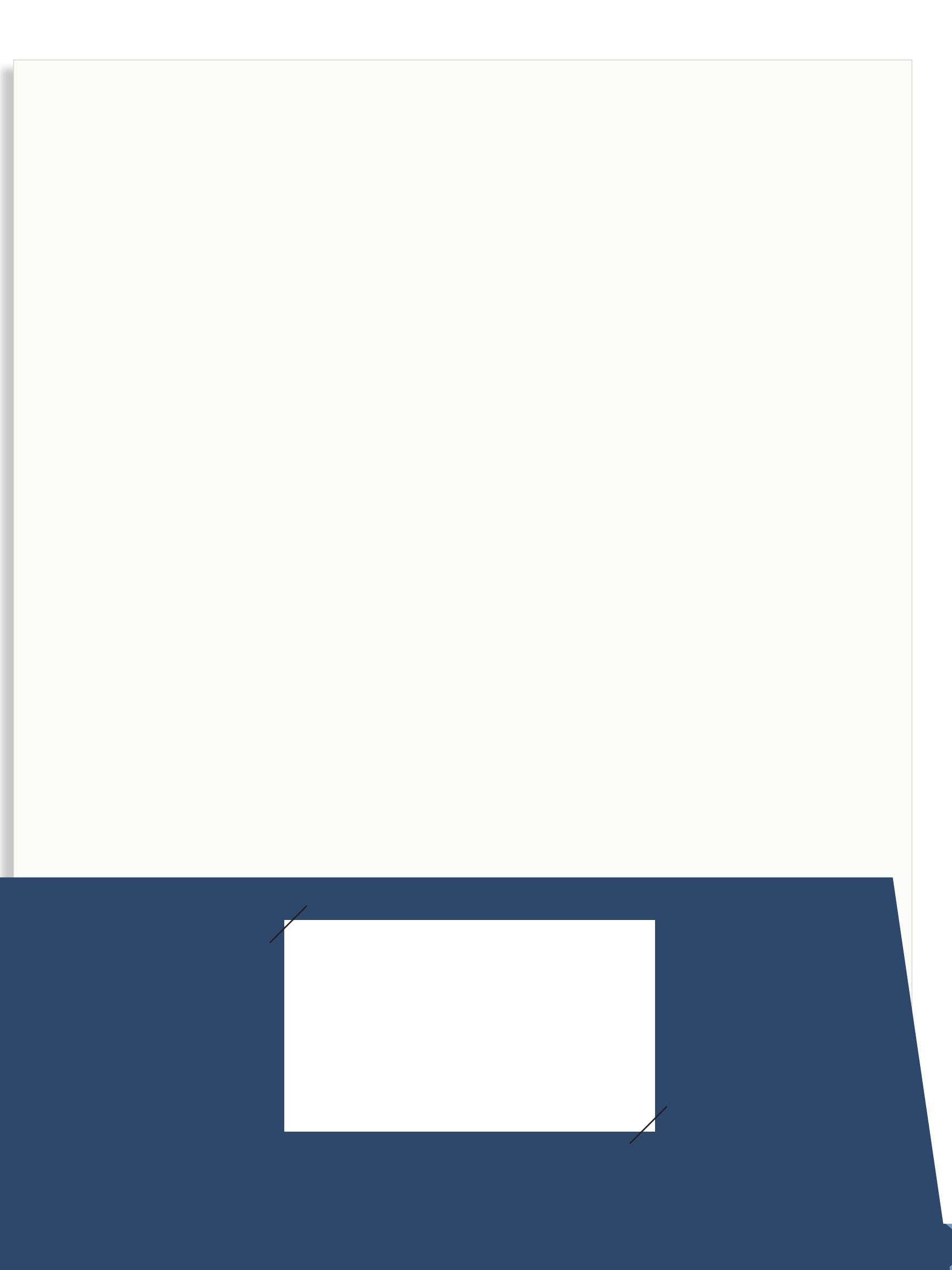


ATLANTA BUSINESS LEAGUE

TRADITION & VISION

CAPITAL CAMPAIGN





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Did You Know?

