



LEADERS **FOR** LIFECYCLE 2020



A VIRTUAL CAMPAIGN &
CELEBRATION 2020



LEADERS FOR LIFECYCLE 2020

Over the past nine years, thousands of individuals and organizations have worked together to advance Lifecycle Building Center's mission of *environmental stewardship and community resilience by creating a sustainable lifecycle for the built environment*. Together, we have made great progress by **saving 6.6 million pounds of usable materials** from being discarded, and **creating \$3.7M in community savings** through deep material discounts and **279 material grants to 191 nonprofits**.

Normally during this time of year, I would be inviting you to our annual fundraiser, Revel in Reuse. Unfortunately, as with so many other aspects of life these days, we are doing things very differently this year.

Today I am asking you to join me as a member of our new initiative, **Leaders for Lifecycle**. This campaign will build on our past success and allow us to achieve far greater impact than ever before. Your sponsorship will expand LBC's efforts to build a more equitable, resilient, and sustainable Atlanta by:

- 🔗 Helping us build **garden boxes and food pantries for communities experiencing severe food insecurity**
- 🔗 Supporting our expanded collaboration with area housing nonprofits to provide **more material donations to affordable housing projects** in Southwest and Westside Atlanta neighborhoods
- 🔗 Growing LBC's 4-year workforce development partnership with Georgia Works! by creating **more job training opportunities for individuals with barriers to employment**

A full description of the **Leaders for Lifecycle** campaign and benefit levels follows. We invite you to donate, get involved, and register to attend our culminating online event, as we celebrate all that we have accomplished together. The virtual event will take place on Thursday, November 12th, and will include an interactive discussion featuring thought leaders in sustainability, equity and community-driven development, followed by a fun, networking trivia tournament.

As you know, financial support is extremely important to LBC. Your contributions allow us to provide vital services for our community. The families, small businesses and nonprofits we serve need affordable materials more than ever before; in fact **first-time visitors to LBC's Reuse Center have increased more than 40% in 2020**. Demand for LBC's services is expected to increase even further as we work toward economic recovery; your support will enable us to meet this growing need by scaling up our capacity.

I invite you to consider matching (or exceeding!) your previous donation to LBC; this is the moment to **stand with LBC and help build a more economically resilient, socially just and environmentally sustainable future for our community**.

I am happy to schedule a call to discuss your contribution and to share information about the campaign. I hope you will become a **Leader for Lifecycle** and join us as a champion of reuse!

Sincerely,
Shannon Goodman
Executive Director

LEADERS FOR LIFECYCLE 2020

Join our new initiative, **Leaders for Lifecycle**, as a sponsor today to help sustain LBC's efforts to build a more equitable, resilient, and sustainable Atlanta.

Your donation will expand our capacity to:

- 🕒 Assist communities experiencing food insecurity by providing materials, project management and direct labor support to **construct and install dozens of garden boxes and "Little Free Pantries" across Atlanta**
- 🕒 **Reduce the construction costs for approximately 20 affordable housing development projects** within Southwest and Westside Atlanta neighborhoods by donating building materials to multiple housing projects via LBC's Nonprofit Material MATCH Program.
- 🕒 **Provide job training in deconstruction and reuse**, and a sustainable career path, for individuals with barriers to employment seeking to gain greater self-sufficiency and financial independence

Your financial contribution to LBC's **Leaders for Lifecycle** campaign will enable us to meet the growing need in our community for low-cost building materials, more resilient food systems, expanded affordable housing options and sustainable career pathways. **Stand with LBC today and help us build a more economically resilient, socially just and environmentally sustainable future.**



To date, LBC's programs have created **\$3.7M in community savings** by redirecting 6.6M pounds of material away from landfills and back into the community



First-time visitors to LBC's Reuse Center have **increased more than 40%** in 2020, as demand for affordable materials continues to rise



Since 2016, LBC has **provided job training to 60 men** in partnership with Georgia Works! and hired 5 graduates as full-time employees



