

A woman with vibrant orange hair is shown from the side, holding up a large sign. The sign is blue and white with the text 'VOTE TODAY! BACK VOTERS MATTER'. She is wearing a gold bracelet and large hoop earrings. The background is slightly blurred, showing trees and a building.

Spreading love. Building power.

STRATEGIC WELLNESS IS ORGANIZATIONAL STRATEGY

INTEGRATED STAFF WELLNESS + HR INFRASTRUCTURE SUPPORT

A two-track engagement pairing the Life AlignmentOS™ staff assessment with Human Resources Consultation — so the people who ask communities to name what they need have the structure to do it themselves.

TO BLACK VOTERS MATTER FUND LEADERSHIP

YOU'VE SPENT A DECADE PROVING WE GOT US. WHO'S GOT YOUR TEAM?

For ten years, Black Voters Matter has engaged more than 10 million voters, moved \$50 million into grassroots power, and organized across 25 or more states — much of it where the rest of the field wrote the map off.

The work asks Black communities to do something radical: to name what they need, out loud, and organize until they get it. Self-determination begins with self-knowledge.

This proposal asks whether the people delivering that message have the same structure for themselves — and offers to build it.

Two tracks, one engagement. A Life AlignmentOS™ staff assessment that lets every team member privately name what they need with precision. And HR Consultation that gives leadership the infrastructure to respond.



“Trauma & disorder will not disrupt your organization's success when you have a Strategic Wellness Plan to match your Business Plan.”

— ANANA JOHARI HARRIS PARRIS

10 YRS

building Black political power

25+

states organized

\$50M

invested in grassroots power

Source: Black Voters Matter, public organizational reporting, 2026.

THE CORE INSIGHT

KNOWING WHAT YOU NEED IS A SOCIAL JUSTICE STRATEGY.



Every liberation movement in this country has run on one skill before any other: the ability of a people to name what they need, precisely, and refuse to be told otherwise. Organizations that ask communities to do that must be able to do it internally, or the ask is hollow.

*“You cannot **give** what you haven’t identified. And you cannot **sustain** what you haven’t **structured**.”*

STAFF

An organizer who can say “my capacity is spent, and here is exactly which dimension is draining it” is not complaining. She is organizing on her own behalf.

LEADERSHIP

Aggregate cohort data shows where the team is losing energy — by department, by region — before it arrives as a resignation letter in October of a cycle year.

COMMUNITY

People organize the way they are organized. Staff given structure to name their own needs model that practice in every doorway conversation and every training.

Why structure, not willpower: a meta-analysis of controlled burnout interventions found organization-directed approaches — changing structure, workload, and participation in decisions — outperformed interventions aimed at individuals alone. (Panagioti et al., JAMA Internal Medicine, 2017)

**PEOPLE STAY
WHERE THEY
FEEL
SUPPORTED.**

53%

**less likely to be actively job-hunting: employees
who strongly agree their organization cares
about their overall wellbeing.**

Gallup, workplace wellbeing research, 2024

The same employees are 73% less likely to report feeling burned out very often or always.

THE RESEARCH CASE

WHAT HAPPENS WHEN HELPER ROLES GO UNSUPPORTED.

The people who spend their working lives lifting others are among the least likely to receive structured support themselves — and frontline staff of color carry an additional load the sector rarely names.

95%

of nonprofit leaders report some level of concern about staff burnout

Center for Effective Philanthropy, State of Nonprofits 2024

76%

say burnout is already affecting their ability to achieve the mission

Center for Effective Philanthropy, State of Nonprofits 2024

7 IN 10

nonprofit employees expected to look for a new job that same year

Social Impact Staff Retention Project, 2025

29%

of BIPOC frontline staff often carry stress from being expected to “represent a community” — vs. 8.7% of white non-frontline staff

Building Movement Project, Race to Lead data, 2025

19.5%

of BIPOC frontline staff say they would not be happy at their organization in three years

Building Movement Project, Race to Lead data, 2025

21%

of U.S. employees strongly agree their organization cares about their overall wellbeing — a record low

