

**AUTHENTIC  
MANHOOD**

# INITIATIVE

**CHANGE MEN + CHANGE THE WORLD**

## A BOLD INITIATIVE

### **MEN NEED A CLEAR AND COMPELLING VISION OF MANHOOD.**

They need a safe place where they know someone understands them and they are not alone. They need time with other men to effectively process their manhood in order to become the men they are designed to be. The content of Authentic Manhood addresses all of these needs. It has impacted about a million men around the world, but there are over a hundred million men in the United States alone. Most men are stuck in a less-than existence of conventional manhood having never discovered these timeless principles nor experienced these kinds of substantive conversations and accountability.

**THE AUTHENTIC MANHOOD INITIATIVE** is not only introducing thousands of men to this world-class content, we are showing them how to use it – how to engage in a context that will produce true brotherhood and community. The impact of this upstream mission will have a profound impact on the collateral damage caused by conventional manhood downstream. Wives will feel loved and led, children will feel guarded and guided, friends will feel connected and challenged, and churches will be equipped and energized.

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## BIG OPPORTUNITIES

**MEN IN PRISON.** The content of Authentic Manhood is already being used with great success in prisons around the country. In our experience, 500 inmates on average elect to go through Authentic Manhood training using 33 The Series when it is offered in just one prison. Our starting goal is to support 20 of these facilities. That equals about 10,000 inmates.

We want to provide resources and coaching to chaplains and prison ministry teams. There are six volumes in 33 The Series, which means we need to raise funding to purchase 60,000 Training Guides. **GOAL: \$900,000**

**SALVATION ARMY ADULT REHABILITATION CENTERS.** These centers help men with addictions using a highly successful strategy that is already pairing very well with 33 The Series. There are 23 ARCs in the Southern Territory alone. Each center will have 100 men on average going through their program at any given time. That equals around 2,300 men.

We want to develop partnerships and provide training and resources to these centers, which means we need to raise funding to purchase 13,800 Training Guides.

**GOAL: \$207,000**



## MEASURING THE IMPACT

1 inmate or 1 Salvation Army ARC participant for 1 year = \$90	5 inmates or 5 Salvation Army ARC participants for 1 year = \$450	10 inmates or 10 Salvation Army ARC participants for 1 year = \$900
1 Prison Team or 1 Salvation Army ARC for 1 year (100 men) = \$9000	1 Prison with 4 or 5 Teams for 1 year (500 inmates) = \$45,000	5 Prisons with 4 or 5 Teams for 1 year (2500 inmates) = \$225,000

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