

# HBCU SCHOLARSHIP PACKAGE

Post Plant Based World Expo

## Scholarship Reception

Film Screening & Fundraiser

Thurs. Sept. 7th -7pm

GREEN TERRACE - YOTEL HOTEL

570 10TH AVE. & W. 42ND, 4TH FL.



### CONTEST RULES

Watch **Heart & Soul of a Champion** & **"The Game Changers"** Films & Write an 800 word essay that explains how a plant-based diet can reverse chronic disease & help to optimize the immune system to resist & fight communicable disease.

**\$1,000 Awards for Best Article**

**1 Monthly Winner Starting Jan 2024**

**Approx. 35% of HBCU Students come from Food Insecure Homes!**

Register



**Plant Food Cafeteria Scholarship Drive &**

**Next Pandemic Game Changer**

**Essay Writing Scholarship**

Tackling Food Insecurity & Chronic Disease on HBCU Campuses  
To build healthy communities the Plant-Base Way!

# WHY SUPPORT HBCUs



Historic Black Colleges and Universities (HBCUs) are institutions that were established as early as 1837 with the principal mission of educating freed slaves who suffered from illiteracy. For a century after the end of slavery in the United States in 1865, most colleges and universities in the Southern United States prohibited all African Americans from attending school. Now 100 HBCU institutions exist and have been the backbone of self-determination and economic development in the Black community. HBCU's are credited for the following accomplishments and should be ground zero for health care innovation.

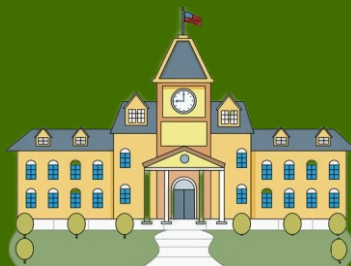


**600,000**

HBCU students  
attend annually

Over  
**10,000**

Black HBCU Medical  
School Graduates



**\$14 Billion**



Annual Regional  
Economic Impact

101 HBCU Institutions  
19 States in U.S.

**Millions of  
Alumni**

in the U.S.



500 HBCU physicians care for  
**1.1M patients\***

\*A 2012 *Annals of Family Medicine* noted that the average primary-care physician has about 2,300 patients on his "panel"

# Plant Based Meal Plan Scholarship

**The Problem:** Obesity is a growing public health crisis in the United States and is associated with a substantial disease burden due to an increased risk for multiple complications, including cardiovascular and metabolic diseases. Also, obesity disproportionately affects the African American population, women in particular, regardless of socioeconomic status. HHS Office of Minority Health – Feb 17, 2023

**Food Insecurity:** Compared with students who are food secure, students who are food insecure have been associated with having poor dietary quality, poor physical activity habits, and greater odds for obesity. Journal of the Academy of Nutrition and Dietetics, “Food Insecurity on College & University Campuses – Published Oct. 27, 2021

Food insecurity disproportionately impacts students of color, and is only made worse by additional socioeconomic barriers that make actions like buying textbooks or staying enrolled in school extremely difficult, if not impossible,” said Rep. Barragán – Co-sponsor “2023 Food For Thought Bill” (bill will provide HBCUs grants to supply free meals (including plant-based meals) but for only 10 students per campus) More is needed.

## SOLUTION? Adopt A HBCU Student & Give HBCU Plant-Based Cafeteria Meal Plan Scholarship



Dr. Ruby Lathon, PhD Certified Holistic Nutritionist, thyroid cancer survivor using only plant-foods and owner of [Ruby Reds Organics Vegan Meal Delivery](#) has formulated the HBCU Plant-Based Cafeteria Meal Plan<sup>SM</sup> to provide Cafeterias with a 100% plant-based meal plan that students can select rather than picking through “plant-based options” on the regular Cafeteria Plan. The Plant-Based Plan is packed with nutrient dense whole raw and minimally processed foods that are culturally relevant and taste great!