Gallup, employee wellbeing tracking, 2024

Specific to this work: interviews with 30 U.S. racial justice activists who had burned out identified four recurring causes — emotional-dispositional strain, structural conditions, external backlash, and conditions inside the movement itself. (Gorski, Ethnic and Racial Studies, 2019)



**BURNOUT COSTS MORE
THAN BENEFITS.**

\$4.6 BILLION

Annual U.S. cost of physician burnout through turnover and reduced hours —
the clearest **proof that depletion can be priced.**

Han, S., Shanafelt, T. D., Sinsky, C. A., et al. (2019). Annals of Internal Medicine, 170(11), 784–790.

No one has run that study on organizers. But the replacement math travels: SHRM estimates replacing an employee costs six to nine months of salary; Gallup puts it at 50–200% depending on seniority. In relationship-based organizing the number understates the loss — trust with a community does not transfer with the job description.

THE RETURN

WHAT STRUCTURED STAFF SUPPORT ACTUALLY PRODUCES.

The research on what happens when teams are genuinely supported is larger, older, and more robust than the research on what happens when they are not.

51%

lower turnover in the most engaged teams vs. the least engaged (21% in high-turnover organizations)

78%

lower absenteeism in top-quartile engaged teams versus bottom-quartile

70%

higher wellbeing in the most engaged teams — wellbeing and engagement compound

18%

higher productivity in top-quartile engaged teams — the gain that funds the investment

Gallup, Q12 Meta-Analysis, 11th Edition (2024) — 183,806 business units across 53 industries and 90 countries. Top-quartile vs. bottom-quartile teams.

AND SPECIFICALLY FOR RACE EQUITY WORK

- Retention improves for everyone — Building Movement Project's Blocking the Backlash found retention rising across all staff once organizations reached five or more equity strategies
- Only 46% of U.S. employees clearly know what is expected of them at work, down from 56% in 2020 (Gallup)
- Employees who strongly agree recognition matters in their culture are up to 91% more likely to be thriving (Gallup & Workhuman, 2022)



RECOGNITION DRIVES RETENTION.

91%

more likely to be thriving in their lives: employees who strongly agree recognition is an important part of their culture.

Gallup & Workhuman, Amplifying Wellbeing at Work, 2022 — 12,000+ employees across 12 countries.

In movement work, recognition is usually deferred to the win. Monthly structure moves it onto the calendar instead — where it compounds.

STRATEGIC WELLNESS

IS ORGANIZATIONAL STRATEGY

INTEGRATED STAFF WELLNESS + HR INFRASTRUCTURE SUPPORT

Life AlignmentOS™
ALIGN. PROTECT. GROW.

SELF CARE AGENCY

YOURALIGNMENTOS.COM

THE PROGRAM

THREE STRUCTURED TOUCHPOINTS. ONE ALIGNED TEAM.

01

STEP ONE · FOUNDATION

The LAIQ™ Assessment

Know your critical needs. A private 55-question assessment across 11 dimensions, mapping personal wellness (S.E.A.P.E.S.) and professional goal clarity (F.C.F.R.L.) into a trackable alignment profile. 15–20 minutes.

02

STEP TWO · ACTIVATION

The Expert Speaker Session

Build the shared language. Knowing your profile privately is useful; sharing a language for it as a team is what changes how the organization operates. 60–90 minutes, tailored to BVM's cohort data.

03

STEP THREE · SUSTAINABILITY

Monthly Staff Support

Structure that sustains. A one-time wellness event creates awareness; a monthly touchpoint creates change. Group circles or 1:1 sessions grounded in each person's actual profile.

WHAT THE ASSESSMENT REVEALS : PERSONAL + PROFESSIONAL

11 CATEGORIES · 55 QUESTIONS · 15–20 MINUTES · PRIVATE · LAIQ™ SCORED

- Spiritual / Emotional — meaning, purpose, and emotional regulation
- Economic — whether time, money, and energy sustain or deplete
- Artistic — creative needs, central to the improvisation organizing demands
- Physical — body health, environment, travel, and irregular hours
- Educational — growth in the ways that matter most to them
- Social — belonging across regional and remote teams
- F.C.F.R.L. — goal clarity across Financial, Community, Familial, Relational, Legacy
- LAIQ™ Score — a composite score, trackable over time

Individual results are completely private. Leadership receives aggregate type distribution and cohort averages only — never individual scores.

