OLIVER SCHOLARS

Happy 37th Birthday Oliver Scholars



READY. SET. CELEBRATE!

October 30th marks the founding of Oliver Scholars and our 37th year of Scholarship, Leadership, and Service.

In 1984, the legacy of Oliver Scholars was born. From our humble beginnings of graduating our first scholar in 1985, to have since graduated over 1,100 students. Today, we continue to cultivate gifted and talented Black and Latinx students from New York City into leaders and trailblazers on their school campuses and in their communities.

We invite you to join the celebration!

Whether you attend our unique virtual events and programs or make a direct contribution, your support will help us remain #OliverStrong.

We look forward to continuing the vital work our founders started, building upon a strong foundation and continuing that proud legacy, serving over 350 students each year.

FUN WAYS TO JOIN THE CELEBRATION

- JOIN SOCIAL MEDIA CHALLENGES
- ATTEND #HBDOLIVER EVENTS
- START A FRIENDRAISER
 CAMPAIGN



Join The Celebration!

There are many ways to participate in the Happy Birthday Oliver Campaign:

Become a Social Media Ambassador: Follow Oliver Scholars on <u>FaceBook</u>, <u>Twitter</u>, and <u>LinkedIn</u>, participate in the 37 days of Oliver Social Media Challenge on <u>Instagram</u> -- repost and share all the great things happening at Oliver! Save the Date and join us on November 30th for a social media day of fun, unity, and appreciation on **#GivingTuesday**!

Be A Guest: Happy Birthday is an exciting month-long celebration featuring events and fundraising activities to benefit Oliver Scholars. Admission to all of our events is free, but registration is required. Join us however you can!

Fundraise & **Friendraise**: Invite friends, classmates, colleges, and family into the Oliver Community and encourage support at any level. Oliver's Happy Birthday Campaign is a wonderful opportunity to help raise awareness about Oliver -- create a page and help spread the word about our program and events! Set a goal and have your friends, family, and colleagues help you reach it through donations of any size.

Contribute: Your <u>generous gifts</u> will support our programs and our Scholars! Join Club 1984 with a monthly gift of \$37 or more: Consider a <u>recurring gift</u> in celebration of our founding year or our anniversary year! Small gifts, when multiplied, make a huge impact!

To get started, check out our brief <u>How-To Guide</u> to help you set up your online fundraising page. If you have questions or need assistance with your page, please do not hesitate to contact: <u>Carinda Greene</u>, <u>Assistant Director of Development</u>.

Check out our <u>#HBDOliver</u> page for information and exciting campaign updates!

Want to send a birthday wish to Oliver Scholars? Send a self-recorded video to

<u>Moshe Crone</u>, Director of Communications and Marketing.

Calling All Alumni:

Make an Impact today!

The Alumni Council is calling all alumni to support the Happy Birthday Campaign's fundraising goal of \$37,000 in honor of Oliver's 37th birthday, by creating a simple and a personal crowdfunding page today! Your loyalty and support will continue to impact future generations of high-achieving Black and Latinx students in NYC and prepare them for success in top independent and private schools!

To get started, visit the <u>Alumni Impact Page</u> and <u>#HBDOliver Toolkit</u>. If you have questions or need assistance with your page, please do not hesitate to contact:

Carinda Greene, Assistant Director of Development.



EVENTS









