



# **learning legacy**

**non-profit advocating for teachers and education**

# INTRODUCTION

## OVERVIEW

Founded by a graphic design college student, our non-profit organization is dedicated to addressing the educational gap in teachers' pay. We aim to bridge this gap by establishing a platform that raises funds to elevate teacher salaries and ensure classrooms are well-equipped, fostering a supportive and valued environment to bring joy and appreciation to the teacher workforce.

## TARGET AUDIENCE

Our target audience consists of influential individuals ages 25 to 50 with an annual income of \$1M+. Living in the United States, they have an active and philanthropic lifestyle, value education, and want to invest in the future.

## GOALS

Our main objective is to establish an organization that cultivates appreciation and support for grade school teachers (PS-12), fostering a strong sense of community among educators and influential figures. We aim to provide a distinctive platform for advocacy, closing the pay gap for educators and enabling them to fulfill their roles efficiently in teaching and shaping the future generation.

# PROCESS



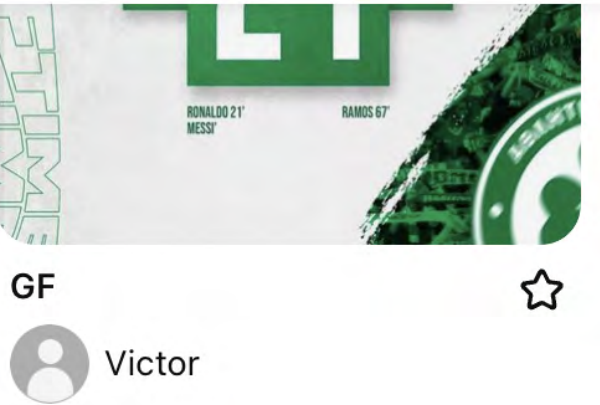
Abylay Mahambetkul



Ebook: Faculdade Única



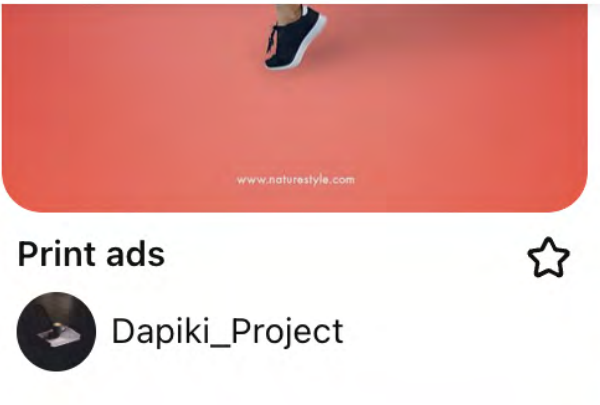
Évry University Open Day - Poster design