THE FOUNDATION

The LAIQ™ Assessment

Know your critical needs. A personalized report built from your data.

A private 55-question assessment across 11 dimensions, mapping personal wellness (S.E.A.P.E.S.) and professional goal clarity (F.C.F.R.L.) into a trackable alignment profile. 15–20 minutes.

— ALIGNMENT INTELLIGENCE

The 5 Alignment OS Types

Every participant is identified as one of five types. Types reflect your current operating state — they shift as your alignment grows.



Type 01

The Visionary Void

"Big dreams. Empty tank."

You have high professional ambition but critically depleted personal wellness. Running on willpower and urgency rather than sustained inner resources.



Type 02

The Comfortable Drifter

"Well nourished. No direction."

Personal wellness is strong but professional goals lack clarity and momentum. Life feels pleasant but purposeless.



Type 03

The Performing Machine

"Winning outside. Hollow inside."

Strong professional momentum but inner wellness is treated as optional. Hit targets but feel increasingly disconnected from meaning.



Type 04

The Grounded Builder

"Steady. Growing intentionally."

Balanced moderate wellness with growing professional momentum. Real personal work translating into results.



Type 05

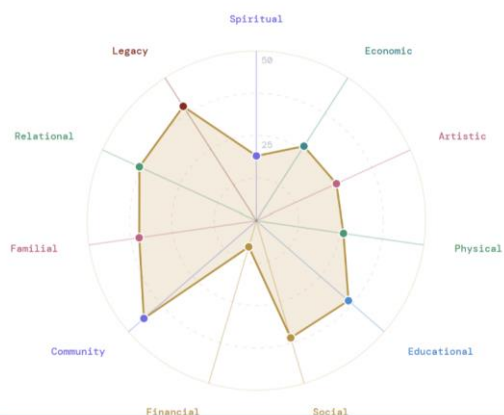
The Aligned Architect

"Self-care IS the strategy."

The target state. Wellness needs actively managed. Professional goals have both clarity and momentum.

Full Alignment Radar Profile

All 11 dimensions plotted against their maximum scores (each out of 50).



Full Alignment Radar Profile

See all 11 wellness and professional dimensions mapped in a single view. Instantly identify which areas are thriving and which are silently draining your capacity — so you know exactly where to invest first.

POWERED BY YOUR ASSESSMENT DATA

Trauma Based Workplace Assessment Review

This review applies your personal alignment data to five workplace contexts where self-awareness, emotional regulation, and wellness directly impact your effectiveness and the wellbeing of those around you. Each section highlights potential stressors, success points, and blind spots drawn from your assessment scores.



Leadership Roles Impacting Teams Being Led

Growing Capacity — 69%

Your leadership readiness score of 69% reflects the intersection of your relational capacity, community vision, social wellness, and emotional grounding. You bring meaningful strengths to leadership — and targeted investment in any lower areas will amplify your impact on those you lead.

POTENTIAL STRESSORS

Your Spiritual-Emotional score indicates limited emotional reserves, which can affect your capacity for empathetic leadership and team psychological safety.

Your "avoiding confrontation" pattern may lead to unresolved team tensions that compound over time.

SUCCESS POINTS

Your Relational goal momentum reflects investment in interpersonal dynamics — a key leadership strength.

Your Community goal development shows you value collective purpose, which translates directly into team-building.

Your Educational Investment signals a growth mindset that inspires learning cultures within teams.

BLIND SPOTS

Your Spiritual-Emotional score is in the "functional" range — you may feel adequate but have untapped capacity for deeper team connection.

Workplace Assessment Review

Your alignment data is applied to real workplace contexts — leadership capacity, team dynamics, and organizational resilience. Uncover blind spots that impact both your effectiveness and the wellbeing of those around you.

