

Glenn Toby

Through The Book Bank Foundation and other initiatives, super agent/entrepreneur/philanthropist Glenn Toby unifies the elite to take on global dilemmas

BY DENNIS MALCOLM BYRON JR.

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The National Football League is about to commence its highly anticipated 2007-2008 season. And while 98 percent of the 32 teams' players have been memorizing the playbooks and gelling as a unit since the beginning of the summer, the signature's ink of super agent Glenn Toby's star client, cornerback Asante Samuel of The New England Patriots, just dried a week ago. All parties involved will attest that the finalization of this contract was a lengthy and grueling process; many would assume that the participating negotiators would exhale, take a break and celebrate the signing of #22.

But not Toby. To him, it's just another accomplishment off the extensive roster of challenging, yet reachable goals generated from his numerous ventures that incorporate sports, music, technology and philanthropy. While many of Toby's objectives lead to generating millions of dollars, the majority of the funds will selflessly contribute to the welfare of thousands of the less fortunate globally. His passion to give was the product of the hardship he experienced as a child.

When Toby and his family were evicted and found their possessions discarded on the streets of New York when he was 8-years-old, they were homeless for years. This humbling recollection served as a driving force behind his impactful philanthropic efforts – Toby's foundation,

The Book Bank, and recent appointment as Global Strategic Advisor for Rethos.com, the unique online portal that connects numerous philanthropists, businesses and non-profit organizations to help remedy pressing social and environmental issues worldwide.

The Book Bank, Toby's brainchild, was established in 1997 and has made major strides to actualize the concept of education being the ultimate key to leading a prosperous life.

Breaking bread in one of Atlanta's most popular soul food restaurants, Toby expressed his love for giving back particularly through The Book Bank Foundation.

"The Book Bank idea was birthed when I was eight years old," he recollected. "I came home and we were evicted; all my clothes, furniture and toys were on the street. After that, my family got clothing from social agencies or friends, and I didn't always have access to TV and radio, but we had books. So with those books, I was able to travel back in time, I could go into the future, find out what the trends were, and more. When my mother wasn't doing as well, I'd be reading when I was in the hospital or sitting in some social agency. Then, about 11 years ago, I woke up one day and realized that it wasn't private school, a university, or the traditional things that moved my ability to want to learn. It was those books."

Toby went on to emphasize how detrimental the lack of education could be, listing incarceration, drug abuse, suicide and mental illness as some of the devastating outcomes.

Besides the companies who share his vision including publishing giant Random House, Toby used his numerous connections in the entertainment business to garner support from some of the industry's elite including multi-millionaire music, apparel and beverage mogul, 50 Cent ("50 has donated so much money we couldn't even count!"), producer extraordinaire Swizz Beatz, rapper Young Buck and others. Doctors, businessmen and athletes including Samuel have also made significant

donations.

"With me being attached to all these famous, powerful people and major corporations that select me to represent them, guide them and have trust in my abilities, this proves God meant for me to take this worldly power and set it on a neutral platform," Toby professed. "And I say neutral platform because we don't ask for dollars first, we ask for brand new clothing, we ask for brand new books, we ask for medicine. We've been going for 10 years helping people around the world. That's what we do at The Book Bank."

To date, The Book Bank has annually distributed thousands of books, truckloads of clothing and other supplies that have serviced over 1000 inner-city homeless families during the holiday season. Toby said, "It's unbelievable how people don't take homelessness seriously in the country. If they don't start to look homelessness in the face, the face they'll be looking at is going to be homeless. That's why we have actors, doctors, lawyers, congressmen, mayors; they've all been there behind us."

Toby's mission of making the world a better place is supported by other affiliations as well. Teaming with Princeton professor, author and scholar Dr. Cornel West, DJ Hurricane of the Beastie Boys, and Miami Heat point guard Smush Parker, among others, he is the head consultant for the Web portal, Rethos.com, that connects leading humanitarians, charities and non-profit initiatives geared toward finding solutions to global issues including HIV/AIDS, poverty and hunger.

Often termed "the MySpace with a conscience," Toby raved about Rethos.com. "The world is getting smaller and our challenges are getting bigger. Rethos.com is a portal that breathes, thinks and speaks to responsible individuals who are serious about creating a better life for everyone." He added, "For me, this

is not just an investment, but an opportunity to give people the voice to bring light and solutions to the table. This allows



plays this game, it is not a game involving a ball, but a game involving lives. With Toby and his surrounding players collectively believing in positively changing the world, they will attain the most significant wins of them all.

me to be a part of the emerging world of technology."

The NFL has popularized the moniker, "Slash," for a player who could accomplish numerous roles on the field. Glenn Toby fulfills the same concept, but in a much larger playing arena – the world. And when this marketing genius, celebrity agent and social entrepreneur

For More Information on Glenn Toby and his numerous endeavors, visit www.glenntoby.com, www.rethos.com and www.thebbf.org.

Glenn Toby photo by Tashir J. Lee

