



BROTHERS WHO CARE



The fact of the matter is, people who are financially secure think differently!

Unfortunately, the topic of money isn't one that excites people, in-fact the majority of people would even rather talk about the latest celebrity gossip than talk about their personal finances, and this is where the problem lies. We avoid the topic, and because of this avoidance, our finances never improve.

You might be thinking, "Who gets excited about finances?" Well the simple answer is people who have it and have it in abundance. While the rest of us act out of fear, people with positive money psychology think about their money like a logical math problem to solve. Even though they know that there are many things in life they can't control, when it comes to their finances, they ignore all negative external stimuli (the economy, threats of recession), and they assume they have the power to continue to create wealth.

Changing the way you view money, will drastically change your life!

Many of us are taught to avoid discussions around the topic of money. This lack of dialogue has led to many of us struggling to understand the relationship we have with it. What we don't realize is that all of this goes on to form our thoughts around money, what is known as your money mind-set. It is the unique belief and attitude you develop about money. These ideologies can stem from your environment, and more specifically from family, and friends.

So, if you are ready to improve your life and make better financial decisions, it has to start with your money mind-set. You have to really take a look at why you may have a negative attitude towards money. If your attitude towards money is negative or you constantly think that your financial situation will not get better, what do you think the odds of you being financially successful are?

"Regardless of where you are from, what you have experienced, or how you grew-up, you alone have the power to change your story. By believing in yourself and changing the way you view money, your life can drastically change. Are you ready to go on this journey? This month's newsletter is packed with nuggets to help you shift your mind-set, and prepare you for your success story."

Welcome to October and for our new subscribers, welcome to Brothers Who Care!"

David Griffiths
Founder, Brothers Who Care

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There is so much happening at Brothers Who
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visiting us at <https://brotherswhocare.com/>.



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R&B IN THE CITY EVENTS In Association with BROTHERS WHO CARE
presents

BLACK MEN OF EXCELLENCE WALK

CHANGING THE NARRATIVE ONE STEP AT A TIME



SUNDAY, OCTOBER 9, 2022

SUITS AND AFRICAN ATTIRE | PHOTO + VIDEO SHOOT | 2K WALK | CANNED FOOD DRIVE

IN SUPPORT OF **YSM** YONGE STREET MISSION

The Black Men of Excellence Suit Walk 2022 Fall & Winter Colours Edition

STARTS AT 11AM | **REGISTER AT**
GOULD ST. & VICTORIA ST. | [BMOEWALK2022.EVENTBRITE.CA](https://www.bmoewalk2022.eventbrite.ca)

SPECIAL GUEST
DAMIAN WARNER
2020 OLYMPIC CHAMPION
THREE TIME CANADA WORLD MEDALIST

@GQHENDERSONEVENTS @WAYNECHUNG.CA @KLREID30_SF @CANBWC @BLAZER.TOUGH



The Black Men of Excellence Walk Series presents “Make Mental Health & Well-Being a Global Priority!”

Under the theme “Make Mental Health & Well-Being a Global Priority,” the bi-annual walk is being held on Sunday, October 9th, 2022 from 11:00 am – 3:00 pm, and will bring powerful Black men together, outfitted in their finest business attire, displaying their strength and ingenuity, and changing the narrative on a visual scale. This monumental walk will feature the one and only Damian Warner, Olympic Gold winner, and the first Canadian to earn the honorary title of World’s Greatest Athlete.

The Excellence walk will commence at 11:00am with a photo shoot at Nelson Mandela Walk (Ryerson). In line with their philanthropic vision, during the walk the men attending will be collecting non-perishable food items to donate to Yonge Street Mission. After the shoot, the men will walk down Gould St & Victoria and end at the Royal York Hotel (Front & York), where they will engage in a Q&A style Fireside chat with Damian Warner.

LEG-UP | BIPOC Professionals Taking Charge of their Personal, Professional and Financial Future

Last month, the LEG-UP Mastermind group had their second successful in person meeting. The members of the Mastermind group have been offered this Mastermind Package, totally free thanks to the generous donation from our lead partner TD Bank Financial Group, and other partners including: Bridge2WellBeing, LifeWorks, YAAACE and individual: coaches, advisors and leaders in the community.

