

Up And Out Of Poverty The Social Marketing Solution

In 2008, World Bank researchers set an international poverty line of \$1.25 per day. That got us thinking. If the international poverty threshold is \$1.25/day, shouldn't that mean that for \$1.25/day we should be able to lift a child out of poverty? What if we actually could help lift a child out of poverty for such a small amount? Not just providing for mere survival; giving food or clean water or some form of medical attention. We mean really lifting a child up and out of poverty. Giving him a chance at a future. Giving her a reason to dream, without it being an exercise in futility. Giving a child a better chance to weather natural disasters of all kinds, including the silent ones of AIDS, hunger and neglect. What if we could do that? What would it look like? We wanted to know. As it turned out, we already did. Give125 is about the most important lesson we learned in 10 years of ministry to South Africa's poor: it's not how much you give, but how you give. In this book, we share why this lesson is so important to our world, and more importantly, why it means that you – no matter who you are or what you have – are the true hope of nations.

The Linn and Benton County Gleaner network has helped the low-income families of urban and rural Oregon reclaim moral, social and cultural capital that is lost in the act of being poor in America. Rather than participating solely in government safety nets, these people reject “hand-outs” in favor of exchanging their participation for aid. By

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embodying the value of merit, Gleaners negotiate their low-income status in a way that allows them to reclaim middle-class values and self-worth. Through 47 personal narratives, participant observation, and a 345 participant survey, this thesis examines how low-income people experience poverty, how they present themselves as middle class, and how contradictions found between qualitative and quantitative data reveal the cultural struggle of being poor in America. This project illustrates the ways that the Gleaner network provides both food and dignity to the low-income people who depend on it.

The current moment faced by the microfinance field reflects the opening lines from Charles Dickens' *A Tale of Two Cities*: It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness.... Never before has there been such inspiring innovation in microfinance nor such cause for concern. *New Pathways out of Poverty* provides a substantive discussion of the state of the field and a compelling vision for its future. Third in a book series spanning a decade that has documented the microfinance industry's highs and lows, *New Pathways Out of Poverty* explores the current state of the microfinance industry and highlights some of the field's major challenges and achievements. Contributors examine innovations in microfinance and capture the knowledge gained in key areas of practice. The authors also show how leading institutions are taking steps to ensure that microfinance becomes a central platform for putting poverty in the museums where it belongs.

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Explores how to define, measure, and keep track of poverty; the causes of poverty; and counterstrategies. This work features detailed case studies that examine the situations in the United States, India, Syria, the Democratic Republic of the Congo, Guatemala, and the Ukraine.

Hillbilly Blues is analyse van een cultuur in crisis - die van de blanke Amerikaanse arbeidersklasse. Niet eerder werd er zo scherp, en van binnenuit, over deze bevolkingsgroep geschreven. J. D. Vance vertelt hoe het is om geboren te worden met sociale en regionale ellende als een wurgkoord om je nek. Het verhaal van de familie Vance begint vol hoop, in het Amerika van na de oorlog. Zijn grootouders verhuisden naar Ohio omdat ze wilden ontsnappen aan de armoede in hun thuisstreek Kentucky. Ze bouwden een middenklassebestaan op, en hun kleinzoon (de auteur) zou uiteindelijk naar Yale Law School gaan: de American Dream. Maar dit is de oppervlakkige versie van de sage. Gaandeweg toont Vance hoe zijn familie geworsteld heeft met de eisen die dit nieuwe bestaan stelde. Het is hun nooit gelukt de geschiedenis van misbruik, alcoholisme, armoede en trauma - zo typerend voor deze groep Amerikanen - van zich af te schudden. Een ontroerende verhaal, met humor verteld en vol kleurrijke figuren. Vance maakt het verlies van de Amerikaanse droom bitter voelbaar. Dit is een eerlijk verhaal over wat het betekent als al je hoop in duigen valt. Een belangrijker boek over Amerika zul je dit jaar niet lezen.' - The Economist 'Een empathische en scherpe sociologische analyse.' - The New York Times 'Deze elegie,

