

### 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.

### 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 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, financial empowerment, and a renewed sense of confidence and belonging. (See next page.)

### 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**



#### ● Program Development

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.

#### ● 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 creating a **scalable, sustainable leadership pipeline** that fosters confidence, purpose, and possibility in young people nationwide.

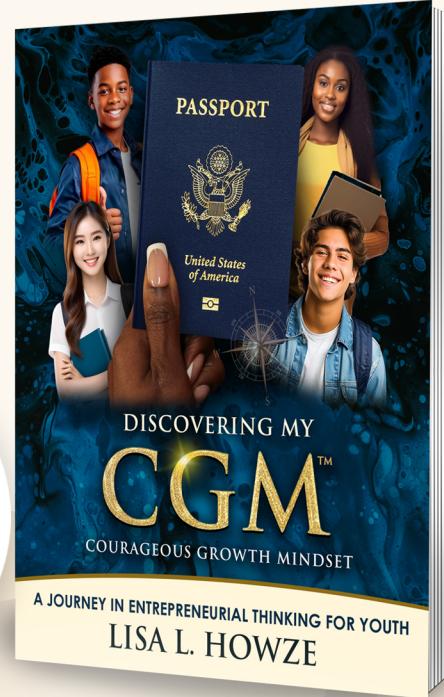
**This is not a moment—it's a movement.**

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.

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



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

\*Supporters at these levels may provide support outright or structure a working capital loan through a separate promissory note.

"Investment" in this proposal refers to direct support of CGM programming and growth. It does not imply or guarantee a financial return. Impact is measured through student achievement, leadership development, and community outcomes.

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

### 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:

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 **833.313.8543**



SCAN TO PREVIEW  
A SAMPLE WORKBOOK  
MODULE

