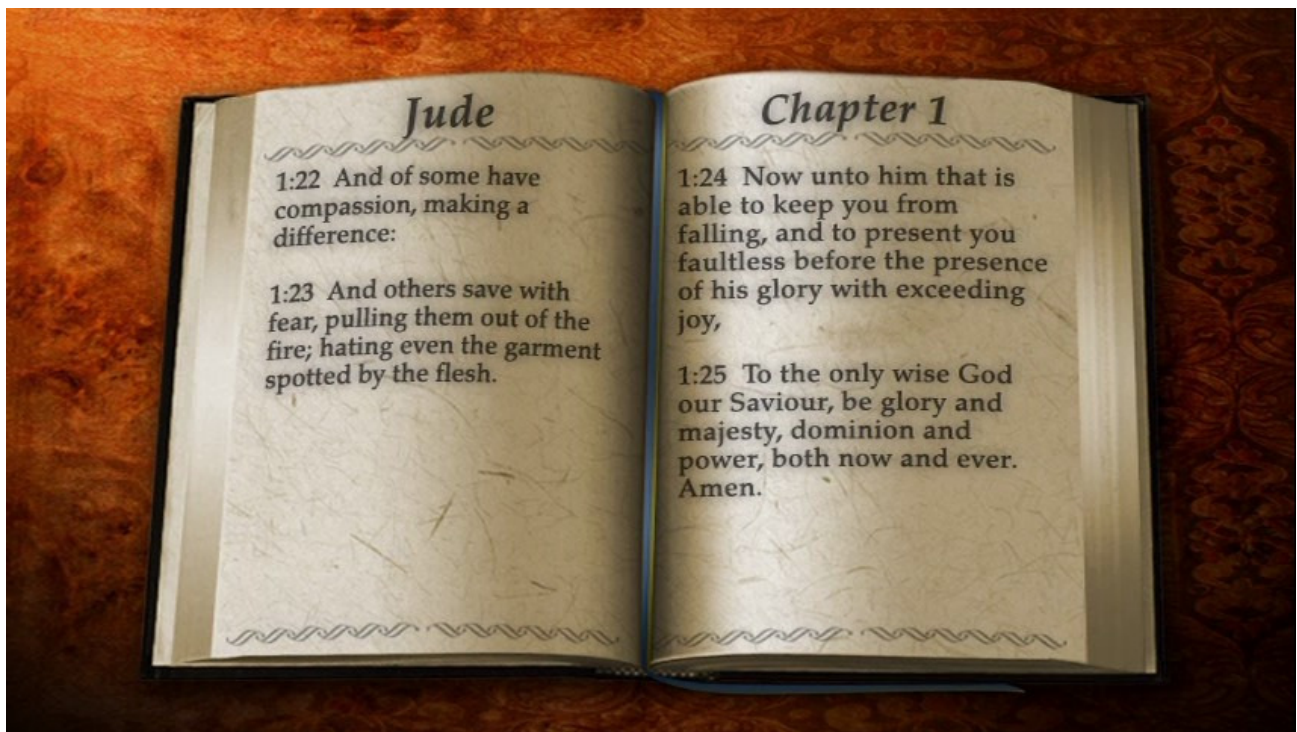


Street Prayers.org



A “*Second Chance*” Employment & Training Center



Introduction

StreetPrayers.org Inc. has entered into a marketing agreement as a dealer with a leading marketing firm that has exclusive rights to offer Medical Alert Products and Alarm Systems in all 50 States and American Territories. The sales campaign will begin here in Chicago, IL. The most exciting thing about this campaign is that, the candidates for employment will not have to take or be subjected to a criminal background check.

According to our agreement with the marketing company **StreetPrayers.org Inc** will be able to screen and decide on the basis of an interview whether, an individual is worthy to be hired into the program.