Victor



MR STUDIO



Dapiki\_Project



Utsho Das

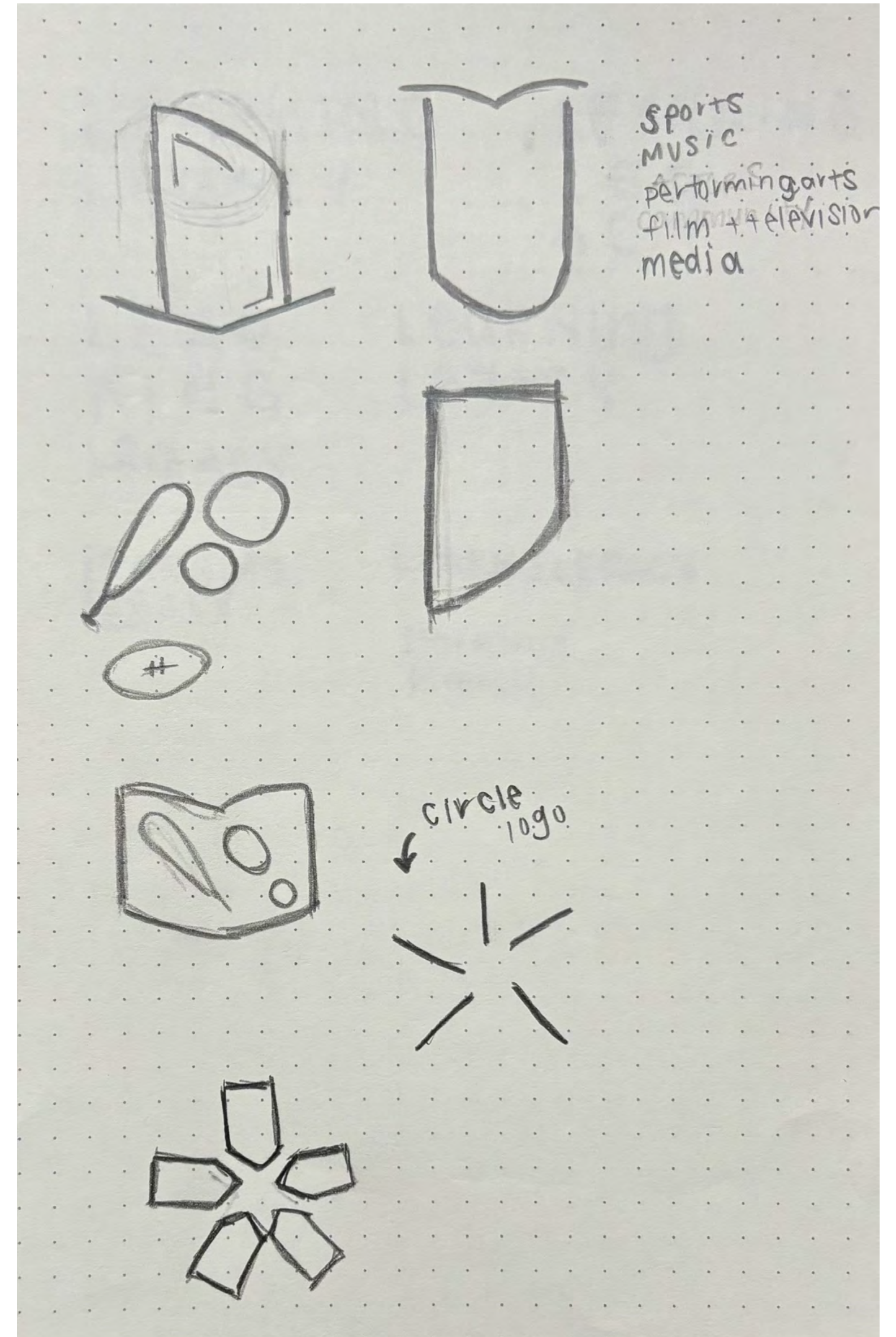
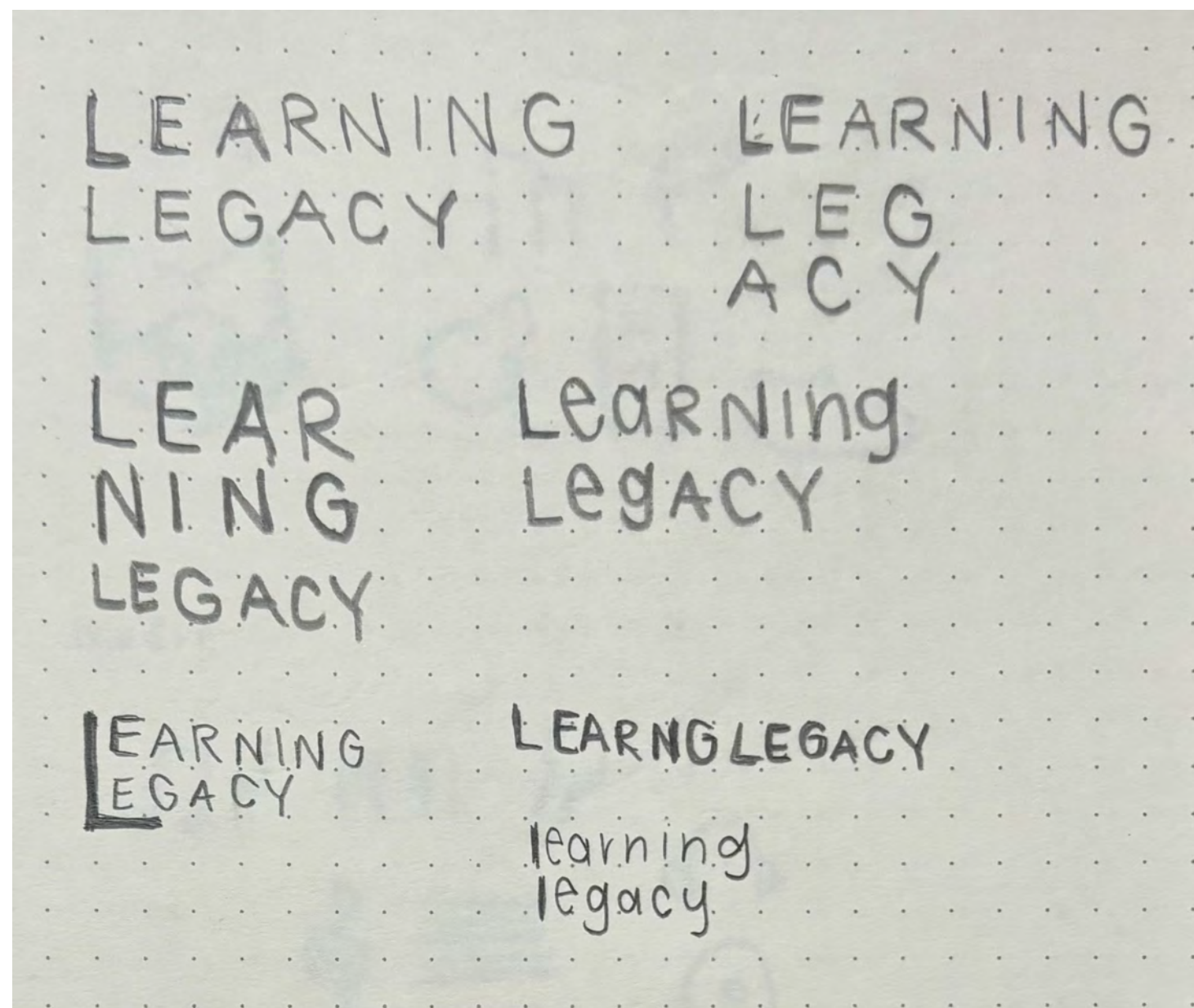
