



2018 Action Learning Project Choices

Sponsor Org	Project description
a/perture cinema	a/perture cinema is a four-screen art house cinema in the heart of downtown Winston-Salem whose mission is to engage and entertain the community through the art of film by showcasing informative, educational, thought-provoking and inspiring films that enrich lives, engage minds, promote diversity and build community. Project includes creation of framework for a/perture to launch an education program involving field trips, residencies, and school partnerships to give students and teachers an opportunity to engage with arthouse cinema.
The Centers for Exceptional Children	The Centers for Exceptional Children is a private not-for-profit organization whose mission is to educate, nurture and support children with special needs to reach their highest potential intellectually, emotionally, socially and physically. Project includes creating a 'theory of change' document and two detailed logic models for their Nurturing Education and Supportive Therapies (NEST) program and The Family Support Network. Each model will address program needs, target populations, program activities/elements, outputs, short-term outcomes and long-term outcomes.
Centers for Smart Financial Choices	CFSFC focuses its efforts on teaching financial education through personal interactive programs to enable individuals to make better financial decisions now and in the future. Project includes developing a plan for promoting and marketing the New Day Dawning Program (helps individuals build an emergency savings account, build or improve their credit and set up a personalized spending plan) to local employers to offset the lack of productivity losses caused by employees experiencing stress due to worry about their finances. Work would include conducting research, identifying and targeting employers for the program and determining timing of the program.
Girl Scouts Carolinas Peaks to Piedmont	The Girl Scout program incorporates girl-led, hands-on, time-tested experiential activities that lead to a greater sense of self, positive values, healthy relationships, willingness to seek challenge and ability to solve community problems. Project involves assessing the Girl Scouts current membership and identify key missing demographics where the GS are not serving the community and identifying potential partners in the community who can help GS expand their visibility, support, and mission delivery.
Love Out Loud	Love Out Loud is working to launch a program called Pathways. Pathways is a comprehensive, individualized, one-on-one, faith-based approach that utilizes assessment, training, coaching and feedback to help volunteers find their best fit in our community. Pathways is currently in a test-launch phase. Project directive would be to strengthen the clearinghouse of FIRST SERVE OPPORTUNITIES (short-term, done-in-a-day opportunities that give volunteers a stronger picture of that particular cause and an organization's mission and culture) and ONGOING OPPORTUNITIES where community members would be matched to meaningful opportunities that "fit" their unique skills and desires. NON-PROFITS would achieve a higher ratio of volunteers likely to continue serving with them. The goal is to create a stream of long-term volunteers for our community that strengthens our collective impact.
Piedmont Down Syndrome Network	PDSSN strives to ensure that individuals with Down syndrome in the Piedmont are valued, included, and given the opportunities to pursue fulfilling lives by providing information, networking opportunities, and advocacy for people with Down syndrome and their families, educators, health care professionals, and the community at large. There are approximately 1000 individuals with Down syndrome in the PDSSN service area; however, only 120 households are members of their organization. Project would include creating a community awareness and engagement plan and a marketing / social media plan to broaden their reach to more members of the Down syndrome community as well as the community at large.
Samaritan Ministries	Samaritan Ministries helps hungry and homeless people in the Winston-Salem community through a variety of projects that utilize more than 3,000 volunteers annually. Most volunteer shifts are scheduled using paper and pencil. Project would include reviewing their systems to make recommendations for moving to an online scheduling programs. This would entail researching technology needed, (hardware

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	and software); conducting a cost analysis for implementing new technology; and determining the feasibility of implementing a new system.
Exchange/SCAN (Stop Child Abuse Now)	Exchange/SCAN is a non-profit organization whose mission is to prevent and treat child abuse. This is accomplished through a variety of services aimed at strengthening families, enhancing parent-child relationships, and increasing community awareness. Project would include the development of a strong and consistent marketing plan to recruit prospective volunteers, and provide information regarding their services to potential clients. This marketing plan would include brand standards for the agency (consistent color/logo guidelines), potentially new marketing materials and "re-branding" the agency as one that provides support and training for families, rather than just focusing on child abuse.