According to ATL Action for Racial Equity and the Metro Atlanta Chamber:

- A **majority of Black business owners** (56%) surveyed reported they have **encountered limitations** to growing their businesses attributable to **challenges with accessing capital**.
- More than **70%** of Black entrepreneurs **rely on personal and family savings or business financing**.
- Minority-owned firms are **less likely to receive loans** than their non-minority owned counterparts.
- **One third** of minority-owned firms did not apply for loans because of **fear of rejection**, a roadblock that stopped just 17% of non-minority-owned firms from applying for the same financing.

OUR MISSION

The Atlanta Business League fosters the growth and development of successful business enterprises owned, operated, and managed by African Americans in metropolitan Atlanta.

OUR TRADITION

The Atlanta Business League (ABL) stands on a strong foundation of tradition, honoring over 90 years of empowering Black businesses and fostering economic growth in Atlanta. Since its inception, the ABL has been a beacon of advocacy, education, and opportunity, ensuring that Black entrepreneurs have the resources and support needed to thrive. This legacy of excellence continues to shape our mission, driving our commitment to building a sustainable and inclusive business community.

OUR VISION

As we honor our past, we also look toward the future with a bold vision. The Atlanta Business League's Capital Campaign is an investment in long-term economic empowerment, creating opportunities for the next generation of Black business leaders. This initiative will provide enhanced resources, state-of-the-art facilities, and innovative programs designed to strengthen entrepreneurship and workforce development. By expanding our capacity, we are ensuring that ABL remains a catalyst for success, adapting to the evolving needs of businesses in a rapidly changing economy.

THE NEED AND OUR RESPONSE

Despite their contributions, Black-owned businesses often face unique challenges, such as limited access to capital and resources, that can hinder their growth and success. In addition, Black entrepreneurs typically lack access to key networks, mentorship opportunities, and partnerships which can limit their growth potential.

*The Atlanta Business League exists to strengthen and support the community. We provide not just business development opportunities, but economic empowerment through our programs and initiatives. **Our advocacy has resulted in hundreds of new businesses and millions of dollars in revenue generated in the metropolitan Atlanta area.** Through the Atlanta Business League and the businesses it serves, the quality of life and our community is greatly enriched. As challenges present themselves to the entrepreneur, the Atlanta Business League continues to meet them head-on.*



"Through the Tradition and Vision Campaign, we celebrate our proud legacy and boldly invest in the future of businesses and leadership."

*—Leona Barr-Davenport, President & CEO,
Atlanta Business League*

The Heritage Trail: A Legacy of Empowerment

As part of the Tradition & Vision Capital Campaign, The Atlanta Business League is proud to introduce "The Heritage Trail," a visionary development project located from Northside Drive/ beginning of MLK Jr. Drive to the 931 Block of Martin Luther King Jr. Drive and Joseph E. Lowery in Atlanta. This initiative was approved in 2024 by the Atlanta City Council as led by Councilman Byron Amos, and aims to celebrate and preserve the rich cultural and historical contributions of the African American community while fostering economic growth and community engagement.

This Heritage Trail designation aligns with broader efforts to preserve and promote Atlanta's historical and cultural heritage, ensuring that the stories and achievements of the African American community are acknowledged and celebrated. The mile-long trail aims to highlight significant landmarks, including the site of the former Georgia Dome (now replaced by Mercedes-Benz Stadium), Booker T. Washington High School, The Ashby Street Theater and the ABL Headquarters. By transforming this historic corridor into a vibrant and dynamic trail, with ABL's brand that recognizes and communicates its significance, we seek to honor the legacy of those who have paved the way, provide educational and cultural opportunities, and inspire future generations.

Strategic Partnerships:

- To achieve the designation, the ABL has and continues to collaborate with local government, businesses, educational institutions, and community organizations in the area to support the development and maintenance of the Trail.
- The ABL has secured over \$1 million in funding from the National Park Service African American Civil Rights History Program and sponsorships from corporations, foundations, and philanthropists who are committed to the mission of the Heritage Trail and the redevelopment of the historic Ashby Street Theater and Atlanta Business League Headquarters on MLK Jr. Drive.