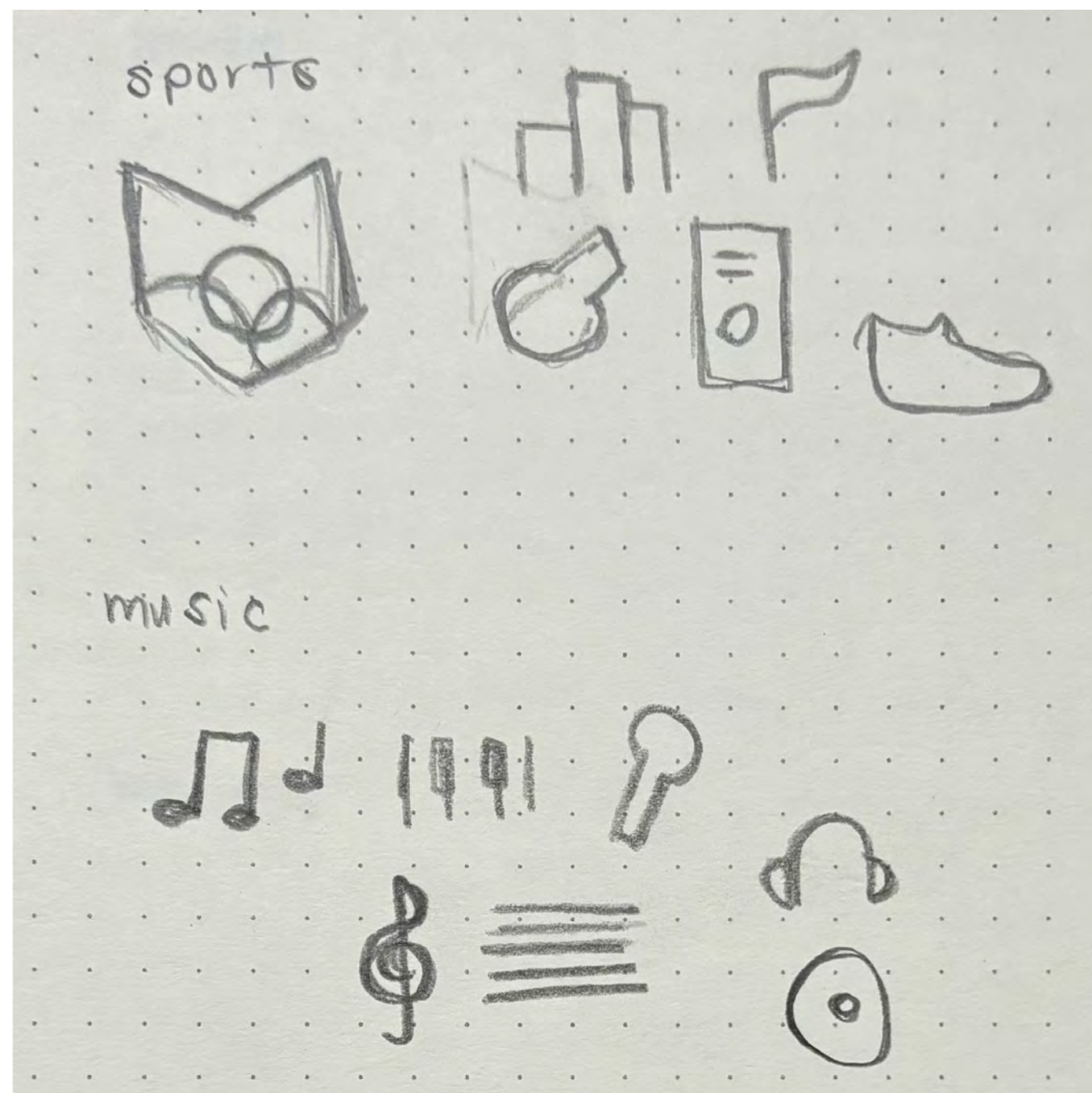
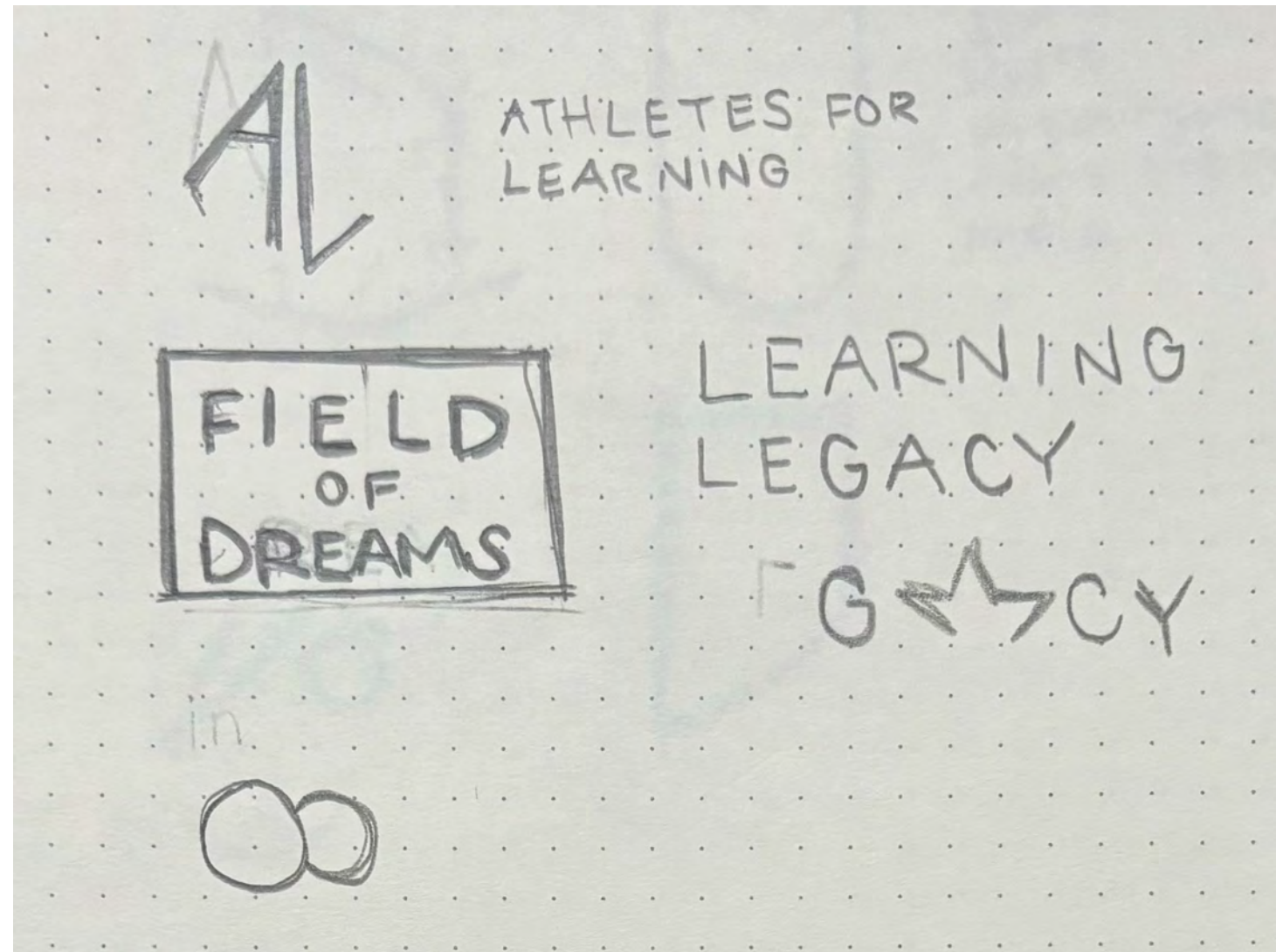
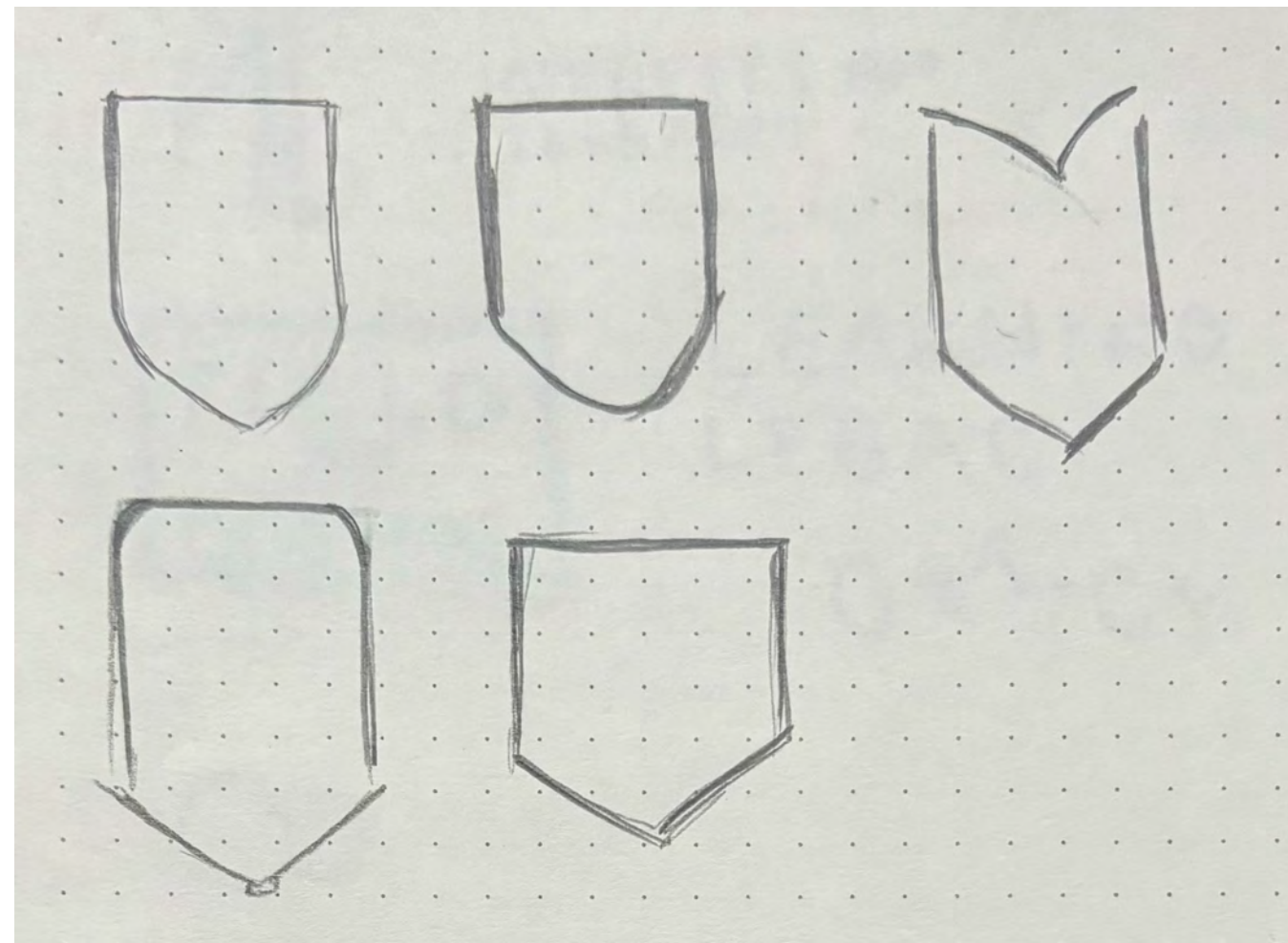


