

November 1, 2021.

The Goizueta Foundation

4401 Northside Parkway Suite 400

Atlanta, GA 30327

Attn: Community Affairs department.

Dear Director Thorne:

I would like to thank you for the Goizueta Foundation's past support of the Atlanta History (AHC). The Center continues to strive to serve the greater Atlanta community through its exhibits and programs. I hope that the center can count on the continued support of the Goizueta Foundation as we work to develop and improve our programming for school-age children. We are requesting consideration of a grant of \$25,000 for further development of our virtual programming initiative during the calendar year of 2022.

During the global SARS COVID-19 pandemic, the AHC learned how to adapt to the changing times quickly and smoothly to stay relevant to the Greater Atlanta Area. While the of main campus the center was closed to the public the Center worked relentlessly to develop and create virtual programming for school-age children. These virtual programs allowed students and teachers from across the nation to be able to engage with history and topics relative to these everchanging times. To build on this program, I would like to develop a program that talks about African American's roles in the American Civil War.

Receiving a grant from the Goizueta foundation for the amount of \$25,000 would allow the AHC to continue their virtual programming as well as develop new virtual programming for students and teachers. This virtual programming helps allow the History center to inspire and strengthen the greater Atlanta area. We are grateful for your consideration. If you would like further information, please feel free to contact me.

Thank you for your support,

Sincerely,

Sarah Craig.

Project need :

During the Covid-19 pandemic, the Atlanta History Center as the rest of the world had to struggle and work to find a way to stay relevant during the Pandemic. Through their virtual school programming, the AHC helped the Atlanta community to stay connected and engaged within the community as well as what was going on in the nation as a whole. Before the pandemic, many school-aged children came to the AHC to learn about the past of the nation. The pandemic made this resource unavailable for many students and teachers. This left a need for some way for the teacher and students to engage with the past. One way that AHC did this is by developing a virtual theater program that allows that students to see what it was like to be at some of the most pivotal moments in Atlanta history. The program that the history center currently does focuses on the bus boycotts and what the rider of those busses went through. This program become more relevant as the Black Lives Matter Movement grew. This movement lead to the museum and historical sites becoming more aware and proactive in allowing these voices to be heard.

Project description

Following this theme of unheard voices, the AHC will develop a virtual theater piece giving the student a snapshot into what life was like for African Americans during the Civil War . This theater piece would go into what it was like to be an African American man during the war. It could answer questions such as why these men fought and what life was like when they returned home. This program can also go into what the day to day was like for African American women and children whose father or husband had been sent to fight in the war. This program

will demonstrate the struggles that were had by the different groups. The staffing for this project would require a ten-person team to be in charge of researching, writing as well as virtual set design and performance.

Budget:

Staffing: AHC Staff: Program coordinator Marketing Volunteers	15,000
Research and development material Computer software and zoom membership	5,000
Costumes and props	5,000

Evaluation:

To evaluate the success or failure of the program the AHC would need to look at the amount of viewership the program is generating in one calendar year. If the program is successful if the viewership is above 50%. The program can be deemed a failure if the view ship

is less than 50%. Once the evaluation of the program is complete. If the program was deemed a failure it will be the job of the AHC to either revise the current program to make it more relevant or to cancel the program.

Sustainability:

After the completion of this program, the AHC will strive to make unheard voices heard through its other programs and exhibition. The AHC will continue to reach out to other foundations.

Organizational information:

The AHC is a non-profit 501(c) 3 organization located in Atlanta, Georgia. The AHC was founded in 1926 as the Atlanta Historical Society and renamed the Atlanta History Center in 1990. The AHC has worked with many foundations as well as corporate partners and private donors to secure funding for its exhibitions, programs, and events and to continuously cultivate its donor relationships that foster healthy investments and which also support the AHC in its mission and public trust of Metro Atlanta.

Conclusion:

In the post-Covid-19 world, virtual programming is what helped museums to succeed when their main operations were closed to the public. The implementation of this programming is what helps keep students and teachers engaged in the world as well as history.

During this time movements pushed for unheard voices to be heard. The AHC has already begun to work on projects that allow these voices to be heard. With the implementation of this program we the AHC will be aiding other lesser-heard voices to be heard.