

Purpose Prize Fellow 2006

Ammie McRae Jenkins
Executive Director, SFHA



In 2006, Ammie Jenkins was nominated for the Purpose Prize Award by Mikki Sager, Director of The Conservation Fund's Resourceful Communities Program. The Purpose Prize featured five \$100,000 awards, ten \$10,000 awards and fifty-five Purpose Prize fellowships. Out of more than 1,200 nominees across the country, Ammie was selected one of fifty-five Purpose Prize Fellows who was recognized for the work that Sandhills Family Heritage Association is doing in North Carolina.

The Purpose Prize invests in carefully screened social innovators over the age of 60 who have demonstrated uncommon vision, determination and entrepreneurialism in addressing community and national problems.

According to Civic Ventures, the aim of the Purpose Prize is to build a network of "Purpose Prize Fellows," to tell their inspiring stories, to create opportunities for furthering their innovative work, and to accelerate the changes in the way society – non-profit businesses, government, and for-profits alike – taps into the vast resources and commitment of this group to advance the greater good.

Civic Ventures is a think tank and an incubator, generating ideas and inventing programs to help society achieve the greatest return on experience.

The Conservation Fund's Resourceful Communities Program blends innovative techniques to help North Carolina's underserved communities create new economies that protect and restore, rather than extract, natural resources.



I am honored to be named a Purpose Prize Fellow and I share this honor with the SFHA board, members, volunteers, and partners who work to build economic self sufficiency, protect our natural resources and preserve African American cultural heritage in North Carolina.

This recognition has given our organization access to a national network of resources, national television and print media, advice on seeking funding, building community support, doing effective advocacy, and creating public relations and communications strategies.



Ammie attended the Purpose Prize Innovation Summit at the Stanford University Graduate School of Business, held September 2006 in Palo Alto, California.