



DIGITAL EMPOWERMENT PROGRAM

Inspiring children with intellectual or developmental disabilities (IDDs) to harness the knowledge of AI, LLMs, generative technology and electronic music composition to thrive in the digital age

www.abletones.org

PURPOSE WITH A PULSE

Able Tones Is a comprehensive philanthropic organization dedicated to transforming the lives of IDD children by providing a wide range of resources, opportunities, and support systems. At its core, Able Tones focuses on bridging the digital divide while also offering a variety of other programs and services designed to empower individuals and foster self-sufficiency



6.6M
CHILDREN

Children between the ages of 3 and 17 in the US have an intellectual disability, developmental disability, or both

60%
ARE BULLIED

Compared to 25% of students without disabilities, children with IDD are more likely to experience bullying than their peers without IDD

65%
**GRADUATE
HIGH SCHOOL**

Education can be a challenge for children with IDD. 84% of students without IDD graduate high school

15%
**OF THE US
HAS DYSLEXIA**

And approximately 70-80% of people with poor reading skills are likely to have dyslexia

Executive Summary



COMPANY OVERVIEW

- Provides access to technology, internet connectivity, and digital literacy training for children with dyslexia, empowering them to thrive in the digital age. We aim to inspire children to develop, compose, and publish unique music through technology in a manner that effectively engages and supports children with dyslexia and dysgraphia



COMPANY MISSION

- We are resolute in our mission to enable children with disabilities to explore and develop their musical talents. Through cutting-edge generative AI and speech-to-text technologies, we provide the means, classroom setting, curriculum and expert guidance for self-expression, self-confidence, and independence

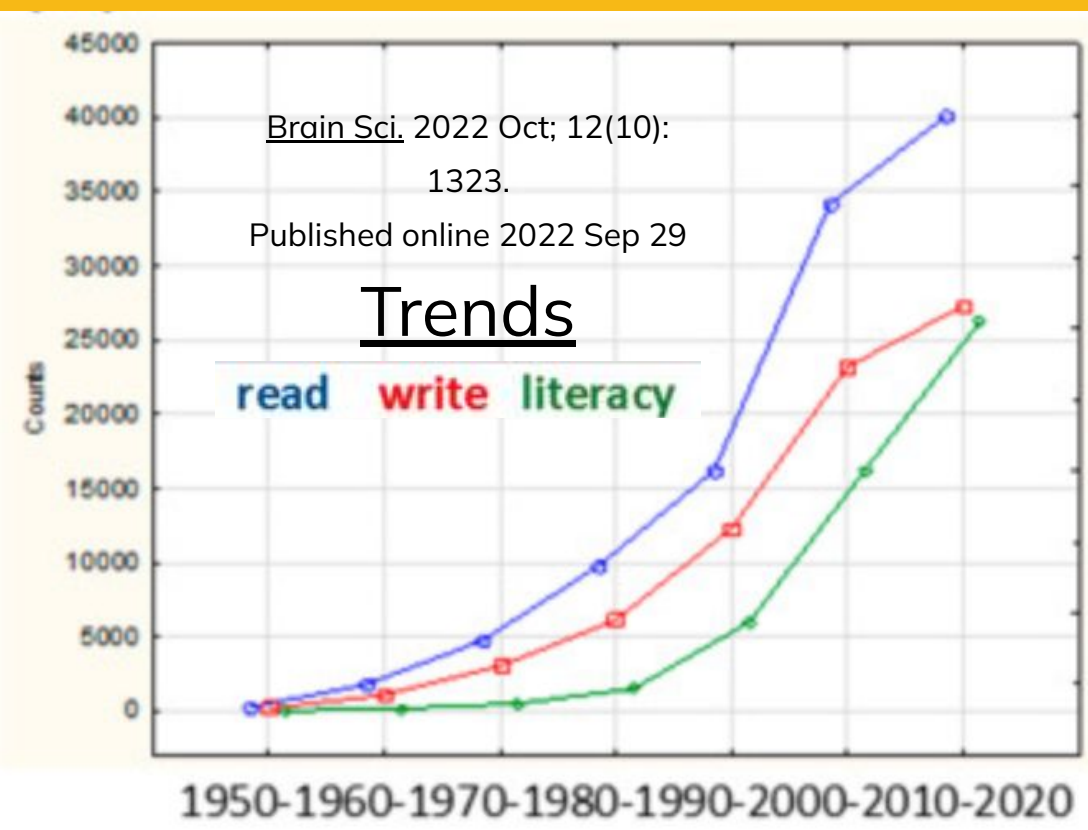


THE PROBLEM

- Conventional approaches to education do not adequately address the unique needs of these children, hindering their academic and creative potential
- The prevalence of dyslexia affects a significant number of children globally particularly in the realm of language processing