This particular writing will serve as a brief introduction of the **Second Chance Employment and Training Center** guidelines and operational procedure, not an in depth treaties on the employment disparities that plague young African American men and the high unemployment rates in the inner city. We will list some statistics in that regard, though we all are well aware of how dire and drastic those employment inequities are.

Our goal is to begin to heal the issue by training, hiring and placing into gainful employment; one a African American young person at a time.

We will also discuss briefly marketing techniques and the nature of the industry. The market capabilities and potential will be greatly impacted by community support. Community support will be necessary to make this campaign successful.

It is time that everyone in the African American community work together to economically heal our own neighborhoods and city.

Table of Contents

1	The need in our community
2	Market Projections
3	Market Demographics
4	Participant Requirements
5	Community Involvement

1 The Need

In recent years, the criminal background check industry has grown by leaps and bounds. Especially since 9/11, the ready availability of inexpensive commercial background checks has made them a popular employee screening tool. In one survey, more than 90 percent of companies reported using criminal background checks for their hiring decisions.

At the same time that the background check industry has expanded, the share of the U.S. population with criminal records has soared to over one in four adults. This has resulted in shutting workers with criminal records out of the job market.

To make matters worse American workers are enduring the worst labor market since the Great Depression. Just to stay afloat, U.S. workers need strong policies and protections to support their ability to find work—their lifeline to economic and social stability. Yet an estimated 65 million U.S. adults who have criminal records often confront barriers that prevent even the most qualified from securing employment. Of this 65 million a disproportionate number are in African American communities.

Title VII of the Civil Rights Act of 1964 prohibits discrimination in employment based on race, gender, national origin, and other protected categories. As enforced by the EEOC, Title VII has long been viewed as prohibiting not only overt, intentional discrimination, but also disallowing those seemingly neutral policies and practices that have a disproportionate impact on certain groups. Using arrest and conviction records to screen for employment is an example of the kind of “seemingly neutral” selection criteria that should warrant a closer look under Title VII scrutiny.

This is why it is so important that we all as a community work together to ensure the success of the “**Second Chance Employment and Training Program**” offered by StreetPrayers.org Inc.

From within our own community we are capable of putting 250+ African American young people to work without waiting for the governmental agencies to change their policies or reverse their behaviors.

2 Market Projections

Successful candidates will be trained to market personal and medical alarm systems along with residential alarm systems of every kind. We are excited about the various disciplines that we will be able to teach and impart as we bring an individual through the introductory phases to a full-fledged career in marketing with an income capable of supporting their families.

Here are some recent projections on the outlook of this business sector over the next few years:

According to a new market research report “Home Security Solutions Market - Global Forecast & Analysis (2012 – 2017) By Products, Security System Solutions & Homes” published by Markets and Markets (www.marketsandmarkets.com), the home security solutions market, on the whole, is expected to reach \$34.46 billion by 2017 at a CAGR of 9.1% from 2012 to 2017.

Browse more than 70 tables and in-depth TOC on “Home Security Solutions Market - Global Forecast & Analysis (2012 – 2017) By Products (Electronic Locks, Sensors, Cameras, Panic Button, Alarms), Security System Solutions (Medical Alert Systems, Access Control & Management Systems, Alarm Systems, Intercom Systems, Video Surveillance Systems, Energy Management Systems, Integrated Security Systems) & Homes (Independent Homes, Condominiums, Apartments)”.

<http://www.marketsandmarkets.com/Market-Reports/home-security-solutions-market-701.html>

Early buyers will receive 10% customization on reports.

The residential security solutions market is observed to have gained momentum in the recent past. This is mainly attributed to the rapid rise in crime rates and the technological advancements. Electronic security systems are installed in houses for several purposes such as intrusion detection, assurance of their safety, and more. In addition, the growing awareness about energy conservation and need for medical access control, detection of hazardous conditions such as fire and gas leaks also motivates people to install energy management systems and medical alert systems with the other security solutions.