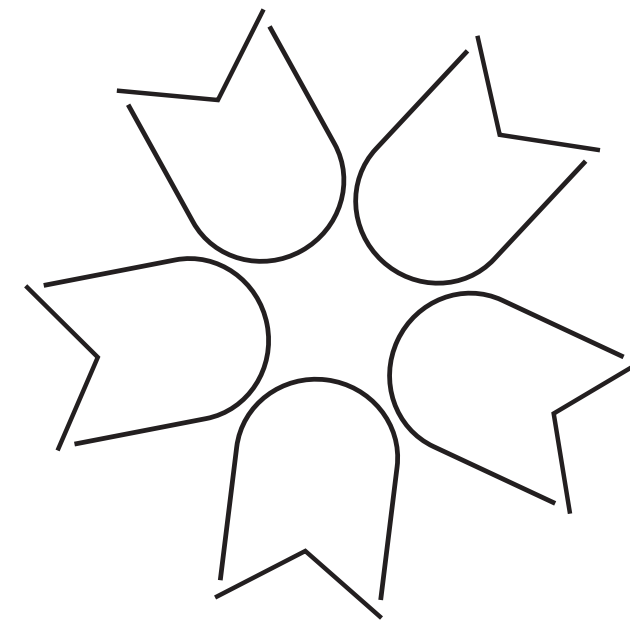
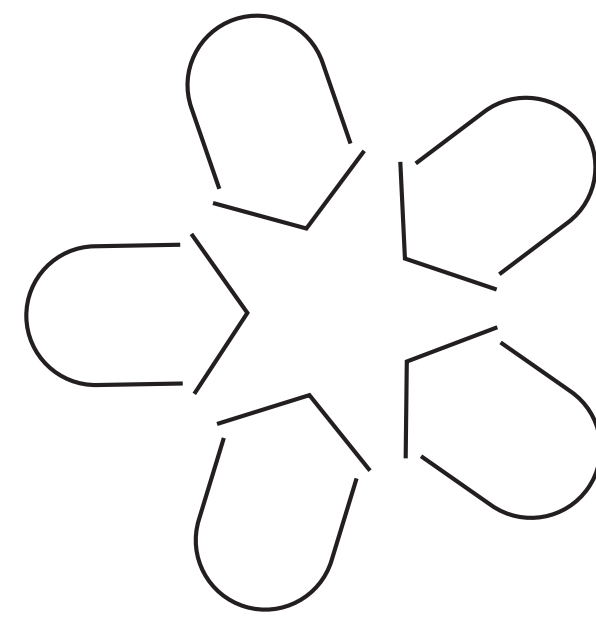
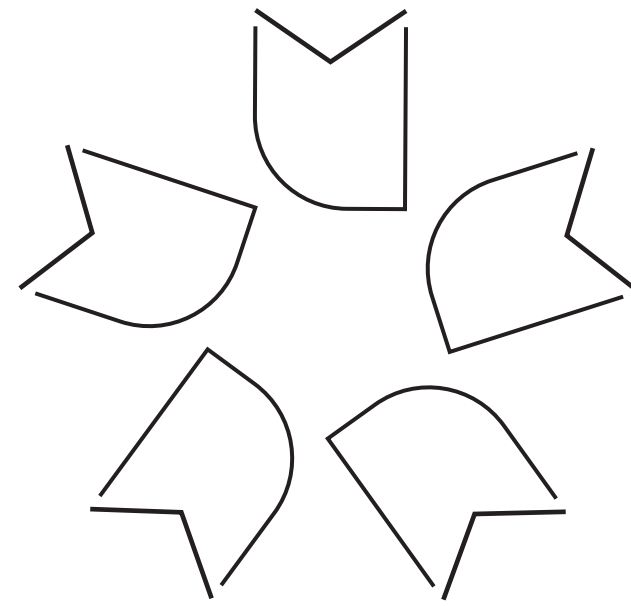
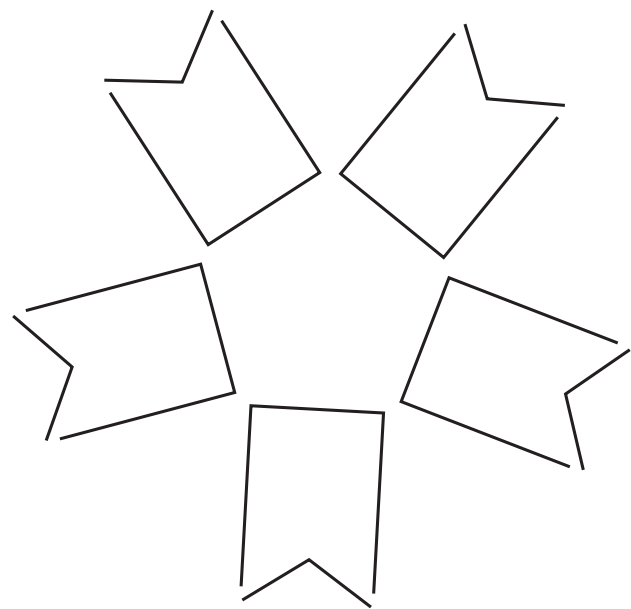
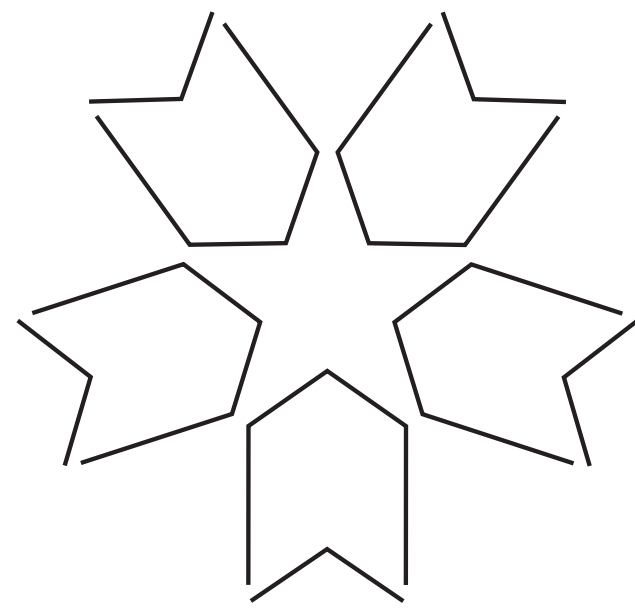
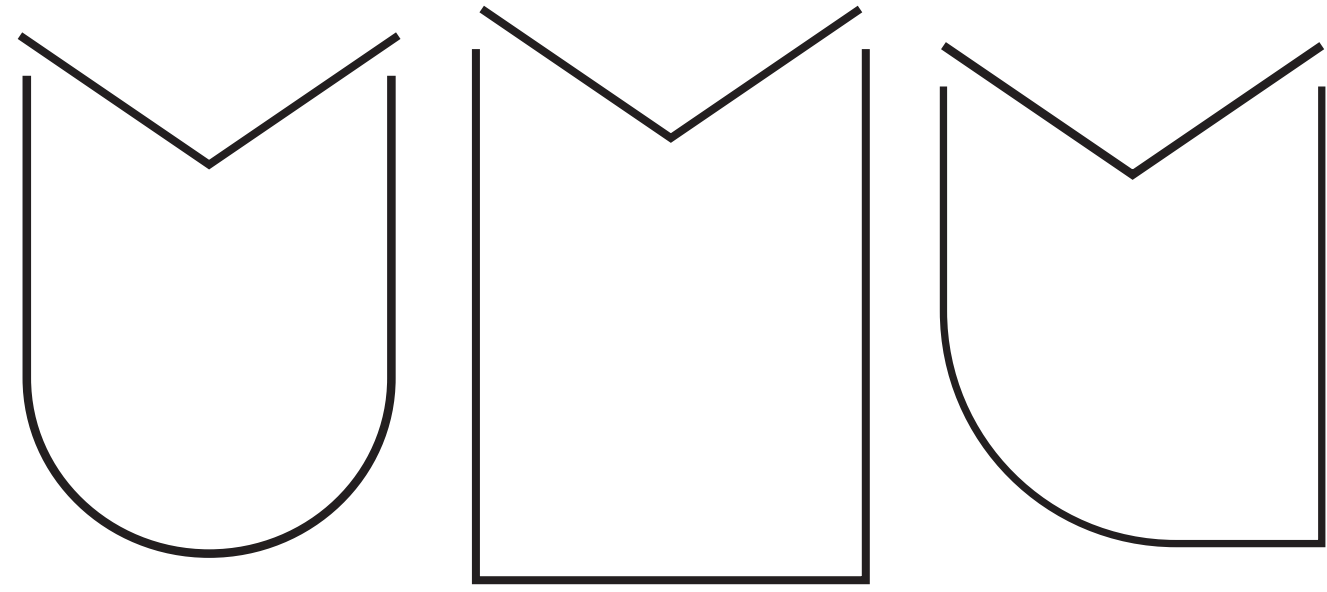
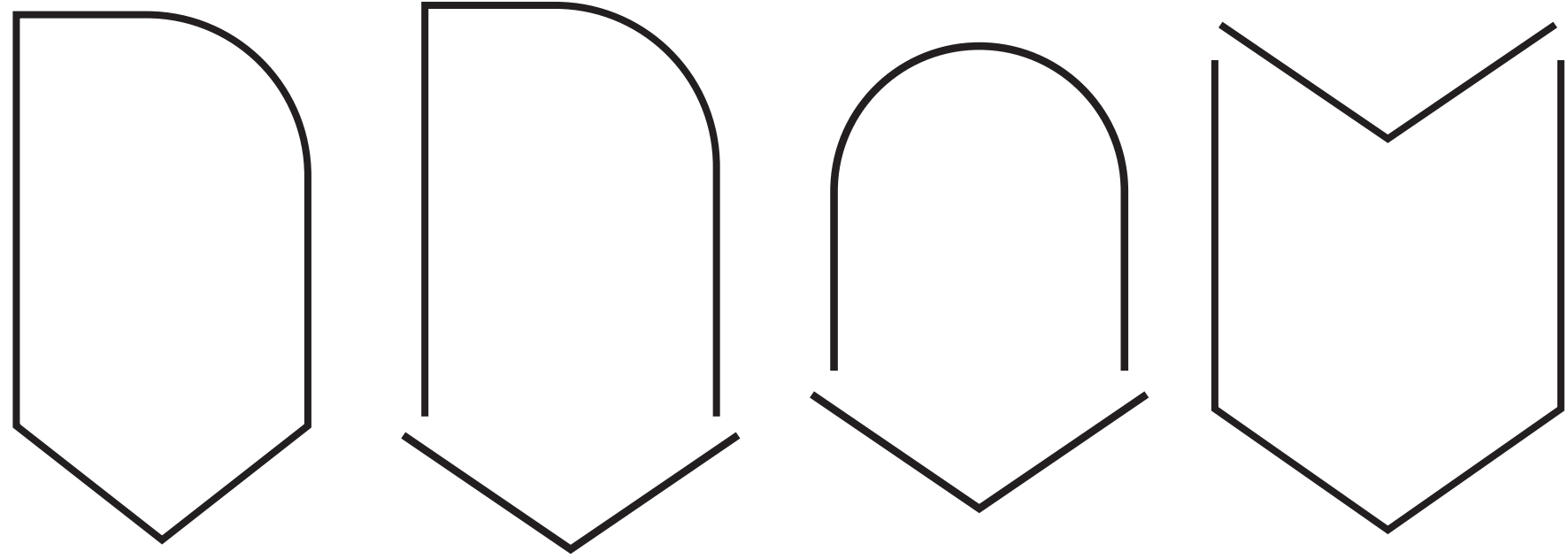
Our Story: The Story of a Generation of Vocational...