EXECUTION PLAN

We will empower children by teaching them to leverage AI, LLMs, and innovative technology, such as speech-to-text and text-to-speech, to develop, compose, and publish unique digital music creations. By hosting six weekly sessions, one hour each for small groups of children, we will inspire them to harness these cutting-edge technologies, level the playing field and drive them to contribute more to the world. To generate revenue, along with traditional fundraising, we will create an online platform where these one-of-a-kind music creations are published and sold, with all proceeds benefiting our non-profit and other charitable causes. This model not only fosters a sense of achievement and self-worth in the children, but also creates a sustainable source of funding for our organization and contributes to the broader mission of uplifting and supporting children with dyslexia and dysgraphia



Dyslexia diagnosis over time



CORE VALUE 1

INCLUSIVITY

- **Equal Opportunities:** ensure all participants have equitable access to resources, technologies, and learning experiences
- **Cross-ability Collaboration:** promote collaboration with diverse abilities, encouraging shared learning, growth, and mutual understanding
- **Proven Method:** design innovative, adaptive music programs that cater to the specific needs of group, fostering creativity and self-expression



CORE VALUE 2

EMPOWERMENT

- **Collaborative Learning:** encourages children to work together, fostering mutual understanding and appreciation of each other's unique abilities
- **Confidence Building:** with the use of advanced technologies, children develop a sense of achievement and self-worth, inspiring them to explore their full potential
- **Personal Growth:** creating and sharing music allows children to develop life skills like problem-solving, and self-expression, preparing them for a fulfilling future



CORE VALUE 3

INNOVATION

- **Collaborative Learning:** harnessing technology, facilitate interactive and engage in learning experiences that inspire children to share ideas, explore new concepts, and create music together
- **Adaptive Solutions:** staying ahead in technological advancements, we provide personalized learning opportunities using AI and assistive technologies
- **Future-Ready Skills:** equip children with the knowledge and skills required to excel in the rapidly evolving digital landscape

CURRICULUM

6-Step Orton-Gillingham Based Music Model

By incorporating cutting-edge generative AI and advanced language learning models into our curriculum, we aim to significantly boost children's self-confidence and foster the development of essential skills in sound recognition and swift naming. Our innovative approach is designed to benefit all students, with a particular focus on supporting those who face reading and writing struggles



Magical Music

Musical Playground

Happy Harmony Party

Bouncing Basslines

Wordplay Wonderland

Showtime

LESSON 1:

Magical Music Adventure

EXPLORING COOL SOUNDS AND FUN TOOLS!

Icebreaker activity: Share a unique talent or interest	10 minutes
Introduction to dyslexia: What is it, and how does it affect learning?	15 minutes
Introduction to AI and LLMs: How can they help in learning?	20 minutes
Introduction to music composition software	10 minutes
Recap and setting expectations for the upcoming sessions	5 minutes



CLASS DESCRIPTION

We have a unique ability to see the big picture and make connections between seemingly unrelated ideas. We develop innovation, problem-solving, and storytelling by sharing a basic understanding of the tools we use to create ideas



GOALS & TAKEAWAYS

Reinforce phonemic awareness: Phonemic awareness is an important part of the Orton-Gillingham method, as it involves teaching students to identify and manipulate individual sounds in words. One way to reinforce this skill could be to use digital music composition

LESSON 2:

Our Musical Playground

FUN WITH SONG SHAPES AND CATCHY TUNES!



Warm-up: Melody review and reflection	10 minutes
Reading comprehension strategies using the Orton-Gillingham method	15 minutes
Introduction to song structure: Verse, chorus, bridge, and other elements	20 minutes
Hands-on activity: Arrange a song using the previously created melody and harmony in music composition software	10 minutes
Wrap up and reflection	5 minutes



CLASS DESCRIPTION

We possess a strong capacity for storytelling, which can be harnessed in various professions such as sales, marketing, and leadership



GOALS & TAKEAWAYS

The Orton-Gillingham method often uses mnemonic devices to help students remember spelling rules and other concepts. Digital music creation tools are used to create catchy tunes or lo-fi beats that incorporate these mnemonic devices, making them more engaging and memorable for students

LESSON 3:

Super Sing-Along Chorus

HAPPY HARMONY PARTY

Warm-up: Rhythm review and reflection	10 minutes
Spelling practice using the Orton-Gillingham method: Multisensory techniques	15 minutes
Introduction to harmony: Chords and chord progressions	20 minutes
Hands-on activity: Add harmony to the previously created melody using music composition software	10 minutes
Wrap up and reflection	5 minutes



CLASS DESCRIPTION

We excel at predicting how complex systems and processes will evolve over time, which is useful in fields like finance, scientific research, and project management



GOALS & TAKEAWAYS

Teach sequencing and organization: We place a strong emphasis on sequencing and organization, which are key skills in music composition. Digital music creation tools, with generative AI could be used to teach these skills by having students create compositions that follow specific patterns or structures

LESSON 4:

Bouncing Basslines

ROCKIN' RHYTHMS PARTY



Warm-up: Review of last session's content	10 minutes
Phonemic awareness activities using the Orton-Gillingham method	15 minutes
Introduction to rhythm in music: Beat, tempo, and time signatures	20 minutes
Hands-on activity: Create simple rhythmic patterns using music composition software	10 minutes
Wrap up and reflection	5 minutes



CLASS DESCRIPTION

We excel at understanding the properties and relationships of materials in three-dimensional space. This strength is common in architects, engineers, and designers



GOALS & TAKEAWAYS

Teach rhythm and timing: We are all about rhythm and timing, which are key skills for reading and writing. Learn AI tools are used to teach these skills by having students create compositions that follow specific rhythms or beats, or by having them create their own rhythms and beats using digital tools

LESSON 5:

Wordplay Wonderland

SING-ALONG SUPERSTARS



CLASS DESCRIPTION

Break down the writing process into manageable steps. Help children identify and sequence ideas, organize their thoughts, and develop a plan for their lyrics. Digital music creation tools can then be used to help children set their lyrics to music and create a melody that fits their vision



GOALS & TAKEAWAYS

Teach vocabulary: Vocabulary development is a key part of our method, and music can be a powerful tool for learning and memorizing new words. We create songs or raps that incorporate new vocabulary words, making them more fun and engaging for students to learn

Warm-up activity	10 minutes
Decoding words using the Orton-Gillingham method: Blending and segmenting	15 minutes
Introduction to melodies: Pitch, scales, and intervals	20 minutes
Hands-on activity: Compose a simple melody using music composition software	10 minutes
Wrap up and reflection	5 minutes

LESSON 6:

Mix'n'Magic

FANTASTIC FINISHING, AND TUNE TRAVEL!



Warm-up: Review of the song structure and reflection	5 minutes
Final mixing and mastering of the song	30 minutes
Song publication: Uploading and sharing on a website or online platform	10 minutes
Certificates and celebration	10 minutes
Closing remarks and future opportunities for growth	5 minutes



CLASS DESCRIPTION

A culmination of the program, offering a meaningful platform for students to showcase their work, engage in reflective discussions, and celebrate their accomplishments. It provides a sense of closure to the learning experience while inspiring students to continue exploring their potential



GOALS & TAKEAWAYS

Publishing music involves attention to detail, organization, and sequencing, all of which are skills that are emphasized in our program. We help children learn how to sequence and organize tracks, adjust levels, apply effects, and create a final mix

MARKETING EXCELLENCE



EMAIL DATABASE NURTURE LOYALTY

- Building automated, personalized and heartfelt campaigns that drive database growth, content engagement and financial donations is the primary objective
- One to one, nurture campaigns, event invitations, donor thank yous, announcements, artist spotlights keep Able Tones top of mind
- Measure intent, analyze campaign performance, and continually optimize to improve efficiency and scale

HubSpot



EXECUTIVE THOUGHT LEADERSHIP

- Build trust and credibility in the eyes of customers, partners, and stakeholders. We differentiate ourselves from competitors, positioning us as authorities within our space
- Humanize the organization by giving it a relatable face by fostering deeper relationships with customers, creating an emotional connection that goes beyond their donation
- Attract and retain top volunteers. High-caliber volunteers seek opportunities to work with leaders

Subject Matter Experts



PUBLIC & PRESS RELATIONS

- Drive awareness and credibility by delivering the right message to the right people at the right time. Work with co-creators to amplify the organizations purpose
- Traditional and nontraditional methods to increase awareness and email signups. Artist spotlights meant to be shared through our networks drives no-cost impressions
- Experiential marketing tactics to co-host events, sponsor initiatives, or develop joint promotions

Media and Music Partners



FUNDRAISING STRATEGY

Purpose with a Pulse

By consistently nurturing our email database with meaningful and valuable content, we not only foster word-of-mouth awareness but also directly contribute to membership growth and financial donations. This targeted approach empowers our community, strengthening connections and driving our mission forward through consistent support and engagement

1

AWARE

Enthusiastic monthly newsletters to potential donors keeps them informed and connected, effectively guiding them towards becoming engaged supporters of our cause

2

ENGAGED

Personalized messages to engaged potential donors, showcasing the unique value of becoming a donor, inspiring them to take the next step in their journey with our mission

3

DONOR

Through thoughtful email nurturing, we cultivate our donors' passion, transforming them into loyal advocates who inspire others to join our email community and champion our cause

4

ADVOCATE

As an organization, we leverage the unwavering support of our loyal donors to amplify our reach and impact, strengthening our capacity to serve our community and achieve our mission

DONOR PERSONAS



TECH-SAVVY PARENT

- Age: 35
Occupation: Software Engineer
Location: Seattle, Washington
Marital Status: Married, two children
- This person is a successful software engineer and parent of two. Their eldest child was recently diagnosed with dyslexia, and they have been actively researching ways to help support their learning journey. This person has a strong interest in both technology and music and is excited about the potential of AI-generated tools to empower children with dyslexia. They want to support a nonprofit that focuses on this intersection, as they believe it can make a significant impact on their child and many others.