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deze melancholische klaagzang over zijn diepe loyaliteit met een verdoemde klasse die hij achterlaat, gaat over meer dan zijn privé-verhaal. Via Vance krijgen we een inkijkje in Amerika als klassensamenleving.' - De Groene Amsterdammer

This ethnographic study looks at teenagers trapped in poverty--how some succeed in the struggle to get out and others finally give up trying. It is an outgrowth of interviews with some 900 teens in New York City, Cleveland, Louisville, and Meridian, Mississippi. The neighborhoods where they live are socially and racially diverse. Among them are white areas sliding into poverty as traditional blue-collar jobs in smokestack industries fade away, and black and Hispanic neighborhoods where chronic unemployment has long been the prevailing tradition and fact of life. Based on the teenagers' own accounts, the book describes their experiences with working and seeking work, achievements in school and athletics, family life, and the positive influences of their peers and adult mentors. It also details the negative choices that tend to make poverty a life sentence: prostitution and street hustles, pregnancy and early parenthood, gang membership and criminal outlets, drugs and withdrawal into despair. Still, hope is an unquenchable attribute of youth, and it bubbles up in this book as the authors show how much these teenagers seek to do for themselves in exercising their limited options.

Up and Out of Poverty: The Social Marketing Solution
Up and Out of Poverty Campaign
A Right to Thrive, Not Barely Survive
Each One Teach One
Up and Out of Poverty : Memoirs of a Street Activist

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Dances with Dependency offers effective strategies to eliminate welfare dependency and help eradicate poverty among indigenous populations. Beginning with an impassioned and insightful portrait of today's native communities, it connects the prevailing impoverishment and despair directly to a "dependency mindset" forged by welfare economics. To reframe this debilitating mindset, it advocates policy reform in conjunction with a return to native peoples' ten-thousand-year tradition of self-reliance based on personal responsibility and cultural awareness. Author Calvin Helin, un-tethered to agendas of political correctness or partisan politics, describes the mounting crisis as an impending demographic tsunami threatening both the United States and Canada. In the United States, where government entitlement programs for diverse ethnic minorities coexist with an already huge national debt, he shows how prosperity is obviously at stake. This looming demographic tidal wave viewed constructively, however, can become an opportunity for reform—among not only indigenous peoples of North America but any impoverished population struggling with dependency in inner cities, developing nations, and post-totalitarian countries. This book is meant to be the first in a series of Creating a Purpose out of Poverty. In Part 1: The Journey Begins, Dr. Mafisa assists the reader to develop her/his vision and principles. He believes that creating a clear vision and principles is the

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basis for effectiveness not only in ones career but also in life as a whole. Enjoy the journey with Dr. Mafisa!

July 16, 2007 There goes the church bell again. I wonder who died this time. I have to look even though I know I will get in trouble for getting up in class again. It's not my fault the church bells sound so much like music. Wow, so many people in black. Why do people wear black to a funeral? Shouldn't they wear white if their friend is going to heaven? Where is everyone going in a hurry? I like that store; they have the best candy. I'm going to buy that abandon building, and I will make my own school someday. But it will be a fun school where we can get dirty and have fun while learning. Maybe, I will be Mayor, and the people will love how I changed this neighborhood. The church bells stopped and she is looking at me that way again. I better sit down before she calls out my name and then it's back to the principal's office. Hey, can you hear that dad? It's the church bells from Saint Joseph. Man they're loud. Those are the eight o'clock bells. So it's barley eight. I like these sunsets. Look how the sun goes behind those trees. That tree looks like a lion roaring at the sky. Look at those trees. They look like waves that are drowning the sun. Mom gave me a radio. What station do you like? When you were in Vietnam, were you scared? Do you still have nightmares? Well, I am glad you made it back home. You know that old white

