



**FOR IMMEDIATE RELEASE**

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**MEDIA CONTACT**

Jennifer Freeman

[freemanyoungconsulting@gmail.com](mailto:freemanyoungconsulting@gmail.com)

404) 747-0677

## **Better Outcomes for Our Kids (BOOK) Receives Grant to Increase Educational Opportunities for Atlanta Families**

*Planning grant positions Atlanta-based nonprofit to grow education and advocacy programs for high-quality public school options*

ATLANTA – Today, [Better Outcomes for Our Kids](http://bookat.org) (BOOK) announced that they are the recipient of a \$15,000 grant from [redefinED atlanta](http://redefinEDatlanta.com), an organization committed to ensuring that every child in Atlanta has access to a high-quality school. BOOK, a non-profit organization that raises awareness around educational options and the need for high-performing schools in African American communities, will use the funding to strengthen its strategic focus and grow the organization's impact throughout Atlanta.

"Atlanta students and their families deserve quality schools in their neighborhoods," said BOOK Founder, President and CEO David Mitchell. "With this grant from our partners at redefinED atlanta, we'll be one step closer to ensuring African American students and parents understand all of the choices available when picking a school that best meets their needs."

Since its launch in 2016, BOOK has worked diligently to mobilize the African American community for the purposes of educating parents on school choice and empowering families to advocate for access to excellent schools in every Atlanta neighborhood. Over the past 2 years, BOOK has hosted roundtable events with clergy from Atlanta's historic and highly regarded houses of faith, including Friendship Baptist Church and Ebenezer Baptist Church. The organization has also worked closely with Atlanta Chapter of Jack and Jill of America, Inc. and United Negro College Fund (UNCF) to create forums where parents are provided valuable information on school choice options and inspired to advocate for their children. In September, BOOK hosted its first Education Summit for Atlanta parents in partnership with UNCF.

Funding from redefinED atlanta will enable BOOK to undergo a strategic planning process that will help maximize the organization's impact. BOOK will partner with seasoned strategic consultant Ashley Harris and UNCF (United Negro College Fund) K-12 Advocacy Team, who have created a partnership that blends national K-12 advocacy efforts with local education reform activities. BOOK's leadership is committed to utilizing the strategic planning process and the learnings associated with it to build upon its successes and impact to date. BOOK's team is proud of its ability to bring together parents and leaders from various sectors and backgrounds for the common cause of empowering parents with the knowledge needed to advocate for their children's educations and take advantage of school choice options available to them.

"It's important to us that we are efficient with resources and prioritize our work to have the most positive impact on our communities," added Mitchell. "redefinED atlanta's support of our strategic planning process is certain to help us build organizational capacity and focus our work to best serve Atlanta children and their families. We look forward to undergoing this strategic planning process and continuing to serve as a powerful voice for high-quality public school options in our community."

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**About Better Outcomes for Our Kids:**

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 [our website](#). Follow BOOK on Facebook: bookatl, Twitter @book\_atl and Instagram: bookatlanta.org.

**About redefinED atlanta:**

redefinED atlanta was founded in 2016 with the vision to transform Atlanta into a place where every student in every community has access to a high-quality education. To learn more, please visit [our website](#).

**About UNCF:**

UNCF (United Negro College Fund) is the nation's largest and most effective minority education organization. To serve youth, the community and the nation, UNCF supports students' education and development through scholarships and other programs, strengthens its 37 member colleges and universities, and advocates for the importance of minority education and college readiness. UNCF's [K-12 Advocacy](#) division works to ensure that African American parents are knowledgeable about the college-going process and more African American students are academically prepared for a post-secondary education.