PHILANTHROPIC MUSICIAN

- Age: 50
Occupation: Professional Musician
Location: Los Angeles, California
Marital Status: Single
- This individual is a professional musician who has been actively involved in philanthropy for many years. They are passionate about using their resources and influence to support children's causes, especially those related to arts and education. The individual recently learned about the challenges faced by children with dyslexia and how AI-generated tools can help them express themselves musically. They are eager to contribute to a nonprofit that supports this cause and helps children with dyslexia develop their talents.



CORPORATE SPONSOR

- Name: Innovative Sounds
Industry: Music Technology
Location: New York City, New York
- Cutting-edge music technology company that develops AI-generated tools for composing and producing music. The company has a strong corporate social responsibility program and is always looking for opportunities to give back to the community. They are particularly interested in projects that combine their passion for music and technology with education and social impact. Supporting a nonprofit that helps children with dyslexia through AI-generated music tools aligns perfectly with their values and goals.

ARTIST PERSONAS



TECH Enthusiast

- Name: Ethan
Age: 12
Grade: 6th
Interests: Electronic music, video games, coding, robotics
- Ethan loves technology and has a keen interest in electronic music. He was diagnosed with dyslexia a few years ago and has struggled with traditional music composition methods. When he heard about the nonprofit's weekend program, he knew it was the perfect opportunity to combine his love for tech and music while overcoming his dyslexia-related challenges. His parents are more than happy to encourage his enthusiasm and drive



BUDDING PERFORMER

- Name: Olivia Smith
Age: 14
Grade: 8th
Interests: Dance, theater, playing the violin, watching musicals
- Olivia is a charismatic and outgoing girl who loves performing and being in the spotlight. She has been diagnosed with dyslexia, which has affected her ability to read sheet music and progress in her violin lessons. She's excited about the prospect of using AI-generated tools to help her create music and further her passion for the arts. Olivia's parents support her love for the performing arts and believe the weekend program will be a great opportunity for her to grow



CREATIVE DREAMER

- Name: Ava Johnson
Age: 16
Grade: 10th
Interests: Singing, playing piano, drawing, writing stories
- Ava is a creative and talented girl with a passion for music and storytelling. She was recently diagnosed with dyslexia, which has made reading and writing more challenging for her. She's excited about the idea of using AI-generated tools to help her compose music and express herself creatively. Ava's parents are supportive and have enrolled her in the weekend program to help her explore her passion and develop her skills

Location Matters

DONATED SPACE

- Community centers
- Public libraries
- Hotel conference rooms
- Co-working spaces
- Recreation centers
- Art galleries or studios

Able Tones can establish contractual agreements with venues, securing the right, and insurance, to utilize their spaces

CORPORATE OFFICE

- CNN Center
- SunTrust Plaza
- Southern Company
- Georgia-Pacific
- Cox Enterprises
- AT&T Mobility

Able Tones can establish a contractual agreement with corporate offices, allowing them to utilize office space on weekends

SCHOOL

- Elaine Clark Center
- Howard
- Cumberland Academy
- Marcus Autism Center
- Schenck
- Atlanta Speech School
- Swift

Able Tones can form contractual agreements with schools to utilize their facilities, as schools provide an ideal setting for fostering community



BUILD CLOSENESS WITH SPACE

At the core of our passion to provide a nurturing space for children with IDD's to become inspired, a profound sense of closeness blossoms among our artists, the community, volunteers, and the global charitable population. Within the walls of this simple space, something extraordinary happens – hearts intertwine, barriers crumble, and souls resonate in harmony. Witnessing these children embark on their artistic journeys, their spirits alight with newfound possibilities, ignites an indescribable energy within our very beings. Their unwavering determination, resilience, and unabashed expressions of creativity inspire the deepest corners of our souls, forever transforming us. In this shared tapestry of compassion and creativity, we find solace, inspiration, and a profound sense of interconnectedness. With each strike of a chord, each beat dropped, and each lesson learned, the bonds that unite us grow stronger, weaving an unbreakable fabric of love, understanding, and unwavering support. As we stand hand in hand, united by a common purpose, we transcend borders, cultures, and differences, creating a global community that thrives on compassion, creation and empathy. Through the transformative power of music, technology and the resplendent spirits of these children, we forge a legacy of profound connections, forever carrying their extraordinary light within us, and spreading it far and wide for generations to come

NEXT STEPS

Become The Tribe



By becoming a donor member at Able Tones, you play a pivotal role in transforming lives and creating lasting impact for our artists. Your contribution in time or donations not only fuels our mission to empower our children, but it also fosters hope and inspires us all to realize our full potential

