



## **FOR IMMEDIATE RELEASE**

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### **Better Outcomes For Our Kids (BOOK) Prepares to Build Board Capacity** *Executing Strategic Plan by Recruiting Education-Focused Leaders*

**ATLANTA, Georgia – December 19, 2018** – After launching in 2016, Better Outcomes for Our Kids (BOOK), an Atlanta-based nonprofit dedicated to increasing the access, awareness and accountability of high quality, publicly funded, educational options for African American children, under the direction of United Negro College Fund (UNCF), BOOK along with key stakeholders, developed a strategic plan that identified priority areas of focus, and has served as a powerful guide to help the organization deepen its impact on metro-Atlanta children and families. In January 2019, BOOK’s leadership will begin the implementing of the strategic plan.

BOOK is partnering with Amisha Harding, CEO of Amisha Harding, LLC, to create its board development plan. The plan will provide the strategy and systems needed to identify, recruit, and effectively engage key community leaders in the mission and work of BOOK as members of the board. Amisha has worked with numerous local organizations during her nonprofit career which has spanned nearly 20 years. In her consulting practice, she focuses on resource and board development, both essential to the long-term success and sustainability of organizations. Some companies and organizations her practice has worked with are The Adaptive Learning Center for Infants and Children, Teach For America, and Communities In Schools.

“Amisha has been a leader in Atlanta’s nonprofit sector for nearly two decades. She has a keen understanding of the importance of leadership in this space. Her strategic approach to connecting people to purpose and the needs of organizations, while developing systems that support long-term sustainability and the building of organizational capacity make her a perfect fit for this important work with BOOK,” said David Mitchell, Founder and Chief Executive Officer of BOOK.

“Education is the great equalizer. Gaining access to an excellent education is the one thing that can change the trajectory of a child’s life regardless of the zip code in which they were born. BOOK is doing critical work to move the conversation on school choice and the importance of educational equity forward. I am happy to play a role in helping the organization enact its mission through the creation of a strong board development plan. I want to see BOOK positioned for long-term success because their work is valuable and necessary,” said Harding.

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Better Outcomes for Our Kids, Inc. (BOOK) is a nonprofit organization dedicated to increasing the access, awareness and accountability of high quality, publicly funded, educational options for African American children. For more information about BOOK, please visit [www.bookatl.org](http://www.bookatl.org). Follow BOOK on Facebook: [bookatl](https://www.facebook.com/bookatl), Twitter [@book\\_atl](https://twitter.com/book_atl) and Instagram: [bookatlanta](https://www.instagram.com/bookatlanta).