



# Leadership and Arts Coalition Overview

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# About the Company

▶ Leadership and Arts Coalition (LAC) is a nonprofit organization committed to leveraging the power of arts to elevate and enrich the educational landscape in marginalized communities.

▶ Leadership and Arts Coalition was founded in 2019 by a group of creatives and community activists. During the founder's professional careers, they noticed a lack of opportunity and education among their target audience.

# Our Mission and Vision

## Mission

Our unwavering dedication lies in uniting individuals and entities to effect positive change and equitable opportunities for all. By fostering unity, inclusion, and addressing economic disparities, we endeavor to raise awareness and secure financial support for artistic expression.

## Vision

Our vision is to collaborate closely with partners across diverse industries, nurturing, and empowering young minds in marginalized communities.



# Our Programs



## Media Arts Program

Students will learn that media arts are cross-disciplinary and offer students an opportunity to apply knowledge in more than one discipline.



## WISSY (What If I Say Yes)

An educational video series that addresses some of the common issues, problems and consequences facing young people today, particularly those present in the sports, music, and entertainment industries. .



## Entrepreneurship & Team Building

A seminar that explains what you need to build a business, the importance of your team, and marketing your brand.

# Our Goals



## Goal # 1

To work closely with our partners across industries to teach, develop and train young people interested in pursuing a career in the arts, media, entertainment, business management, and entrepreneurial ventures



## Goal # 2

To provide meaningful and relevant information to guide their dreams in a direction that is both educated and realistic. By educating them about the business of these industries and introducing to areas that they do not traditionally see in the media.

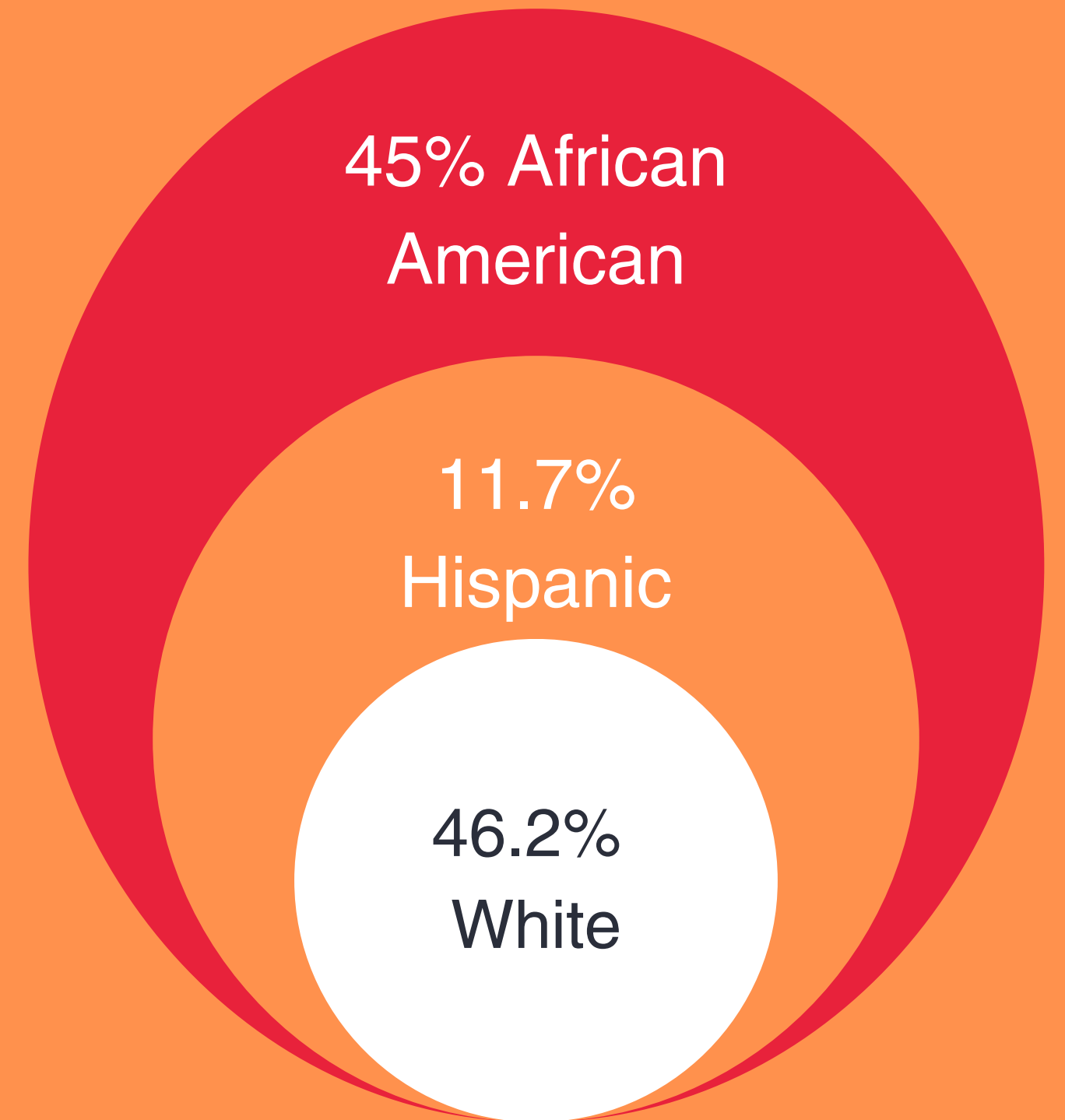


## Goal # 3

To create a global coalition of creatives and entrepreneurs to help build stronger communities around the world.

# Our Audience

Higher education is a proven pathway to opportunity and economic mobility, but each student's journey is unique. Black and Brown students from impoverished communities with very little opportunity and resources have chosen sports and entertainment as pathways for upward mobility. LAC believes that young people can begin to now imagine ownership and control. Control over their image, creative content, athletic abilities, name and likeness.



# Our Milestones

**2020**

Hired to shoot a documentary on youth homelessness. Hired summer youth to train and work on the project.

**2021**

We garnered 800 live viewers for an online art event to support creatives. from different disciplines. Raised 1k for the artists during Covid. Secured our 1st grant for a summer camp.

**2022**

Trained over 25 students in media arts. Employed over 10 students on film/video projects.

**2023**

Became the fiscal sponsor and the production team for a social justice project about returning citizens from incarceration.

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# Our Management Team



**Cassandra Riddick**

Chief Executive Officer



**Geoff Simons**

Director



**Hunter Hawkins**

Social Media Director



**Eldridge Pugh Warren**

Director



**Danny Jiminian**

Legal Counsel

# Our Offered Programs and Services

Media Arts Programs

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Leadership and Mentoring Programs and Workshops

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Workforce Development and Job Shadowing

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Internships and Job Training

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Entrepreneurial Workshops and Seminars

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Film and Video Production Services. Content Creation and Branding





# LEADERSHIP AND ARTS COALITION

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