Individual results are completely private. Leadership receives aggregate type distribution and cohort averages only — never individual scores.

EXPERT SPEAKER SESSION — WHAT TO EXPECT

Tailored to your team's cohort data · 60–90 minutes · virtual keynote, on-site workshop, all-hands, or leadership deep-dive

- Contextualizes the team's aggregate LAIQ™ results **without** exposing any individual's data
- Introduces the 5 Alignment Types — staff recognize their own patterns and their colleagues' with new empathy
- Walks through the Block · Loop · Plan™ framework — the same movement from awareness to action BVM uses in the field
- Every staff member begins a personal 90-day activation plan before leaving the session
- Optional leadership segment: aggregate data for team design, workload distribution, and support planning

MONTHLY STAFF SUPPORT — CHOOSE YOUR FORMAT

MONTHLY GROUP SUPPORT CIRCLE

A facilitated 60-minute group session where staff share alignment wins, name active blocks, and hold structured peer accountability through the Block · Loop · Plan™ framework.

1:1 ALIGNMENT SESSIONS

Individual monthly sessions with a certified Life AlignmentOS™ consultant. Ideal for high-touch roles — regional leads, program managers, and leadership.

WHY MONTHLY STRUCTURE **OUTPERFORMS** ONE-TIME PROGRAMS

- Organization-directed interventions produced stronger burnout reductions than individual-directed interventions alone (Panagioti et al., JAMA Internal Medicine, 2017)
- Employees who strongly agree their organization cares about their wellbeing are 73% less likely to report frequent burnout (Gallup, 2024)
- The most engaged teams show up to 51% lower turnover and 70% higher wellbeing than the least engaged (Gallup Q12, 11th Ed., 2024)
- Each session builds on the 90-day plan from the speaker session — converting intention into tracked action
- The 6-month retake unlocks RXI and GRI scores, giving leadership measurable proof of staff development



TRACK TWO • INFRASTRUCTURE

BUILD BETTER SYSTEMS. NOT JUST BETTER PEOPLE.

Naming a need only matters if the organization can respond to it. HR Consultation is the response mechanism — the policies, documentation, and capacity that turn what staff name into what leadership can actually deliver.

THE INFRASTRUCTURE BEHIND YOUR PEOPLE.

Civic engagement organizations carry an HR profile no off-the-shelf handbook anticipates: affiliated 501(c)(4) and 501(c)(3) entities sharing staff, cyclical surge hiring around election calendars, and organizers spread across many state jurisdictions. Most of the work here is capacity, not crisis.

65%

of social impact organizations named insufficient staff resources dedicated to HR as their top obstacle

39%

of surveyed nonprofits report no dedicated HR professional on staff at all

Nonprofit HR, Talent Management Priorities Survey, 2020 · 501(c) Services, 2024 501 HR Survey.

HR BASELINE REVIEW

One-time assessment · report within 30 days

- Classification review — employee vs. contractor, exempt vs. non-exempt, stipended field staff
- Multi-entity review — time allocation and cost-sharing between the c4 and c3
- Multi-state mapping across every jurisdiction with staff on the ground
- Policy and handbook audit — currency, clarity, consistency
- Hiring and onboarding review — postings, offer letters, background checks
- Compensation and pay equity, including overtime for surge and field roles
- Written report with a prioritized, sequenced roadmap

ONGOING HR CONSULTATION

Monthly retainer (Optional) · prevention, troubleshooting, planning

- Issue troubleshooting — employee relations, accommodations, and conflict
- Prevention planning — policy development, manager training, compliance calendar
- HR infrastructure — handbook updates, job descriptions, review systems
- Recruitment support — postings, interview guides, offer letter templates
- Cycle staffing support — surge hiring, seasonal roles, end-of-cycle transitions
- Regulatory monitoring in BVM's operating jurisdictions
- Monthly HR check-in — standing 60-minute strategy call

PROTECT YOUR MISSION BY PROTECTING YOUR PEOPLE.

