



empowering the lives of today's youth

INVESTMENT ATLANTA CAPITAL CAMPAIGN - A CASE FOR SUPPORT

HOW ATLANTA YOUTH CAN BENEFIT FROM INVESTMENT ATLANTA INC. "Preparing the Next Generation of Leaders"



IT'S ALL ABOUT LEADERSHIP

and to facilitate its goal of developing young minds, Investment Atlanta (IA) is presently in the Capital Campaign stage of raising funds to build the Investment Atlanta Center for Youth Leadership Development. The IA programs provide an array of leadership development and academic/life skills training for youth. The IA programs allow students to learn a myriad of leadership qualities, while also facilitating the students' academic pursuits. The leadership principles taught by IA have proven to be the foundation that has made and developed prominent leaders that have left their indelible mark on the world's history. To be successful future leaders, students must learn to interpret the times they live in, envision the future and plan the steps to achieving success for themselves and the companies they own or work for. The IA Strategic Leaders serve as mentors and teachers and help paint a picture for the students to see what effective leaders see and how they think. Students will wake up each morning utilizing a future reality as their compass; with the awakening knowledge that the future is coming and consequently say to themselves... "I've got to be ready".



MISSION STATEMENT INVESTMENT ATLANTA INC.

"INVESTMENT ATLANTA MISSION IS TO HELP YOUNG PEOPLE ACHIEVE THEIR FULL POTENTIAL. WORKING WITHIN SCHOOLS, FAMILIES AND COMMUNITY ORGANIZATIONS, IA'S GOAL IS TO LEAD YOUTH TO SUCCESSFUL THINKING, INSTILLING POSITIVE CORE VALUES, DEVELOPING STRONG LEADERSHIP QUALITIES AND PROVIDING EDUCATIONAL AND ATHLETIC ENRICHMENT ACTIVITIES THAT WILL ENHANCE NOT ONLY THEIR PERSONAL LIVES BUT THEIR COMMUNITIES AS WELL.

WE CAN MAKE A DIFFERENCE



BUILDING LEADER



THE INVESTMENT ATLANTA CENTER

for Youth Leadership Development goes beyond education; it also motivates, inspires and empowers students to take responsibility for themselves. It teaches leadership skills with the emphasis on present day life applications. IA staff has received Certification in Leadership Development and uses the curriculum of prominent leadership experts in the field of leadership development, students are taught the various levels of effective leadership.

Investment Atlanta teaches important fatherhood and relationship skills that help decrease the chance of young men reliving or creating the causes for the breakdown of the family that leads to unfulfilled dreams and social regression. IA Staff has received Facilitator Certification for completion of all requirements to conduct courses based on the NPCL, Fragile Families Fatherhood Development Curriculum. IA sponsors dynamic training workshops that will equip and empower youth to mobilize their community and teach teens the skills to avoid drugs, alcohol and other high risk behaviors. We teach relationship skills, positive youth development and character lessons, conflict resolution, safe dating strategies and marriage preparation education. Our goal is to prevent poverty through healthy family formation strategies and interaction. Students will be provided the opportunity to hear Motivational Guest Speaker Lecture Series by accomplish leaders that will inspire students to formulate what it will take to reach the next level of leadership excellence.

"PREPARING
TOMORROW'S
LEADERS TODAY"

THE IA CENTER WILL BE A SAFE HAVEN AND POSITIVE ENVIRONMENT FOR IN-SCHOOL AND AFTER-SCHOOL LEARNING WHERE STUDENTS ARE PROVIDED QUALITY LEADERSHIP DEVELOPMENT CLASSES, SPORTS ENRICHMENT ACTIVITIES AND ART AND PERFORMANCE INSTRUCTION.



ATLANTA

DESPERATELY NEEDS
A YOUTH FACILITY TO
PROVIDE A FULL
RANGE OF
"PREVENTIVE"
EDUCATIONAL
PROGRAMS IN AND
AFTER-SCHOOL, IN
THE CRUCIAL HOURS
AFTER SUNSET, ON
WEEKENDS AND
DURING THE SUMMER
MONTHS. ON THE
OTHER SIDE ARE
GANGS, DRUGS,
CRIME AND MISGUIDED
YOUNG PEOPLE, BUT
TO WIN THE
STRUGGLE A FACILITY
TO HOUSE THIS
PROGRAM MUST BE
BUILT NOW!

