



Be a **Founding Partner** in ATL Project Launch

Someone opened a door for you. Be that person for a student who's earned it.

Your success was built on your work ethic and abilities, but that wasn't all. Somewhere along the way, someone was an example for you. Someone gave you an opportunity, even a small one. **ATL Project Launch** invites you to do the same: to be that example, or create that small opportunity, for a young person who has already demonstrated their own work ethic and capacity, yet comes from a challenging environment that hasn't offered the exposure and access the rest of us have benefited so greatly from. You can change a deserving young person's life by doing nothing more than letting them see your world, beginning in the 2026-27 school year, at whatever level fits your company.

A **structured, fully funded** program rooted in the legacy of the historic **Booker T. Washington High School**. The program handles vetting, preparation, and coordination. You simply open a door.

VETTED STUDENTS

These students earn their place through initiative. Each completes:

- A readiness assessment & personal profile
- An introductory video
- A structured mentorship program
- Multiple professional-readiness workshops

They hold strong academic standing and stay active in multiple extracurriculars. They are motivated, prepared, and serious about their futures.

CHALLENGING ENVIRONMENTS

WHAT OUR STUDENTS ARE SUCCEEDING IN SPITE OF
(BOOKER T. WASHINGTON HS)

80%

live in poverty

78%

single-parent households

17%

live with another relative

7%

experienced homelessness this year

They have the drive and the ability. What they're missing is access. Many have never had a 30-minute conversation with a professional in the field they dream about. **You can be the first.**

HOW TO MAKE A DIFFERENCE

Start with something as simple as a single workplace tour, then grow only if you want to:

- **Workplace tours:** let students see a professional environment firsthand (2026-27)
- **Mentorship:** a few conversations that show a young person what's possible
- **Summer internships:** a structured 1 to 2 week experience (about 80 hrs), summer 2027

FULLY FUNDED • NO COST • MINIMAL EFFORT

WHY SAY YES

- **Employee morale:** your team is energized and proud to take part
- **Future workforce:** an early connection to driven, prepared local talent
- **Employer brand:** recognized as a founding organization advancing opportunity in Atlanta
- **No financial cost, minimal effort:** the program is fully funded; you give access, not dollars

Open the door.