Higher education recruitment campaign







**LEARNING  
LEGACY**

LEARNING LEGACY

**LEARNING  
LEGACY**

**LEARNING  
LEGACY**

**learning  
legacy**

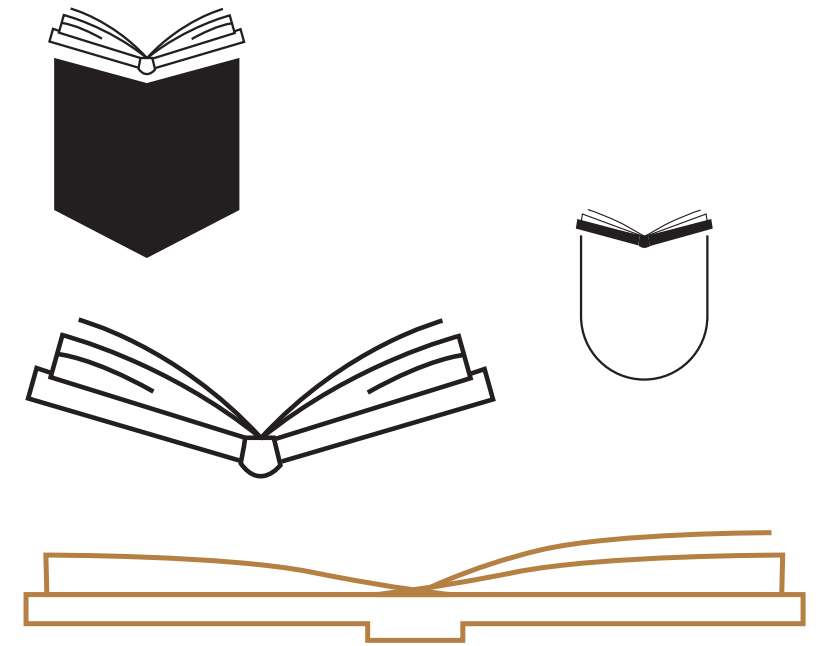
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legacy**

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**Learning  
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# COLOR TREATMENT

**ATHLETIC FLAME**

RGB: 227/23/10  
CMYK: 5/100/100/1  
HTML/WEB: #D9170A

**CREATIVE SPARK**

RGB: 255/186/8  
CMYK: 0/30/100/0  
HTML/WEB: #FFBA08

**EXECUTIVE  
EMERALD**

RGB: 48/107/52  
CMYK: 81/34/100/25  
HTML/WEB: #306B34

**SOCIAL SKY**

RGB: 1/176/229  
CMYK: 82/3/2/0  
HTML/WEB: #01B0E5

**SCHOLARLY  
LAVENDER**

RGB: 181/123/166  
CMYK: 30/59/11/0  
HTML/WEB: #AB7B9C

# TYPOGRAPHY

Futura PT  
**Aa**

Futura PT Light

Futura PT Book

**Futura PT Medium**

**Futura PT Demi**

**Futura PT Heavy**

**Futura PT Bold**

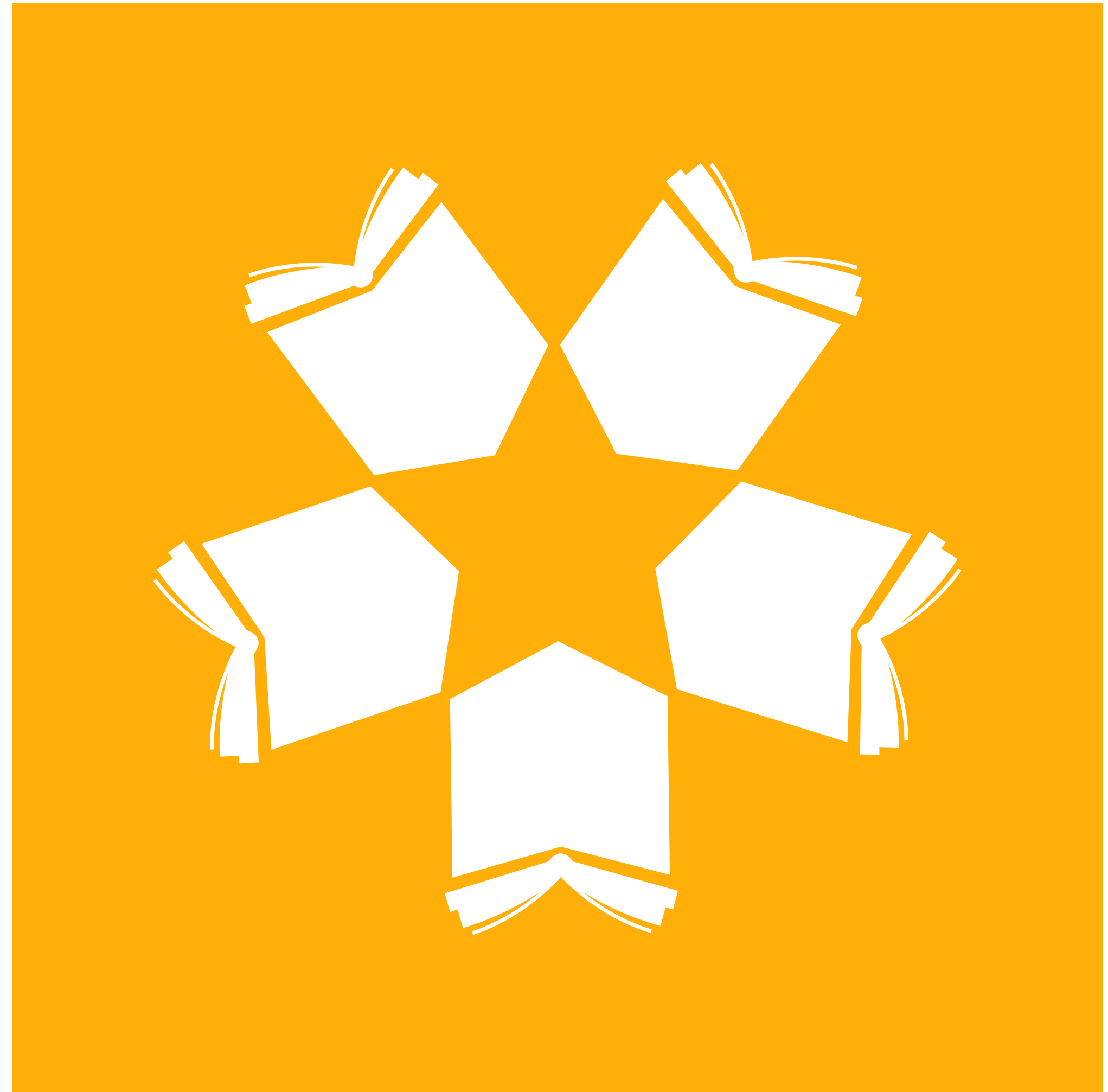
# FULL LOGO



**learning  
legacy**  
influence for impact



# SYMBOL



# SUBMARKS



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# ICONS



# BRAND COLLATERAL







# FUNDRAISING GALA

## OVERVIEW

Our annual fundraising gala serves as a pivotal platform to generate financial support and awareness for our cause, bringing together a diverse community committed to making a positive impact. The event not only raises vital funds but also fosters a sense of unity and shared purpose, strengthening our capacity to create lasting change.

## TARGET AUDIENCE

Our target audience consists of influential individuals ages 25 to 50 with an annual income of \$1M+. Living in the United States, they have an active and philanthropic lifestyle, value education, and want to invest in the future.