Sound HR infrastructure is not defensive paperwork. It is what lets an organization grow without growth creating fragility — hire faster in a surge, onboard cleanly across state lines, and answer a funder's due diligence in an afternoon rather than a quarter.

The same capacity-building standard BVM brings to partner organizations, applied to BVM's own systems.



THE FRAMEWORK

STRATEGIC WELLNESS, AS A SYSTEM.

Eight repeating motions. Each one produces the data the next one needs — which is why a single wellness event cannot substitute for a cadence.



*“Black Voters Matter exists to increase civic engagement and power building in predominantly Black communities. Power building begins with people who know their own power. **This program builds it from the inside out.**”*

INVESTMENT OPTIONS

CHOOSE THE LEVEL OF STRUCTURE.

All options include the individual LAIQ™ assessment for each staff member and one expert speaker session. HR Consultation is available à la carte or bundled at a discount.

FOUNDATION

AWARENESS

Assessment + Speaker Session

\$85/person

Min. 10 staff · billed per seat

Private LAIQ™ assessment per staff member
Personal type profile + intelligence score
Auto-generated 90-day alignment plan
1× virtual speaker session (60–75 min)
Aggregate cohort report for leadership
HR Consultation available à la carte

MOST IMPACTFUL

ALIGNMENT

Assessment + Speaker + Monthly Support

\$145/person

Min. 10 staff · 6-month program

Everything in Awareness
On-site or virtual 90-min workshop
6 monthly facilitated group circles
Block · Loop · Plan™ accountability
6-month retake — RXI & GRI scores
Region-level cohort breakdown

DEEPEST SUPPORT

ARCHITECTURE

Wellness + 1:1 + HR Infrastructure

Custom

Contact for scope & pricing

Everything in Alignment
Monthly 1:1 sessions with a consultant
Quarterly leadership intelligence review
Org-wide LAIQ™ dashboard
HR baseline review + written roadmap
Monthly HR consultation retainer (Optional)

SCOPE OF ENGAGEMENT

BLACK VOTERS MATTER FUND PROJECT PROPOSAL.

Estimated scope across BVM's full operating footprint — internal staff and the partner network they build capacity for.

10

offices in scope

10–15

staff per office — an estimated 100–
150 total seats

35–40

partner groups accessing the
program

WHAT THE ENGAGEMENT INCLUDES

- Life AlignmentOS™ Assessment — private LAIQ™ profile and 90-day alignment plan for every staff seat
- Expert Speaker & Training Session — delivered per office or region, built on that cohort's aggregate data
- Staff Certification Training — in-house facilitators so BVM can deliver Strategic Wellness without an outside consultant on every date
- Group Community Trainings — Strategic Wellness sessions for the 35–40 partner groups in BVM's network
- Monthly Support Group — 3 to 6 months of facilitated cadence, with a six-month LAIQ™ retake unlocking RXI and GRI scores
- Strategic Virtual Course + Course Materials — self-guided

PROJECT FEE SCHEDULE

STANDARD RATES, AND THE
BVM PARTNER RATE.