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building in front of our church. I want to buy it someday. I use to look at it all the time thinking that I could do something good with it. Yeah, the sky does look pretty when it's gold and pink. The clouds look like a castle floating on mountains. Look at those birds. Where do you think they're going? The church bells stopped. We should go inside before the mosquitoes come out. Do you think these mosquitoes are getting bigger? Hey, stop you guys. Do you hear that? It sounds like music. Yeah, it's the church bell! I heard they're hiring at that church for coaches for their summer program. I think I am going to go apply. Come with me. Hello, are you still taking applications for summer coaches. That's too bad. I really wanted to work here. I heard of all the good things you do for the community. I agree with what you are doing here. We do need good positive role models in the neighborhood. I am not going to school right now, but I want to be a teacher someday. Do you know that old building across from us? I want to buy it. It's going to be either a recreational center or an early learning center like Head Start. Wow, I can still hear those church bells. Well, thank you for your time. And, yes, I do plan to attend college this fall; I am going to be a teacher. I will keep in touch. In the name of the Father, the Son, and the Holy Spirit, amen. Dear Father, thank you for all that you do, the seen and unseen. Thank you for my beautiful wife and our amazing daughter. Thank you for

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bringing me here today to slow me down from this busy world and catch my breath. This is the best part of the church when it is just you and me alone talking just like this. O' there goes the twelve o' clock bells. They sound so beautiful. Father, please give us strength when we are weak. Help us to be understanding, patient, and compassionate to each other. Help me be the best teacher that I can be. Let me receive the skills that I need so that I can come back into this community and teach them there is more than just this neighborhood, that my students can be anything they want if they just believe and have someone believing in them. I haven't forgotten about that old building. What was that Lord? Is it time to wakeup? Will I still be able to hear the music in the bells? In that case, ring those bells, and I'll get to work.

The sharp reduction in poverty in Bulgaria since the 1997 crisis highlights the role of effective economic stabilization policies and the social safety nets in improving the living conditions of the population. The nature of poverty in Bulgaria has changed since 1997, when poverty for many households was a transient phenomenon resulting from the immediate shock of hyperinflation and sharply increasing unemployment. Poverty in 2001 is more entrenched, concentrated among clearly defined groups. Most strikingly, poverty is highest among ethnic minorities, which comprise 60 percent of the poor. Roma are overrepresented

among this group. This trend highlights the need for Bulgaria's poverty reduction strategy to focus on measures to address inclusion of ethnic minorities within society. Despite the improvements since 1997, there are indications of underlying fault lines which threaten the trend of rising living standards. In particular, if the high level of unemployment is maintained, or continued to increase, poverty will go up. While unemployed households have managed to stay out of poverty by relying on the safety net and private coping strategies, the close link between poverty and unemployment indicates that these trends are not sustainable. Similarly, the importance of the skills gap suggests that declining access to education will contribute to poverty over the long-term. The priority for the Government is to maintain its reform path and sustain the growth levels of the past five years. A combination of policies which address the underlying causes of unemployment, expand opportunities through building human capital, and protect the poor through well-targeted programs are the pillars of an effective anti-poverty strategy. Improvements in poverty monitoring and communication with the public are also key. Despite the improvements in living conditions since 1997, opinion surveys indicate that nearly three-quarters of the population think that they live in poverty. Addressing these perceptions and expectations is critical to maintain public trust in government institutions and the reform process.

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"This volume presents the experiences of poor people who have made it out of poverty. This work's findings draw from research conducted in communities in 15 countries in Africa, East Asia, Latin America, and South Asia. The authors synthesize the results of qualitative and quantitative research based on discussions with over 60,000 people in rural areas. They offer bottom-up perspectives on the processes and local institutions that play key roles in escapes from poverty. The study finds that there are no differences in the initiatives taken by the poor, the rich, and the upwardly mobile. The authors demonstrate how -- in the face of deep social inequalities that block access to economic opportunities and local democracies -- individual initiative and empowerment by themselves are often not enough to escape poverty."--[Source inconneue]

This volume brings together findings and lessons about why and how people move in and out of poverty in conflict-affected contexts. It features cross-country findings on conflict and mobility, as well as in-depth case studies of six countries affected by significant violent conflict during the ten-year period covered by the research.