SYMPHONY SUSTAINERS

\$1,000 and above annually

Benefits:

- All benefits from Harmony Heroes
- Leadership Roundtables
- Prominent Event Recognition
- Personalized Impact Report
- Able Tones Hoodie



HARMONY HEROES

Annual donation of \$200 - \$999

Benefits:

- All benefits from Melody Makers
- Exclusive Live Webcasts
- Updates & Annual Reports
- Reserved Seating at Gala

MELODY MAKERS

Annual donation of \$50 - \$199

Benefits:

- Monthly Newsletter
- Annual Charity Gala Invite
- Quarterly Webcasts



Fundraising Sources

INDIVIDUAL CONTRIBUTIONS

40%

MUSIC REVENUE

38%

CORPORATE SPONSORSHIPS

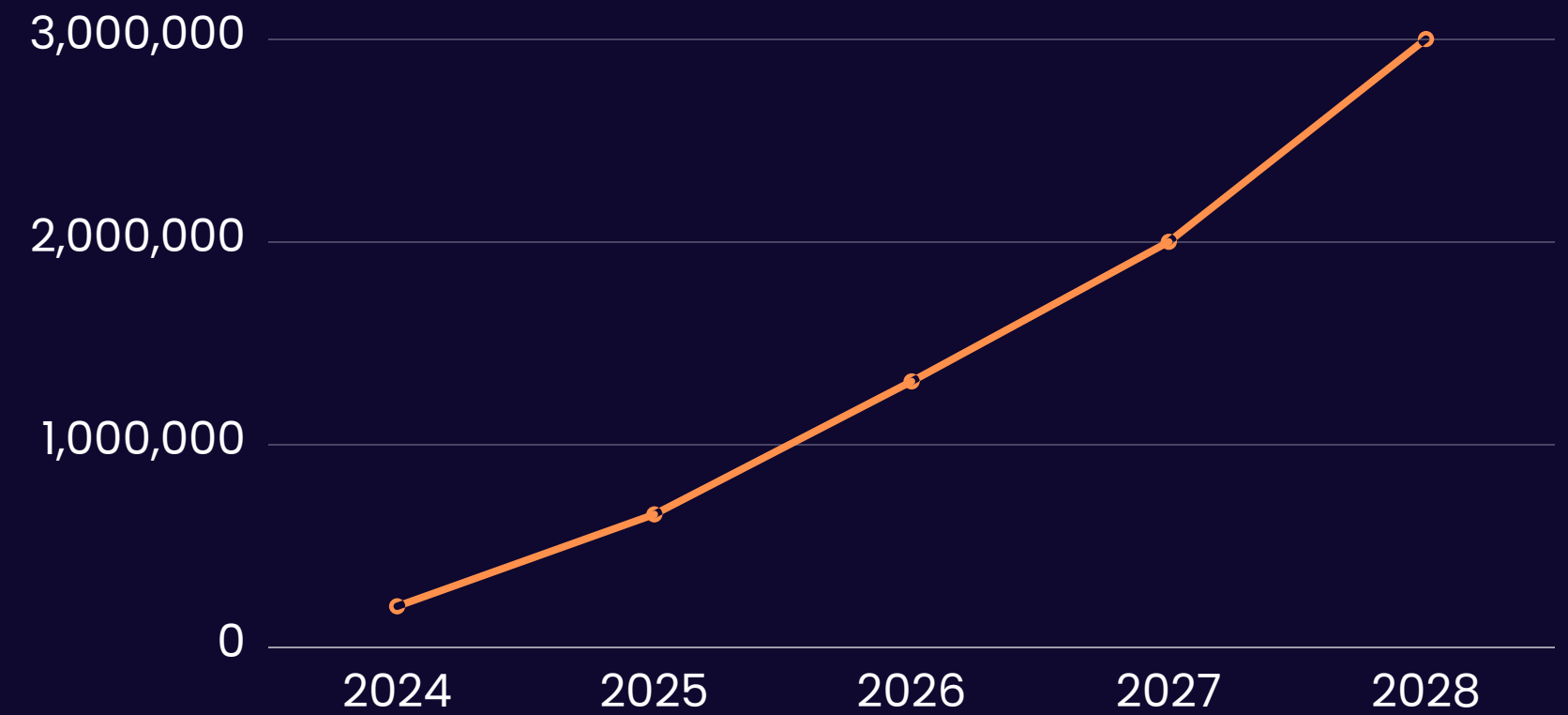
13%

GRANTS & FEES

9%

REVENUE ATL1	2024	2025	2026
Total Revenue	\$480,900.00	\$1,308,100.00	\$2,616,200.00
Total Expenses	\$278,600.00	\$652,400.00	\$1,304,800.00
Net Fundraising	\$202,300.00	\$655,700.00	\$1,311,400.00

FUNDRAISING GROWTH



EXECUTIVE TEAM



LEE SOMERHALDER



Lee Somerhalder brings 20 years B2B and B2C experience building lean methodologies that propagate rapid sales growth and drive global brand identity.