Long-term Vision:

- We seek to establish The Heritage Trail as a premier cultural and historical destination, contributing to the broader efforts of the Atlanta Business League to promote economic empowerment.
- We will continuously assess and evolve our plans to meet the changing needs and aspirations of the community. We envision The Heritage Trail not only as a physical pathway but also as a journey through time, celebrating the heroes and milestones that have shaped our community. Our renovations will create opportunities for learning, reflection, and celebration, allowing businesses, residents, and visitors to connect deeply with the stories and experiences that define our heritage.

"The ABL Heritage Trail is a powerful recognition of the Atlanta Business League's lasting contributions to our city's growth, opportunity, and leadership."

—Councilman, Byron Amos,
District 3, Atlanta City Council.

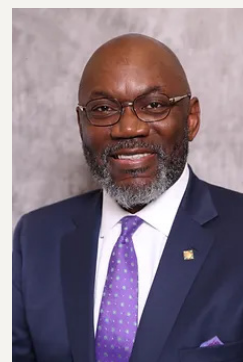


"The Tradition and Vision Campaign is about honoring the trailblazers who built the Atlanta Business League and empowering the leaders who will shape its future. It is a call to preserve our legacy while investing in the next generation of business excellence."

—Andrella Kenner, Founder &
CEO of CI² Aviation, Inc. and
Campaign Chair

"Delta Air Lines is proud to support the Atlanta Business League's Tradition and Vision Capital Campaign. This initiative honors a legacy of business excellence while investing in the tools, spaces, and programs that will empower the next generation of entrepreneurs. The ABL's vision aligns perfectly with Delta's commitment to building stronger, more inclusive communities, and we are honored to play a part in shaping a future where opportunity is limitless."

—Tad Hutcheson, Managing Director,
Community Engagement, Delta Air Lines and SVP,
The Delta Air Lines Foundation



"Through the Tradition and Vision Campaign, we are ensuring that the Atlanta Business League's rich history is not only remembered but leveraged to drive new opportunities for growth, innovation, and leadership in our community."

—Al Edwards, President of
CERM and Campaign Co-Chair

Campaign Components

ABL Headquarters Renovation: Estimated Cost \$5,648,383

The renovated headquarters of the ABL will include updated facilities, improved accessibility, safety and sustainability. The revitalization is expected to attract new businesses, create jobs, and boost economic activity. The area's transformation into a tourist destination will drive revenue while fostering collaboration among local businesses. Renovated spaces will host community events, training, and workshops, enhancing exposure for Black entrepreneurs. The renovation will help strengthen Atlanta's business landscape and preserve its rich heritage.

Key benefits include:

- **Meeting and Event Spaces:** Upgraded facilities will provide venues for workshops, seminars, and community events, fostering networking and collaboration among business owners.
- **Office Spaces for Entrepreneurs:** Affordable office spaces will be available for small businesses and

startups, creating an environment that encourages innovation and growth.

Ashby Street Theatre Renovation: Estimated Cost \$4,423,023

Built in 1934, the Ashby Street Theatre has been a staple of our community and an important part of our history. The Atlanta Business League's renovation of the historic Ashby Street Theatre will transform it into a vibrant business and community hub and strengthen Atlanta's Black business legacy and community.

Key benefits include:

- **Cultural Preservation:** Restores one of Atlanta's first African American theaters, preserving its rich history.
- **Economic Revitalization:** Attracts businesses, creates jobs, and boosts local commerce.
- **Community Engagement:** Provides space for events, training, and workshops.
- **Architectural Preservation:** Maintains historic features while modernizing infrastructure.

- **Safety & Accessibility:** Ensures a secure, inclusive environment for all.

Key enhancements will include:

- **Business Resource Center:** The renovations will establish a comprehensive center offering resources, training, and support to assist entrepreneurs in business development and growth.
- **Business Hall of Fame:** A dedicated space will honor and celebrate the achievements of longstanding Black-owned businesses, inspiring future generations.
- **ABL Podcast Studio:** Space allowing us to produce our in-house series' that educate, inspire, and amplify Black business voices.

