

## Why the Phoenix Project?

The Phoenix Project seeks to build a sustainable partnership between Virginia higher education and Virginia's most distressed communities that adds civic capacity to communities, strengthens the mission of universities, and provides a powerful context in which to prepare nonprofit and social entrepreneurs for tomorrow's Virginia.



The Phoenix Project is developing an innovative model in which institutions of higher education form consortia that engage in mutually beneficial partnerships with distressed communities.



The partnerships address critical community needs through economic and community development projects, provide institutions of higher education with opportunities for teaching, research and service and serve as a crucible in which tomorrow's nonprofit leaders and social entrepreneurs may be forged.

We have strong evidence of the desire to accelerate social entrepreneurship in Virginia in the group of leaders from all sectors who have come together behind the Phoenix Project in just a few short months."  
-Former Governor Mark Warner

"The thing I've enjoyed the most about working in Petersburg has been the learning from the community members, who have provided a real-world education you just can't in the classroom."  
-Jessica Hubbard, Nonprofit Leadership and Social Entrepreneurship Program, Class of 2007

## What People Are Saying...

"A business mindset has to be brought to the nonprofit sector. It will take a network of individuals and organizations working across the state and for higher education leaders to come further out of their ivory towers and engage in their communities. We are counting on the Phoenix Project to lead the way."  
-Mount Vernon Voice, August 1, 2007

"The Phoenix Project is identifying, educating and engaging Virginia's promising young people on the new frontier of social entrepreneurship."  
-Tom Hirst, President, Mason Hirst Companies

"An innovative and unique program to address this pending leadership gap is The Phoenix Project."  
-Office of Community Capacity Building Newsletter, Virginia Department of Housing and Community Development, Summer 2007



## Nonprofit Leadership & Social Entrepreneurship Summer Program



So you want to change the world?

The nonprofit sector offers the opportunity, but it takes more than idealism.

## Nonprofit Leadership & Social Entrepreneurship Program

The Phoenix Project's summer Nonprofit Leadership and Social Entrepreneurship Program (NLP) is Virginia's premier state-wide initiative to prepare our next generation of social entrepreneurs. Undergraduate and graduate students from universities across the Commonwealth compete for admission to this intensive program through which they gain valuable knowledge, skills, connections and experience.



The program includes a two week academic session that prepares students to tackle projects during a four week experiential session. Students will:



Engage a cutting edge curriculum taught by highly regarded faculty.



Build lasting relationships with Virginia's current and future civic leaders.



Gain direct experience with numerous nonprofits and their leaders.

Apply their knowledge and skills to critical community challenges.

Projects completed by the 2007 NLP students, with the support and guidance of experienced faculty, include:

- Creating an external marketing and communications plan for the Petersburg Public Schools;
- Mapping specific components of the nonprofit sector in Petersburg by assembling a list of active Petersburg nonprofit organizations and creating a web-based resource for the community;
- Identifying funding opportunities for nine key areas for young people: truancy, mentoring, teen pregnancy, transportation, recreation, anger management, gang prevention and the arts;
- Analyzing current tutorial programs offered to young people in the City to determine gaps and suggestions for improvement; and
- Creating a strategic plan for expanding an after school arts program.



## Program Details

**Dates:** 6 weeks: June 15 – July 26, 2008

**Location:** Petersburg, VA

### Eligibility:

- Sophomores, juniors, seniors and graduate students
- Enrolled at a Virginia institution of higher education or Virginia residents enrolled at a institution of higher education outside Virginia
- Ages 18-26
- All academic majors and graduate disciplines welcome.

**Cost:** \$1,750 includes room, board and all program materials and expenses.

**Financial Aid:** Limited amount of need-based aid available.

**Credit:** Academic credits may be available.

**Apply:** Online application form available at [www.phoenixproject.org/nlp/apply](http://www.phoenixproject.org/nlp/apply)

- Early acceptance deadline: Jan. 7, 2008
- Application deadline: Feb. 15, 2008



**For more information:**

[www.phoenixproject.org/nlp](http://www.phoenixproject.org/nlp)  
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