



Leadership 401 Project: Voices for Change

For my Leadership 401 project, I created a brand called “Voices for Change” to raise awareness about racism and societal injustices. Through this initiative, I designed and sold shirts and bracelets to promote unity, equality, and the importance of using our voices to make a difference. The project was not just about spreading a message—it was about taking real action. I successfully raised over \$2,000 in proceeds from both shirt and bracelet sales, all of which I donated to the NAACP, an organization dedicated to fighting for civil rights and racial justice. Seeing my community come together to support this cause was both inspiring and rewarding.

This experience taught me the power of leadership in advocacy. Creating Voices for Change required strategic planning, from designing the shirts and bracelets to marketing them and handling sales. Beyond logistics, I had to ensure the message behind the brand resonated with people and inspired them to support the cause. Seeing individuals proudly wear the shirts and bracelets while engaging in discussions about the importance of racial equality showed me that leadership is not just about directing others—it’s about creating a movement that empowers people to take action.

Leadership 401 represents the final stage of the four-tier leadership program, building on the skills developed in Leadership 101, 201, and 301. Maintaining an A throughout the program is required, reinforcing the expectation that strong leaders must be disciplined, responsible, and committed. This project was the culmination of everything I had learned about leadership, service, and making a lasting impact. Through Voices for Change, I was able to merge passion with action, demonstrating that even small efforts can contribute to meaningful societal progress. Raising over \$2,000 for the NAACP through the sales of shirts and bracelets was proof that when people come together for a cause, real change can happen.