The HBCU College of Plant-Based Lifestyle Medicine is working with HBCU cafeteria & food service vendors to roll in 2024 the pilot HBCU Eden Green Zone project where students can purchase the HBCU Plant-Based Meal Plan & join the [HBCU Plant-Based Lifestyle Education Network](#). To address obesity and food insecurity on the designated HBCU pilot school, the HBCU-CPLM seeks donors to “Adopt A Student” by giving a Plant-Based Meal Scholarship.” To grow the program, the HBCU Pandemic Preparedness Essay Contest will be implemented on all 100 campuses to educate students about the over-all project and the social network.

### The HBCU Eden Green Zone Project Goals by Jan 1, 2024:

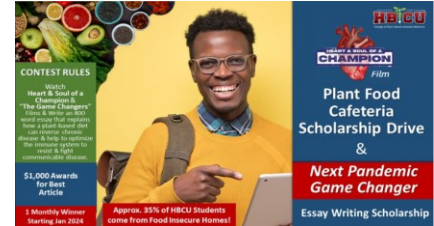
- 100 HBCU Students Adopted on 1 HBCU Campus - \$6,500 scholarship
- Obtain IRB for student research to study student’s progress
- Measure student health status 1st year on program & subsequent years
- Expand program in summer 2024
- Host Student Veggie Food Fest Summer of 2024
- Essay Writing Contest

### Student Benefits

- THE TEN LAWS of Plant-based Lifestyle Medicine bi-monthly training
- Student networking & story telling in the network & social media
- Students serve as Ambassadors for donors who donate to the scholarship fund

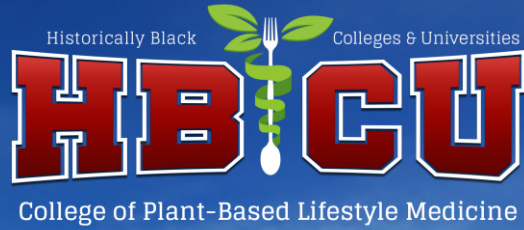


# SPONSOR BENEFITS



To start the pilot program, we need 100 donors to give a \$6,500 scholarship to create a viable Plant Food Cafeteria Meal Plan that can be replicated on other campuses. When you donate, donors received the following benefits that provide opportunity for engagement with the student awardees and reach the larger community on each campus. See the benefits below.

Benefits	Platinum \$50,000	Gold \$30,000	Silver \$20,000	Bronze \$15,000	Green Friend \$6,500 Covers 1 Student Plant Food Cafeteria Meal Plan	Essay Contest \$1,000
Logo featured monthly on member electronic newsletter & micro site on HBCU-CLP Network website	•	•	•	•	•	•
Logo featured on Press Release for Student Scholarships & Student Ambassadors	• 7 Student scholarships	• 5 Student scholarships	• 3 Student scholarships	• 2 Student scholarships	• 1 Student scholarships	• 1 Student Contest Winner
Unlimited posting of job opportunities on the job board <a href="http://www.HBCUPlantbasedlifestyle.com">www.HBCUPlantbasedlifestyle.com</a>	•	•	•	•	•	•
Full-page in fundraiser program & digital program	•					
Half-page handout & digital program booklet		•				
Quarter-page ad in digital program booklet	•		•			
Logos displayed on jumbo conference screens under sponsor level	•	•	•	•	•	
Reception Exhibit Table	•	•	•	•	•	•
Reception 3-minute speaking opportunity	•					



## Bright Innovations For Better Health Outcomes

### SPONSORSHIP PAYMENT

#### **PAYMENTS**

#### **Wire Instructions:**

Truist Bank:  
Routing Number: 121000690675  
Account No.: 061000104

#### **Credit Card Payment**

Pay online with credit card at this link:  
<https://give.cornerstone.cc/hbcu>  
\*Please cover the credit card charge.

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Thank You For Your Support!