

2016-17 Leadership Winston-Salem Action Learning Projects

Organization	Project Description
<p align="center">Amos Cottage, Therapeutic Day Program Wake Forest Health Sciences</p>	<p>Amos Cottage helps children with developmental, behavioral/emotional and physical needs live up to their full potential. Project includes a business plan, ribbon cutting experience, a marketing roll-out and ideas on how to generate revenue for our TOPS (Therapeutic Outdoor Play Space).</p>
<p align="center">Collaborating for Clients</p>	<p>Collaborating for Clients (C4C) is a community-wide partnership designed to promote and facilitate individual and family stability in health, housing, food security and employment for all community members through resident-led collective efforts. We are seeking a blueprint of how to move forward in the development of a marketing plan, i.e. best practices for developing a marketing plan with diverse and varied stakeholders. We are also seeking 3-5 prototypes of brand/logos that best represent the work of the initiative.</p>
<p align="center">Family Services</p>	<p>Family Services is to serve Forsyth County by providing professional services and participating in partnerships that foster the development of children, advance the safety, security and success of families and individuals, and help build a sustainable community. The purpose of the project is to build grassroots community support for the creation of a universal Pre-K system in Forsyth County. Corporate, educational, and civic leaders are already very interested and are committing funds to expand the number of Pre-K classrooms in the community. The Leadership W-S group would help the Universal Pre-K Initiative Steering Committee develop a communications plan to build support for Pre-K among the general public in order to forge the political will to create a universal Pre-K System.</p>
<p align="center">greeNest</p>	<p>greeNest serves a unique community resource working with all in building a compassionate bridge to home by providing gently used furniture to participants in crisis. Our most immediate need is to come up with a logistical plan to move OUT of our current space. The thought of moving our warehouse is daunting, and we hope for ideas on planning a timeline, expense, physical requirements (packing materials, labor, etc.), and (at the same time!), offer our services up to the last day of the move.</p>

<p>innovateHER</p>	<p>innovateHer fosters economic development in North Carolina by creating, equipping and supporting local communities of women entrepreneurs. Key stakeholders in in the Winston-Salem are laying the groundwork for a new innovation economy as our area moves beyond its original tobacco and manufacturing roots. We're asking that a team conduct research and provide recommendations for the creation of a framework or new organization with a mission to insure that our city/region's current entrepreneurial boom does not leave the most vulnerable behind.</p>
<p>Southeastern Center for Contemporary Art (SECCA)</p>	<p>SECCA bridges art, technology and engagement to enhance perspectives, inspire community and ignite new ideas. Participants will conduct a retail market analysis/community need, as the museum wishes to explore the reopening of the Center Store as well as a coffee shop/cafe within the museum to increase daily revenue.</p>
<p>The Olio</p>	<p>The Olio is focused on community, arts, education and sustainability to build social capital through strategic and collaborative efforts. A top priority would be a social media and marketing campaign related to our recycle operation, and it's current stage of development (at that time). Also, community awareness for our larger educational and sustainability efforts would be incorporated into this.</p>