



# Growing for the Good

A GRANT REQUEST TO FUNDING UNLIMITED  
FOUNDATION FOR ATLANTA CHANGE FOR GOOD

Prepared by Marissa Bailey  
Cool Websites Inc.





# Cool Websites Inc

Cool Websites Inc., 123 Cool Sites Blvd, Kennesaw, GA, 30144

March 18, 2022

Cheryl Shinall, Director of Funding Unlimited Foundation  
Funding Unlimited Foundation  
456 Funding Way,  
Kennesaw, GA, 30144

Dear Ms. Shinall,

We are truly pleased to hear of your interest in our Growing for the Good project with Atlanta Change for Good. We are very excited to submit the enclosed grant proposal requesting funding for this project. Atlanta Change for Good is currently seeking \$9,550 in funding to redesign their website so they can engage with a wider audience.

Atlanta Change for Good has been a valuable asset to our Atlanta community for years. They truly inspire us with their drive and determination to be a force for good. We are so excited to help them grow their organization and expand their outreach throughout our Metro Atlanta communities, and we are absolutely thrilled that you share our enthusiasm for this amazing organization and their work. We hope that by the end of our proposal, you will see our company and the project we propose as the best path forward to help Atlanta Change for Good pursue their mission of equality in education and reducing the cycle of recidivism in our community.

We greatly appreciate your time in reviewing our proposal. If you have any questions or need any further information from us, please feel free to contact either me, Marissa Bailey (470-578-1234, mbailey@coolwebsinc.com) or my partner, Aaron Le (470-578-5678, ale@coolwebsinc.com). We very much look forward to hearing from you.

Sincerely,

Marissa Bailey

Marissa Bailey  
Lead Technical Writer

Aaron Le

Aaron Le  
Lead Web Designer



# Growing for the Good:

## A Grant Request to Funding Unlimited for Atlanta Change for Good

Atlanta Change for Good (ACG) is an Atlanta-based nonprofit with a revolutionary mission: to provide higher education to people who are or have been incarcerated. On average, somewhere between half and two-thirds of formerly incarcerated people will re-offend within their first three years after release.<sup>1</sup> This statistic is called the recidivism rate. Those formerly incarcerated people who receive access to higher education have an average recidivism rate of just 4%.<sup>2</sup> ACG is working to strengthen communities by giving formerly incarcerated people the access, education, support, and tools they need to turn their lives around and become a positive influence in their communities.

Everything changed during the pandemic. We can all relate to that statement, but the communities of metro Atlanta felt this change more than most. From protests and police brutality to rising crime rates and early prison releases, equality in criminal justice is a huge issue in most Metro Atlanta communities. We need organizations like Atlanta Change for Good now more than ever. Shortages in the police force are causing more communities to take crime enforcement into their own hands. Mistrust and abuse of power are causing violence to erupt during police confrontations. Mental health and security during the pandemic have been major issues for many formerly incarcerated people. Prisoners out on early release during the pandemic



Downtown Atlanta, 2018

1 Common Good Atlanta. (n.d.) *Our Story*. <https://commongoodatlanta.com/our-story/>

2 Bard Prison Initiative. (2019, April 22) *College Behind Bars*. <https://bpi.bard.edu/topics/college-behind-bars/>

typically have very little support and are at high risk for recidivism. ACG works to combat all these issues through community engagement, educational programs that teach students how to become positive influences in their communities, and support systems that provide housing, food, and job resources to current and former students of their programs.

The need for Atlanta Change for Good and organizations like them have grown so much over the past two years, but the biggest challenge that ACG faces in meeting these demands is organizational growth. So far, ACG has grown its professional partnerships, volunteer network, and student population primarily through word of mouth. This method of networking has fostered the strong sense of community and human connection that ACG is known for. However, we believe that ACG can build their network farther and faster with access to a stronger foundation. ACG needs a website redesign geared towards providing their audience with a more interactive platform that is easy to navigate. This platform also needs to maintain the sense of community and familiarity that makes ACG so important to those it serves.

In this proposal, we ask that the Funding Unlimited Foundation supply us with the funding we need to help Atlanta Change for Good redesign their website to facilitate growth and outreach. We will first discuss the results of our preliminary evaluation of ACG's website and the issues we found. Next, we will introduce a plan for how we would redesign ACG's website to enhance the experience of their users while maintaining their sense of community. Then, we will discuss why our company is qualified to take on this project and why we are interested in helping ACG with this opportunity. Finally, we will discuss the costs and benefits. Our aim is to show that our company can redesign a website that will assist ACG in their mission to "bring the good" and improve the wellbeing of the communities that they serve.

## Opportunity for More Growth and Outreach

Born from humble beginnings, Atlanta Change for Good (ACG) was founded in 2008 by Dr. Sarah Haynes, then a PhD student, who understood the need for higher education in prisons. In 2010, Dr. Haynes' graduate school friend, Will Tifton, joined her, and together they co-founded Atlanta Change for Good. Over the last fourteen years, ACG has grown slowly but surely. They now partner with four prisons and seven universities in the Atlanta Metro area. ACG has had a profound impact on our metro Atlanta community by providing broad, democratic education for those who couldn't otherwise receive it, decreasing community recidivism rates, creating jobs in the community, and bringing our community together.

Atlanta Change for Good has been a valuable asset to our Atlanta community for

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