## GOALS

The primary goals for our first annual fundraising gala is to secure substantial financial contributions to advance our mission and expand our impact within the teacher community. Additionally, we aim to cultivate meaningful connections and engagement among attendees, fostering long-term support for our cause beyond the event.

LEARNING LEGACY  
WOULD BE HONORED  
BY YOUR PRESENCE AT OUR

**1ST ANNUAL SUMMER  
GALA**

TO BENEFIT OUR  
GRADE SCHOOL TEACHERS

SATURDAY JUNE 22  
6 O'CLOCK PM

THE PAVILLION  
2049 CENTURY PARK E  
LOS ANGELES




**1ST ANNUAL GALA RSVP**  
The courtesy of your reply is requested by Wednesday, May 29, 2024.  
Early reservations are strongly encouraged as we expect to sell out.

**TICKETS**

- Table
- Gold Ticket Package
- Silver Ticket Package
- Individual Ticket

**DONATIONS**  
Should you be unable to attend but wish to show your support and take part, you are welcome to contribute a gift, which will be tax-deductible.

**TOTALS**

\$ \_\_\_\_\_  
Ticket Total

\$ \_\_\_\_\_  
Donation Total

\$ \_\_\_\_\_  
Total Participation

LEARNING LEGACY'S  
1ST ANNUAL SUMMER GALA

**AGENDA**

**6:00-7:00PM**  
Cocktail Reception & Silent Auction

**7:00-7:15PM**  
Welcome & Opening Remarks  
Event Coordinator Rory Gilmore

**7:15PM-8:30PM**  
Dinner + Entertainment  
Singer + Songwriter Griff  
Comedian Chris Rock

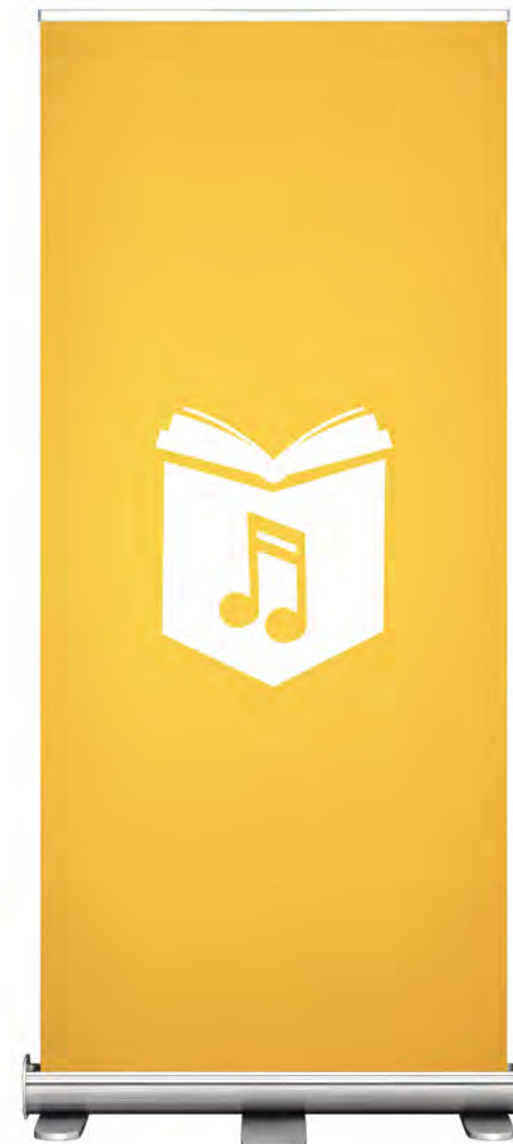
**8:30PM-9:00PM**  
Speaker  
5th Grade Teacher Jennifer Meyers