ABL Programs and Services Enhancements: Estimated Cost \$1,530,000

The ABL renovation of the Ashby Street Theater and ABL Headquarters, will facilitate the expansion and enhancement of programs and services for Black business owners, entrepreneurs and the community.

- **Student Business Shadow Project:** Introduces minority youth to business and entrepreneurship by pairing them with professionals for firsthand experience.
- **Tuesday Talks with ABL CEOs:** Provides ABL members with access to high-level CEOs and key community leaders through regular meetings, facilitating networking and mentorship opportunities.



- **Business Power Forum (BPF):** Offers informative gatherings where attendees can hear from local and national entrepreneurs representing various industries, gaining insights and inspiration for their own ventures.
- **Business Enrichment Seminar Series (BESS):** Provides significant learning and skill-building opportunities designed to increase the competitiveness and success of businesses.
- **The Bridge Program:** A six-month mentorship initiative that connects entrepreneurs and aspiring executives with experienced mentors, offering guidance and support to build and grow successful ventures.
- **Take Your Business 2 The Next Level!:** A 12-module comprehensive and interactive program aimed at assisting business owners in scaling and enhancing their operations.

The Atlanta Business League’s programs are essential to fostering the growth, development, and success of Black-owned businesses in metropolitan Atlanta. ABL helps build sustainable enterprises that drive community prosperity.

ABL Endowment: Target Goal \$3,100,000

The Atlanta Business League (ABL) endowment ensures long-term financial stability, allowing ABL to sustain and expand its programs, support Black entrepreneurs, and invest in economic development. It provides consistent funding for mentorship, education, and business resources, securing ABL’s legacy of empowerment for future generations.

With a strong endowment, ABL can:

- **Fund Scholarships & Business Grants:** Provide financial aid to aspiring entrepreneurs and small business owners.
- **Expand Business Training & Mentorship:** Grow leadership programs, accelerator initiatives, and hands-on business coaching.
- **Maintain & Enhance Facilities:** Ensure the Ashby Street Theater and ABL Headquarters remain state-of-the-art business hubs.

- **Launch New Economic & Workforce Development Programs:** Address industry trends, skills training, and job creation.
- **Support the ABL Podcast Studio:** Enhance, develop, and produce educational series highlighting Black business success stories.
- **Create Sustainable Revenue Streams:** Reduce reliance on external funding, ensuring financial resilience.
- **Grow Business Networking & Advocacy Efforts:** Expand opportunities for business owners to connect, collaborate, and influence economic policies.

An endowment is more than a gift, it’s a commitment to the future. By investing in the Atlanta Business League’s Tradition & Vision Capital Campaign Endowment, you ensure that Black entrepreneurs, small businesses, and future leaders have the resources, support, and opportunities they need to thrive for generations to come. Together, we can build a lasting legacy of economic empowerment and business excellence.



INVEST IN LEGACY. EMPOWER THE FUTURE.

Now is the Time to Make History!

By investing today, you honor the past while shaping a new era of opportunity and innovation. This is our moment to build a lasting legacy. Stand with us and be part of history!

Why Investing in Legacy Matters

Sustains Generational Impact

Giving to ABL's Capital Campaign helps shape the future of Black entrepreneurship and economic empowerment for generations to come.

Honors Trailblazers

Your support helps preserve the rich history of pioneers who broke barriers and laid the foundation for Black-owned businesses in Atlanta. You will connect today's progress with yesterday's sacrifice.

Builds Institutional Power

Investing in legacy means strengthening the infrastructure, capacity, and long-term sustainability of ABL—so we can continue to serve as a vital force for equity, opportunity, and leadership in the business community.

Creates a Lasting Name

Through named giving opportunities and Legacy Circle recognition, your contribution becomes part of a permanent legacy that reflects your values and commitment to the advancement of Black business.

Multiplies Your Impact

A legacy gift is not a one-time donation—it's a seed that continues to grow, opening doors for aspiring entrepreneurs, supporting established business owners, and transforming communities.