Since 2011, LBC has awarded **279 Nonprofit Material MATCH Grants to 191 nonprofits**, including an all-time record of \$90k in material donations to 48 organizations in 2019

LEADERS ^{FOR} LIFECYCLE 2020

COMMUNITY CELEBRATION EVENT

THURSDAY, NOV. 12 6-7:30PM

Join hundreds of LBC supporters for an exciting and educational online event on **Thursday, November 12th** as we celebrate 9 years of impact and share how reuse is building a more resilient future for our community. To kick off the event, experts in sustainability, equity and community-driven development will lead an **interactive discussion about innovative approaches to affordable housing, urban agriculture and workforce development** in Atlanta and beyond. Participants will also have the opportunity to submit questions in advance to help shape the conversation.

This opening discussion will be followed by a team trivia tournament designed to test your knowledge of environmental sustainability, LBC and Atlanta history. Players will compete to **win the Leaders for Lifecycle Trophy made from reclaimed materials.**

Sponsors will be recognized in several ways throughout the event, as described in the enclosed benefits chart. We hope you will join us for a fun, impactful and thought-provoking evening, and help LBC build a more equitable, resilient and sustainable Atlanta.



BILL BOLLING, MODERATOR

LBC is honored to have Bill Bolling facilitate the Leaders for Lifecycle opening discussion, as he brings decades of experience addressing hunger, poverty, regionalism, affordable housing and public policy. Prior to founding **Food Well Alliance**, Bill founded the Atlanta Community Food Bank and served as executive director for 36 years. Bill led the Food Bank's efforts to distribute half a billion pounds of food through a network of nonprofits feeding the hungry in 29 Georgia counties. As a charter member of Feeding America, the national network of food banks, Bill was instrumental in the startup of food banks across the country.

Bill also founded and serves as a moderator for the Atlanta Regional Housing Forum, which gathers affordable housing stakeholders seeking to remove barriers to housing, improve transportation options, address homelessness and build healthier, stronger communities.

LEADERS FOR LIFECYCLE 2020

	PRESENTING \$15,000	INVESTING \$10,000	CULTIVATING \$5,000	SUPPORTING \$2,500	CONTRIBUTING \$1,000
SPONSORSHIP OPPORTUNITIES					
Tickets to Leaders for Lifecycle virtual event	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED
Group volunteer event (either in-person, virtually or a combination of the two) to directly support one of LBC's community impact projects	FOR 20 EMPLOYEES	FOR 15 EMPLOYEES	FOR 10 EMPLOYEES	FOR 5 EMPLOYEES	
LBC "take-home" kit for guests of the virtual event <i>(reserved and picked up by company representative in advance)</i>	FOR 10 GUESTS	FOR 6 GUESTS	FOR 4 GUESTS	FOR 2 GUESTS	
Option to include company-branded product (e.g. branded cookies, shot glass, etc.) for all virtual event attendees who receive an LBC "take-home" kit	✓	✓	✓	✓	
Speaking opportunity at virtual event	✓	✓			
Opportunity for on-screen feature of company-branded product during virtual event	✓				
Option to do a social media "takeover" on Instagram	✓				
Social media posts	4 DEDICATED	3 DEDICATED	RECOGNIZED AS A GROUP		
Advertising via virtual event platform	FULL SCREEN	HALF SCREEN	QUARTER SCREEN		
Visibility on event materials	TOP BILLING ON ALL	PROMINENT PLACEMENT ON ALL	INCLUDED ON ALL	NAME ON ALL	MENTIONED ON ALL
Company logo/name in all event branding <i>(e.g. "Leaders for Lifecycle Presented by Your Company Logo")</i>	✓				
Year-round visibility on LBC's website	ORG PROFILE AND LOGO	LOGO	LOGO	LISTING	LISTING

A large, stylized orange number '12' with a thick black outline. The '1' is a simple vertical bar, and the '2' has a curved top and a horizontal base. The number is centered in the upper half of the page.

**THANK
YOU!**

Ready to make
your pledge or have
questions?

LIFECYCLE
BUILDING
CENTER