



MAKE A RIPPLE:
THE EFFECT OF
SOCIAL CAPITAL

**Future
Foundation**
prepare to stand out

“

SOMETIMES THE
SIMPLEST THINGS
ARE THE MOST
PROFOUND.”

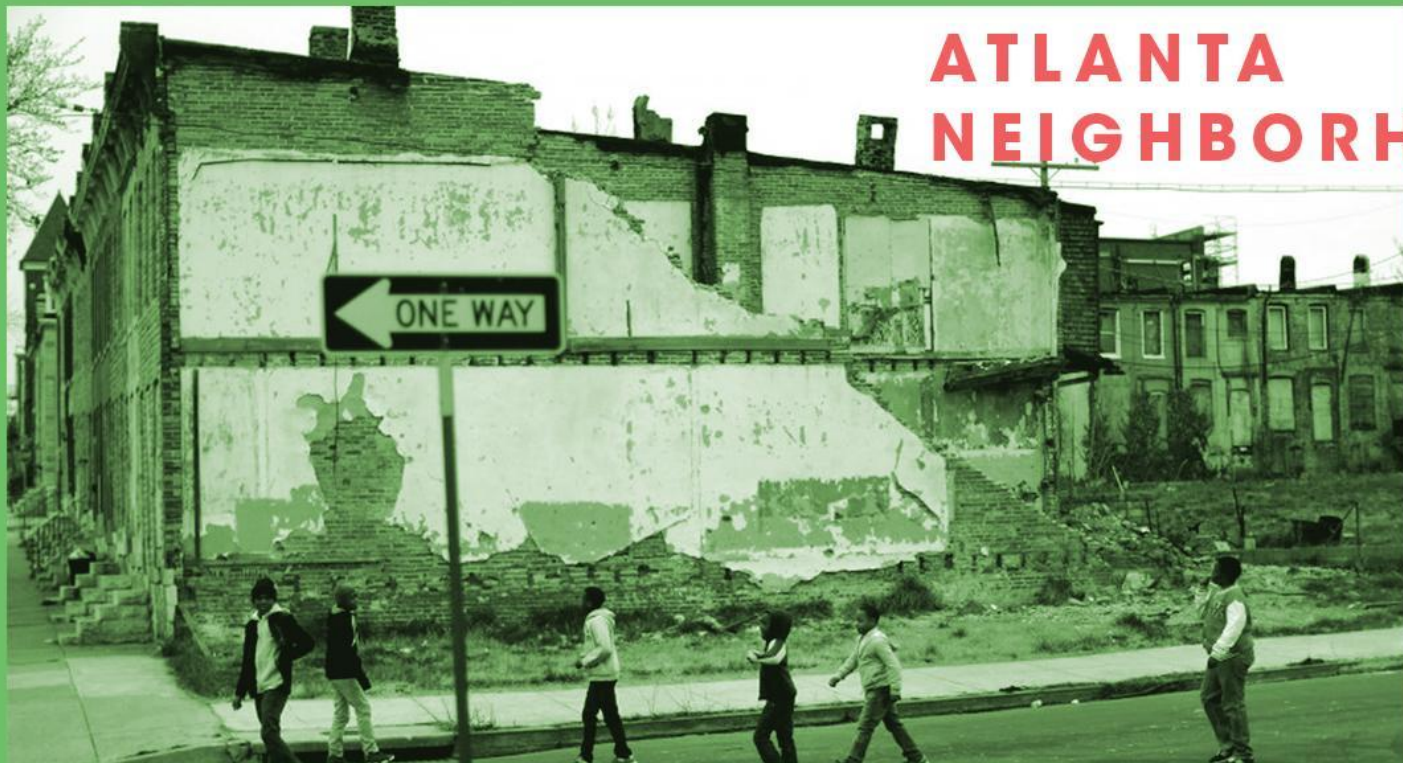


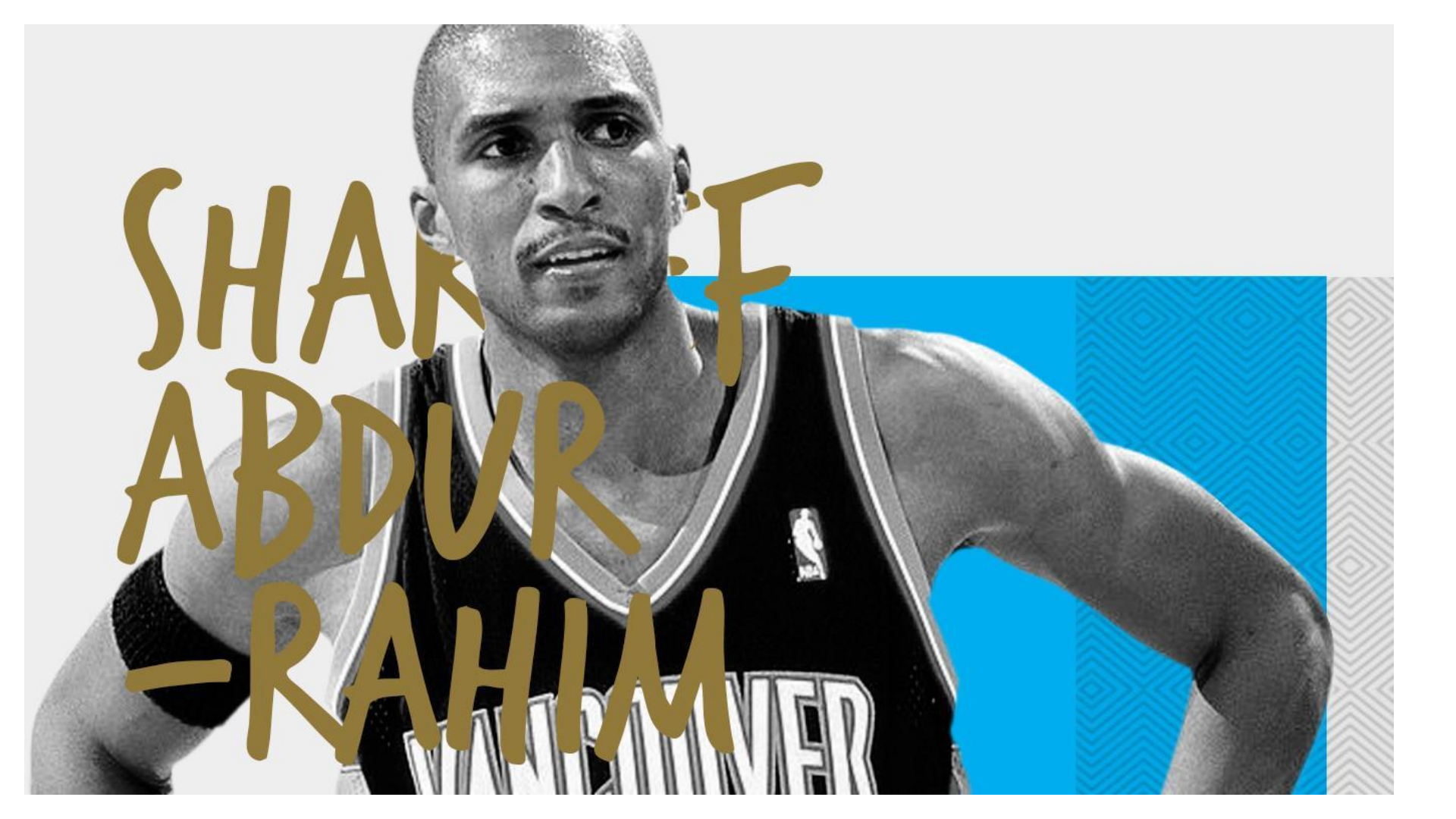
CAROLINA
HERRERA

CHRIS & SAM




ATLANTA NEIGHBORHOOD





SHAK
ABDUR
-RAHIM

The image features a background of the University of California Berkeley campus. On the left is the Sather Tower (Cathedral of Learning), a tall, slender stone tower with a pointed top. In the foreground and middle ground are various university buildings, including a large, classical-style building with a portico supported by columns. The sky is a gradient of orange and red, suggesting a sunset or sunrise. A silhouette of a bird in flight is visible in the upper right quadrant. The text 'UNIVERSITY OF CALIFORNIA BERKELEY' is overlaid in a large, white, hand-drawn font. The background has a subtle, repeating geometric pattern of diamonds and zig-zags.