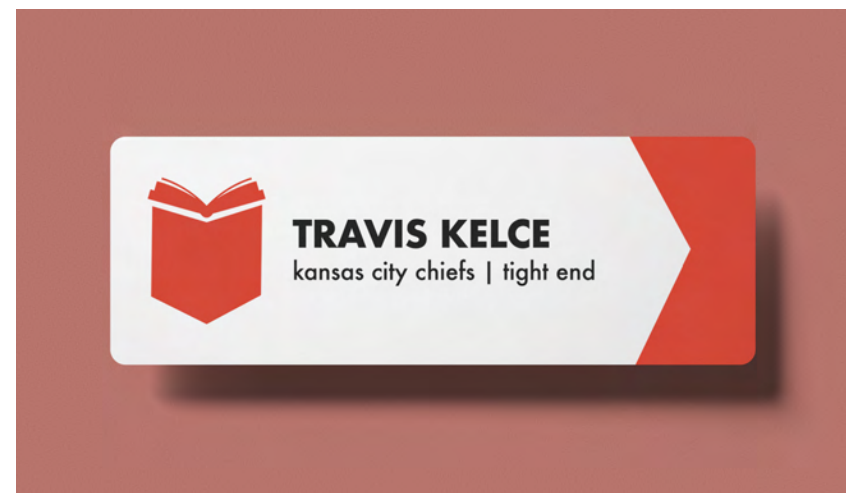
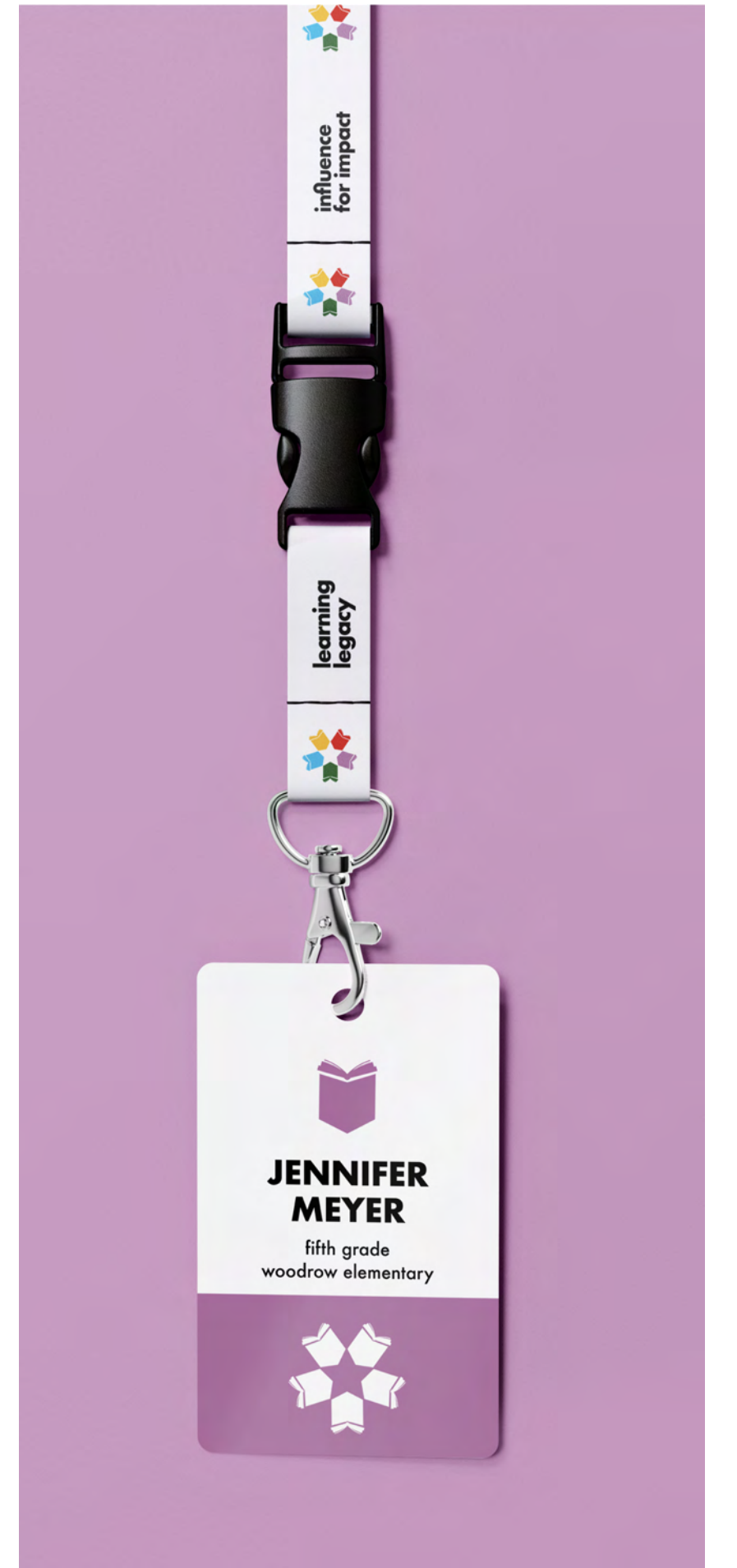
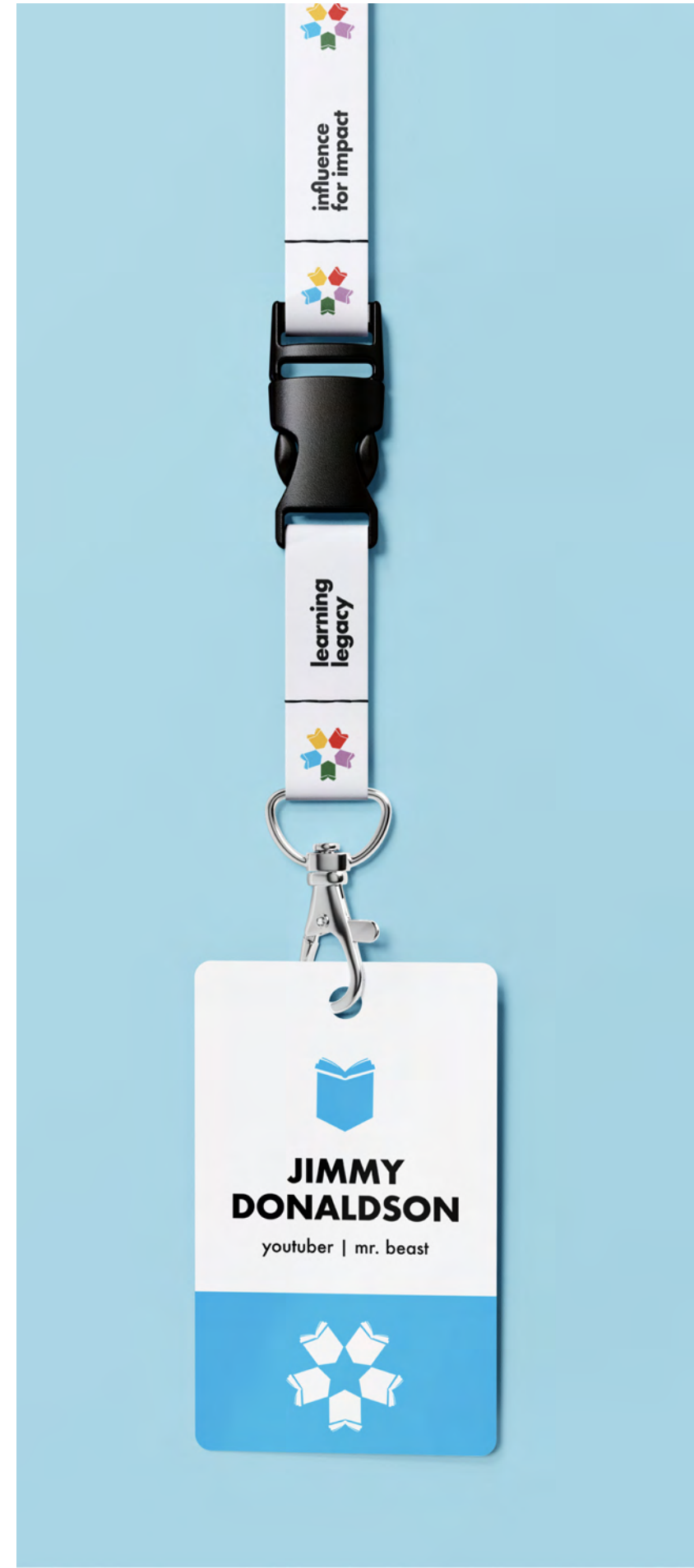
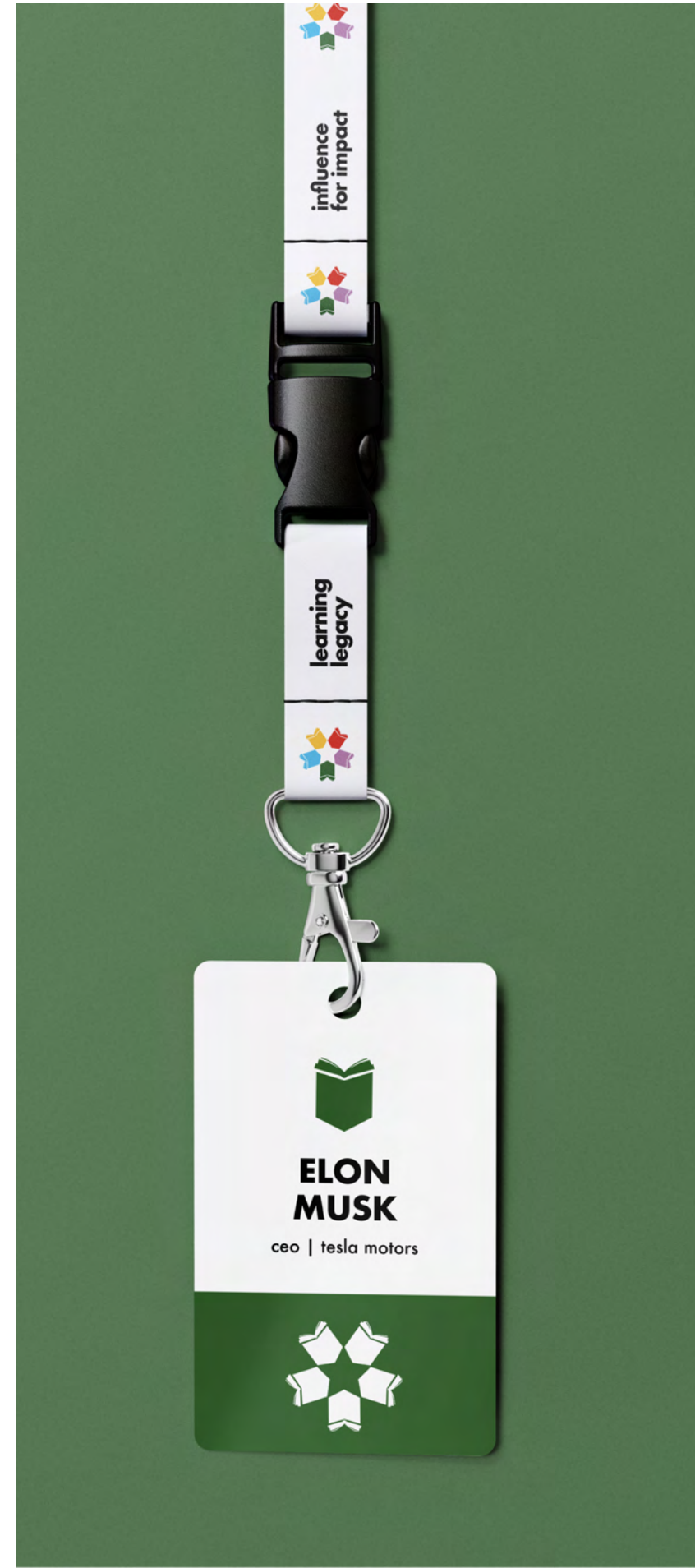
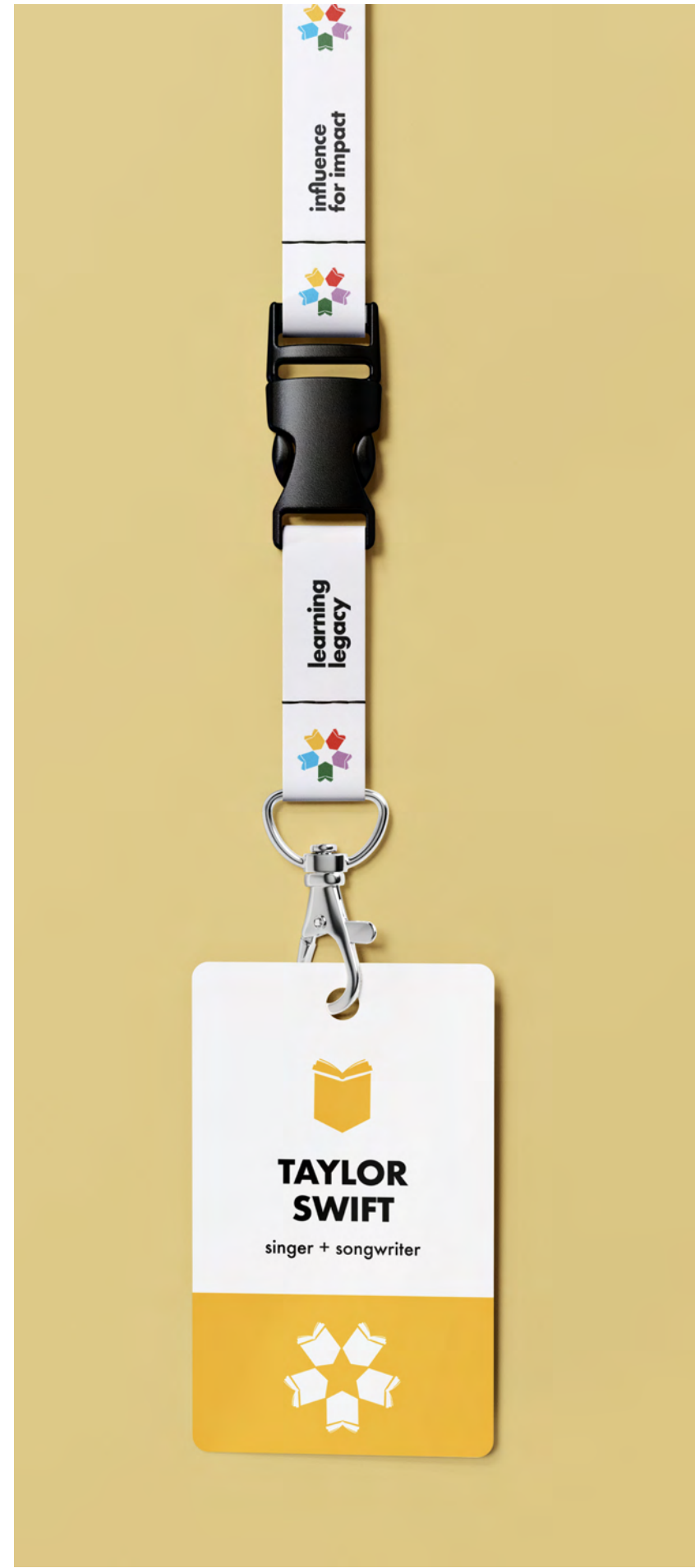
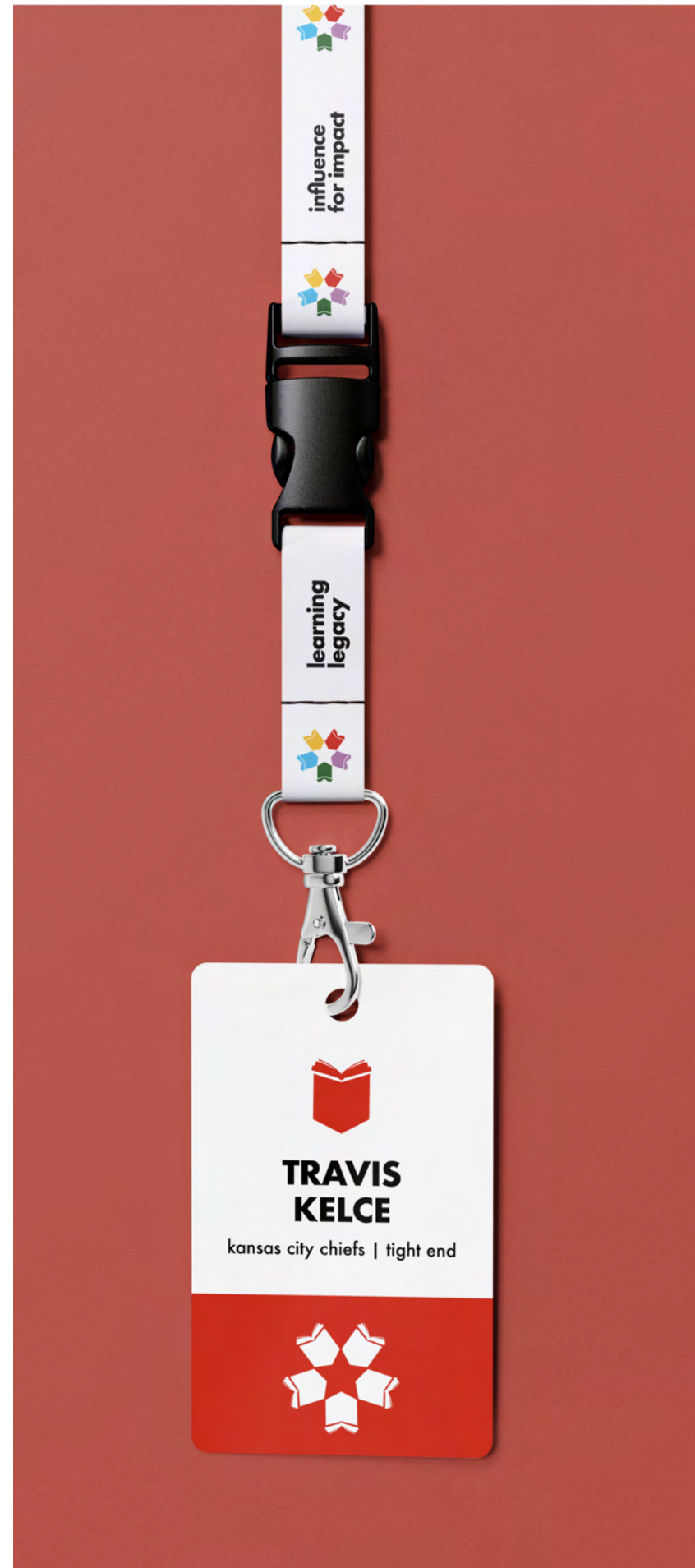
**9:00PM-9:15PM**  
Dessert & Closing Remarks  
CEO Koylee Thompson