Worldwide child and youth poverty and deprivation remain the biggest barrier to achieving a better life in adulthood. Progress in lifting children out of poverty in

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the last decades has been slow and limited in the developing world, while the recent global economic crisis has exacerbated child poverty, youth unemployment, and social exclusion in many developed countries. By critically unravelling the long-term consequences of growing up poor, the close linkages between multiple deprivations and violation of human rights in childhood and adolescence, and their effects on labour market entry and future career in a number of developing and developed countries, this book significantly enriches the existing literature. Drawing on multiple disciplinary perspectives, it makes a forceful case for the eradication of child poverty to take centre stage in the Sustainable Development Goals.

"This report is about how the ILO and its constituents can better respond to the aspirations and everyday needs of people living in poverty. It is about the direct link between decent work as a development agenda and poverty eradication. It is about the fundamental importance of equality--and in particular gender equality--to decent work and defeating poverty. It is about teaming up with other international organizations to implement the poverty eradication and other commitments of the World Summit for Social Development (the "Social Summit") and the Millennium Declaration. It is about concrete ways of targeting the poverty-fighting impact of ILO policy proposals and technical cooperation

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programs."--Overview

This revised and updated text contains a range of relevant, interesting case law, statutory material, academic extracts and official proposals for law reform. A companion web site featuring web links and case updates ensures students have access to the latest materials.

Michael Savage—conservative talk radio host and #1 New York Times bestselling author—takes on President Obama's socialist agenda, his Chicago-style strong-arm tactics, and his Lenin-like complex in *Trickle Up Poverty*. Savage's quest is to help American's save America from economic Armageddon, and *Trickle Up Poverty* addresses everything from the global warming myth to the health care debacle to the Tea Party revolution, in an essential conservative manifesto that anyone who loves Sean Hannity, Rush Limbaugh, Bill O'Reilly, Glen Beck, and Dick Morris must read.

"If you have come here to help me, you are wasting your time. But if you have come because your liberation is bound up with mine, then let us work together."
—Lilla Watson, Aboriginal activist and artist
World-renowned physician and public health pioneer Dr. Paul Farmer has long been devoted to caring and advocating for the world's poorest people, and challenging wealthy Western countries to address the underlying causes of poverty and disease in the developing world.

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He and the organization he cofounded, Partners In Health, have built medical centers and health systems first in Haiti and then around the world—in Rwanda, Mexico, Nepal, Sierra Leone, Russia, the U.S. and more—that also address patients' social, nutritional, financial, and long-term care needs. But as he and his colleagues have learned in assessing their own efforts, and indeed all efforts, to turn goodwill into a robust and enduring response to the profound problems of structural poverty, they have learned that success requires more than good intentions, expertise, and material resources. It requires replacing time-limited, contractual, and almost invariably inegalitarian arrangements between aid workers and aid recipients with an approach based on genuine partnership and solidarity. Farmer calls this new model for assisting the poor accompaniment. Accompaniment, he explains, is about sticking with a task until it's deemed completed, not by the accompagnateur but by the person being accompanied. Through stories about his experiences and the evolution of his thinking, and incisive analysis of both existing data and the lessons of history, Farmer explains in this book what accompaniment means and how it works. In Part II of the book, a group of colleagues draw on their own experiences and studies to showcase accompaniment in action, illuminating both its enormous potential for transforming the lives of the poor, and the challenges and dilemmas they face.

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Many people in the world of foreign aid and charitable giving have long championed the principles of accompaniment, but there remains a huge gap between rhetoric and implementation. Part of the reason for that gap has been an absence of data about the effectiveness of accompaniment-based initiatives. This book provides compelling, concrete data that accompaniment works—and that it works better than other approaches. Inspiring, thought-provoking, and likely controversial, this is important reading for anyone who, like Farmer, seeks to create a better world.

