

✦ LEVEL UP LEGACY ✦

LEVEL UP LEGACY

*A National Call for Black Churches
to Deliver Economic Solutions*

PILOT PARTNERSHIP PROPOSAL

Presented to Dr. Jamal H. Bryant
Senior Pastor, New Birth Missionary Baptist Church

PREPARED BY

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IN COLLABORATION WITH

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“The Black Church Has Built Faith. Now It’s Time to Build Wealth.”



This is a moment of reckoning — and of opportunity.
Level Up Legacy is the answer to a question the Black Church has
been ready to ask.

Executive Overview

Level Up Legacy is a structured national initiative designed to equip Black families with the tools, education, and systems needed to build generational wealth, protect hard-earned assets, and establish lasting legacy structures for future generations.

This is not a program. It is a movement — one that meets families where they are and walks them toward ownership, protection, and prosperity.

BUILD

Generational Wealth Frameworks
& Systems

PROTECT

Asset Protection & Estate
Planning Awareness

ESTABLISH

Legacy Structures for Future
Generations

The Wealth Gap Is Not an Accident

For generations, systemic barriers have prevented Black families from accumulating, protecting, and transferring wealth at the same rate as their white counterparts. The data is clear — and it demands a response.

8x

The median white family holds **8x more wealth** than the median Black family.

<3%

Black Americans represent **13% of the U.S. population** but hold less than **3% of the nation's wealth**.

70%+

Over **70% of Black families** lack a will, trust, or any formal estate plan.

~30pts

Black homeownership rates remain **nearly 30 points below** white homeownership rates.

These are not statistics. These are our families. And the church is positioned to change this.

The Church Holds the Key

Black churches are among the most trusted, most resourced, and most influential institutions in American life. With over **45,000 Black churches** across the United States and an estimated **\$1 billion+ in annual giving**, the church is not just a spiritual home — it is an economic engine waiting to be fully activated.

TRUST

The church is the most trusted institution in the Black community, more than banks or government.

REACH

Millions of families gather weekly under one roof, creating unparalleled access for education.

INFLUENCE

Pastoral leadership shapes decisions, values, and vision — the most powerful lever for transformation.

“The opportunity is not to replace the spiritual mission. It is to expand it — from saving souls to securing futures.”

The Right Leader for This Moment

Dr. Jamal H. Bryant is one of the most recognized and respected voices in the Black church today. As Senior Pastor of New Birth Missionary Baptist Church — one of the largest and most influential congregations in the nation — Dr. Bryant has demonstrated a consistent commitment to justice, community transformation, and cultural leadership.

His platform extends far beyond the pulpit. As a nationally recognized speaker, activist, and public leader, Dr. Bryant occupies a unique position: the credibility of the church and the reach of a cultural movement.

Level Up Legacy does not seek a spokesperson. It seeks a partner — and Dr. Bryant is uniquely positioned to be that partner.

WHY THIS PARTNERSHIP MAKES SENSE

Deep community trust and pastoral authority

National visibility and media presence

A congregation ready to lead by example

A proven track record of community engagement and social impact

The New Birth Legacy Land & Wealth Initiative

A Model for the Nation

This initiative envisions New Birth Missionary Baptist Church as the flagship site for a replicable, scalable model of church-based economic empowerment. Through the Level Up Legacy framework, members of New Birth will gain access to:

I LAND PATHWAYS

Access to land acquisition education, cooperative models, and ownership opportunities.

II LEGACY EDUCATION

Structured curriculum on wills, trusts, estate planning, and generational wealth transfer.

III ASSET PROTECTION AWARENESS

Practical tools and guidance to protect what families already own.

IV WEALTH-BUILDING FRAMEWORKS

Step-by-step systems for building, growing, and sustaining family wealth.

What begins at New Birth will not stay at New Birth. This is a pilot designed to become a national model.

A National Call to Black Churches

**“If the church can raise people spiritually,
it can also position them economically.”**

This initiative positions Dr. Jamal Bryant as a leading voice in a growing national conversation: the role of the Black church in closing the wealth gap. By partnering with Level Up Legacy, Dr. Bryant joins a movement that is already gaining momentum — and steps forward as a visible, credible example that other pastors and congregations across the country can follow.

This is not about being first. It is about being faithful — to the full potential of what the church can do for its people.

A Complete System. Not Just a Program.

Level Up Legacy delivers a fully integrated suite of resources designed to support churches and families at every stage of the wealth-building journey. This is not a one-time workshop or a generic financial literacy class. It is a comprehensive, church-ready system built for real impact.

CURRICULUM

Structured, faith-aligned wealth and legacy education modules.

WORKSHOPS

Live and virtual sessions for congregations of all sizes.

SYSTEMS

Operational frameworks for implementation and tracking.

IMPLEMENTATION SUPPORT

Dedicated support team to guide the partnership from launch.

SCALABLE MODEL

A replicable structure designed to grow across multiple churches.

What This Changes

The impact of this initiative extends far beyond individual families. When a church commits to economic empowerment, it sends a signal to an entire community — and to the nation — that the church is serious about the full flourishing of its people.

01 STRENGTHENED FAMILIES

Households equipped with knowledge, tools, and plans to build lasting wealth. Families who know how to protect what they have and grow what they build.

02 INCREASED OWNERSHIP

More Black families owning land, homes, businesses, and assets — closing the ownership gap one family at a time, one congregation at a time.

03 GENERATIONAL CHANGE

Children and grandchildren who inherit not just faith, but financial foundation. A generation that begins with a head start, not a deficit.

04 NATIONAL REPLICATION

A proven, documented model that other churches across the country can adopt, adapt, and scale — turning one pilot into a national movement.

This is not a program with a start date and an end date. It is a movement with a beginning and a legacy.

What New Birth Gains

This partnership is not charity. It is strategy. By leading this initiative, New Birth Missionary Baptist Church positions itself at the forefront of a national movement — and gains tangible, lasting benefits that extend well beyond the congregation.

Cultural Leadership

Recognized as a pioneer in church-based economic empowerment — a congregation that did not wait for change, but led it.

National Visibility

Media, speaking, and partnership opportunities tied to a growing movement. Dr. Bryant's platform expands into a new and powerful dimension.

Economic Impact

Measurable improvement in the financial health of the congregation and surrounding community — a legacy that outlasts any single sermon or season.

Movement Positioning

A legacy-defining moment for Dr. Bryant and New Birth in the arc of Black church history — a chapter that future generations will point to as a turning point.

“This is more than a program. This is a shift in what the Black Church can become.”

We invite Dr. Jamal H. Bryant and New Birth Missionary Baptist Church to step into this moment — not as a recipient of a proposal, but as a co-architect of a national movement.

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