The key factors driving the home security solutions market include growing demand for home monitoring, attractive policies, growth of smartphones and tablets, and an increasing demand for home monitoring. On the other hand, lack of technology awareness and high cost restrain the market growth for home security solutions. In terms of revenue generation as of 2011, North America held the highest share, i.e. 55.6%, followed by Asia-Pacific with 28.4%.

Amongst the various end-products used for home security solutions such as electronic locks, sensors, alarms, cameras and panic buttons, cameras were the most potential product market with a share of approximately 26.69% as of 2011. This was followed by electronic locks and sensors with market shares of 26.32% and 24.49% respectively. Alarm systems have been in use in the market since long; for the purpose of home security and hence they held the highest share, i.e. 35% in the overall home security solutions market as of 2011. This was followed by intercom systems with a market share of 26%. On the other hand, energy management systems and integrated security systems are expected to provide potential growth opportunities for home security solution providers and hence are estimated to grow at a CAGR of 30.7% and 25.4% respectively from 2012 to 2017. On the basis of the types of homes wherein security solutions are utilized, independent homes held the highest share, i.e. 80% as of 2011. However, apartments are expected to provide potential growth opportunities owing to the rapid migration towards them off late.

The global home security solutions market is expected to grow from \$20.64 billion in 2011 to \$34.46 billion in 2017 at a CAGR of 9.1% from 2012 to 2017. Asia-Pacific region is expected to grow at the highest rate. This is mainly due to the growing realization of security threats to individuals and the boom in construction industry in this region.

3 Market Demographics

The market for Medical Alert Systems is projected to grow at a CAGR of 6.31% from \$14.98 billion in 2014 to reach \$21.6 billion by 2020.

The elderly population, which is currently 7.9% of the total world population, is projected to show a steep growth of 12% by 2030, as majority of baby boomers will cross the age of 65 years. These demographical changes will drive the Medical Alert Systems market. Nurse call systems account for the majority of the revenue in the global medical alert systems market. For the period between 2014 and 2020, this segment is estimated to grow at a CAGR of 6.62% from \$8.99 billion in 2014 to reach \$13.2 billion by 2020.

Large-scale implementation of these systems across different healthcare facilities is the biggest driving factor for this market. The growth in the number of healthcare facilities will have a direct positive impact on the revenue in the NCS market.

The PERS (Personal Emergency Response System) segment is projected to grow at a CAGR of 5.83% from \$5.8 billion in 2014 to reach \$8.4 billion by 2020. The rise in aging population and increased adoption of these devices by long-term and senior care facilities will facilitate the growth of the PERS market.

Data taken from <http://www.cmap.illinois.gov/> reveals that:

As the baby boomer generation ages, the senior population in metropolitan Chicago is expected to continue increasing. According to posted data the number of residents between 65 and 84 years of age is projected to double by 2040. Furthermore, the number of residents in the region who are over 85 years old is projected to triple. Much of this growth is projected to occur in parts of the region where residences, services, and commercial areas are currently more spread out and not well-served by public transit, creating difficulties for those who have limited mobility and cannot drive. This phenomenon will have major impacts on future housing, land use, and transportation needs. Sustaining our residents' ability to "age in place" -- to

remain in their homes and communities as they age, if they choose -- is a key challenge confronting the region.

On August 4, 2011, the U.S. Census Bureau released additional 2010 decennial census data for Illinois, providing more details than were available with the redistricting data released earlier this year. The release includes age group data, which shows that the senior population is growing faster than the overall regional population, as well as that the median age of northeastern Illinois residents is rising. The following table shows that six out of the seven counties experienced an increase in median age between 2000 and 2010.

McHenry County experienced the highest rate of increase in median age, from 34.2 to 38. Cook, DuPage, Kane, Lake, and Will Counties also experienced increases in median age. These trends were also observed statewide, where the median age increased from 34.7 in 2000 to 36.6 in 2010, an increase of 5.5 percent. Increasing median age may be a sign of the aging baby boomer generation, which is expected to lead to an increasing senior population in both metropolitan Chicago and the rest of the nation.