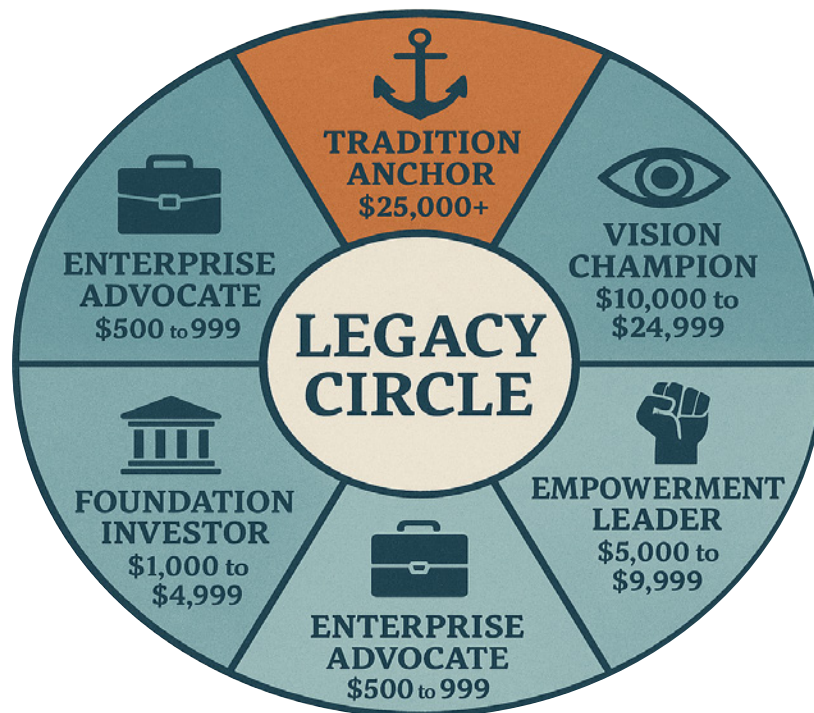
"The ABL Tradition and Vision Campaign is more than an investment in the future—it is a commitment to honoring the rich legacy of entrepreneurs who have shaped this city. Supporting this campaign is a powerful way to ensure that their impact endures and continues to inspire and uplift generations to come."

— Shirley Franklin, Former Mayor, City of Atlanta

The Tradition & Vision Legacy Circle

The Tradition & Vision Legacy Circle is a call to action to those for those who believe in the power of legacy and the urgency of progress. By joining, you become part of a distinguished community of visionaries, leaders, and advocates dedicated to advancing entrepreneurship, leadership, and economic equity in Metro Atlanta.

Each giving tier represents a profound commitment to action, impact, and sustainability. This is more than philanthropy. Together, we are preserving the past, empowering the present, and investing in the future of our communities.



Tradition Anchor:
\$25,000+

Honor the past. Secure the future.

Your leadership gift cements the foundation of ABL's enduring legacy, fueling entrepreneurship, advocacy, and generational impact.

Vision Champion:
\$10,000 to \$24,999

Champion the vision. Invest in lasting progress.

Support innovation, economic development, and the future of businesses in Metro Atlanta.

Empowerment Leader: \$5,000 to \$9,999

Empower the movement. Fuel growth and access.

Your support opens doors for aspiring entrepreneurs and professionals.

Foundation Investor: \$1,000 to \$4,999

Build with us—brick by brick. Strengthen the foundation.

Help sustain ABL's programs and resources that drive business success.

Enterprise Advocate:
\$500 to \$999

Back Black Enterprise. Advance Economic Equity.

Your support fuels progress and provides new opportunities.

Please give boldly. Leave a legacy that lasts for generations.

ABL Tradition & Vision Capital Campaign Development Committee

The ABL Tradition & Vision Capital Campaign Development Committee is a dedicated group of business and community leaders committed to advancing the Atlanta Business League's legacy of empowering entrepreneurs. This committee provides strategic guidance, fosters community partnerships, and drives fundraising efforts to support the League's long-term growth, sustainability, and impact. United by purpose, the committee works to honor the ABL's rich history while investing in a visionary future for generations to come.