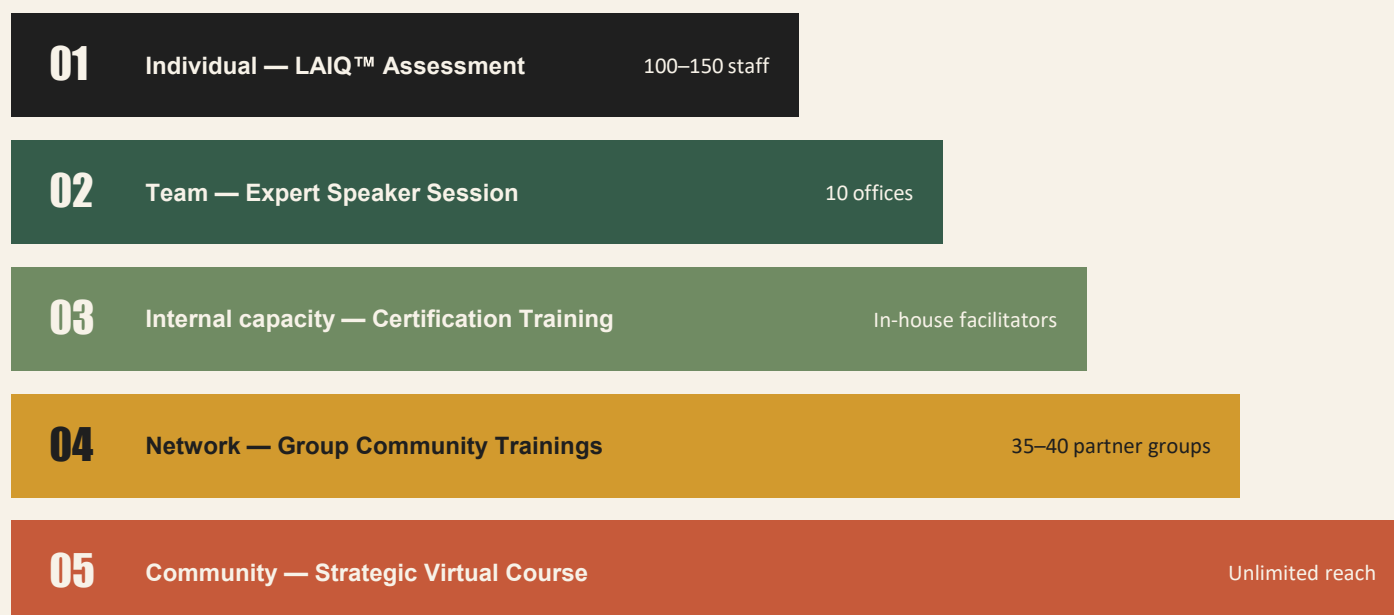
The Life AlignmentOS™ Assessment is discounted 75%. Every other line is discounted 50%. Both in recognition of the ten-office engagement.

SERVICE	STANDARD FEE	BVM RATE*	EST. VOLUME	EST. AT BVM RATE
Life AlignmentOS™ Assessment	\$199 / assessment	\$49.75 (75% off)	100–150 staff	\$4,975 – \$7,463
Staff Certification Training	\$2,500 / trainee	\$1,250 / trainee	100–150 trainees	\$125,000 – \$187,500
Group Community Training on Strategic Wellness	\$1,000 / large group	\$500 / large group	35–40 partner groups	\$17,500 – \$20,000
Strategic Virtual Course + Course Materials	\$199 / person	\$99.50 / person	100–150 people	\$9,950 – \$14,925
Monthly Support Group (3–6 months)	Scoped by cohort	50% partner rate applies	Per office or region	Confirmed at discovery
ESTIMATED PROJECT TOTAL				\$157,425 – \$229,888

*The assessment carries a 75% partner discount; every other line carries a 50% partner discount. Standard fees are shown for comparison and for any scope added later. Totals are estimates based on 10 offices, 10–15 staff per office, and 35–40 partner groups, confirmed after the discovery call. Monthly Support Group and HR Consultation are quoted separately by cohort and scope.

EACH LAYER MAKES THE NEXT ONE MORE AFFORDABLE, IMPACTFUL AND STRONGER.

Architecture is not five services bought at once. It is one system where **every layer produces the input the layer above it needs** — and the reach compounds outward from an individual profile to an entire partner network.



SUSTAINED BY CADENCE

The Monthly Support Group runs underneath all five layers for 3–6 months. Without it the assessment is a snapshot; with it, the six-month retake produces RXI and GRI scores across the whole footprint.

WHY CERTIFICATION CHANGES THE MATH

Certifying BVM staff at layer three means layers four and five are delivered by BVM's own people — the partner network served at BVM's pace and cost. HR Consultation (Optional) sits beside this stack as the response mechanism.

HOW WE BEGIN | CUSTOMIZEABLE

GETTING YOUR TEAM TO THEIR NEXT LEVEL.