Senior Population -- Net Change

*The release shows that the senior population (residents who are 65 years of age or older) of northeastern Illinois has grown **8.8 percent** in the past decade, from 875,534 to 952,718 residents. As a point of comparison, the region's overall population increased by **3.6 percent**, from 8.2 million to 8.4 million residents. Geographically, growth in the senior population has largely tracked general population change patterns, with increases in the senior population occurring in the collar counties and decreases in the senior population in Chicago and its inner suburbs. The following table provides an overview of how the senior population has changed in the past decade.*

4 Participant Requirements

Our agreement with the marketing company requires StreetPrayers.org inc. to hire based on our standard as to whether a candidate seems to display the capability during the interview to adequately fill the position.

Be mindful that this is a fulltime marketing position in which the candidates are paid on their production. It is therefore necessary that marketing techniques are taught that will insure the success of the new hire. This campaign must be financially successful just like any other business endeavor.

All candidates are guaranteed to be considered regardless of their criminal background...AS NO CRIMINAL BACKGROUND CHECKS WILL BE CONDUCTED.

Therefore, the success of the interview will rely heavily upon the honesty, eagerness, sincerity and integrity displayed by the interviewee.

5 Community Involvement

I found this wonderful article on www.theblackness.net that I have listed in it's entirety below.

Why don't we as black people support black business? I have a theory as to why we don't but I wanted to hear it from my colleagues, friends, and business associates. Below is a list of reasons I was given when I asked other blacks why they thought blacks don't support their own:

- *They give poor customer service*
- *They are only trying to make a quick buck and don't care about their customers*
- *They sell cheap products / below average services at exponentially high prices*
- *They don't guarantee their products / services*
- *They are very unprofessional / ghetto*

The #1 reason given by blacks for not supporting black owned business is that black businesses are ghetto & unprofessional. Sadly in some cases this is true but when it's not and those businesses that ARE professional, that stand behind their products and services, which give excellent customer service... still suffer behind these beliefs, it is disheartening to say the least.

It's almost as though because a business is black somehow their products and services are not as good as their white, Jewish, or other non black competitors. It is like we have been conditioned, by a society that often treats us as 2nd class citizens, to believe our own products and services are unworthy.

What I find amazing is how often we patronize Non-Black businesses and are treated badly or receive poor quality goods and services; yet we continue to go back.... Why? At one point in all our lives we have all bought bad products or services from a top named Non-Black establishment, yet we continue to patronize those companies. If a black owned business did the same thing we would swear never to return and hold true to that statement. Why are we so hard on our own businesses while we let those Non-Black businesses get a pass every time?

I'm going to say it like it is and I want you to think about it and then consider if what I am saying is true. I'm going to dig a little deeper and give you some of the reasons why I think we don't support black business:

- 1. we hate ourselves*
- 2. we don't want to see each other succeed*
- 3. we think white is better*
- 4. we don't trust each other*
- 5. we think blacks don't know how to run businesses*
- 6. we don't want spend our money with or support our own*

When you read the reasons above they should enrage you; they should make you want to say, "Hell no this isn't the reason and I am appalled that Tami would suggest these to be true." Of course these statements aren't true for the entire black community but I challenge to you to prove that this isn't true for the majority of black consumers that DON'T patronize black businesses. The reasons I gave above are appalling but I have decided to quit sugar coating our lack of loyalty to own community. We really need to get it together!

So what do we do? It is time for us to wake up and put our money back in the black community. I am in no way suggesting you patronize a business that will give you bad customer service or poor quality products. What I am

challenging you to do is find the black businesses in your community that are working hard to gain your 914 million dollars of purchasing power and patronize them. I challenge you to find one black business a week to spend your hard earned money with them and stay loyal to that business. I challenge you to add to your list of black owned businesses and keep it going.

