



LEVERAGING INFLUENCE FOR IMPACT

# CONNECTING PHILANTHROPY, COMMUNITY & INFLUENCE

AWA provides philanthropic advising, organizational development, and brand management to maximize social impact. AWA specializes in services for professional athletes, high impact individuals and philanthropic organizations.

## CORE COMPETENCIES

Help clients identify their philanthropic values

Develop strategy, mission and goals that advance philanthropic vision

Advise on approaches and techniques that enhance impact

Support family engagement

Foundation management

Partnership engagement, development and management

Coordinate related legal, tax, accounting and investment services

## ALLIANCES

Individuals

Foundations

Not for Profit Organizations

Founder & Chief Strategist, Amelia Williamson is the former President of the Magic Johnson Foundation where she provided counsel to Earvin "Magic" Johnson about philanthropic strategy and direction. Amelia has worked in the philanthropic and not for profit sector for over 12 years. Amelia's journey also includes leadership roles for Junior Achievement of Southern California, the Girl Scouts of America and Imani Corporation. Amelia holds a Bachelor's degree in mass media communications and a Master's degree in Organizational management. Amelia strongly believes in service and chairs multiple boards and Foundation led Advisory Committees.

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