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## The Impact of Atlanta Life Insurance Company on the Atlanta Student Movement

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**Title:** The Impact of Atlanta Life Insurance Company on the Atlanta Student Movement

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**Abstract:** This research project was chosen to focus on an underexplored area of research pertaining to the Civil Rights Movement focusing on who was truly providing the funding for actions that occurred. A gap is present in existing literature and issues of funding are not often addressed. Using archival research and personal interviews, the role of Atlanta Life Insurance Company (ALIC) was examined as it pertains to their funding of the Atlanta Student Movement (ASM). At the time, ALIC was the largest black-owned insurance company in the United States, which was also known as being supportive of the Civil Rights Movement. Through our research, we discovered that ALIC contributed significantly to the ASM through a number of means, though mostly through non-monetary, in-kind donations. Little evidence was uncovered of hard cash payments of any sort to the ASM. However, ALIC donated employees' time, sign-making materials, and a needed link to the elders of the Civil Rights Movement of the previous era. All in all, ALIC contributed to the ASM in a way that businesses do not contribute to student social movements of modern day. Further, the link between student social movements and community elders present in the ASM is not present modern day. All in all, the unique ties between Atlanta Life and the ASM have solidified their role and presence in the Atlanta Civil Rights Movement's history books as a significant player.