**9:15PM-10:00PM**  
Dancing & Socializing











# ADVERTISING CAMPAIGN

## OVERVIEW

In our pursuit of increased recognition and support, we are launching a targeted advertising campaign tailored to specific industries. The strategic placement of our posters in high-traffic areas such as arenas, theaters, and popular venues frequented by our target audience, aiming to maximize visibility and engagement.


## TARGET AUDIENCE

Our target audience consists of influential individuals ages 25 to 50 with an annual income of \$1M+. Living in the United States, they have an active and philanthropic lifestyle, value education, and want to invest in the future.


## GOALS

The objective of our advertising campaign is to raise awareness and garner support for our organization, with a specific focus on supporting teachers. Our ads are strategically designed to align with industry aesthetics, featuring concise teacher profiles alongside compelling calls to action to engage and mobilize our audience in making a positive impact.

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# TEACHER OF THE YEAR



**AMERICA SINGER**  
MOST INSPIRING TEACHER  
NATIONAL EDUCATION ASSOCIATION

In her 8 year of teaching, America Singer has already taught more than 287 students. Within this time frame, 4 of her students became professional athletes, 2 attained CEO positions, and 6 ventured into entrepreneurship. Despite facing challenges like an underfunded classroom and a low salary, every single one of her students had their lives positively influenced by Ms. Singer.

Help America Singer continue making an impact on students' lives and teach the next generation of professional athletes, business owners, artists, and scientists. Donate and sponsor a classroom today.

[learninglegacy.org/donate](http://learninglegacy.org/donate)

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# DAISY JONES INNOVATIVE TEACHER OF THE YEAR



DAISY JONES  
DAISY JONES  
DAISY JONES

Daisy Jones, with five years of teaching experience, finds joy in every day spent in the classroom and thoroughly enjoys teaching her students. Her excitement comes from molding the minds of the next generation, ensuring her teaching lessons are engaging and relevant. Driven by her passion, Daisy often spends her money to decorate her classroom and provide supplies for the children.

Help Daisy Jones to continue her passion to impact her students and create a fun and welcoming environment for them. Donate and sponsor a classroom today.

[learninglegacy.org/donate](http://learninglegacy.org/donate)



**THANK YOU**