ATLANTA: A CRITICAL NEED



IN RESPONSE

"...to the worsening situation for young black men, a growing number of programs are placing as much importance on teaching life skills - like parenting, conflict resolution and character building - as they are on teaching job skills. The share of young black men without jobs has climbed relentlessly, with only a slight pause during the economic peak of the late 1990's. In 2000, 65 percent of black male high school dropouts in their 20's were jobless - that is, unable to find work, not seeking it or incarcerated. By 2004, the share had grown to 72 percent, compared with 34 percent of white and 19 percent of Hispanic dropouts. Even when high school graduates were included, half of black men in their 20's were jobless in 2004, up from 46 percent in 2000. Incarceration rates climbed in the 1990's and reached historic highs in the past few years. In 1995, 16 percent of black men in their 20's who did not attend college were in jail or prison; by 2004, 21 percent were incarcerated. By their mid-30's, 6 in 10 black men who had dropped out of school had spent time in prison. In the inner cities, more than half of all black men do not finish high school". Article written by Erik Eckholm of the New York Times

Investment Atlanta has programs that targets the specific population of inner city youth that faces the greatest struggle to success.



IF WE ARE IN A LEADERSHIP POSITION, OUR RESPONSIBILITY IS TO TRAIN THE NEXT GENERATION OF LEADERS. WE NEED TO BE INVESTING OURSELVES PURPOSELY IN THE PROMISING LEADERS OF TOMORROW!

EVERYTHING

Rises and Falls on Leadership. That is the reason Atlanta needs...and can socially benefit from how the Investment Atlanta Center for Youth Leadership Development can perpetuate a change in the lives of Atlanta's young people, help them uncover natural leadership ability and inspire more personal responsibility for the choices they make.

Options are few for kids when school lets out each day in Atlanta. Students need a place for positive and constructive activity and a place to develop a future life plan for themselves.

For students who are wondering how to take their dreams to the next level, but don't know how. The IA Center will be the "cool" place to hangout, where students understand how teamwork results in the cooperative effort of reaching greater heights through unity. "In the end it is not about dreaming to become a great person...but about birthing a dream for making the world a greater place".



IA TEACH YOUNG
PEOPLE

HOW TO 'FAIL
FORWARD'...BY
TEACHING
LEADERSHIP
PRINCIPLES THAT:

1. VALUE PEOPLE

2. PRAISE
STUDENT'S EFFORT

3. REWARD
STUDENT'S
PERFORMANCE

IA STRATEGIC
LEADERS
FORMULATE THEIR
TEACHING
APPROACH FOR
EACH INDIVIDUAL
STUDENT.

THIS REQUIRES
MASTERY NOT ONLY
OF THE MATERIAL,
BUT THE WAYS
STUDENTS LEARN!

THIS IS NOT JUST A GYMNASIUM

BUILDING LEADERS

The primary purpose of the Center is to provide a place where youth and all Atlanta citizens can benefit from a myriad of Youth Leadership Development Programs, Social Program Initiatives, in and after-school educational learning labs, a Community Performing Arts Center and Sports Entertainment Events.

The Center will include a main multi-sports venue, in addition to several conference suites for groups and classroom seminars. The Center will be designed with the latest technological advances necessary to provide the optimum training and learning experiences for youth, young adults and senior citizens. The main venue area will be multi-functional and can be used to host large conventions, national and international sports entertainment events, live music performances and can also be used as a movie venue outfitted with the latest AV/Digital technology 'big screen' equipment.

A Parents Coffee/Esspresso Café, gift shop and restaurant will also be included. The Café and Restaurant will be operated by youth majoring in the Hospitality Industry. A special Memorial Suite Library designed as a 'Think Tank' will be open for aspiring intellectuals both young and old. The facility will include offices for the staff, a fitness center, athletes' locker rooms and suites that can be used for facilitating leadership development workshops or community meeting events.

IA events are family events. While 'Strategic Leaders' are enlightening the minds of future leaders, students are learning and athletes are training, family members can be engaged in a variety of learning experiences within the Center.



A SOURCE FOR CULTURE AND ART



ARTS

are often left out of the lives of inner city youth. Lack of facilities and funding means that the arts are often reserved for the more advantaged. Art Performance is a release mechanism for the celebration and self expression by our young people. The IA center will be a multidimensional facility providing community arts and performance showcases. Through the center, we believe Atlanta can reaffirm its commitment to its youth population and be a catalyst for developing their leadership skills to better compete in the new global society. The Center will also be open for senior

citizens, parents and civic groups when students are in school, making it a true community center with benefits to individuals of all ages.

GROWING COMMUNITY...
If your current environment does nothing to help you grow, you're going to have a difficult time reaching

your true potential. One of our goals at IA is to create an environment of growth around our students. A kind of place that students are challenged, the atmosphere is affirming, growth is modeled and expected.

