



IGNITED IN LEADERSHIP | REPORT TO THE COMMUNITY 2020

YOU CONNECT



COVER PHOTO:
Flagship Class of 2020



THE POWER OF COMING TOGETHER

What a strange, yet transformative year 2020 has been. During what may seem like the most difficult of times, we are witness to the power of community, and it is something to behold. It has never been more important to remember to treat others as we would like to be treated. Since its inception, the Leadership Winston-Salem Programs have generated an abundance of opportunity to “lean in”, to get involved, and to create personal connections for a renewed appreciation of one another. That happened for me this year.

This year’s Flagship graduating class, also known as the Most Visionary or Most Virtual Class ever, was no exception. Whether it was in-person or via Zoom, each program day called on us to challenge our preconceptions and our biases. Each day brought awareness of the inspiring work being done by community leaders and volunteers, while also bringing to light the areas where improvement is still so desperately needed. LWS does not allow us to simply bury our heads in the sand when exploring controversial subjects, such as racial inequality. Instead, they provoke fierce conversation and compassionate listening; to bring your “whole self” to the day.

We may not have had the traditional celebration, but I know that we leave inspired for change. As long as great organizations such as Leadership Winston-Salem exist and work tirelessly to build stronger and more close-knit communities, Winston-Salem’s future remains bright. That is what your gift to LWS ensures.

Your ongoing support provides the means necessary for the hardworking volunteers and staff to do what they do best. They provide an impactful experience that motivates us to make a difference... igniting the future leaders of Winston-Salem. Congratulations to all my fellow graduating class members and a special thank you to the donors and sponsors that made another monumental year possible.

Michael Robb
Flagship Class of 2020
“The Most Visionary Class Ever”

FLAGSHIP CLASS of 2020

REPORT TO THE COMMUNITY 2020 |

Shirley Abdullah
4-15 Taxes, Ltd.
Wilburt Bethea, Jr.
VFW Post 9010
Clemmons
Scott Burton
The Forever is Tomorrow
Foundation
Renay Caldwell
City of Winston-Salem
Fire Department
Renaë Caldwell
Novant Health
Brent Campbell
Winston-Salem/Forsyth
County Schools
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Winston-Salem
Police Department
Kimberly Perry
The Church of Jesus
Christ of Latter-day
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Victoria Person-Goral
Community Volunteer
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Winston-Salem Monthly
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City of Winston-Salem
Ksenia Richards
IFB Solutions
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MISSION STATEMENT

Educating, connecting
and energizing
leaders to serve and
improve the community.

LWS
P3



YOU GIVE

Leadership Legacy Society

Thank you to those
who have included LWS
in their estate planning.

Robert (1993) and Amy (1987,
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Zina Johnson, 2019
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Debbie Marshall, 1995
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1996
Amanda Mathis, 2019
Jay Matthews, 2010
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1986
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Andy Morrissey, 2018
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Robert Muhammad, 2018
Musette Nesbit, 2013
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Kristen (2017) and Marc
Perry
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Carol Reeve, 2019
Ksenia Richards, 2020
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THANK YOU FOR YOUR GENEROUS GIFTS

REPORT TO THE COMMUNITY 2020 |

Educator (Up to \$99)

Anonymous
Joe Aldridge, 2017
Doug (2000) and Judy
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1999
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Mona Lovett, 1998
Linda Maynard-Stephens,
2011
Paula J. McCoy, 1992
Shannon Renee Meares,
2015
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1990, in honor of Harold
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Marilyn A. Parker, 2002
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Jo F. Spach, 1994, in
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2017) and Kim
(INSIGHT 2017)
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Melissa Thompson, 2020
Nikita Wallace, 2020
Herold J. Weiler, III, 1993
R. Michael Wells, 1991,
in honor of Robert
Egleston, 1993
Erin Yates, 2019



SPONSORS

FINANCIALS

FY 2020 SUPPORT & REVENUE

Contributed	\$194,899
In-Kind	\$46,704
Program Fees	\$172,750
Special Events	\$744
Other	\$761
Total	\$415,858

FY 2020 EXPENSES

Program	\$345,661
Administration	\$73,223
Fundraising	\$69,526
Total	\$488,410

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Special Thanks



YOU LEARN

REPORT TO THE COMMUNITY 2020 |

ACTION LEARNING PROJECTS

The Action Learning Program (ALP) has been an integral component of the nine-month Flagship Program since 2006. Prior to that time, one of the major challenges had been achieving a sense of connection with the community-at-large as graduates concluded the experience. The ALP (along with other initiatives that have been added for graduating class members and alumni), goes a long way towards achieving this goal with a practical application exercise of significance, creating a “win/win” for both the Class and the requesting organizations.

The Action Learning concept involves taking a group of talented individuals (the Class members) and places them in a situation where shared leadership results in the completion of a project, as well as interpersonal growth as an equally important corollary. Since 2006 through the 2020 program year, Leadership Winston-Salem has received and completed 118 projects for 96 different non-profit organizations. There are a number of repeat requests for assistance based on satisfaction with the quality of the counsel being provided, which is a tangible validation of the contribution being made in our non-profit community to the work of the organizations being assisted. These are, in effect, “non-profit consultancies”, which are completed by the end of the class year. Our organization has been recognized nationally for the methodology employed in the creation and delivery of this concept by the Association of Leadership Programs.

The nature of the requests is wide ranging: marketing plans, focus group exercises, strategic planning development, outreach strategies, logistical considerations, assessment exercises, etc. Two recent unique projects of note were the development of a college leadership program for all of the institutions of higher learning here in Winston-Salem, and a complete rebranding of an agency (Stop Child Abuse Now [SCAN] to The Parenting Path). The rebranding has already yielded tremendous benefits for that agency; the college program, having just been created during the 2020 class year, offers tremendous potential for mutually beneficial value for the institutions and their students, as well as our City, as it is implemented through the Leadership Winston-Salem office in collaboration with the institutions themselves.



Harold Holmes

Harold R. Holmes, LWS Class of 1990
Associate Vice President & Dean of
Student Services Emeritus
Wake Forest University



Action Learning Projects 2020

LWS
P7

Crosby Scholars

Coach: Carol Hoover, Class of 2013

Furnishing Hope

Coach: Jennifer Coulombe, Class of 2014

Inter-institutional Leadership Program

Coach: Harold Holmes, Class of 1990

LEAD Girls Inc

Coach: Lauren Rogers, Class of 2018

Ronald McDonald House of Winston-Salem

Coach: Brad Zabel, Class of 2006

Coach in Training: Kenneth Holly, Class of 2016

SECCA

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Class of 2015
Assistant County Manager
Forsyth County Government

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Class of 2013
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Winston-Salem
Police Department

Gemma Saluta
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Of Counsel
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INSIGHT 2019
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Melissa Thompson
Class of 2020
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SECU Family House

LaMonica Sloan Wilhelmi
Class of 2014
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Love Out Loud

Brad Zabel
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