This report represents Ahead Of The Curve's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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**Mission:**
ATC's mission is to promote healthy living, chronic disease awareness and prevention. We develop innovative plan-of-action programs to address, avoid and eradicate chronic health care illnesses that unequivocally plague African-American and Latino communities, specifically.

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1. What are we aiming to accomplish?

ATC's mission is to promote healthy living, chronic disease awareness and prevention and innovative plan-of-action programs to avoid chronic health care illnesses that unequivocally plague African-American and Latino communities, specifically. ATC's goal is to have a firm and boldly established presence and a positive impact on the communities we serve. Ahead Of The Curve, envisions ONE HEALTHY BLOCK in every community of color. We want to change the visual, the meaning, the purpose of the every day neighborhoods in communities of color. Ahead Of The Curve's ONE HEALTHY BLOCK encompasses a small concentrated microcosm of health living and healthy living alternatives, right at your fingertips. So much so, it becomes the normal way of living from the cradle to the grave.

2. What are our strategies for making this happen?

Start with changing the minds of our target audience. Change the mindset, change the visuals, change the health attitudes, false health beliefs, false health cultural ideas and ill advised lifestyle options. Replace the old with NEW, stimulating and enticing visions of what GOOD health is, what it looks like and how to obtain and keep it, through target specific education and prevention messages and initiatives. Design and Build the vision so our target audience can sample it, enjoy it and buy into it. Sustainably build and operate the vision into reality so our target audience can experience it on a daily basis and integrate it into their lives to the point where going back or picking up old health habits or lifestyle choices would be less likely. Change lives. Review, improve and replicate nation/worldwide.

3. What are our organization's capabilities for doing this?

Passion for new ideas through new thought and program development. Direct life experiences to draw from by board members and members of the community. Ability to disseminate information to attract donors to further the cause.

4. How will we know if we're making progress?

Increased Public Donations, Increased Corporate Sponsorship Increased Publicity/Attendance at Annual Events Increase in participation of community members and increased buy in in numbers of the communities we target.

5. What have and haven't we accomplished so far?

Recently accepted to the 1% Pro Bono non profit to identify design firm to do ONE HEALTHY BLOCK rendering. Program Development for Project IMMEDIATE RELIEF in Santo Domingo, Dominican Republic. Generating positive attention for our Mission and Goals.