

LEADERSHIP ATLANTA CLASS OF 2025 COMMUNITY LEADERSHIP PROJECTS OVERVIEW

The following information aims to assist you in preparing a compelling project proposal for the Leadership Atlanta and the Class of 2025.

OVERVIEW

Leadership Atlanta seeks to partner with approximately eight metro Atlanta nonprofit organizations as Community Leadership Project partners. The Community Leadership Projects aim to provide a civic engagement opportunity for class members. The goal of the project is for each group to collectively learn about and address a critical community need while providing value-added support and consultation to a local nonprofit in achieving its mission.

WHAT YOU GET FROM LEADERSHIP ATLANTA

- 10-12 class participants will be assigned to your project team. This group will consist of diverse individuals from a variety of backgrounds and sectors, including the government, business, academic, and nonprofit sectors. These members have enrolled in Leadership Atlanta's program to learn about the strengths, weaknesses, and opportunities we face as a region.
- Your team members will be senior-level professionals who have demonstrated significant leadership in their profession and their community work.
- Each selected organization will be assigned a volunteer Leadership Atlanta alumnus as a Project Facilitator. This facilitator will work with the organization throughout the process and help finalize details of the Project.
- Projects will be announced to the class at Opening Retreat in late August.
- Projects must be complete with measurable outcomes and presented to your Board of Directors and senior leadership team by mid- April 2025.

WHAT MAKES A GOOD PROJECT

Preference will be given to projects that educate class members about a significant community issue that aligns with the Class of 2025 program year (outlined below), that focus on underserved and/or diverse populations, and that can be realistically accomplished within the allotted timeframe.

- **The most satisfying projects** for both our nonprofit partners and our class members are those that fulfill an outstanding strategic need for the nonprofit organization and that will ultimately allow the nonprofit to drive more impact for the community it serves. *As senior-level leaders, our class members want to contribute to an intellectually weighty and operationally valuable project that will significantly advance your organization.* They will want to produce something tangible and meaningful for the nonprofit.
- **Projects with clearly defined scopes and measurable outcomes are crucial.** YOU must be able to tell us what you want to accomplish and why.
- Examples of successful projects include but are not limited to the following areas:
 - Board Development
 - Business Strategy
 - Operations
 - Marketing/Branding
 - Analysis of earned income streams
 - Plans for reimagined affinity group program
 - Mentoring Programs
- Projects that can be realistically completed during the nine-month program year in approximately 16-24 hours of work.
- Projects that encourage creative problem solving among team members.
- Nonprofit partners that are of a size and degree of stability such that working with the team will not place an undue burden on the organization.

- The Executive Director/CEO **must be** fully engaged in the project.
- All projects must kick off with an immersion activity to allow the team to get an intimate understanding of the nonprofit and its mission, the community it serves, the impact it is seeking to make and the overall outcomes it is working to achieve.
 - An example of a previous activity included: Team members were invited to the Furniture Bank warehouse to help build kitchen tables from scratch. Each table would immediately be put to use by a family or individual transitioning out of homelessness and into permanent housing. Class members met a client who was moving into her first apartment with her three children. This was the first piece of furniture she received as part of her “move in” package from the Furniture Bank.
- **Examples of Past Projects Include**
 - In 2012, *Covenant House Georgia (CHGA)* asked Leadership Atlanta to develop a job training program and employer pipeline to help its youth gain access to job opportunities, on their path to independence. The Class of 2012 project team developed that plan, but in working with CHGA, discovered a more pressing need. The CHGA shelter, located just north of the airport, had only 25 beds, and a waiting list of over 200 youth. The LA project team helped CHGA identify a new facility and outlined the fundraising campaign to acquire the property. The result: CHGA now has a 7-acre campus that serves upwards of 1,800 youth a year.
 - In 2020, *Veterans Empowerment Organization (VEO)*, asked Leadership Atlanta to review and make recommendations on the board’s structure and governance so that it’s better positioned to execute on VEO’s new strategic plan. The team divided into 3 workstreams, Board Skills, Committees and Policy and Procedures. Ultimately, they updated the bylaws, made recommendations on needed committees, and created a living board skills matrix for them to use going forward.

LIMITATIONS AND EXCLUSIONS

- We will not consider projects from nonprofit organizations who have been a Community Leadership Project partner with Leadership Atlanta or LEAD Atlanta in the past five years.
- All chosen agencies must have at least one full time staff member.
- We will not consider projects that involve “busy work,” such as stuffing envelopes, working at events, or painting/repairing buildings, participating in an activity or working directly with clients of the organization.
- To protect the integrity of our class members’ relationships, we do not allow fundraising or board recruitment projects.
- Nonprofits who have a paid staff member in the current class are unable to apply during their class year. We will accept proposals only from nonprofit organizations whose tax-exempt status is a 501(c) (3) or from community coalitions affiliated with 501(c) (3) s. The organization’s annual income must exceed \$2 million and cannot exceed \$10 million.
 - *If you receive federal grants that cause your operating budget to exceed \$10M, we still welcome you to apply. Please make note of this and the grants total in the application.*
- *If your organization’s annual income is below \$2,000,000, we encourage you to consider applying for a LEAD Atlanta project- Please email LEADAtlanta@leadershipatlanta.org for more information.*

ADDITIONAL DOCUMENTATION REQUIRED

Completed proposals must include the following components:

1. Completed application online form (see questions below)
2. A list of your organization’s current board members, including title and company

3. Verification of your organization's 501(c)(3) tax-exempt status
4. Your most recent end-of-year financial statements

Please email these items to LeadershipAtlanta2@leadershipatlanta.org.

TIMELINE AND REQUIRED MEETINGS

Projects Timeline:

- **Q&A Sessions** for interested Non-Profits (Please email LeadershipAtlanta2@leadershipatlanta.org to register)
 - March 7, 4:00 – 5:00 pm, Zoom
 - April 10, 9:00- 10:00 am, Zoom
 - May 8, 12:00 – 1:00 pm, Zoom
- **Proposals due** May 15, 2024: via [online submission](#).
- **In-Person Interviews** for those accepted to second round | June 17- 27, 2024: with organizations moving to second round.(Location: Leadership Atlanta Office)
- **Virtual Interviews** with organizations selected as finalists | July 9-12, 2024
- **Final projects awarded** July 15, 2024
- **Project Orientation** with chosen organizations and alumni Project Facilitators | July 31, 2024 | 8:30 – 10:30 am
- **Class of 2024 Opening Retreat** (Project Leadership will meet with their Class team) | August 23, 2024 | Camp Twin Lakes | 1:00 – 3:00 pm
- **Immersive Project Team Meeting** (Mutual date chosen by organization and project team) | September 4-September 13, 2024
- **Final Presentation to the Organizations Board of Directors** April 2024

Selected nonprofit partners and members of the Class of 2025 will work on projects between September 2024 – April 2025.

Please complete the [online application](#) in its entirety and [email the additional requested documents](#) to LeadershipAtlanta2@leadershipatlanta.org. All required documents (listed in the application) must be submitted to be considered. The selected nonprofit partners will be asked to recognize Leadership Atlanta for this in-kind contribution through their marketing channels. For questions, staff can be reached at 404-876-4770.