?This book provides an excellent framework to analyse the experience of a wide variety of successful initiatives across the world and draws attention to critical issues that practitioners need to think about when designing poverty reduction interventions and scaling up.? Bill Tod, Regional MDG Adviser, SNV Asia?With its wide regional coverage, and frank discussions of issues and problems encountered in designing projects that directly tackle poverty, this will be a very useful reference book for NGOs, INGOs, and also for multilateral institutions.? Johanna Boestel, Country Economist, Asian Development Bank, Sri Lanka Resident Mission We are now at the midpoint for achieving the Millennium Development Goals and the objective of halving poverty by 2015. Despite commendable efforts and much progress, up to 750 million people are still living in absolute poverty. To lift these people out of poverty, macro-economic policies must be complemented by targeted and local level poverty reduction. This book looks at twenty of the most innovative case studies of poverty reduction and Millennium

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Development Goal localization from fifteen countries - Afghanistan, Bangladesh, Cambodia, China, Egypt, India, Indonesia, Malaysia, Mexico, Nepal, Paraguay, Philippines, Sri Lanka, Thailand and Vietnam - covering diverse issues ranging from housing and tourism to socio-economic empowerment of women, health insurance and markets for livestock produce. Many of the cases started as small scale interventions by NGOs, donors or government pilots but now they are being scaled up to form part of national policy or replicated across their respective countries. Yet why do some work while others do not? What are the stumbling blocks and how can they be overcome? And what lessons and principles are there for replicating and scaling up poverty reduction initiatives worldwide? This book tackles these questions and more, and presents a wealth of knowledge, evidence and ideas for all practitioners and researchers working to reduce poverty at the local level while aiming to achieve a global impact. Published with UNDP.

Want to end poverty for good? Entrepreneur and Samasource founder Leila Janah has the solution—give work, not aid. “An audacious, inspiring, and practical book. Leila shows how it’s possible to build a successful business that lifts people out of poverty—not by giving them money but by giving them work. It’s required reading for anyone who’s passionate about solving real problems.” —Adam Grant, author of Give and Take and Originals Despite trillions of dollars in Western aid, 2.8 billion people worldwide still struggle in abject poverty. Yet the world’s richest countries continue to send money—mostly to governments—targeting the symptoms, rather than the root causes of poverty. We need a better solution. In Give Work, Leila Janah offers a much-needed solution to solving poverty: incentivize everyone from entrepreneurs to big companies to give dignified, steady, fair-wage work to low-income people.

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Her social business, Samasource, connects people living below the poverty line—on roughly \$2 a day—to digital work for major tech companies. To date, the organization has provided over \$10 million in direct income to tens of thousands of people the world had written off, dramatically altering the trajectory of entire communities for the better. Janah and her team go into the world's poorest regions—from refugee camps in Kenya to the Mississippi Delta in Arkansas—and train people to do digital work for companies like Google, Walmart, and Microsoft. Janah has tested various Give Work business models in all corners of the world. She shares poignant stories of people who have benefited from Samasource's work, where and why it hasn't worked, and offers a blueprint to fight poverty with an evidence-based, economically sustainable model. We can end extreme poverty in our lifetimes. Give work, and you give the poorest people on the planet a chance at happiness. Give work, and you give people the freedom to choose how to develop their own communities. Give work, and you create infinite possibilities.

Scarcity in the Modern World brings together world-renowned scholars to examine how concerns about the scarcity of environmental resources such as water, food, energy and materials have developed, and subsequently been managed, from the 18th to the 21st century. These multi-disciplinary contributions situate contemporary concerns about scarcity within their longer history, and address recent forecasts and debates surrounding the future scarcity of fossil fuels, renewable energy and water up to 2075. This book offers a fresh way of tackling the current challenge of meeting global needs in an increasingly resource-stressed environment. By bringing together scholars from a variety of academic disciplines, this volume provides an innovative multi-disciplinary perspective that corrects previous scholarship which

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has discussed scientific and cultural issues separately. In doing so, it recognizes that this challenge is complex and cannot be addressed by a single discipline, but requires a concerted effort to think about its political and social, as well as technical and economic dimensions. This volume is essential for all students and scholars of environmental and economic history.

