



Donors with shared affinities for philanthropy, leadership and service, who are striving to positively impact the community by increasing the number of African-American leadership donors to United Way of Greater Atlanta.

Launched in 2000 by community champions Conchita Robinson and Charles Stephens, the African-American Partnership (AAP) is a group of donors with shared affinities for philanthropy, leadership and service. The group was created to engage underrepresented members of United Way giving societies. In the first five years, AAP realized a 75% membership increase because of partnerships with previously untouched groups, including African-American small business owners. AAP also includes others who support the mission. Additionally, AAP engages members through volunteerism and advocacy, and offers ongoing opportunities for personal and professional development. In 2015, 1,006 members donated more than \$2.2 million to United Way of Greater Atlanta.

Membership Criteria

AAP is open to African-Americans and others who support the group mission and donate \$1,000 or more annually to United Way of Greater Atlanta.

Membership Benefits

- Access to top executives from leading companies and interact with more than 1,000 AAP members at networking receptions, often hosted at minority-owned businesses
- Ongoing opportunities for personal and professional development through collaboration with United Way's corporate partner network
- Touch and feel the work of the community through volunteer projects including literacy promotion, providing kits for formerly homeless veterans, and packing meals for the elderly
- Donation may be eligible for dollar-for-dollar match programs sponsored by Southern Company Gas

For More Information, Contact:

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