

October 4, 2020

RE: Listing of Activities for the past 6 to 12 months



To Whom It May Concern:

This report serves as a brief narrative to discuss our accomplishments this past year and plans for 2020.

2019 Recap – Activities, Outcomes & Accomplishments

1. **Institutional Audit & Staff Restructure:** To support our capacity building activities, we restructured our current staffing to support our more sustainable, innovative model. To begin this process, ProAct's Founder, Derrin Slack, and its board of directors mutually agreed to hire an experienced executive to lead the organization at this critical point of change and growth. Under the tutelage and mentorship of CEO, Pitt Thompson, and our Board Chair, Jeb Banner, Derrin Slack transitioned to manage the organization's programs as our Chief Program Officer.
2. **Raising the Profile of our Board of Directors:** Prompted by the leadership and guidance of consultant, Milt Thompson, ProAct's leadership team successfully identified, vetted, and cultivated reputable individuals to raise the profile of our Board of Directors to establish a deeper level of governance, professionalism, and accountability. By raising the profile of our board of directors, ProAct has been able to develop a stronger infrastructure and position for better growth strategies that will allow us to replicate and sustain our innovative programs.
3. **Marketing & Brand Refresh:** With input from our youth, parents, community & corporate partners, board members, and other stakeholders, ProAct refined and improved its program model to help inform clarity around our communications and marketing strategies. Our more refined program model and its clearer message are leading our stakeholders to embody our brand and tell our story in a compelling way to improve brand recognition, raise funds, create strategic partnerships, and cultivate other resources.
4. **Refined Program Model/Delivery & Procured Strategic Partnerships:** 2019 has given us valuable time to solidify our partnerships with schools, nonprofits, businesses, and funding partners to launch our newly refined Proactive Communities model successfully. This model requires a Community Impact Concierge, a new role for ProAct, to manage and support our school, corporate, and nonprofit partners engaging in each of our Proactive Communities. To inform this role, ***we codified and systematized our systems and processes and created a 100+ page training and operations manual*** and built our digital infrastructure to support those systems.
5. **National Partnership Allows for Engagement of 4,500 youth:** We accepted the opportunity to partner with the national service-learning agency, Youth Service America (YSA), who granted ProAct monies to engage 4,500 youth in service to Indianapolis as our state's Lead Agency for national days of service. As of January 20, 2020, we have already engaged ~3,000 youth from our partner schools and have attracted 11 new nonprofit partners who will continue their relationship with us as part of our Proactive Communities Model. We intend to continue this great work and engage 1,500 youth during Global Youth Service Day in April 2020.

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2020 Plans? Launch Proactive Communities (Fall 2020)

ProAct has a decade of experience providing quality programs and services to meet the needs of our community. Now we are in the next evolution in the configuration of our program model providing a more efficient and engaged framework for community engagement. We are taking what has worked well in the past and have created a completely integrated framework for community engagement that connects schools, corporations, and nonprofits to help groups cross social, racial, and economic boundaries with confidence and ease through our Proactive Community model. Support has helped us catalyze human-centered social good and helped us to solidify ProAct as the hub for community engagement in Indianapolis as we intend to create three Proactive Communities in 2020 directly benefiting at least 120 vulnerable youth, and indirectly, 7,500 youth.

What is a Proactive Community?

One Proactive Community, defined by ProAct, is a group of one to three schools, 5-7 nonprofits, and 1-2 businesses who intentionally and consistently engage with each other by investing in relationships that uplift and promote youth voice and action. Proactive Communities offer a proactive approach to asset-based community development which empowers community members to invest in the communities in which they live and work.

Other 2020 Plans to Sustain each Proactive Community...

1. **Continue Leveraging Back-Office Support from Shepherd Community Center:** We have secured a strategic partnership with Shepherd Community Center, providing us with back-office management of financial accounts as well as office space and a business address to help optimize our business operations.
2. **Hire and train three Community Impact Concierges and a COO to Create a Central Management Team:** Currently, ProAct employs two full-time staff members – Pitt Thompson (CEO) and Derrin Slack (CPO). In 2020, we intend to add new staff to support our programs and engage consultants to assist in ancillary needs in grant writing, accounting, and marketing/public relations. We also intend to hire a COO to oversee business, financial, and organizational culture operations for ProAct.
3. **Market and Leverage ProAct University (our learning management system) to Train and Educate our diverse communities on Social Issues:** Developed in partnership with educators from the University of Indianapolis and the University of Minnesota, this curriculum informs our youth programs and offers eight years' worth of content and lesson plans which cover a variety of social issues from homelessness and poverty to people with disabilities, racism, and environmental justice. We intend to leverage this curriculum and our scalable technology to target previously unreached communities.

To make all this happen, we need your continued support and advocacy. One unique thing about giving to ProAct – your donation helps hundreds of youth, and community nonprofits and thousands of people because all our work is directed at helping those who serve our community do their work better and more efficiently.

We look forward to continuing our work in partnership with you to make this become a reality.

If you have any questions, please do not hesitate to reach out via phone at 317.939.6616 or email at Derrin@proactindy.org. To speak with our CEO, Pitt Thompson, please call 317.939.6625. Thank you and I look forward to catching up with you. Thank you and God bless!