

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.

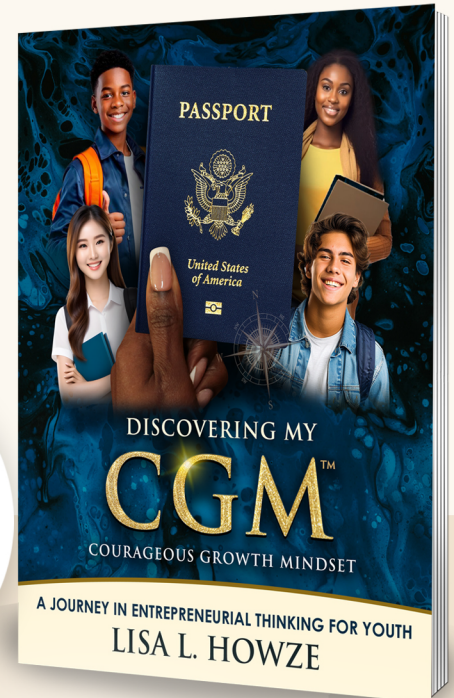
Investment Level	Description
\$5,000* Legacy Builder	Fuel growth and national reach.
\$2,500* Purpose Partner	Support tools that teach resilience.
\$1,000 Impact Investor	Strengthen systems for impact.
\$500 Student Catalyst	Empower the next generation.

**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.

**PHASE 2:
SCALING THE
MOVEMENT**
*Discovering My
CGM: Courageous
Growth Mindset™*
**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:

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SCAN TO PREVIEW
A SAMPLE WORKBOOK
MODULE