A life of continual growth is never easy, but a good environment makes it easier to obtain...for many, the growth of their communities is their road map to success!

IA CENTER COMPONENTS

COMMUNITY/SEMINAR
CLASSROOMS

MEMORIAL LIBRARY

MEDIA-DIGITAL
CENTER AUDITORIUM

GYMNASIUM &
FITNESS CENTER

MEZZANINE/SPORTS
CAFÉ

KITCHEN &
CONCESSION AREA

DANCE STUDIO

CORPORATE BOXES (4)

LEADERSHIP
CONFERENCE SUITES



EVERYTHING RISES AND FALLS ON LEADERSHIP

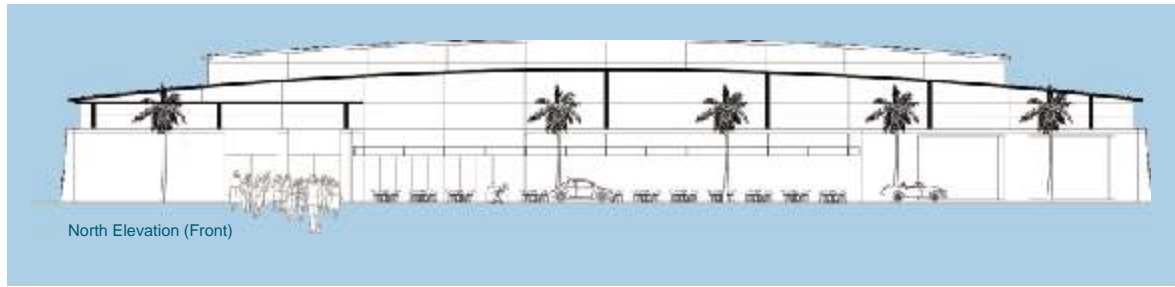
CAPITAL CAMPAIGN

PURPOSE: TO RAISE FUNDS TO BUILD AND OPERATE THE IA CENTER FOR YOUTH LEADERSHIP DEVELOPMENT

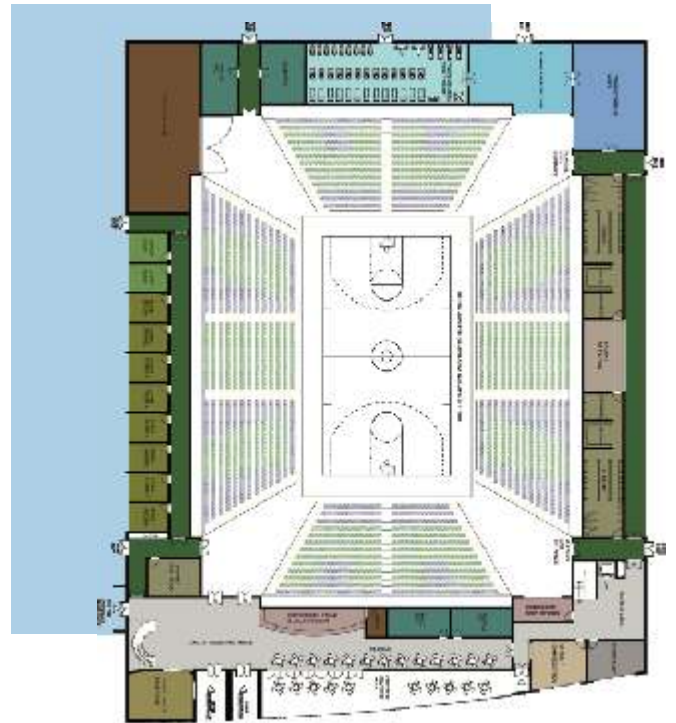
FUND RAISING GOALS: CAPITAL PORTION \$8 MILLION (CONSTRUCTION OF NEW CENTER)

OPERATION PORTION: \$5.5 MILLION (FIRST 5 YEARS OF OPERATION)

