



"Equal is a 501(c)3 a for-youth by-youth nonprofit working to overcome student homelessness by raising awareness and increasing access to higher education."

April 4, 2022



Dear Global Giving Community,

EEQUAL is a youth-powered 501(c)3 nonprofit working to overcome homelessness by making higher education more accessible. We focus on providing the over 1.5 million students across the nation who are experiencing homelessness the opportunity to attain higher education through scholarship and mentorship opportunities while also working to destigmatize their situation through community building and campaigns powered by youth.

We operate under the core belief that education is a human right and is essential to breaking the cycle of poverty. Knowledge belongs to all humans and should not be bought or sold. We believe every young person deserves the same chance to realize their hopes and dreams. We believe youth leadership will play a vital role in advancing these ideals. EEQUAL was founded in 2016 by a group of youth in Denver, CO, who set out to ensure all students at their school could go to college regardless of their ability to pay. Over the years, EEQUAL has expanded to include three primary programs: Chapters, Scholarships, and Campaigns.

We are passionate about the work that we do. We see ourselves as part of a larger movement to eradicate poverty. We hope you can join us! Thank you for taking the time to read this.

All the best,

Biff Chaplow



Biff Chaplow
Executive Director

Our Team

We believe that youth leadership must play an important role in youth work. There is no equity without youth leadership. We are proud to have a diverse, engaged team. Our staff is a reflection of our commitment to diversity.

Key Staff

for this proposal

AJ Ackleson, Program Manager - AJ has 10+ years working with youth. As a musician and performer, he is skilled at engaging the youth in our programs.

Sairah Khan, Engagement Coordinator - Sairah is one of our youth staff. She is a Canadian Muslim and is skilled at connecting with youth from all cultural backgrounds.

Rafeh Memon, Recruitment Coordinator - Rafeh is a youth staff in charge of recruiting and establishing chapters. As a student of color in Chicago, he knows how to catch the attention of youth around the country.

Our leadership team is

75%
YOUTH
(under 21)

We are
LGBTQIA+ led



Our Staff is

75%
BIPOC
Black, Indigenous
and People of Color



*These are not stock images, they are actual EEqual staff.

2022 Revenue

PROJECTED

Individual Donors
50,000

Corporate Donors
60,000

2021 Rollover
155,000

Grants
60,000

Salaried and Wages
129,100

Admin
9,000

Scholarships
40,000

Programs
25,000

2022 Expenses

PROJECTED

Finances at a glance

Assets

Chase Checking _____	5,681.73
Chase Savings _____	89,586.75
Live Oak Savings _____	50,000.00
Investment Account _____	77,390.00

Liabilities

Accounts Payable _____	2,291.67
Credit Card _____	2,672.84

TOTAL Assets and Liabilities _____ 217,675.97

Notes: Large cash on hand is to cover budgeted expenses, leaving extra as an emergency fund. Investment and savings is part of our effort to build a scholarship endowment.

Goal: Chapters Expansion

At EEqual, our Chapters program is at the core of what we do. We've successfully recruited and developed almost 20 chapters around the country. This proposal is to support our expansion of this program.

The problem: We know that youth are more likely to succeed when they have access to education, community engagement, and leadership development. For students living in poverty, their situation often leaves them isolated, disconnected and stigmatized. This decreases a young person's chances of success and further perpetuates the cycle of poverty for them and their families.

What we've done so far: Given that we know what youth need to be successful, we've targeted our services towards these areas. The Chapters program provides a place for youth to come together and build community around the issues of poverty and education. Chapter meetings happen outside of school hours, keeping students engaged in meaningful, positive activities. Each chapter is student-initiated and student-led, which means youth consistently engage with EEqual on leadership development. EEqual develops students to lead chapters providing students with skills that can help ensure their success as they move forward in their lives. Chapters meet 2 -4 times per month. EEqual has developed a curriculum for the chapters, including meeting topics, games, activities, articles, and "assignments," which are service projects that each chapter can carry out in their community. We hold monthly online events to keep students engaged and talking. We use social media to inform, engage, and communicate with EEqual chapter members. Our chapters include youth ages 11 to 18.

What we hope to do: We have been successful with our current chapters. We have taken what we've learned and want to continue opening new chapters. The good news is that we already know how to do this. We just need the resources. Ultimately, we envision a national community of youth engaged and motivated to support each other.

If you are considering a donation but would like to know more, please reach out at any time! We would be honored to have an opportunity to discuss our work with you. Thank you for taking the time to review these materials!

Chapters Project Budget

Income

Wayfarer Foundation _____	10,000.00
Hightower Advisors _____	15,000.00
Individual Donors _____	22,000.00
<i>TOTAL raised to date</i> _____	<i>47,000.00</i>

Costs

Curriculum Development _____	2,500.00
Curriculum Supplies _____	7,600.00
Digital Comms _____	6,100.00
Events _____	10,000.00
Marketing/Advertising _____	5,200.00
Individual Chapter Support _____	4,000.00
Creative Consulting _____	2,500.00
Other Supplies _____	2,500.00
Staffing _____	25,000.00
TOTAL costs _____	65,400.00

TOTAL *still needed to raise* _____ *18,400.00*

Project Timeline

May 2022 to June 2022

Finalize outreach and recruitment strategies. Develop outreach materials, ads, fliers and social media posts.

June 2022 to July 2022

Begin light outreach and recruitment. Finalize curriculum for 2022/23 school year. Plan Q1 and Q2 events.

July 2022 to October 2022

Heavy outreach and recruitment starts as beginning of school approaches. Focus is on recruitment, training, and relationship building. Engagement team will oversee implementation of events and curriculum. During this time staff will have consistent check ins with student leaders.

October 2022 to March 2023

Recruitment efforts slow down and focus continues on chapter engagement. Planning for national chapters summit begins in January. Staff continues to focus on student engagement, events, and curriculum follow up.

**Total chapters engaged:
50 by May 2023**

A dark blue horizontal banner with light blue arrowheads at both ends, matching the top banner.

Programs

Chapters

Community and
movement
building

Scholarships

Supporting 40
scholars in
2022

Campaigns

Educating and
motivating young
people

Chapters - We organize EEqual chapters in schools and communities across the country in order to advance our movement-building efforts. We want every young person involved in the larger movement for social justice. We also want every young person to see education as an important tool for achieving social justice. Our chapters engage in education and service projects in their local communities aimed at supporting homeless students.

Scholarships - We give out scholarships to homeless students. We gave out 10 scholarships in 2021 and have raised the money to give out 40 scholarships in 2022. Our scholarship program comes with mentoring, leadership development and other services to ensure student's basic needs are met. We believe in a holistic approach that goes beyond financial assistance. (Note: this request is not for scholarship money. We fund our scholarships through individual donors.)

Campaigns - We are connecting with young people where they are at: social media. We build educational campaigns to promote the values of education and justice among our younger generations.



Scan this with your phone's camera to see a video for you from our Executive Director!



1. Open the camera on your phone.
2. Point it at the QR code above.
3. Touch the QR code on your screen.
4. If all else fails, go to <https://youtu.be/Ld8s10T3EuQ>