No, this is not going to be easy. Yes, some of the prices may be a bit higher than many of the Non-Black competitors but if you can spend your money with Coach, Prada, Tommy Hilfiger, Guess, Nike, etc you can pay a little extra to patronize a black owned business.

How can we support black businesses?

Stop looking for the cheapest price

I think that once you accept that in some cases you may have to pay a little bit more to patronize a black business you can let go of the need to be cheap. You first need to understand that often times the reason a Non-Black business can offer you products or services cheaper than a black owned business is because they have the support of their community and business capital. For example the Latin and Asian business community buy in bulk together as a group, from distributors in order to get products at a lower wholesale price. If the products they buy are at a lower wholesale price they are able to offer you a lower retail price. Unfortunately black businesses are not always able to do the same, therefore in order for them to make any profit at all their prices are often a bit higher than the competition. Get over it.

Find a Black Business Directory

Find black businesses that offer the products and services you are looking for. I did a little research and I found that many black business directories charge high prices for listings and don't have a lot to offer. Don't let this stop you though continue your search. In the very near future The Blackness website will be offering our own Black Business Directory free of charge to anyone who wants to list their Black Owned Business. We are dedicated to supporting the black business community and this will be just one of many steps we will take to do so.

Leave a review and recommend black businesses to friends and family

When you patronize a black owned business leave a review on the online directory you found them on or go to their website and do so. Let people know how much you liked or enjoyed their product or service. This type of support is invaluable to any small business owner. We often are apprehensive about using a business we are unfamiliar with; leaving a review helps alleviate the fear the next consumer may have about buying with this black owned business. Make sure you recommend that business to friends and family. We should never discount the power of "word of mouth" advertising.

Buy Black as much as possible

I will tell you a little story. I have very sensitive skin and often break out when using soaps and lotions. When I realized the products I was using on my skin was the reason for my breaks outs I decided to research products for black skin types. I found Nubian Heritage, a black owned company that made soap, lotions, and hair care products for black people. Yes their soaps is more expensive than Dove or Zest and their lotions costs more than Vaseline Intensive Care or Jergens but their skin care products are the best I have every used. Take the time to research companies that offer your everyday needs and buy from them as often as possible.

Now I am in no way saying my view is the only view. There are several views on why Blacks don't support black business and there are dozens of ways we can make the change and use our buying power in our own communities. I welcome your views and thoughts and look forward to some enlightening debates on this issue.

I leave you with this final thought.

BUY BLACK!

Now obviously I agree with editor of **TheBlackness.net** or I would not have reprinted this article. And this is what I say to everyone in Chicago and the rest of the country. As the sales team expands the representatives will offer Cable TV, Satellite TV, High Speed Internet, Extended Warranties, Cell Phone Service and other products and services..

The StreetPrayers.org Inc. "Consumer Technology Consultants" Marketing Teams will be the most polite, manner-able, professional and knowledgeable team of consultants ever assembled in inner city Chicago!

The products they offer are second to none and are manufactured and monitored by industry leading companies that I am not allowed to mention here.

Here is what we ask ...when you or a loved one is in the market for a personal medical emergency button, residential alarm system or any other consumer technology product or service; contact **StreetPrayers.org Inc.** or one of our marketing representatives.

Why?

As far as we know, we are the only corporation in Chicago actively seeking the unemployable to create a positive lifestyle and change the community where you live by training and putting to work young African American men and women that have been marginalized by society.

About the Director



Harvey Pinkney serves as an ordained Elder at the Love Tabernacle Full Gospel Ministry under Apostle John L. and Evangelist Linda C. Smith.

Harvey has an extreme burden for souls and is called to make a difference in inner city Chicago by engaging the neediest of our young men right where they are...and showing them a new life through Christ Jesus our Lord.

Harvey recognizes that this ability to hire and train these young men.... Many of whom have criminal backgrounds is an answer to the prayers of many parents and grandparents in Chicago.



"Consumed By The Power Of God's Word...
Musically...To Lift & Enlighten Your Soul"

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