



**BARBARA & BOBBY  
PRICE LEGACY  
FUND  
ANNUAL REPORT**

**2024**

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# MESSAGE FROM OUR FOUNDER

This year has been marked by the first steps in the long journey toward realizing educational equity. We began this year by formalizing our organization as a tax-exempt nonprofit charity under Section 501(c)(3), allowing us to provide an even greater impact to our students and active learners.

## **Then we got to work.**

During 2024, we managed to set the foundation for long-term success and establish a culture of initiation and shattering status-quo thinking. This includes launching and expanding our grants and developing the College Match Threshold .

## **We have a bold vision.**

It is what motivates us to bring free and accessible academic resources to everyone who visits us. It is what sparked our extension of a core offering of diverse financial assistance scholarships for dedicated students seeking academic and experiential pursuits while in higher education.

## **We are only getting started.**

Our motto - Educational Equity Starts Here - calls us to continuously think of innovative ways to break barriers preventing students from achieving their full potential. We know education is the key to solving so many grander issues our communities face and our work is only getting started.

# ABOUT BBPLF

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The Barbara and Bobby Price Legacy Fund (“BBPLF”) is a new 501(c)(3) nonprofit charity dedicated to advancing educational equity for students pursuing higher education. Our namesakes, Barbara and Bobby Price have left a footprint of discipline and hard work that guides BBPLF in everything we do.

This year, we promised a core listing of three financial scholarships for high school seniors through college juniors. These scholarships help address the increasing burden of financial resources to receiving quality education.

Additionally, we have provided and developed tools focused on academic development and guidance through the college application process which are publicly available on our website.



**“Barbara and Bobby Price  
have left a footprint of  
discipline and hard work  
that guides BBPLF in  
everything we do.”**

We are inspired by the efforts and perseverance of students nationwide and seek to provide holistic support for them to achieve academic and professional success.

We believe that higher education should be universally accessible to all. That is why we are committed to activating students, communities, and leaders to achieve greater scholarly and practical wisdom through financial assistance and freely accessible resources.

We stand at the forefront of educational equity to make an everlasting contribution to society.

# OUR VALUES

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Through our values-driven approach, we aim to cultivate the next generation of leaders, innovators, and change-makers.



## 01 – Education

We are committed to breaking down barriers and ensuring that all individuals, regardless of background or circumstances, have the opportunity to pursue their academic aspirations.



## 02 – Equity

We believe in creating a level playing field and promoting diversity, equity, and inclusion where every student has an equal chance to succeed.



## 03 – Environment

We recognize the broader impact of education on communities and society as a whole. By investing in the education of individuals, we contribute to building a stronger, more prosperous future for all.



## 03 – Excellence

We strive for excellence in all that we do and hold ourselves to the highest standards to ensure that our scholarship program delivers meaningful results.

# OUR PLAN

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While we have started off strong, next year we hope to see the initial benefits of our hard work. Below are key measures of success that we anticipate hitting in our next year.

KEY INDICATOR	ACTIVITY / PROJECT	DATA / OUTCOME
Number of Applicants	Students are the heart of our mission. How well did we inspire them to connect to BBPLF's scholarships?	<ul style="list-style-type: none"><li>• Better knowledge of demand and interested populations</li><li>• Insight into which offerings are popular</li></ul>
Volume of Grants Received	Financing our programs and initiatives is essential. Large funding is necessary to accessing educational equity.	<ul style="list-style-type: none"><li>• More accurate forecasting of growth</li><li>• Relationships with foundations/funds</li><li>• More impactful assistance to students</li></ul>
Number of Recurring Donors	Our donors, a network of individuals, families, and businesses, fund our core operations.	<ul style="list-style-type: none"><li>• Better capabilities to profile our passionate supporters to target greater growth</li></ul>
Number of Partners	Our corporate partners have provided financial and non-financial contributions for the betterment of our award recipients.	<ul style="list-style-type: none"><li>• Increased programs and benefits for students</li><li>• Greater ability to expand BBPLF offerings</li></ul>

# FINANCIAL POSITION

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## Income Statement

Barbara and Bobby Price Legacy Fund, Inc

Jan 2024 - Dec 2024

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	2024
Revenue	
Individual Contributions	5,093.00
In-Kind Contributions	10,750.00
<b>Revenue total</b>	<b>15,843.00</b>
Expenses	
In-Kind Service Expense	1,750.00
Marketing & Advertising	133.84
Software & subscriptions	78.35
Professional Service Fees	276.00
<b>Expenses total</b>	<b>2,238.19</b>
<b>Operating income</b>	<b>13,604.81</b>
<b>Other revenue</b>	<b>400.00</b>
<b>Other expenses</b>	<b>3.00</b>
<b>Net income</b>	<b>14,001.81</b>

# CONCLUSION

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Our success story is just starting and we have high expectations and a long path to achieving them. Our highlights of Fiscal Year 2024 are in their infancy and we look forward to their continued development in the future.



## STUDY SMARTER

We have brought tested, approved, and trusted study resources to students in all main subject areas.



## EDUCATION EQUITY

Our core focus is to provide financial scholarships and grants to dedicated students who have diverse curricular needs.



## CONQUERING COLLEGE APPS

Our College Tips is designed to be a holistic guide for high school seniors and those applying to higher institutions.



# ACKNOWLEDGEMENTS

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We would not have been able to have such a successful start to our journey toward educational equity without our dedicated team. Thank you!

- Sarah Price, Founder & CEO
- Michelle Price, EVP of Advocacy and Operations
- Suzanne Williamson, EVP of Strategic Growth
- Mario Ojadi, EVP of Marketing and Brand Development

Additionally, we wish to acknowledge our first-ever donor and external supporter, **the Macrae Family**. Thank you for your continued support and trust in our mission!

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