

EXECUTIVE SUMMARY

The book, *Candy Girl Mentality*, has already proven its impact. With more than **4,000 copies in circulation** and **students reached at 89 colleges and universities across 28 states and Washington, D.C.**, the message has taken root across the country—and gained recognition from the Detroit Public Schools Community District Local Authors Panel. This continued reach reflects a growing belief shared by families, educators, and student leaders alike: when young people are given tools, guidance, and real-life examples of success, they don't just survive—they thrive.

PHASE 1: PROVEN IMPACT

Candy Girl Mentality™
The Flagship Book



BUILDING THE NEXT GENERATION OF LEADERS

With a proven foundation in place, the **CGM Movement** is positioned for national growth through strategic, multi-year partnerships. Expansion will occur through the **CGM Student Ambassador Network**, where college students develop leadership skills, connect with like-minded peers, and mentor K–12 youth.

As a spin-off from the flagship book, *Discovering My CGM: Courageous Growth Mindset, A Journey in Entrepreneurial Thinking for Youth* is the student-centered workbook that ambassadors will use to guide identity-centered reflection, build financial empowerment, and strengthen confidence and belonging. Together, these tools prepare students to lead with purpose, think entrepreneurially, and multiply impact across campuses and communities nationwide.

INVESTING IN SCALABLE IMPACT

Each investment directly accelerates long-term growth, measurable outcomes, and systemic impact through the following priorities:

- Program Development & Publishing**
Complete, design, and distribute the student-centered workbook and supporting educational tools.
- Administrative & Launch Support**
Provide administrative and communications support to strengthen operations and launch key CGM initiatives.
- Operational, Financial & Marketing Infrastructure**
Build robust systems that ensure sustainability, compliance, and brand visibility.
- Data & Impact Evaluation**
Measure student growth, financial aptitude, and community engagement across participating schools.
- Trademark & Intellectual Property Protection**
Safeguard the CGM™ brand and related intellectual property.

WHY IT MATTERS

When we multiply leaders, we multiply impact. By equipping college ambassadors to mentor K–12 students, we’re building a sustainable leadership pipeline that fosters confidence, purpose, and possibility in young people nationwide.

This is not a moment—it’s a movement. Now is the time to turn proven impact into lasting change.

MULTI-YEAR PARTNERSHIP LEVELS

The following partnership levels outline a path for partners and donors to invest in expanding CGM’s proven model and measurable impact across schools and communities:

Level	One-Time Investment	3-Year Commitment	Impact Focus
Catalyst Partner	\$2,500	\$7,500	Seeds Student Engagement
Empowerment Partner	\$5,000	\$15,000	Advances Student Workbook Curriculum
Growth Partner	\$10,000	\$30,000	Builds Ambassador Readiness
Leadership Partner	\$25,000	\$75,000	Expands Campus-Community Reach

Phase 3 (Late 2026–2028): Expanded investment levels will support national scale beginning in Year 2.

NEXT STEP

We’re inviting visionary partners who invest in scalable solutions that bridge education, financial empowerment, and community transformation.

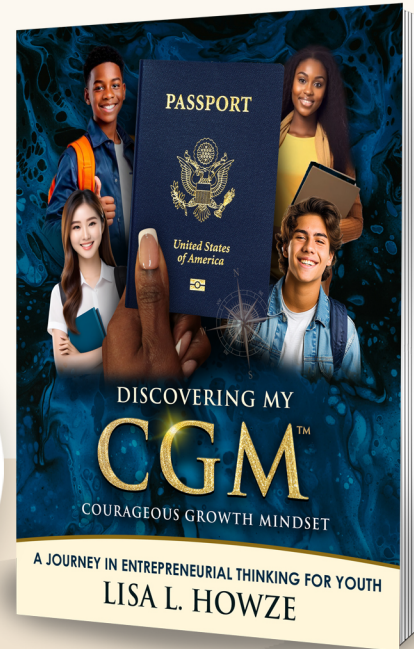
To explore partnership or discuss multi-year funding alignment, contact **Lisa Howze**:



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**PHASE 2:
SCALING THE
MOVEMENT**
*Discovering My CGM
Courageous Growth
Mindset™*
**The Student-Centered
Workbook**

For donors: “Investment” in this proposal refers solely to charitable support of CGM’s educational mission. It does not imply or provide a financial return. The return on investment is measured in student achievement, leadership development, and community impact.