

## **ATX15 Community Service Project Proposal**

### **Why your CSP is important to your team and how it is a manifestation of the team's vision.**

We are powerful, loving, courageous leaders who create connection, love, and joy in ourselves, our communities, and our world. Our community service project, supporting children healing from physical or sexual harm, is that vision in action.

It takes power to stand with the most vulnerable among us: children who have experienced unimaginable trauma. With love, we see these children as deserving of dignity, healing, and hope. And it takes courage to enter spaces where others look away, to acknowledge pain, and to believe we can make a difference even when the problem feels overwhelming.

By serving these children and their families, we manifest our deepest values. We prove that connection heals isolation, love transforms trauma, and joy can follow even the darkest experiences.

### **The unalterable effect and impact that will be left in the community.**

In a challenging fundraising climate where grants and donations have declined, an unexpected gift of \$100,000 provides critical operational stability:

1. It sustains the expert staff who are deeply connected to families and understand the specialized care trauma requires. They are not just staff, they are the faces children trust, the voices families rely on, the professionals who know their stories.
2. Funding also supports facility upkeep and beautification, ensuring families gather in dignified, healing spaces. When a child has experienced harm, the environment matters. Safe, welcoming spaces signal respect and care.
3. Beyond direct services, this contribution strengthens Austin's safety net for vulnerable children. It means more families can access care without waiting lists. It means therapists and advocates can focus on healing rather than scrambling for resources.

The unalterable effect ATX15 leaves behind is not just money raised, but lives stabilized, hope restored, and a message to a generation of young people that their healing matters and their community stands with them.

### **A detailed description of the project.**

ATX15 is partnering with the [Center for Child Protection](#), an organization dedicated to supporting children healing from physical or sexual harm. Our selection process began during our weekly team meeting on Wednesday, November 26, 2025, where we identified our target audience. The following morning, co-captains met to establish criteria for evaluating organizations, including financial transparency and program impact. The team then voted to select from three organizations. On Friday, November 28, co-captains

discussed the draft proposal and connected with Shonny Pettit, Board President for the Center for Child Protection and Amy Cranfill, Director of Donor Relations.

Below, we have outlined CSP components required to meet our goal. We will integrate specific organizational insights on how \$100,000 will elevate their vision and mission and what specifically we can contribute to a tangible space after meeting with the Center on Monday, December 1, 2025. This collaborative approach ensures our efforts create maximum impact aligned with their expertise and community needs.

**The specific, tangible, measurable result(s) that will be accomplished.**

1. \$100,000 raised for operational stability and program support by December 12, 2025
2. Facility beautification project completed by December 7, 2025 (tentative date), with specific improvements determined in partnership with the Center
3. Minimum 30 volunteer hours contributed by team members during the December 7 activity (targeting 10 volunteers for 3 hours each)

**A timeline with goals for accomplishing the CSP you're declaring.**

<b>November 28</b>	<ul style="list-style-type: none"><li>● Team committees established</li><li>● Submit proposal to Captain and Coaches by 9pm; feedback received within 24 hours</li></ul>
<b>November 29</b>	<p>Committees designate a lead.</p> <p><u>Fundraising Committee:</u></p> <ul style="list-style-type: none"><li>● Borrow copy from proposal for donation ask</li><li>● Identify fundraising platform</li><li>● Set up donation site/ link with team branding</li><li>● Distribute donation link to entire team for personal networks</li><li>● Kick off fundraising campaign with team-wide communication</li></ul>
<b>November 30</b>	<p><u>Social Media Committee:</u></p> <ul style="list-style-type: none"><li>● Identify platforms</li><li>● Develop plan for daily posts (Dec 1-11) along with any visuals or copy for team distribution</li></ul>

	<p><u>Fundraising Committee:</u></p> <ul style="list-style-type: none"> <li>• Begin research on corporate donors along with personalized outreach emails</li> <li>• Identify matching opportunities</li> <li>• Create plan for outreach and milestones; dollar amount by date</li> </ul>
<b>December 1</b>	<p>Mariana and Suzy meet with Center for Child Protection to finalize:</p> <ul style="list-style-type: none"> <li>• Specific facility beautification needs and scope</li> <li>• Preferred timeline for on-site work</li> <li>• Requirements for volunteers</li> <li>• Share discussion summary with On-site Beautification Project Planning Committee</li> </ul> <p><u>On-site Beautification Project Planning Committee:</u></p> <ul style="list-style-type: none"> <li>• Create supply list, budget, and prep plan for the week</li> </ul>
<b>December 2-6</b>	Committee leads provide team daily status in CSP group
<b>December 7</b>	Facility beautification project completed; document for donors, as permitted by the organization
<b>December 9-11</b>	Secure matches
<b>December 12</b>	<ul style="list-style-type: none"> <li>• \$100,000 Fundraising goal achieved; plan to present final donation to Center for Child Protection</li> <li>• Send thank you messages to all donors</li> </ul>

**What each team member's role will be and how the project will be organized (who is taking a lead on what role, frequency of meetings or conference calls to manage the project, etc).**

**Captains: Mariana, Nicole, Mala, Suzy, Brett**

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| <ul style="list-style-type: none"> <li>- WhatsApp group</li> <li>- Daily stand-up meetings via Zoom</li> </ul> |
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## Key Areas

<b>Marketing Team</b> (social media assets, elevator pitch, email blast language, etc.) Mariana, Suzy	1. Oyku 2. Jordan 3. Aqil 4. Ali 5. Alizah 6. Gina 7. Janet 8. Sadiq
<b>Fundraising Team</b> (select donation platform, create fundraising strategy, deputize ATX15 to execute, etc.) Suzy, Brett	9. Key 10. Lubna 11. Quynh 12. Brandon 13. Hiran 14. Cheyenne 15. David 16. Laura
<b>On-site Beautification Project Planning</b> <i>Everyone can be involved at the activation, this is the core team to lead planning</i> Mala, Nicole	17. Shakeel 18. Robin 19. Courtney 20. Sheia 21. Barbara 22. Phillip 23. Jana
<ol style="list-style-type: none"><li>1. Each committee selects a lead to coordinate tasks and timelines.</li><li>2. Two CSP co-captains will be assigned to each Committee to oversee communications and share status with the other co-captains.</li><li>3. Each group will have a designated WhatsApp group with regular check-in points determined by a team lead.</li></ol>	

**The date and description of the event and/or ribbon cutting, marking the completion of the project, if any. If there is a celebration (IE, ribbon cutting) marking the completion of the project, please include a date and description of that event. It must be completed no later than the CSP deadline.**

We will tentatively be on site to participate in a facility beautification project on Sunday, December 7, 2025, in alignment with the Center for Child Protection's schedule, with all event details subject to the organization's confidentiality, access, and volunteer screening protocols.