

# CANDY GIRL MENTALITY™

## INVESTMENT PROPOSAL

Securing the Foundation for National Expansion

PHASE 1

### EXECUTIVE SUMMARY

Candy Girl Mentality™ (CGM) has already proven its impact. With more than **4,000 books** 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.**

### THE GROUNDWORK IS COMPLETE

We've laid a strong foundation, and now it's time to secure it. Once strengthened, the movement will scale 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 Candy Girl Mentality: A Journey in Entrepreneurial Thinking for Youth* is the **student-centered workbook** that ambassadors will use to guide reflection, financial empowerment, and confidence.

### SECURING THE FOUNDATION

Your investment will help secure the foundation and allow the movement to scale with integrity and impact through the following priorities:

#### PHASE 1: PROVEN IMPACT Candy Girl Mentality™ The Flagship Book



- **Trademark & Intellectual Property Protection**  
Safeguard the CGM™ and Student Workbook brands and curriculum.
- **Operational, Financial & Marketing Infrastructure**  
Build strong systems and accountability processes that ensure long-term sustainability, compliance, and expanded visibility and reach.
- **Administrative & Launch Support**  
Provide essential virtual assistance to streamline operations and coordinate the successful launch of the Student Ambassador Network pilot (January 2026).
- **Program Development**  
Complete and publish the Student Workbook and supporting tools.



# CANDY GIRL MENTALITY™

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PHASE 2

### WHY IT MATTERS

**When we multiply leaders, we multiply impact.** By equipping college ambassadors to mentor K-12 students, we're creating a **scalable, 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 secure its foundation.

### FOUR LEVELS OF INVESTMENT

Four levels. One **fundraising goal: \$50,000** to power the next chapter of the movement.

Investment Level	Description
<b>\$5,000*</b> Legacy Builder	Fuel growth and national reach.
<b>\$2,500*</b> Purpose Partner	Support tools that teach resilience.
<b>\$1,000</b> Impact Investor	Strengthen systems for impact.
<b>\$500</b> Student Catalyst	Empower the next generation.

*\*Promissory note option available.*

**PHASE 2:  
SCALING THE  
MOVEMENT**  
*Discovering My  
Candy Girl Mentality™*  
The Student-Centered  
Workbook



### NEXT STEP

We're inviting partners who believe in the power of exposure, entrepreneurship, and education to help multiply the **ripple effect of impact**.

To explore partnership or pledge your support, contact **Lisa Howze** directly:

✉ [info@iamlisahowze.com](mailto:info@iamlisahowze.com)

☎ 833.313.8543



SCAN TO PREVIEW  
A SAMPLE WORKBOOK  
MODULE



*Together, we're building a brighter future — one student,  
one mindset, and one family at a time.*