Lee focuses on innovation at scale, where success is relative to the efficiency to achieve it



RYAN BALEMENTINE



Ryan owns Contour Audio & Acoustics in Colorado, specializing in enhancing audio and acoustic quality for commercial buildings. Ryan's extensive experience includes roles as a front-of-house sound engineer for venues like Fox Theatre and for Big Gigantic's global tours. His work demonstrates a deep commitment to superior auditory experiences



SIMON JONES



Over 30 years of global macro-to-micro experience within Fortune 500 and international corporate environments. He has spent over two decades volunteering for RideOn, a non-profit therapeutic horsemanship program, in an advisory role and providing audio and emcee services for their special events and fundraising



MATT MANDELKER



Effective, ethical, and dependable attorney and advocate; has 20+ years of legal working experience with proven expertise in all aspects of legal research, legal writing and review, case management, discovery, and negotiation. Analytical and driven individual capable of meeting targets, overcoming challenges, and delivering impeccable communication and team building skills.

NEXT STEPS



Research and Planning

Mar

Legal and Administrative Setup

Apr

Fundraising and Partnerships

May

Program Development

May

Marketing and Outreach

Jun

Program Launch and Expansion

Jul

Annual Report

Dec

Monitoring and Evaluation

Jan

Able Tones is led by a diverse team of exceptional leaders, enabling us to quickly penetrate the market and generate charity revenue. Their unique blend of industry experience, philanthropy, and entrepreneurship allows for strategic planning and efficient resource allocation. This combination of talent and dedication positions us as a trusted force for change, committed to making a tangible difference in the lives of those we serve



FUNDRAISING STAGES



Incremental growth Intelligent Scale

Incrementally and Intelligently, we'll advance through four strategic phases over the next three years. This approach focuses on testing innovative solutions, refining strategies, expanding impact, and fostering a resilient organization

2024

PILOT PHASE

One location

250 Artists

Legal & Setup

Equipment & Software

Marketing & Workbook

Music eCommerce Platform

2025

TAKE-OFF PHASE

Three Locations

1,000 Artists

Volunteer Staff

Marketing and Sales

Corporate Partnerships

National PR

2026

EXPANSION PHASE

Six Locations

3,000 Artists

Book Development

Agency Support

Schools Partnerships

Global PR

2027

PEAK PHASE

10+ Locations

5,000+ Artists

M&A Charity Orgs

Influencer Campaigns

Merchandise

Online Music Subscriptions

FUNDRAISING MILESTONES

\$24,450

\$202,300

\$655,700

\$1,469,570



LET'S GO!

www.AbleTones.Org

By getting involved, you will play an essential role in shaping the future of these amazing kids as they discover their creative potential and unlock innovative ways to contribute to the world. Your support will make a lasting impact, and together, we can redefine what's possible for children with dyslexia. So, let's join forces and transform lives – contact us today to find out how you can be part of this inspiring, gratifying and innovative journey



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FINANCIAL MODEL



REVENUE - ATL1	2023	2024	2025
Total Revenue	\$131,650.00	\$480,900.00	\$1,308,100.00
Total Expenses	\$107,200.00	\$278,600.00	\$652,400.00
Net Fundraising	\$24,450.00	\$202,300.00	\$655,700.00

REVENUE - ATL1	2023	2024	2025
Grants and Contributions	1 Location	3 Locations	7+ Locations
Individual Donations	\$30,000	\$90,000	\$270,000
Corporate Sponsorships	\$18,000	\$54,000	\$162,000
Foundation Grants	\$30,000	\$90,000	\$200,000
Government Grants	\$5,000	\$15,000	\$45,000
Program Service Fees			
Workshop and Training Fees	\$1,250	\$7,500	\$17,500
Subscription Fees			\$110,000
Fundraising Events			
Annual Director's Event	\$0	\$10,000	\$20,000
Charity Concert	\$15,000	\$20,000	\$30,000
Investment Income	\$0	\$0	\$0
Music Revenue	\$32,400	\$194,400	\$453,600
		\$0	\$0
Total Revenue	\$131,650	\$480,900	\$1,308,100

ASSUMPTIONS:

- 20% of songs generate 80% of revenue
- Avg Revenue/song for Top 20% is \$540
- \$5/child registration fee
- 2025 Online subscription model launches for \$40 Unlimited Radio (No download)