The next Mastermind session will be held on Sunday, October 16th, 2022 and we are looking forward to cultivating investment-oriented minds, who know how to delay gratification, take calculated risks to create passive income streams, and surround themselves with smart, driven people who are looking to get a LEG-UP in life.

“Making Mental Health a Global Priority!” Exploring the Mental Health Stigma on a Global Scale

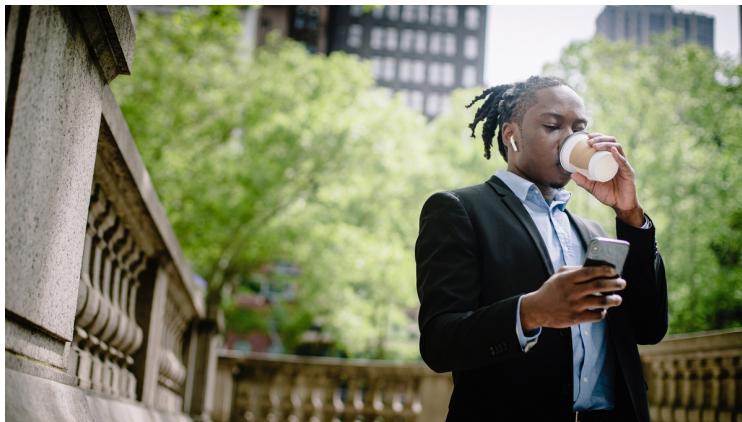
The much-anticipated fall launch of the Mental Health Hour was held on Thursday, September 29th, 2022 at 6:00 pm EST! BWC invited renowned singing sensation Jully Black, and inspirational speaker and coach Kwame Osei, to discuss community-based care techniques that could be beneficial in overcoming the barriers that the global Black communities face when it comes to mental health.

This FREE event was streamed on the BWC: YouTube, Facebook and LinkedIn pages, and you can find clips from the event on our Instagram page <https://www.instagram.com/canbwc/>.

Many of us have bought into the cultural myths and archetypes around money!

To innerstand your money psychology, you have to first overstand why you think the way that you do. Unfortunately, Africans living in the diaspora face higher levels of poverty than any other culture in the world. Poverty is strongly linked to adverse socio-emotional outcomes and poor health in children, and research shows that poverty or being economically vulnerable is psychologically stressful and causes people to make poor decisions, get sick more, and be frequently triggered by daily life events.

Financial insecurity affects specific neurocognitive processes disproportionately such as working memory, cognitive control, and especially language and memory. It is no wonder that Africans living in the diaspora have challenges when it comes to wealth and wealth creation. Due to many of our life circumstances, our cultural belief patterns around money are probably more negative and limiting than most any other area of life.



Many of us have unconsciously bought into cultural ideas about beauty, fairness, and success, and we have also bought into the cultural myths and archetypes around money.

Let's do a little work together. Take a look at these statements and see which seem "true" to you:

1. It takes money to make money.
2. The rich get richer and the poor get poorer.
3. Money is the root of all-evil.
4. I can't live a balanced life if I want to make a lot of money.
5. Money is the measure of my success and/or worth.
6. Life is hard.
7. It's a dog-eat-dog world out there; survival of the fittest.
8. In climbing the ladder of success, you have to step on others on the way up.
9. You have to be in certain professions to make a lot of money.

How many of these statements have you said in the last week, month, even year? How do you think that these statements have affected the way that you think about money?

Money is a form of energy; it is not inherently evil!

One of the first steps we have to take is to change how we think about money, and no, this will not be easy, but it is not impossible. Money is a form of energy. It's how we exchange energy. Money is not inherently evil; it is what one chooses to do with it that makes it an energy force for good or for bad.

