



Transforming Hopelessness
Into Hope.

| Sponsorship
| Opportunities 2026



“You can’t go back and change the beginning, but you can start where you are and change the ending.”

– C.S. LEWIS

Executive Summary

Our Mission

To help underserved youth develop the emotional and social intelligence needed to counteract delinquency and negative social narratives, transforming hopelessness into hope.

Our Vision

For underserved youth to transform hopelessness into hope. Despite their current circumstance, we envision our youth being motivated self-thinkers who embrace their natural gifts and talents to benefit the world.



\$250,000 annual budget



91 youth served in 2024-2025



72% of youth improved in targeted skills and behaviors



4 strong partnerships

100% of youth avoided new adjudications while enrolled

ASOP provides free counseling, life skills classes, parent workshops, and positive youth development programs including the BRICK Program, Ambassadors Club, and ASOP Sports.

Meet Our Founder



Dr. Kareem Puranda,
LCMHCS, LCAS, TF-CBT
Founder, ASOP

It's not about how you start, it's about how you finish! We can achieve success on purpose when we boldly display our talents, strengths, and gifts for the uplifting of humanity. Gandhi said... **"Be the change you desire to see in the world."** Achieving Success on Purpose, Inc. is not just a title or motto... it is a way of life that begins with the renewal of your mind. Adversities can be unpredictable. But how you get through them is what builds character. Hardships can produce resiliency and wisdom that develops the courage to tackle any challenge. Be encouraged knowing that you have the strength to achieve success on purpose!



Meet Our Leadership



Nalo Coban
Executive Director



Merrell McDuffie
Program Manager

Transforming Lives Through ASOP

Meet Jayden



Jayden
BRICK Graduate

Jayden Smith often shares one of his favorite quotes: **“Without commitment, you’ll never start. Without consistency, you’ll never finish.”** His journey through ASOP’s BRICK program reflects that belief.

When he first joined, Jayden was struggling with impulsive choices, school suspensions, and conflict with peers. From the start, he chose to engage fully in the process. What began as an obligation soon became his own commitment to growth.

Jayden completed more than 50 hours of counseling and life skills training. He quickly emerged as a leader in group sessions, encouraging peers to participate, respect one another, and stay accountable. His presence lifted the group and set a positive tone.

Through BRICK, Jayden discovered new ways to manage his emotions and build confidence. **“I learned more about myself. I just discovered,”** he shared. **“And I realized I’m not alone in the process.”**

Even after completing the program, Jayden continues to attend sessions voluntarily and now dreams of becoming a youth ambassador. His story shows the power of consistency, community, and the belief that every young person can rise to lead.

Our Impact

1,200+

direct service hours

98%

had no new adjudications

91

total youth served

90%

satisfaction from parents and youth

Pillars of Purpose

Your sponsorship ensures free access to therapy, life skills, and leadership development for youth who would otherwise face barriers to care. Together, we can build safer communities, stronger families, and empowered young leaders.

Paragons – \$50,000

- Supports 100+ youth with therapy, life skills classes, and parent workshops
- Presenting Sponsor recognition at ASOP events
- Keynote speaking opportunity at major events
- Large logo on all banners, press materials, and ASOP website
- Featured “Meet the Sponsor” video and dedicated social media campaign
- Custom sponsor plaque displayed in ASOP office
- Invitation to exclusive networking with ASOP leadership and community partners



Olympians – \$25,000

- Supports 50 youth with therapy and life skills programming for six months
- Gold-tier logo placement on event materials and website
- Verbal recognition at events and parent workshops
- “Made Possible By” recognition in ASOP program videos
- Featured sponsor spotlight in newsletter and social media



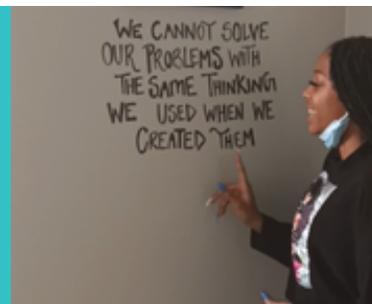
Scholars – \$20,000

- Provides transportation and meals for youth for one semester
- Logo on select program materials and website
- Certificate of appreciation presented by ASOP
- Recognition in quarterly newsletter and social media shoutouts
- Opportunity to provide promotional materials at ASOP events



Achievers – \$10,000

- Provides therapy kits, journals, and incentives for youth participants
- Recognition on ASOP website sponsor page
- Thank-you mention in newsletter
- Social media appreciation post
- Small logo placement at select events



Where Sponsorship Works

Your sponsorship fuels direct services that change lives. Every contribution goes straight to programs that remove barriers and build stronger futures for youth.



50% Counseling

Provides free therapy sessions for youth and families



26% Personnel

Supports licensed therapists and program staff who deliver care



23% CMPD Partnership

Expands intervention and diversion programs that keep youth out of the justice system



5% Transportation

Ensures reliable rides so youth never miss therapy or workshops



5% Food

Provides meals during Saturday therapy and workshops, creating community at the table



4% Materials

Supplies journals, therapy kits, and engagement tools for sessions

**Every dollar is an investment in access, healing,
and hope for the next generation.**

Thank you



On behalf of Achieving Success On Purpose (ASOP), we extend our deepest gratitude for considering a partnership with us. Your support makes it possible for underserved youth to access free therapy, life skills training, and opportunities that change the course of their lives.



Because of you, young people who were once overlooked can now discover their potential, strengthen their families, and step into a future filled with purpose and hope.

Together, we are breaking cycles of delinquency, building stronger communities, and investing in the leaders of tomorrow.



We thank you for believing in our mission, standing with our youth, and helping us transform hopelessness into hope.

Join us in building safer communities, stronger families, and empowered youth. To become a sponsor, contact us today.



3126 Milton Road Suite, STE 234
Charlotte, NC 28215



info@asopnc.org



www.asopnc.org



704.264.4761