Seminar paper from the year 2014 in the subject Sociology - Knowledge and Information, University of Nairobi (Law), course: Social Foundations of Law, language: English, comment: Arguments For Equality And The Role Of Education In Achieving Equality, abstract: The presence of unequal opportunities and incentives for varied social statuses in a community or a state sums up my definition, which is open to debate, of inequality. These include the unequal distribution of resources and the distribution that is based on already established patterns that have been socially defined. In this context, there are categories of people in a given society and resources are distributed based on the category into which the people fall. Because of the inequalities in the society, the people at the upper classes would be always ahead of those in the lower-class. Those at the lower-class will therefore find it hard to abridge the wide gap between the classes. Some have said that education is the only way up the social ladder. A few however, refute the claim that no one needs to be educated to avoid poverty. That is education is no guaranteed solution for the inequalities They say, we cannot run to education as the only solution to poverty. Going to institutions of higher learning to find a way out of poverty or social problems should be out of anyone's mind (Marsh, p12). However, such mentality is not in its entirety justifiable as the power of education cannot be underestimated. Education may not be the only way out, but at least it has a bearing on the overall call for equality. Having said this, my paper finds out and its main purpose is to provide a justification

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that education may be in one way or another, a way out of inequality and poverty as would be argued in the rest part of this paper.

Op eenvoudige vragen over wereldwijde trends geven we systematisch de verkeerde antwoorden. In Feitenkennis legt hoogleraar Internationale Gezondheid en Hans Rosling uit waarom dit gebeurt. 'Een van de belangrijkste boeken die ik ooit heb gelezen.' Bill Gates 'Iedereen zou dit boek moeten lezen.' de Volkskrant Op eenvoudige vragen over wereldwijde trends geven we systematisch de verkeerde antwoorden. In Feitenkennis legt hoogleraar Internationale Gezondheid en wereldfenomeen Hans Rosling uit waarom dit gebeurt. Hij presenteert daarbij tien redenen en komt zo met een radicaal nieuwe verklaring. Ons probleem is dat we niet weten wat we niet weten, en dat zelfs onze gissingen gebaseerd zijn op vooroordelen. Het blijkt dat onze wereld in een veel betere staat verkeert dan we denken. Feitenkennis zit boordevol anekdotes, aangrijpende verhalen en Roslings kenmerkende grafieken. Het is een inspirerend, onthullend en essentieel boek dat de manier waarop je de wereld ziet compleet zal veranderen. 'Feitenkennis zorgt ervoor dat je zowel meer realistisch als meer hoopvol naar de wereld kijkt. Een geweldig en belangrijk boek.' Ionica Smeets 'Zijn laatste boek over denkfouten zou iedereen moeten lezen.' Martijn van Calmthout Here is Peter Jones personal formula for becoming a success in the work force. Positive mental focus and setting goals are essential to his formula. A book that will help you to strive even a bad economy. Many of the strategies are used by the worlds most successful men and women. Peter has a simple message for anyone who wants to get out of a rut, get off your assets and put them to work. Your mind is a terrible thing to waste, life is too short to live a life of mediocrity. If a young boy from a poverty stricken life can make dramatic changes in his life,

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anyone with a desire to better themselves can do it. It takes hard work and persistence but the results will be dramatic if you follow his formula he has laid out in this book.

