



THE **2024**  
GIVE HIGHER  
CAMPAIGN

The Higher Foundation

# **A MESSAGE FROM OUR PRESIDENT & FOUNDER**

# THE 2024 GIVE HIGHER CAMPAIGN

Monday, October 28th, 2024

Dear Higher Community,

It has been my honor and privilege to lead The Higher Foundation since inception in 2018 to today. This current 2024-25 Academic Year is our 6th year serving Georgia college students, helping them go higher in their education and career by removing post-secondary educational attainment barriers from their paths. In this 6th year, we are focusing on building sustainability, longevity, and consistency through The 2024 Give Higher Campaign, and we need our Higher Community's support.

The 2024 Give Higher Campaign is our annual grassroots fundraising campaign that raises funds for our organization through individual donations and unrestricted grants. This year's campaign goals are the following:

1. Raise \$75,000 to cover our FY24 Budget: Our annual budget is comprised of 40% services, 30% Staff Living Stipends, 20% Operations, and 10% Events. Our FY24 Impact Report will include our impact update and financials, and it will be shared with the general public in July 2025.
2. Reach 150 donors who will help us meet our fundraising goal.
3. Meet our fundraising goal by May 1st, 2025: We aim to raise \$6,250 per month.

Those who join The 2024 Give Higher Campaign will have the opportunity to help us promote post-secondary education by providing financial assistance to Georgia college students. As a public-grantmaking foundation, we need the general public's help to operate in excellence and to offer our services to Collegiate Georgians.

The Higher Community's contributions are guaranteed to be used appropriately, and I will provide regular campaign updates in November, February, and March to keep everyone updated. Thank you in advance, Higher Community, for joining our campaign. Together, let's keep going higher!

With Love & Gratitude,



**Mallorye Crowell**  
President & Founder  
The Higher Foundation



**#GIVEHIGHER**

# CAMPAIGN GOALS



## RAISE \$75,000

Our FY24 Operations Budget is about \$75,000, and it is comprised of 40% Services, 30% Staff Living Stipends, 20% Operations, and 10% Events. All individual donations and unrestricted grants will help us meet our budget.



## REACH 150 DONORS

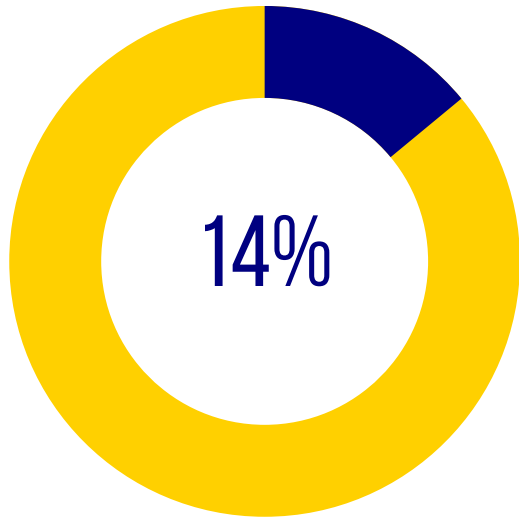
A healthy non-profit organization is funded mostly by individual donations. We want to ensure The Higher Foundation is positioned to serve The Higher Community for many years to come by growing our donor base annually.



## MAY 1ST, 2025

We aim to meet our campaign goal before May 1st, 2025. We will celebrate our campaign success at The 3rd Annual Higher Celebration in May 2025. Donors who give \$500 or more will receive (2) VIP tickets to our event.

# CAMPAIGN PROGRESS

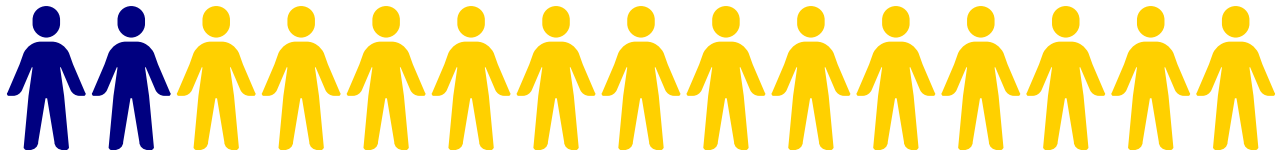


## \$10,818 RAISED

Our campaign fundraising goal is \$75,000 USD. As of October 28th, 2024, we have raised \$10,818 USD in individual donations and unrestricted grants. We have reached 14% of our campaign fundraising goal with \$64,182 remaining to fundraise.

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## 22 DONORS REACHED



Our campaign grassroots goal is to reach 150 donors. As of October 28th, 2024, 22 donors have given to The 2024 Give Higher Campaign. We have reached 15% of our campaign grassroots goal with 128 prospects to reach.



## 26 WEEKS REMAINING

Our campaign started on August 1st, 2024, and it will end on May 1st, 2025. As of October 28th, 2024, we have 26 weeks remaining in our campaign.

# CAMPAIGN TIERS



## TIER 3: \$1,500

- The value of both The Higher Foundation Grant and The Higher Foundation Scholarship.
- Receive a social media shoutout.
- Receive (2) tickets to The 3rd Annual Higher Celebration in May 2025.

## TIER 2: \$1,000

- The value of The Higher Foundation Scholarship.
- Receive a social media shoutout.
- Receive (2) tickets to The 3rd Annual Higher Celebration in May 2025.



## TIER 1: \$500

- The value of The Higher Foundation Grant.
- Receive a social media shoutout.
- Receive (2) tickets to The 3rd Annual Higher Celebration in May 2025.

## CAN'T GIVE AT ONE OF THESE LEVELS?

No worries! All individual contributions and unrestricted grants count towards our fundraising goal. Please give what you can to help us reach our goal by visiting [www.higherfoundation.org/donate](http://www.higherfoundation.org/donate). Thank you for your contribution!

**THANK YOU**



# CAMPAIGN DONORS

When our Higher Supporters give higher, then our Higher Students can go higher. Thank you to our campaign donors!

Alicia Lightfoot-Spearman  
Ashley Young  
Carl Stewart  
Cordel Williams  
Coweta-Fayette EMC  
Danea Manson  
Darlene Sullivan  
Divad Miles  
Edward Freeman  
Giving Gap  
Jessica Hernandez-Evans  
Jill Zorn  
Kyra Modeste  
Rep. Lydia Glaize  
Mallorye Crowell  
Pamela Crowell  
Quinton Lewis/Herb 'N Eden  
Taylour Howell  
Tinoah Feggins  
Ugonna Nwankwo  
Vanessa Carson  
Velora Thomas



**GET CONNECTED**



The Higher Foundation, Inc. ® promotes post-secondary education by providing financial assistance to Georgia college students. We are a US 501(c)(3) public charity, and our EIN is 82-1851349.



[www.higherfoundation.org](http://www.higherfoundation.org)



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