Dear Sorors,

This is an exciting time of growth, renewal and focus for our sisterhood. We embrace the moment with energy, enthusiasm and clarity of purpose. We are poised and prepared to lead with supreme service as our signature.

The 2014-2018 International Program theme is Launching New Dimensions of Service℠. Community needs will be addressed in five target areas. In addition to targeted programs, members will implement International Community Impact Days as well as our new signature youth enrichment program for high school students, which will be called ASCEND℠. It is our goal to bridge existing program infrastructure to ensure continued quality service delivery in our local communities.

Launching New Dimensions of Service℠ combines traditional programs with new concepts, all designed to improve the lives of those we serve, while preparing future generations to assume their rightful place on the world stage.

Improving the lives of others with innovative, high-impact programs has been our hallmark since 1908. Our success will be measured by the countless lives touched over the next four years. Just like generations of Alpha Kappa Alpha women who preceded us, we will uphold our time-honored tradition of providing unselfish service to all mankind. That is the Alpha Kappa Alpha Way!

Soror Dorothy Buckhanan Wilson
LAUNCHING NEW DIMENSIONS OF SERVICE℠

Since 1908, Alpha Kappa Alpha Sorority, Incorporated has implemented programs of service impacting countless lives.

The 2014–2018 International Program will focus on Launching New Dimensions of Service℠. Members of Alpha Kappa Alpha Sorority, through its 265,000 members and 986 chapters, will have an opportunity to address community needs with programs in five target areas:

EDUCATIONAL ENRICHMENT
HEALTH PROMOTION
FAMILY STRENGTHENING
ENVIRONMENTAL OWNERSHIP
GLOBAL IMPACT

Alpha Kappa Alpha Sorority will expand its community presence as a result of these initiatives, which include International Community Impact Days and our signature enrichment program, ASCEND℠.
LAUNCHING NEW DIMENSIONS OF SERVICE℠

COMMUNITY IMPACT DAYS

Dr. Martin Luther King, Jr. Day of Service (January)

Pink Goes Red for Heart Health Day (February)

1908 Playgrounds Mobilization Day (May)

The Longest Day™ Alzheimer’s Support Activities (June)

Mental Health Awareness Day (July)

Childhood Hunger Awareness Day (October)
LAUNCHING NEW DIMENSIONS OF SERVICE™

PARTNERSHIPS

United Nations Association of the United States of America (UNA-USA) Global Classrooms Project

Alzheimer’s Association

American Heart Association/American Stroke Association

National Alliance on Mental Illness (NAMI)

Africare
TARGET I
EDUCATIONAL ENRICHMENT

Members will engage in the sorority’s signature youth enrichment program, ASCEND\textsuperscript{SM} with efforts designed to motivate, engage and assist high school students in reaching their maximum potential. ASCEND\textsuperscript{SM} will focus on Achievement, Self-Awareness, Communication, Engagement, Networking and Developmental Skills. Students in the ASCEND\textsuperscript{SM} Program will have an opportunity to receive academic enrichment and life skills training to support their journey to college or vocational employment.

Alpha Kappa Alpha Sorority will promote the learning process by providing substantial support to students through AKA One Million Backpacks\textsuperscript{SM}. Members will donate and distribute one million backpacks and related school supplies to students over the four year period.

Support of Historically Black Colleges and Universities (HBCU) will be a priority as Alpha Kappa Alpha launches a national campaign, Think HBCU\textsuperscript{SM} to highlight HBCUs and their contribution to the sorority and society. Through education, engagement and advocacy, HBCUs will be showcased as a critical venue for moving students to and through college.
**TARGET II**

**HEALTH PROMOTION**

Alpha Kappa Alpha Sorority will promote health awareness in three areas: Alzheimer’s Disease, Stroke and Mental Illness.

The **Alzheimer’s Disease and Caregiver Support Program** will generate awareness and support for Alzheimer’s programming and research. Alzheimer’s disease is one of the fastest growing health challenges among African Americans.

**Stroke and Heart Disease Awareness** will remain a focus area as Alpha Kappa Alpha launches a major stroke prevention awareness campaign with emphasis on hypertension management, diet and exercise.

**Mental Health** will be highlighted as members bring attention to mental illness among diverse populations with low utilization of mental health services.
TARGET III
FAMILY STRENGTHENING

Alpha Kappa Alpha’s Family Strengthening Programs will target critical issues facing many families, including lack of food, shelter and financial means.

Community based Childhood Hunger Initiatives will be launched in partnership with local agencies, food banks and community pantries.

The Family Seasonal Wraps™ Program will be offered as the sorority sponsors a major initiative to collect and donate hats, gloves, socks, scarves, coats, sweaters and other seasonal wraps for families in need.

Fiscal Responsibility Programs will be initiated as members work with partner organizations and families to help increase their understanding of budgeting, basic financial planning and benefits of home ownership.
TARGET IV
ENVIRONMENTAL OWNERSHIP

Alpha Kappa Alpha Sorority will implement high impact programs to provide healthy environments and improve the quality of life in underserved communities.

The AKA 1908 Playground Project℠ will be launched to ensure children have safe and inviting places to play. Sorority members will restore and renew 1,908 existing community and school playgrounds with its Restore, Refresh and Renew Project℠.

Through its Acts of Green Program℠ members will promote environmental sustainability by encouraging recycling, litter prevention and waste management through daily green efforts in local communities.
TARGET V
GLOBAL IMPACT

Sorority members will implement the UNA-USA Global Classrooms Project to prepare today’s youth for an increasingly global and complex society. Alpha Kappa Alpha members will work in partnership with the UNA-USA (United Nations Association) to expand understanding of the UN, its mission and focus. A biennial Intergenerational Model U.N. Conference will be convened.

Through its renewed Africare partnership, Alpha Kappa Alpha Chapters will implement youth hunger initiatives on the continent of Africa.