I want you to review some of the statements that were presented earlier, and now, we are going to see how many of those statements we can replace with the ones below:

1. The universe is abundant.
2. The universe wants me to prosper.
3. All prosperity begins with belief.
4. Money is an abstraction.
5. Money is energy—and will appear as you really feel about it.
6. Money will respond to the instructions I give it.
7. Money demands my attention

In **NLP (neuro-linguistic programming)** training, they teach the four requisites of lasting change. These four steps must be taken in a specific sequence. It does no good to try to take massive action if your conscious or unconscious beliefs are limiting. That's an uphill battle you're bound to lose, so it's important to release negative emotions and beliefs first. The sequence is as follows:

1. Get rid of negative emotions and beliefs; insert new positive beliefs.
2. Create a compelling future; this can be done through goal setting.
3. Take action.
4. Remain focused on your desired outcome

As challenging and demanding as this task may be, you can change your beliefs and your relationship with money.

Spotlight Feature

Kwame Osei

The dreams of our young Black men in Toronto, and around the world matter; their dreams deserve support, and their dream counts. Our Spotlight Feature is helping our young Black men see that whatever they dream of, they are capable of.

Dreams about creating the next tech giant, or running a Fortune 500 company, or opening restaurants, or winning Oscars for directing movies, or becoming real estate tycoons, or being elected president and changing the world, anything is possible, and his story is the perfect illustration of that. I would like to introduce a man who deserves celebration, the talented, resilient Kwame Osei.

He was susceptible to the street culture because he was reared in it. He embraced a perspective on life and future achievements that were on the lower end of the achievement spectrum, common of young men within the urban community where he lived.

While attending Father Henry Carr High School, his passion for football evolved, and he began his football career as a quarterback. In his senior year, he leads the team to their best record in school history. His athletic ability afforded him an opportunity to escape the societal low expectations that society had of him as an African man, and he ended up attending Vanier College in Montreal Quebec. He wanted to upgrade his marks with the hopes of earning an NCAA football scholarship, unfortunately, due to an injury in his final year, he decided to attend St. Francis Xavier University in Nova Scotia instead of pursuing his dream to play NCAA football in the United States.

In 2015 he Co-founded a non-profit youth mentorship program called Northern Elite Football and is the author of two children's books. He also co-founded a fitness clothing brand called Triumph Elite in 2014 which currently sponsors two professional athletes. You may have seen him on Season 6 Hero's edition of the Amazing Race Canada show, and this ignited his thespian spirit.

In 2019, he moved to Kingston, Ontario to be an assistant coach for Queens University, and he became the Receiver Coach and Community Engagement Coordinator for the Queen's Gaels.

"I was born in Ghana, West Africa, and moved to Canada when I was four," Kwame shared. "It was when I met my father for the first time. My dad was in the Navy and was able to go to school abroad, Italy, and then Canada, where he settled in Rexdale, Ontario.

Growing up in Ghana, I did not see anyone who was not Black. I was a happy kid and loved life. I remember walking down the street with my mom, and I saw a white family. I was blown away. I had never seen white people before. When I moved to Canada, it was completely different.



My parents sent me to Catholic school, and it was a negative experience for me. I felt like I didn't belong. I was not represented anywhere: my books, the language, it left me feeling isolated, unattractive and rejected. I didn't have positive images of Black men in my life, so I took on the roles of Black men that were perpetrated in the media. I began idolizing and looking up to Black men in my area, and for the wrong reasons. They had nice things: the women, the clothes. I got myself into some really bad situations. I lost friends to violence, some went to jail; looking back at it, I see that there were some low expectations that were set for me.

"In grade nine, I failed all my classes except gym and drama. I rarely went to school, and if I did, I would just be causing trouble. I admit. I was acting like a real bucket head. In Grade 10, they put me into streamed classes I was actually in ESL. There is no worst feeling. I was embarrassed and again, I felt like I didn't belong. It is the lowest frequency you can be at. I was going to drop out of school, why bother going?

I remember when she realized that I was not a basic-level student. She let me do general work in basic class and the next year, I moved up to an advanced level. I was struggling because I felt like I wasn't in the right space. The work was hard. I was getting 50's or barely passing. Mrs. Goveia, choose to tutor me. She understood my learning style, and even though she was not my teacher, she helped me."

"No one ever told us about all of the other possibilities the world offered. No one ever made us feel that we could achieve anything and everything we dreamed of. Now, I have the opportunity to do this for this generation of young Black men."