01

WEEK 1

Discovery Call

A 30-minute conversation with BVM leadership to confirm staff count, select the tier, set the assessment window, and schedule the speaker session. Zero obligation.

02

WEEKS 2–3

Staff Assessment

Each staff member receives a private, unique link. 15–20 minutes. Immediate personal results — type profile, LAIQ™ score, and 90-day plan framework.

03

WEEK 4

Cohort Report + Speaker Session

Leadership receives the aggregate cohort report. The session is delivered virtual or on-site, tailored to your team's alignment data. HR baseline review begins in parallel.

04

ONGOING

Monthly Support

Circles or 1:1 sessions begin. Staff arrive with profiles and plans in hand. At six months, retake and measure the growth.

WHAT THIS INVESTMENT PRODUCES

Stronger organizing relationships

Staff who understand their own alignment patterns model the self-knowledge they ask communities to practice.

Shared language across regions

A common framework for naming needs and blocks reduces friction across distributed and remote structures.

Measurable staff development data

RXI and GRI scores give leadership quantifiable evidence of growth — organizational development data, not a wellness program.

A culture that attracts talent

A visible, structured investment in staff wellbeing is a recruiting differentiator and a fundable capacity story.

THE ORIGIN OF THIS WORK

BUILT IN THE FIELD. NOT IN A BOARDROOM.

The Life AlignmentOS™ assessment and the Strategic Self-Care & Wellness Program beneath it emerged from lived experience, community need, and more than a decade of field-tested practice.

In 2011, Anana Johari Harris Parris authored the first official Self Care Day Proclamation, recognized by the City of Atlanta — and subsequently by Savannah, Charlotte, Charleston, Mecklenburg County, Mansfield–Dallas Fort Worth, and DeKalb County, Georgia.

The foundational text, Self Care Matters: A Revolutionary's Approach, houses the proprietary Strategic Self-Care Program on which the assessment is built. Its principles are required training for programs addressing human trafficking, domestic violence, and trauma recovery — and the primary Strategic Self-Care training tool for the Southern Center for Human Rights and the ProGeorgia Women of Color Initiative.

PROGRAM REACH & RECOGNITION

- Facilitated for the United Nations Permanent Forum on People of African Descent (PFPAD)
- Strategic Self-Care training delivered to 200+ U.S. Courts lawyers, judges, and legal professionals
- Approved for training with the American Academy of Pediatrics
- Primary Strategic Self-Care training tool for the Southern Center for Human Rights and the ProGeorgia Women of Color Initiative
- Self-guided training available in Spanish, Mandarin, Arabic, and Korean
- Self Care Day Proclamations recognized in 7+ U.S. cities and counties
- Audiences ranging from C-suite executives to human trafficking survivors

“Trauma & disorder will not disrupt your organization's success when you have a Strategic Wellness Plan to match your Business Plan.” — ANANA JOHARI HARRIS PARRIS

MEET THE TEAM

THE PEOPLE WHO WILL WALK ALONGSIDE YOUR STAFF.



Anana Johari Harris Parris

FOUNDER & CEO, SELF CARE AGENCY · PRESIDENT, SYNERGISTIC IMPACT STRATEGIES

A business development strategist, law firm executive, and organizational operations consultant with more than 30 years of leadership experience spanning legal operations, executive management, business development, and organizational strategy. She has served as a Chief Operating Officer, Fractional COO, Director of Operations, executive consultant, and business advisor — helping law firms and growing businesses improve profitability, strengthen operations, scale infrastructure, develop leadership teams, and implement sustainable business systems including the Entrepreneurial Operating System (EOS).

She currently serves as the 2026 Strategic Planning Consultant for the National Association for Public Defense, supporting the strategic realignment initiative for the Los Angeles County Public Defender's Office, and is the former Vice President of Client Success at Stafi. She is Founder & CEO of Self Care Agency, LLC / Wellness & Justice Group, a 2026 Racial Justice Conference Speaker & Trainer, and author of Self Care Matters: A Revolutionary's Approach.