FINANCIAL MODEL



EXPENSES: Program Services:			
HubSpot - Non-Profit - Deals = Donors	\$12,000	\$15,000	\$20,000
Platform Development and Maintenance	\$20,000	\$30,000	\$70,000
Content Creation	\$3,000	\$9,000	\$27,000
Facility Rent/Utilities	\$12,000	\$36,000	\$108,000
Equipment and Supplies	\$10,000	\$30,000	\$90,000
Staff Salaries	\$7,200	\$21,600	\$50,400
Creative Collaboration Program	\$0	\$0	\$0
Artist/Mentor Fees	\$0	\$0	\$0
Material and Equipment	\$5,000	\$15,000	\$45,000
Marketing and Advertising		\$24,000	\$48,000
Event Expenses	\$13,000	\$39,000	\$117,000
Total Program Services Expenses	\$70,200	\$183,600	\$467,400
Support Services			
Management and General	\$0	\$0	\$0
Executive Salaries	\$0	\$0	\$0
Office Supplies and Equipment	\$3,000	\$9,000	\$27,000
Insurance	\$12,000	\$20,000	\$20,000
Professional Fees (Accounting, Legal)	\$10,000	\$30,000	\$30,000
Fundraising	\$0	\$0	\$0
Fundraising Event Expenses	\$0	\$0	\$0
Fundraising Staff Salaries	\$12,000	\$36,000	\$108,000
Total Support Services Expenses	\$37,000	\$95,000	\$185,000
Total Expenses	\$107,200	\$278,600	\$652,400

ASSUMPTIONS:

- 20% of songs generate 80% of revenue
- Avg Rev for Top 20% is \$540
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GROWTH MODEL

