Design for Community thru Career

I have guaranteed that I will select one of you. I also will give $50 to each of the four that are not selected because you have given me ideas.

What I would like to do is have you send me three options based on my comments below. This may mean that I will use an idea you submitted. I hope you feel this is fair.

I am attaching an overview of what our new non profit will look like. As I mentioned before, I started a non profit 10 years ago –CBO cbo4success.org. It is going very well and now I hope to fill an even bigger need in Chicago. One of the keys to our success my meeting every non profit I can (So far 25) and having them understand our big picture and asking them to participate with us. This will be a critical part of our success – **connecting the dots**. If somehow we can show this in the logo I would love it. I realize if I make the logo too expansive it could lose its graphic appeal. How ever, I really would like to try and have our logo tell the important pars to our story. For me that is important than the graphic appeal.

I believe you have access to all the designs submitted so far. Here is what I like from each. I think I want to stick to shades of Brown and Black as the colors as that will represent most of the children’s skin color that we are helping.

* OrlyAffran design – I like the concept of the two color circle around them to represent the Community caring from early child hood thru career. For me it also shows that those
* Marta Gavran – The stacking of words Community thru Career.
* Marta Gavin design – showing concept of young thru career

I am obviously open to other thoughts and would like to see them. The one key missing is “ connecting the dots” which will represent all of the organizations that will help us achieve our goal.

Whoever gets chosen I will work with on business card, letterhead , envelope and future brochures.

Here is my write up.

Community Thru Career

**Mission:**

To provide every young person in a low income Chicago community the advantages of coaches and mentors **throughout** their lives, enabling them to reach their potential.

**How this will be accomplished:**

By forming alliances with best of class existing non-profit and for profit organizations that will provide ideas and service at each stage of a young persons school and career. We understand the need of these support organizations to build their own programs and will help them market what they do for the community and CTC. This is a challenge almost all support non profits have.

A key will be not needing to invent, but instead using the outstanding programs that are already available locally or nationally. In other words, connecting the dots by having these organizations contribute their expertise to Community Thru Career.

**The most important key: Coaching and Mentoring through life:**

By coordinating existing coaching (training) and mentoring (caring) already available at each level, we can ensure a smooth handoff. The child, as they mature to adults, will have the security of knowing there is always someone to share and care. We feel this is a critical key to long-term happiness and success. Progress will be measured and published through every step to ensure continuous improvement.

**What this will mean to communities:**

By addressing one community at a time we can quickly measure our success and improve when we fail. Our goal is to remove the concern some organizations have about sharing their ideas and investments. We will promote our alliances with them in everything we do, making it a true win/win.

**What this will mean to Business and their philanthropy:**

Using this approach businesses will understand and support the concept of an umbrella organization bringing together non and for profits to help individual students achieve long-term success in life.

**We recognize the challenge:**

Due to the expanse of the project and we have broken it down into four phases to be accomplished over several years. The heart of a community should be its high school. CTC can build up to College and Career from here as well as work down to the grade schools and parents. For the first phase we have chosen the Epic Academy on the south side of Chicago as representing a unique opportunity. Their focus on helping their students learn about business, from freshman year on generates the desire to attend college. The reasons for choosing this school are detailed in our proposal.

**What Differentiates “Community Thru Career” from other mentoring and scholarship organizations:**

Every student at Epic Academy will have coaches and mentors throughout their participation in the CTC program. We will not just select the best and brightest. **Every child** will be coached based on their individual abilities. Their ability to succeed after high school and career will be a part of their mentoring and coaching.

**The final success**:

When the parents appreciate the value of the high school program they themselves will seek to improve their lives and the community. Once the community becomes known Epic Academy of South Chicago. From here we can go to other neighborhoods and get business, political and foundation support.