Leona Barr-Davenport
President & CEO
Atlanta Business League



Edward Bowen
Owner
E.W.Bowen & Company



Milton Jones Jr.
Co-Founder
Peachtree Providence Partners



Eric Pinckney
President, Program Management
Integral Group



Rholanda Stanberry
Director, Contract Administration
and Labor Compliance
Atlanta Housing



Jay Scott
President
GreenRockPartners



Terrisita Terry
Director of Operations
Atlanta Business League

CHOOSE YOUR WAY TO GIVE!

One-Time Gift

You can make a single generous contribution.

Pledge Commitment

You can pledge a generous amount and pay over time

Naming Opportunity

High-level donors can have their name or business featured in rooms, on buildings, or in event spaces.

Corporate & Foundation Sponsorships

Corporate sponsorship tiers with benefits

Stock & Asset Donations

You can donate gifts of stocks, real estate, or other appreciated assets.

In-Kind Contributions

You can donate materials, equipment, or services.

ABL's Partners for Corporate Growth

Companies committed to the growth and development of minority-owned businesses.



ATLANTA BUSINESS LEAGUE

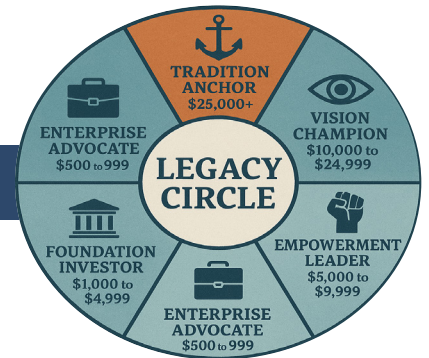
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404 584-8126

Contact:

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ldavenport@atlantabusinessleague.org

Terrisita Terry, Director of Operations, Atlanta Business League
tterry@atlantabusinessleague.org

ATLANTA BUSINESS LEAGUE
TRADITION & VISION
 CAPITAL CAMPAIGN



Donation Summary

With heartfelt gratitude, we thank the dedicated contributors to the ABL Tradition and Vision Capital Campaign. Your visionary support is not only preserving a powerful legacy — it is fueling bold progress. Because of your generosity, the Atlanta Business League is expanding its impact, empowering businesses, and shaping a future grounded in excellence, equity, and economic growth. You are the foundation of this movement, and we are profoundly grateful.

Tradition Anchor (\$25,000+)

Anonymous
 George & Gloria Brooks
 Delta Air Lines
 Invest Atlanta
 Marriott Marquis
 National Parks Service

Vision Champion (\$10,000-\$4,999)

Anonymous
 Atlanta Journal & Constitution
 CI² Aviation Incorporated
 The Coca-Cola Company
 The Integral Group
 VIVO Inc.
 WCLK-Clark Atlanta University

Empowerment Leader (\$5,000-\$9,999)

Confidential Security Company
 Peachtree Providence Partners, LLC
 The Gathering Spot

Foundation Investor (\$1,000-\$4,999)

Accolades, Inc.
 Atlanta Beltline
 Atlanta Gas Light & Chattanooga Gas
 Balch & Bingham
 Councilman Byron Amos
 CERM (Corporate Environmental Risk Management)
 Dexter Warrior
 Dixon & Dixon Attorneys At Law
 Ernst & Young, LLP
 Shirley Franklin
 Full Circle Communications, Inc.
 Goode Van Slyke Architecture
 Goodwill of North Georgia
 Grady Health System
 Shawn Graham
 Griffin & Strong, P.C.
 Virginia Harris
 HNTB Corporation
 Sheila Jordan
 Kaiser Permanente

Lawrence Sharp Realtors, LLC
 Magnum Opus Consulting
 Meat Masters, Inc.
 Edwin Moses
 Norfolk Southern
 Russell Innovation Center for Entrepreneurship
 T Dallas Smith
 Transformation Lead LLC
 Warner Fuller Consulting