Honors include the Southern Center for Human Rights Gideon's Promise Award, the Community Service Award from the U.S. Attorney General's Office for the Northern District of Georgia, the Unsung Heroine Award from the National Coalition of 100 Black Women, and the State of Georgia Goodwill Ambassador Award. She is Lead Strategic Wellness & Self Care Trainer for Florida A&M University, Strategic Self-Care Advocacy Facilitator for the UN Permanent Forum on People of African Descent, keynote speaker at the Global Women's Leadership Summit in Johannesburg, and guest lecturer for Mercer University.

BUSINESS DEVELOPMENT STRATEGY · LAW FIRM OPERATIONS · FRACTIONAL COO · EOS IMPLEMENTATION ·
ORGANIZATIONAL DEVELOPMENT · UN FORUM FACILITATOR · AUTHOR & KEYNOTE SPEAKER
CERTIFIED YOGA INSTRUCTOR (200Hr, TrueAlign Life)

MEET THE TEAM, CONTINUED



Deana Holiday Ingraham, Esq.

PARTNER · BUSINESS & GOVERNMENT AFFAIRS

A former mayor and senior government relations and public policy strategist with nearly two decades of experience influencing policy and navigating legislative and regulatory systems at the local, state, and national levels. A licensed attorney in Georgia and Florida, she brings legal fluency to public policy work while maintaining a strategy-first, governance-driven approach.

Deana served eight years as Mayor of East Point, Georgia, after four years as a citywide Councilmember, leading intergovernmental efforts that helped secure more than \$200 million to strengthen city operations, infrastructure, public safety, tourism, health equity, and community empowerment.

Her national and statewide leadership includes Co-Chair of the National League of Cities' Youth, Education, and Families Council; member of the NLC Board of Directors; Co-Chair of the African American Mayors Association Transportation and Infrastructure Policy Committee; President of the Georgia Municipal Black Caucus; and Chair of the U.S. EPA's Local Government Advisory Committee Environmental Justice Working Group. She has been recognized as one of Atlanta's Top 100 Black Women of Influence for five years by the Atlanta Business League.

FORMER MAYOR

GOVERNMENT RELATIONS

PUBLIC POLICY STRATEGY

LICENSED ATTORNEY · GA & FL

INTERGOVERNMENTAL AFFAIRS

ENVIRONMENTAL JUSTICE



Kim Brundidge

VICE PRESIDENT & SENIOR TRAINER

An accomplished learning professional and writer with more than 30 years of experience in instructional design, curriculum development, and facilitation. She holds an undergraduate degree in Psychology and certifications in Learning Design, eLearning Design, and Microlearning — as well as certification as a Strategic Self Care Consultant.

Kim has delivered training solutions for corporate, nonprofit, and government organizations across healthcare, retail, marketing, communications, government, real estate, and manufacturing. Her expertise lies in analyzing organizational training needs, determining effective delivery strategies, and building curriculum processes that are both rigorous and accessible.

In the nonprofit world, Kim serves as a writer, editor, and writing coach, with clients including the Leeway Foundation, BlackStar Film Festival, Healing Circles Inc., and the SisterCARE Alliance.

INSTRUCTIONAL DESIGN

CURRICULUM DEVELOPMENT

ELEARNING DESIGN

CERTIFIED SELF CARE CONSULTANT

NONPROFIT FACILITATION

30+ YEARS EXPERIENCE

SOURCES

EVERY FIGURE IN THIS PROPOSAL, CITED.

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— Society for Human Resource Management; Gallup — employee replacement cost estimates.

— Nonprofit HR (2020) Talent Management Priorities Survey; 501(c) Services (2024) 501 HR Survey.

— Black Voters Matter — public organizational reporting, 2026.



LET'S BEGIN

YOU BUILT THE MOVEMENT.

LET'S RETAIN & STRENGTHEN THE STRUCTURE THAT HOLDS IT.

Every community BVM organizes benefits when the people doing the organizing are whole, clear, and sustainably supported. This program is the structure your team deserves — and the return your mission demands.

info@synergisticimpact.com

youralignmentos.com · selfcareagency.com · synergisticimpact.org

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