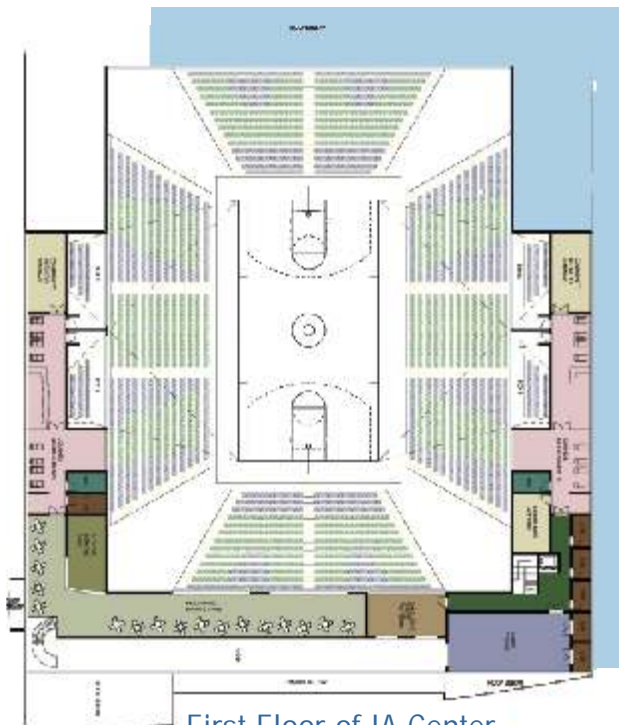
TOTAL: \$13.5 MILLION



North Elevation (Front)



Ground Floor of IA Center

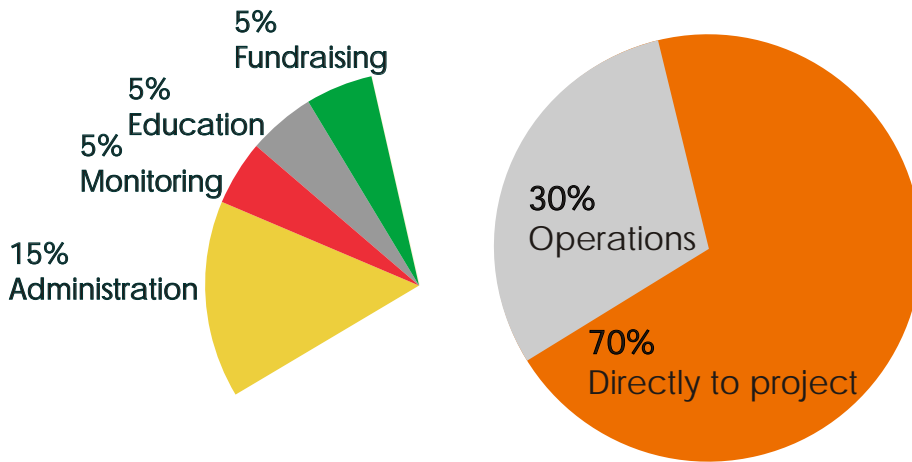


First Floor of IA Center

INVESTMENT ATLANTA FUNDING EXPENDITURES

At Investment Atlanta we promised to keep administration costs to the very minimum so that funding expenditures can go to actual program projects. However, in order for an organization like ours to run smoothly and efficiently, we will inevitably incur some administrative and operational cost and we promise full disclosure of all expenditures.

How the money raised from Investment Atlanta events will be spent:



The IA Programs are an effective way to bring together all of the resources of community members of Atlanta to address the issues we all care about-the lives of our youth! Our socioeconomic conditions and human service issues are too complex for any individual, group or institution to face alone. Our community investment programs are just some of the ways we work with other community stakeholders in making the greatest impact possible for the next generation of youth.

With the help of committed community leaders and corporate sponsors, IA will be aligning program resources to help move forward the vision of the center. Community collaboration is crucial to our overall success. The plan is one of partnership and inclusion by various sectors of the community-it cannot be done any other way.

Leaving a legacy is an eternal entity...enriched or undermined cumulative over time, the product of competence and character. When you get a community of people concerned about the future of their youth and one another... that becomes a powerful thing!

We understand the conditions we are facing within our community and we understand how to address those conditions. If you can help, or just want to know more about Investment Atlanta, please call 404-505-8554.

ATLANTA

DESPERATELY NEEDS A YOUTH FACILITY TO PROVIDE A FULL RANGE OF "PREVENTIVE" EDUCATIONAL PROGRAMS IN AND AFTER-SCHOOL, IN THE CRUCIAL HOURS AFTER SUNSET, ON WEEKENDS AND DURING THE SUMMER MONTHS. ON THE OTHER SIDE ARE GANGS, DRUGS, CRIME AND MISGUIDED YOUNG PEOPLE, BUT TO WIN THE STRUGGLE A FACILITY TO HOUSE THIS PROGRAM MUST BE BUILT NOW!