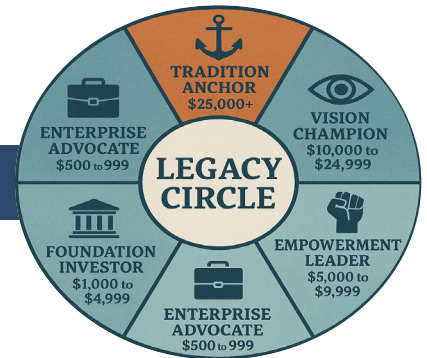
Enterprise Advocate (\$500-\$999)

Michael & Chondra Myers

Under \$500

Vanessa Barkdale
 Karen Duckett
 John Hollis
 Kevin Maxberry
 Kiplyn Primus
 Adetayo Sanusi
 Sophronia Qualls
 William Washington

ATLANTA BUSINESS LEAGUE
TRADITION & VISION
 CAPITAL CAMPAIGN



Legacy Circle Entitlements

Permanent Recognition

- Name or business listing prominently displayed on the ABL Legacy Wall at ABL headquarters.
- Inclusion in a commemorative Tradition & Vision Capital Campaign Honor Roll (digital and printed editions).

Exclusive Access

- Invitations to private Legacy Circle receptions with ABL leadership and special guests.
- Early access to ABL events, programs, and VIP seating where available.

Public Acknowledgment

- Recognition on the ABL website and in campaign-related press releases, newsletters, and social media.
- Special acknowledgment at the campaign closing celebration and major ABL annual events.

Legacy Gifts

- Custom commemorative gift or plaque honoring donor's commitment to ABL's future.
- Legacy Circle lapel pin.

Ongoing Engagement

- Legacy Circle donor updates with behind-the-scenes insights and progress reports on capital campaign milestones.
- Opportunities to help shape ABL's vision through periodic roundtables or advisory forums.
- Roundtables and advisory forums

Entitlements Summary

Tradition Anchor: **\$25,000 and above**

- Naming opportunity (room, space, or program—based on availability)
- Premier placement on the ABL Legacy Wall
- Lifetime VIP access to ABL Signature Events
- Private dinner with ABL Board Chair and President/CEO
- Feature spotlight in Tradition & Vision Campaign publication
- Commemorative Founders Circle Award
- All lower-tier benefits

Vision Champion: **\$10,000 to \$24,000**

- Prominent placement on the ABL Legacy Wall
- Recognition from the podium at campaign closing celebration
- Custom Legacy Circle lapel pin and gift
- All lower-tier benefits

Empowerment Leader: **\$5,000–\$9,999**

- Name recognition in the ABL digital honor roll and annual report
- Priority access to select ABL events
- Invitation to a Legacy Circle Strategy Roundtable
- All lower-tier benefits

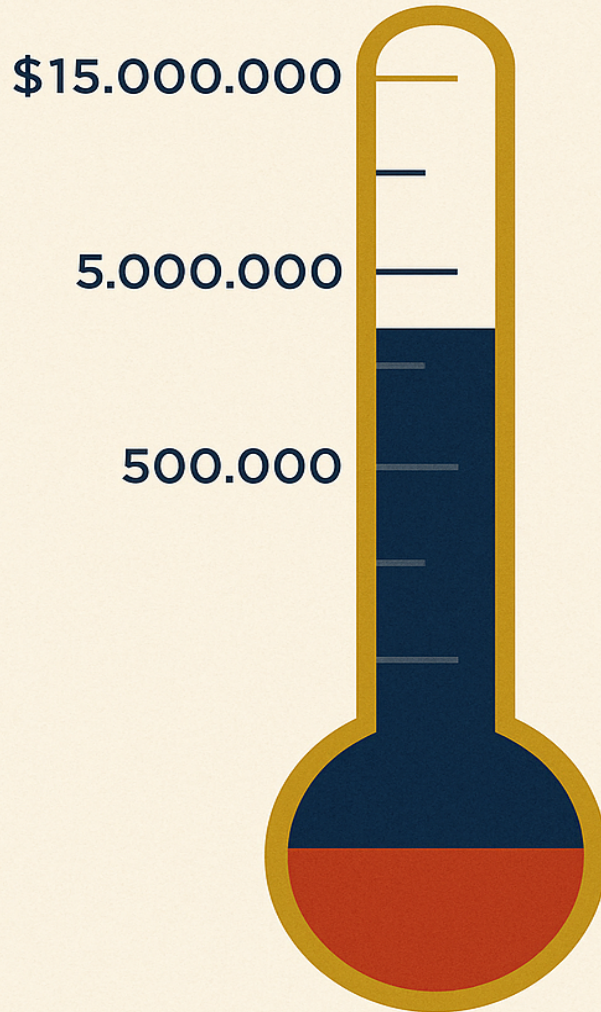
Foundation Investor: **\$1,000–\$4,999**

