discipline, collective responsibility and leadership skills
- Conduct pre-test and post-test evaluations of participants to maintain program effectiveness and relevance

**Benefits to our Partners:**

Our for-profit partners will have an improved sense of integrity and dependability associated with their products which can increase sales as well as assist goals of being a social responsible business; a more positive brand image as a good corporate citizen, thus building customer loyalty; expanded market share for products or brands by enhancing their social value; access to innovative ideas; and more favorable media coverage. Our service provider and non-profit partners can be confident that our relationship will focus on strengthening the depth and breadth of our existing programs, implementing new services for identified gaps in care; strong and transparent program management; increased opportunities to secure group funding relationships; and a continued commitment to respect the community’s core cultural values.

**Program Administration:**

North Carolina Men’s League

- Program Coordinator
- Provide guidance, coordination, and evaluation for the program

Partners

- Identify a program coordinator for the PIC’ UP Your Life Program who will serve as a liaison to the N.C. Men’s League
- Participate in an orientation session with N.C. Men’s League prior to the beginning of the program
- Complete a developmental plan for the participants referred and conduct ongoing evaluations in conjunction with N.C. Men’s League
- Assist in pre-game workshops and mentor sessions on designated evening program days

For further information about the program, please contact:

Umar Muhammad  
Executive Director  
N.C. Men’s League  
(919) 384-6462  
umar@ncmensleague.org