PROPOSED
PROGRAMS

IN-SCHOOLS
PROGRAMS
(OFFERED IN
PARTNERSHIP WITH
ATLANTA PUBLIC
SCHOOLS)
AT THE ELEMENTARY,
MIDDLE AND HIGH
SCHOOL LEVELS:

WEEKEND
ART-PERFORMANCE
PROGRAMS

NATIONAL AND
INTERNATIONAL
YOUTH
LEADERSHIP
CONFERENCES

SUMMER
PROGRAMS:
FIVE 1-WEEK
SUMMER CAMPS

SENIOR CITIZENS
ENHANCEMENT
PROGRAMS

CO-OPERATIVE
LEARNING
STUDENT
PARTNERSHIP
WITH THE ATLANTA
UNIVERSITY CENTER
CONSORTIUM

A TEN WEEK
LEADERSHIP
DEVELOPMENT
CURRICULUM FOR
ASPIRING STUDENT
LEADERS

THE IA YOUTH MEDIA
COMMUNICATION
PROGRAM

MONEY WELL SPENT



COST

ANNUAL COST IN SAVINGS PER PERSON
IN \$100 BILLS



\$2,700
INVESTMENT ATLANTA



\$27,500
JUVENILE
INCARCERATION



\$28,500
ADULT
INCARCERATION



\$39,500
ADOLESCENT DRUG
TREATMENT
(90 DAY STAY)

CHARTING A NEW COURSE

"the ability to empower others is one of the keys to personal and professional success...with the purpose of investing in lives of others so that they can function at their best. We teach male teens how to deal with peer pressure and growing pains, while enhancing their leadership skills and personal character. They also meet professionals from all realms of life and get advice on how to navigate life successfully".



Anthony Witherspoon
President and Founder

INVESTMENT

Atlanta Inc. (IA) began a decade ago when Anthony Witherspoon started a two week life skills/sports camp for boys while serving as Head Men's Basketball Coach at Clark Atlanta University. The IA programs have grown into year-round educational and recreational initiatives. Through the development of personal relationships with each participant and his or her family, a special Youth Leadership Development Curriculum and a Responsible Fatherhood Training Program, IA opens doors of opportunity for inner city youth. The IA approach has proven to be an effective alternative to drugs, crime and gangs, and the pending results give students a sense of purpose. The building of the center would enable staff to capitalize on current one-on-one relationships with students and families, increasing each participant's chance for success.



Our youth development initiatives are led by Anthony Witherspoon along with the support of a proactive and concerned board of trustees.

THE CENTER IS DESPARATELY NEEDED TO TIP THE SCALES IN FAVOR OF THE CHILDREN, TO FOSTER THE DEVELOPMENT OF AT-RISK YOUTH AT A VULNERABLE TIME IN THEIR LIFE. THIS IS WHY THE CAMPAIGN FOR THE IA CENTER IS A SOUND INVESTMENT WITH PROVEN SUCCESS, PRESENTED TO YOU AT A CRITICAL TIME. NOW.

INVESTMENT ATLANTA
PROVIDES ADDITIONAL
SERVICES TO THE
COMMUNITY BEYOND
ITS CORE YOUTH
PROGRAMS:

WE PROVIDE
WORKSHOPS TO HELP
PARENTS' DEVELOP
MORE EFFECTIVE
PARENTING SKILLS
WHICH ENHANCE
CHILDREN'S ACADEMIC
PERFORMANCE,
HEALTH AND SOCIAL
BEHAVIOR.

WE PROVIDE
LEADERSHIP
DEVELOPMENT
SEMINARS FOR
ASPIRING YOUTH, AND
INTERESTED
COMMUNITY LEADERS
AND CORPORATE
PERSONS WHO
DESIRE TO IMPROVE
THEIR PERSONAL AND
CAREER GROWTH.

FINALLY, THE IA
ACADEMY WILL
EXPLORE A VARIETY
OF COMMUNICATION
AND INTERNATIONAL
OUTREACH
OPPORTUNITIES I.E.
MENTORSHIP
PROGRAMS AND
SPEAKER FORUMS
INVOLVING
SUCCESSFUL
ENTREPRENEURS AND
COMMUNITY LEADERS
TO ASSIST OUR
YOUNG PEOPLE TO
BETTER UNDERSTAND
THE IMPORTANCE OF
MAKING THE RIGHT
CHOICES IN LIFE.



"Empowering The Lives Of Today's Youth"

Phone: 404.505.8554
e-mail iai@investmentatlanta.org
www.investmentatlanta.org



CHARLES BIBBS / THE MIND GAME

COMMEMORATES INVESTMENT ATLANTA, INC.

"Empowering the Lives of Today's Youth"

www.investmentatlanta.org