ABOUT AAP

HISTORY & MISSION
Launched in 2000 by community champions Johnnetta B. Cole, Ph.D., Conchita W. Robinson and Charles Stephens, the African-American Partnership (AAP) is a group of donors with shared affinities for philanthropy, leadership, and service. The mission of AAP is to positively impact the community by increasing the number of African-American leadership donors to United Way of Greater Atlanta.

MEMBERSHIP
As a benefit to contributing at the leadership level, AAP members can participate in custom volunteer activities where they interact with program recipients. These events also inform and allow members to take a deeper dive into the challenges facing local non-profits and their strategies to drive greater impact. Additionally, AAP provides professional development executive briefings on trending industry topics and access to c-suite leaders who share best practices for remaining competitive in today’s business environment. Members are a part of a strong network of Atlanta’s top leaders.

EMPLOYEE ENGAGEMENT
It is no secret that prominent levels of engagement promote retention of talent, foster customer loyalty, and improve organizational performance and stakeholder value; yet, according to Gallup, only 33% of American workers are engaged by their jobs. AAP supports your employee engagement goals by hosting onsite information sessions that provide your employees with the opportunity for community involvement and impact through corporate volunteer opportunities. AAP gathers and connects business resource group leaders for best practice-sharing events and networking.

If we want a vibrant and competitive region, we must improve the services and systems that support our children, their families and the communities they grow up in.

All young people require support to develop into successful adults and engaged citizens. The COVID-19 pandemic has further exacerbated systemic inequities and barriers that Greater Atlanta’s youth and families face in their daily lives. According to a recent study, “Quantifying the Impact of COVID-19 School Closures on Metro Atlanta Student Proficiency,” about 21,000 fewer students in English language arts and 29,000 fewer in math are now on track for grade-level proficiency in Metro Atlanta.

FROM LITERACY TO A BROADER FOCUS ON COLLEGE AND CAREER READINESS

United Way of Greater Atlanta’s African American (AAP) Powering the Potential Program is committed to improving outcomes for African American boys and young men in the metro area through partnerships that will bridge the college and career readiness gap through increased academic supports, educational opportunities, and pathways to employment for middle and high school boys of color.

United Way of Greater Atlanta’s College and Career Ready investment priority aims to improve the college and career readiness for 15,000 youth in very low and low Child Well-Being communities. Youth can graduate from high school ready for higher education and high-growth careers by improving their academic outcomes with access to afterschool and summer experiences, leadership development, employability skills and planning for future careers.

Addressing the achievement gap includes ensuring youth have access to high quality learning and support services both in and out of the traditional school day as well as exposure to what is possible. United Way of Greater Atlanta and African American Partnership’s (AAP) efforts began with a laser focus on literacy and has expanded to providing over 1,059 boys and young men with additional learning opportunities targeted to support youth’s overall academic achievement and future success.

With a commitment to changing the odds, the Powering the Potential program improves the college and career readiness outcomes through the following areas:

- Providing robust literacy and academic engagement supports to keep youth focused on future planning
- Exposing youth to career pathways, including STEM (science, technology, engineering, and math), through career exploration, job training and work experiences
- Connecting youth to mentors and coaches focused on educational and career planning
- Providing early intervention services focused on school retention and dropout prevention.

OUR KEY PARTNERS

- Atlanta CARES Mentoring
- Movement
- The Black Man Lab
- Future Foundation
- Raising Expectations
- YMCA - Andrew and Walter Young Family and the Villages at Carver Family

AFRICAN-AMERICAN PARTNERSHIP | PARTNERSHIP PACKAGE 2022
For more information contact Bryan Vinson at 404.527.3579 or aap@unitedwayatlanta.org
PROGRAMMING CONTINUES DURING THE PANDEMIC:

“I keep coming back because they want the best for me. I know they want the best for me because they've been [there] for me and my family.”

(Raising Expectations High School male student)

LOOKING FORWARD TO THE NEXT PHASE - POWERING THE POTENTIAL

Goal: To bridge the college and career readiness gap through academic supports for middle and high school boys of color

Strategy:
- Expanding STEM exposure and post-secondary opportunities
- Deepen mentoring relationships
- Building capacity of program partners (evidence-based approaches/trainings)

Funding: Co-blending private and public funds for 2022-2023 Powering the Potential grants
AFRICAN-AMERICAN PARTNERSHIP

LEADERSHIP LUNCHEON

Saturday, February 26, 2021
11:30 a.m. – 1:15 p.m.

Location:

In-Person: Jim Kennedy Conference Center, Cox Enterprises
Virtual: via electronic platform

Expected Attendance: 600
Attendees: Multi-generation business and community leaders

Entry Prices:

In-Person: A multitude of sponsorship, host committee and group purchase options starting at $1,199
Virtual Ticket: $64 until January 31,
$99 February 1 – February 23
$149 February 24 – February 26

SPECIAL GUEST

MORRIS CHESTNUT

Join us for the 6th Annual AAP Leadership Luncheon and conversation with celebrated actor, entrepreneur, and philanthropist, Morris Chestnut about leadership & service during challenging times. Take part in discussing the issues you and your peers face in our Greater Atlanta community. Learn about the steps AAP is taking to tackle issues head on. Get involved in AAP today and make a difference.

