



BRAND STORY



About Us.

Together with families and communities, we are KIPP Atlanta Schools — where scholars have the opportunity to reach their unlimited potential, where love and compassion thrive, and where the opportunities for scholars to experience success are limitless.

We are Education Powered By Love.

We are Where Scholars Run To School.

Love.

When you start with love, you receive a special type of education. Our promise to our families is to ensure that our K-12 scholars receive the education, love, and support they deserve to live choice-filled lives. We want our scholars to be their authentic selves - audacious, brilliant, and curious. This promise is our North Star, guiding our decisions each and every day.



Excellence in Education.

We believe in supporting our scholars in developing their academic abilities and ultimately proving what is possible. To nurture the necessary academic knowledge and skills in our scholars, our teachers foster a joyful and rigorous classroom environment. We believe in the power of education to enable our scholars to change the world.



Community.

We believe that a strong partnership between scholars, families and educators creates the fabric of excellent schools. We are empowered through a community of advocates that are dedicated to supporting our scholars through college graduation, career, and beyond.



Atlanta.

At KIPP Atlanta Schools, the richness of Atlanta's culture is the foundation from which our eleven schools reside. We are proud of our school communities — from East Point, the West End, Grove Park, Bankhead, English Park, Lakewood — and the roots of their history. Our schools are nestled in the legacy of civil rights leaders such as David Abernathy, Joseph E. Boone, Donald Lee Hollowell, and Dr. Martin Luther King, Jr.

We are proud to celebrate our city while creating joyful, academically excellent schools that prepare scholars with the skills and confidence to pursue the paths they choose — college, career, and beyond — so they can lead fulfilling lives and build a more just world.



Future.

The future of education will be shaped by advancements in technology, increased emphasis on personalized and experiential learning, and a greater focus on developing skills and competencies that are relevant to a rapidly changing job market. With the rise of artificial intelligence and automation, there will be a greater need for education that emphasizes critical thinking, creativity, and problem-solving.

We must be the future of education.

