

### 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.

### 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.



#### PHASE 1:

#### PROVEN IMPACT

*Candy Girl Mentality™*  
The Flagship Book

#### 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.

#### MOVEMENT

## WHY IT MATTERS

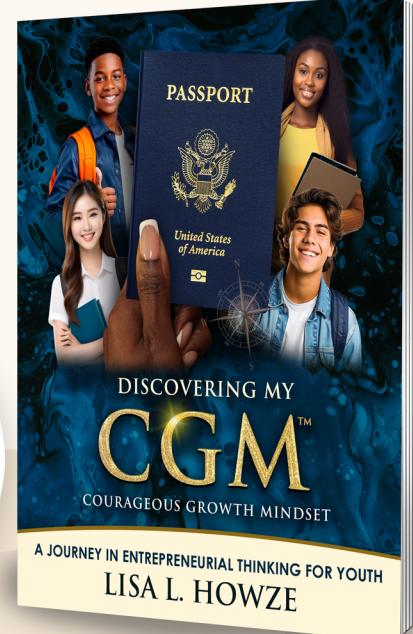
When we multiply leaders, we multiply impact. By equipping college ambassadors to mentor K-12 students, we're building a sustainable leadership pipeline that fosters confidence, purpose, and possibility in young people nationwide.

**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:

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



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

*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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 **833.313.8543**

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.