De ongelijkheid in de wereld verklaard Waarom hebben de Australische aboriginals niet de wereld veroverd? Of de Mexicaanse indianen of de Amerikaanse nomaden? Wat is bepalend voor de ontwikkeling van volkeren? Zijn dat genetische verschillen of spelen andere oorzaken een rol? Jared Diamond toont op toegankelijke wijze aan dat volkeren zich verschillend hebben ontwikkeld als gevolg van klimatologische en bacteriologische factoren. Genetische factoren blijken ondergeschikt. De ontwikkelde delen van de wereld hebben hun positie niet aan zichzelf, maar aan een speling van de natuur te danken. Diamond won met dit boek, waarvan meer dan 20.000 exemplaren zijn verkocht, de Pulitzer Price. 'Jared Diamond heeft een boek met een enorme reikwijdte geschreven (...) een van de belangrijkste en meest lezenswaardige werken die over de geschiedenis van de mensheid geschreven zijn.' Nature Jared Diamond is hoogleraar fysiologie aan de University of California in Los Angeles. Hij verricht onderzoek op het terrein van de evolutionaire biologie en is bekend als auteur van populair-wetenschappelijke boeken. Wereldwijd werden van deze megabestseller ruim een miljoen exemplaren verkocht.

A modern-day parable for entrepreneurs Juan Alberto Cabriallo is a born entrepreneur and mastermind of many (failing) concepts. He leaps into every venture both feet first—after all, he can just fix any problems on the way, right? But Juan cannot afford to be cautious. The world is not on his side. Born into poverty in a backwater village, he has a fight ahead of him. If Juan is going to claw himself out of poverty, it is going to push him to his limits. Personal tragedy, economic disasters—and a woman he never prepared for. Juan has an impossible task ahead

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of him, one that is going to affect his family's fortunes for generations to come.

Jackson houdt van feiten. Van dingen die waar zijn. Zoals twee-plus-twee-is-vier. Maar dan duikt Crenshaw op. Crenshaw is een zwart-witte kat. Hij is enorm groot en kan praten. Hij houdt van surfen en paarse jellybeans. En alleen Jackson kan hem zien... Crenshaw was vroeger Jacksons denkbeeldige vriend. Waarom is hij plotseling terug? Jackson heeft wel andere dingen aan zijn hoofd... Dat zijn ouders geldproblemen hebben en ze misschien hun huis kwijtraken, bijvoorbeeld. Maar Crenshaw laat zich niet zomaar wegsturen.

Visit the author's YouTube channel! When high school basketball player LeBron James was selected as the top pick in the National Basketball Association draft of 2003, the hopes of a half-million high school basketball players soared. If LeBron could go straight from high school to the NBA, why couldn't they? Such is the allure of basketball for so many young African American men. Unfortunately, the reality is that their chances of ever playing basketball at the professional, or even college, level are infinitesimal. In *Living Through the Hoop*, Reuben A. Buford May tells the absorbing story of the hopes and struggles of one high school basketball team. With a clear passion for the game, May grabs readers with both hands and pulls them onto the hardwood, going under the hoop and inside the locker room. May spent seven seasons as an assistant coach of the Northeast High School Knights in Northeast, Georgia. We meet players like Larique and Pooty Cat, hard-working and energetic young men, willing to play and practice basketball seven days a week and banking on the unlimited promise of the game. And we meet Coach Benson, their unorthodox, out-spoken, and fierce leader, who regularly coached them to winning seasons, twice going to the state tournaments Elite Eight championships. Beyond the wins and losses, May provides a portrait of the players' hopes

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and aspirations, their home lives, and the difficulties they face in living in a poor and urban area — namely, the temptations of drugs and alcohol, violence in their communities, run-ins with the police, and unstable family lives. We learn what it means to become a man when you live in places that define manhood by how tough you can be, how many women you can have, and how much money you can hustle. May shows the powerful role that the basketball team can play in keeping these kids straight, away from street-life, focused on completing high school, and possibly even attending college. Their stories, and the double-edged sword of hoop dreams, is at the heart of this compelling story about young African American men's struggle to find their way in an often grim world.

Tells the story of a social activist who was raised in an orphanage and overcame poverty and drug addiction

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