- Recognition on ABL website and campaign materials
- Certificate of appreciation and commemorative gift
- Invitation to Legacy Circle appreciation reception
- All lower-tier benefits

Enterprise Advocate: **\$500–\$999**

- Listing in printed campaign honor roll
- Digital badge for use on social media and websites
- Thank you, letter, signed by the ABL President/CEO

ATLANTA BUSINESS LEAGUE
TRADITION & VISION
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\$2.350.000
RAISED TO DATE

ATLANTA BUSINESS LEAGUE

Board of Directors

2025 BOARD OFFICERS



CHAIR
Andrella Kenner
Founder & Chief Executive Officer
CP Aviation, Inc.



CHAIR-ELECT
Eric Pinckney
Principal
Commercial Real Estate Division
The Integral Group



TREASURER
Gretchen Fuller
President
Warner Fuller Consulting, LLC



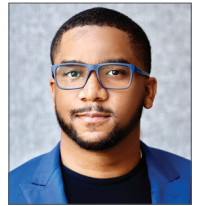
ASSISTANT TREASURER
Michael V. Smith
Partner, Assurance Services
Ernst & Young, LLP



SECRETARY
Heather Fatzinger
President & CEO
Full Circle Communications, Inc.



ASSISTANT SECRETARY
Nykita Hurt
Program Manager
Diversity Programs
HNTB Corporation



IMMEDIATE PAST CHAIR
Ryan Wilson
CEO & Co-Founder
The Gathering Spot

2025 VICE CHAIRS & BOARD OF DIRECTORS



Elaine Armstrong
Vice President of Marketing
Goodwill of North Georgia



Dawn Arnold
Executive VP & COO
Invest Atlanta



Shannon Brown
Chief Executive Officer
ActionLogics



Pat Dixon
Attorney
Dixon and Dixon
Attorneys at Law, LLC



Albert G. Edwards
Chief Executive Officer & President
CERM



Tiffany Callaway Ferrell
Vice President of Operations
Atlanta Gas Light
& Chattanooga Gas



Dr. Georgette Fraser-Moore
President & CEO
Transformation Lead, LLC



Chris Goode
Managing Partner
Goode Van Slyke Architecture



Kevin Gordon
System Vice President
Supply Chain
Grady Health System



Shawn M. Graham, CPA
EVP, Chief Administrative Officer
Russell Innovation Center
for Entrepreneurship



Todd Gray
National Director
Supplier Diversity NFS
Kaiser Permanente



Michael Griffin
Director of Marketing
Accolades, Inc.



Valerie Nesbitt
Director of Supplier Inclusion
and Sustainability
Norfolk Southern Corporation



Dionne Moore Peasant
CEO
Meat Masters, Inc.



Lawrence Sharp
Broker, Owner
Lawrence Sharp Realtors, LLC



Rodney Strong
CEO
Griffin & Strong, P.C.



Dr. Kimberly West
CEO
Magnum Opus Consulting



Milton Jones, Jr.
Chair, ABL Foundation
Founding Member
Peachtree Providence Partners, LLC



Tashwanda Pinchback Dixon
ABL General Counsel
Partner
Balch & Bingham LLP



Leona Barr-Davenport
President & CEO
Atlanta Business League