Proceeds to benefit AAP’s Powering the Potential of Young African-American youth; a crucial component of United Way of Greater Atlanta’s Child Well-Being Agenda, addressing disparities our local youth face in the educational system, while providing immediate access to the tools our youth need from the start.
AFRICAN-AMERICAN PARTNERSHIP
SPONSORSHIP OPPORTUNITIES: LEADERSHIP LUNCHEON

Sponsorship Benefits
• Association with United Way of Greater Atlanta – part of the largest non-governmental organization in the world and the second largest United Way in the country – known for over a century for its work in helping to make Atlanta a thriving community.
• Positive exposure with a group of 90,000 philanthropic individuals and more than 1,000 companies.
• Company logo on event page of UWGA website and sponsor credit in event communications.

Promotional Benefits
Positioned as presenting sponsor in all event-specific promotional materials
Speaking opportunity at event (if available)
Company recognized by event moderator during event
Advertised in Event Program
Company name and/or logo in event signage
Company logo included with e-communications promoting the event and United Way AAP website
Invitation to exclusive in-person VIP pre-reception
Complimentary & prominently located in-person seats at the luncheon (10 seats per table)
Virtual tickets to join the luncheon via electronic platform
AAP Blue Light Social Networking Event Recognition on April 29th
AAP Day of Service Recognition on Friday June 17th

Host Committee Benefits:
• 2 complimentary in-person seats to the luncheon
• 2 complimentary seats to the VIP meet & greet
• 2 virtual tickets to join the luncheon via electronic platform
• Name listed in the program, in e-communications & the United Way AAP website
• The host committee opportunity is available to current AAP members (verified annual $1,000 or more United Way pledge during 2020-2021 fiscal year)

Group Purchase Option
(In-Person & Virtual Components):
• 5 in-person tickets to the luncheon
• 5 virtual tickets to join via electronic platform
• Group purchases are 1,199 through January 21, 2021 and then increase to 1,499 while seats are available.

Sponsorship Levels

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<th>Presenting</th>
<th>Titanium</th>
<th>Platinum</th>
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<tr>
<td>Amount</td>
<td>$100,000</td>
<td>$50,000</td>
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<td>$15,000</td>
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*There is only one sponsorship opportunity for the presenting sponsor level.
*Sponsor recognition is subject to print deadlines.
*In light of the COVID-19 pandemic we are working to provide a SAFE environment for in-person attendees. Full COVID-19 Vaccination is required by the venue. In-person attendees will be asked to provide vaccination status at the point of registration in advance. Proof of vaccination will be required at the door [NO EXCEPTIONS]. In the event that climate conditions become more challenging, we reserve the right to change the format of the luncheon to a full virtual event as a contingency. NO REFUNDS will be provided.
*This year’s luncheon will be a no-frills event. We are dimming the light on decor and glitz to shine a brighter light on our students.
*Payment – In order to hold in-person registration, 50% of invoice must be paid to United Way by February 4, 2022 and full payment must be received by United Way by February 21, 2022.

*3 FOR 1 SPONSOR RECOGNITION

For more information contact Bryan Vinson at 404.527.3579 or aap@unitedwayatlanta.org
The 4th Annual AAP Day of Service is an opportunity for leaders of different fields and expertise to come together and serve the young black males who are AAP’s Powering the Potential Signature Cause program recipients. AAP brings to life the societies' work to build academic achievement and college and career readiness for the youth of our communities in this service opportunity by including interactive experiences with college students, direct professional to peer mentoring sessions, S.T.E.A.M. workshops, a Career Expo, and a lunch keynote address from an influential business leader.

For a limited time, entrepreneurs, small and medium business leaders can take advantage of a targeted sponsorship level:

**Sponsorship Benefits**
* Company name/logo recognition in AAP Day of Service e-communications & event webpage
* Reserved space in the Career Expo
* 5 Day of Mentor fee waivers
* $1,500 Investment Level

For more information contact Bryan Vinson at 404.527.3579 or aap@unitedwayatlanta.org
African-American Partnership
Cabinet Leaders

KIMBERLY BOYKIN
Cabinet chair
Delta Air Lines, Inc.

BRYAN VINSO
Senior Director
United Way of Greater Atlanta

YOULANDA MACK
1st Vice-Chair
COX Enterprises, Inc.

TROY FELDER
2nd Vice-Chair
Mckesson Corporation

KELLYE BURRELL
Membership Committee Chair
Enterprise Holdings, Inc.

YOLANDA HAWKES
Events Committee Chair
Amazon Web Services, Inc.

RICKY MCLEOD
BRG Leaders Committee Chair
Comcast Corporation

ANGELA ANDERSON
Volunteerism Committee Chair
The Paradigm Realty Group, Inc.

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CABINET MEMBERS

AAP CABINET MEMBERS

OLEN BLASH
New Direction Professional Services, LLC

MARANIE BROWN
BlackRock, Inc.

MONIQUE CARTER
Georgia Power

NEON CHAPMAN
UPS

KEITH GRAY
National Alliance on Mental Illness

HERBERT JACKSON
Kaiser Permanente

BRITTNEY TOLBERT
McKesson Corporation

PHILIPPE SIMON
WarnerMedia.

ALEXIS STEVENS
Accenture, PLC

MONIQUA WILLIAMS
UPS

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