One Day Each Week



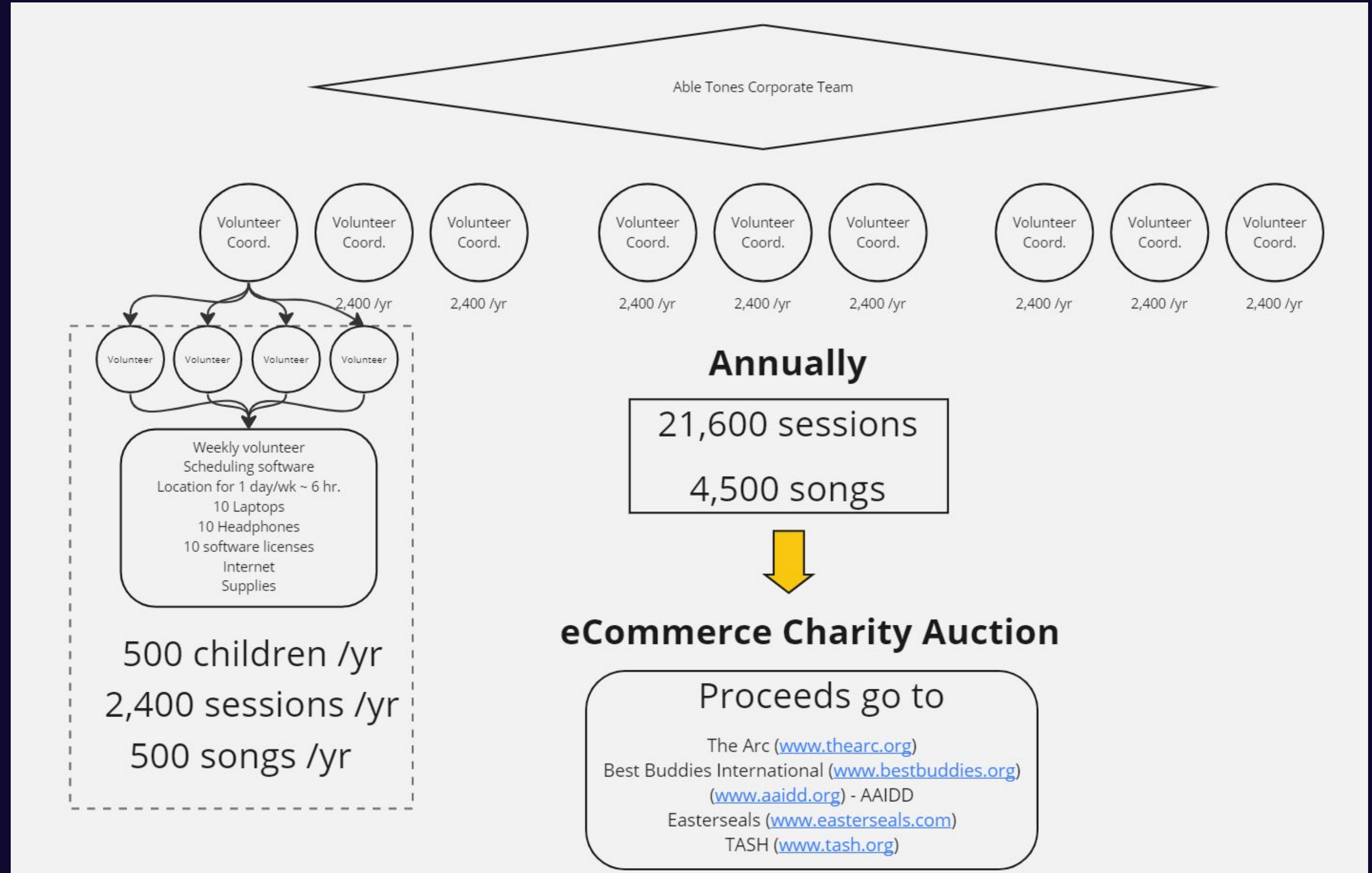
Volunteers are the Backbone

Easy to teach & administer workbook

Adaptability to new technology & methods is key

Children are our purpose

Success is 400+ songs each year, each location



IDEAL CORPORATE PROFILE



Company	Website	HQ
Bank of America	https://www.bankofamerica.com/	Charlotte, NC, USA
The Goldman Sachs Group, Inc.	https://www.goldmansachs.com/	New York, NY, USA
The Hartford	https://www.thehartford.com/	Hartford, CT, USA
Mastercard	https://www.mastercard.com/	Purchase, NY, USA
MetLife, Inc.	https://www.metlife.com/	New York, NY, USA
The Brink's Company	https://www.brinks.com/	Richmond, VA, USA
LendingTree, Inc.	https://www.lendingtree.com/	Charlotte, NC, USA
IDEX Corporation	https://www.idexcorp.com/	Lake Forest, IL, USA
Red Hat, Inc.	https://www.redhat.com/	Raleigh, NC, USA

Technology Inspired

Commitment to corporate social responsibility (CSR)

Focus on education and youth empowerment

Employee engagement and volunteerism

Open to Collaboration and partnerships

IDEAL CORPORATE PROFILE



Company	Website	HQ
The Coca-Cola Company	https://www.coca-colacompany.com/	Atlanta, GA, USA
The Home Depot	https://www.homedepot.com/	Atlanta, GA, USA
Delta Air Lines	https://www.delta.com/	Atlanta, GA, USA
UPS (United Parcel Service)	https://www.ups.com/	Atlanta, GA, USA
NCR Corporation	https://www.ncr.com/	Atlanta, GA, USA
SunTrust Banks (now part of Truist Financial)	https://www.truist.com/	Atlanta, GA, USA
Aaron's, Inc.	https://www.aarons.com/	Atlanta, GA, USA

Technology Inspired

Commitment to corporate social responsibility (CSR)

Focus on education and youth empowerment

Employee engagement and volunteerism

Open to Collaboration and partnerships

IDEAL SUPER-DONOR PROFILE



	Company	Hometown
Ted Turner	CNN - Founder	Atlanta, GA, USA
Sara Blakely	Spanx - Founder and CEO	Atlanta, GA, USA
Tyler Perry	Tyler Perry Studios - Founder and CEO	Atlanta, GA, USA
Ludacris (Chris Bridges)	Ludacris Foundation - Founder	Atlanta, GA, USA
Usher Raymond IV	Usher's New Look - Founder	Atlanta, GA, USA
Jermaine Dupri	So So Def Recordings - Founder and CEO	Atlanta, GA, USA
Arthur Blank	The Home Depot - Co-founder	Atlanta, GA, USA

Technology inspired

Personal connection or passion

Use of social media and public appearances

Long-term commitment to causes

Desire to give back and make a difference

Collaboration with other celebrities and organizations

CONTENT CALENDAR

Post Concept	Description
Impact of Dyslexia on Children's Mental Health	Discuss the significant impact of dyslexia on children's mental health and share how your organization supports their well-being. Use relevant hashtags.
Data Post: Dyslexia and IDD Statistics	Share visually appealing statistics or an infographic on dyslexia and other intellectual and developmental disabilities (IDDs) to raise awareness.
Highlight Post: Board of Directors	Spotlight a member from your board of directors, highlighting their background, expertise, and commitment to helping children with dyslexia.
Highlight Post: Volunteers	Recognize and appreciate the contributions of your volunteers. Share their stories and how they have positively impacted the dyslexic community.
Post: Get Involved, Donate, and Raise Awareness	Encourage people to get involved by donating, volunteering, or spreading awareness about dyslexia. Provide clear instructions on how they can support your cause.
Post: Special Olden-Gillingham Music Method	Introduce and explain the special "Olden-Gillingham" music method created to enhance learning for children with dyslexia. Highlight its benefits and impact.
Influencer Post: Celebrity Child's Song	Collaborate with a high-profile celebrity or influencer to promote a dyslexia-related song produced through your organization. Highlight their involvement and impact.
Song Highlights - Song of the Week	Feature a dyslexia-friendly song each week that promotes reading, confidence, or positive self-image for children with dyslexia. Encourage engagement and sharing.
Partnerships: Technology Highlight	Highlight the technology partnerships with HubSpot, FruityLoops, and OpenAI, emphasizing how they enhance your support for children with dyslexia.



Thank You!

www.abletones.org