UNIVERSITY
OF CALIFORNIA
BERKELEY



**ATLANTA IS ONE OF THE
HARDEST PLACES IN THE
COUNTRY FOR KIDS TO
CLIMB OUT OF POVERTY**

23%
HIGHER
THAN THE
NATIONAL
AVERAGE
OF SINGLE
-PARENT
FAMILIES IN
ATLANTA

29%
HIGH
SCHOOL
GRADUATES
ARE
PREPARED
FOR
COLLEGE

12%
OF FAMILIES
IN THE STATE
OF GEORGIA
FALL BELOW
THE POVERTY
LINE

33%
OF FAMILIES
IN EAST POINT
AND COLLEGE
PARK FALL
BELOW THE
POVERTY
LINE

THE POVERTY WHEEL & OUR THEORY OF CHANGE



FUTURE FOUNDATION REPORT CARD



ACADEMIC
SUPPORT



LIFE SKILLS



HEALTH
EDUCATION



RELATIONSHIP
SKILLS



100%
GRADUATE
HIGH SCHOOL

FUTURE FOUNDATION EXPANSION

2019
347
STUDENTS

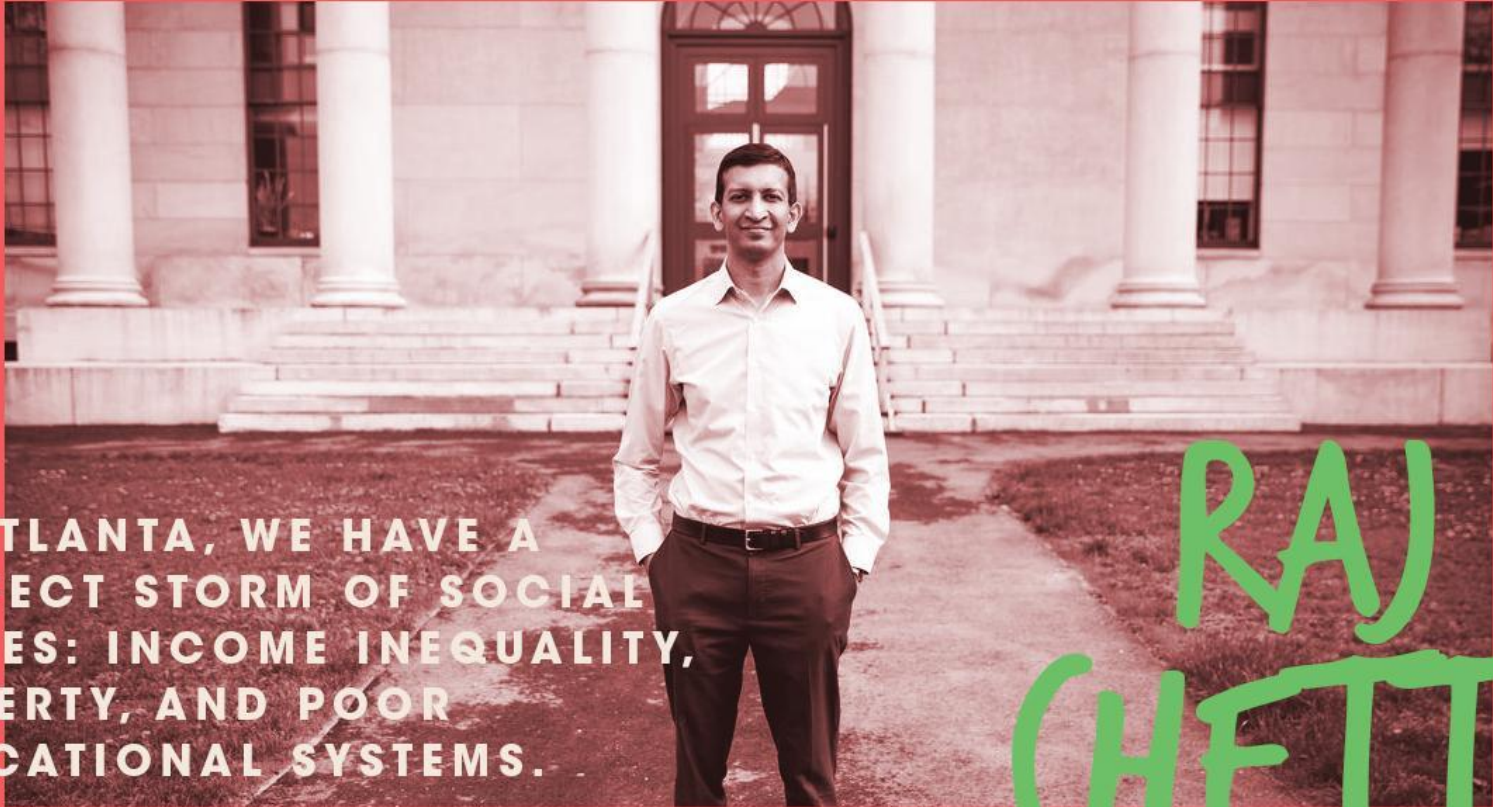


2011
91
STUDENTS

TOP 4 TIPS TO HELP YOU GROW YOUR ORGANIZATIONAL MODEL

1. REGULARLY ASK THE QUESTION "WHAT NEED ARE WE TRYING TO ADDRESS?" (AND "IS OUR CURRENT MODEL DOING THAT?")
2. NURTURE A CULTURE BUILT TO CHANGE AT THE SPEED OF THE COMMUNITIES YOU SERVE
3. SEEK OUT ADVISORS / CHAMPIONS WHO CAN HELP YOU OPERATIONALIZE QUICKLY
4. USE DATA AND TECHNOLOGY TO MAXIMIZE IMPACT





IN ATLANTA, WE HAVE A
PERFECT STORM OF SOCIAL
ISSUES: INCOME INEQUALITY,
POVERTY, AND POOR
EDUCATIONAL SYSTEMS.

RAJ
(HETTY)

Uber

**LARGEST
TAXI
COMPANY,
OWNS ZERO
TAXIS**



**LARGEST
MEDIA
COMPANY,
OWNS ZERO
CONTENT**



Alibaba.com

**MOST
VALUABLE
RETAILER,
OWNS ZERO
INVENTORY**



Expedia

**LARGEST
TRAVEL
AGENCY
BRANDS,
OWNS ZERO
TRAVEL
COMPANIES**



airbnb

**LARGEST
HOTELIER
COMPANY,
OWNS ZERO
REAL ESTATE**

DISRUPTED



**SOCIAL
CAPITAL
CAN
CHANGE
DESTINIES**



RIPPLE

“I ALONE CANNOT
CHANGE THE WORLD.
BUT I CAN CAST A STONE
ACROSS THE WATERS TO
CREATE MANY RIPPLES.”



SHAWANDA EDWARDS

