

# NOVA: THE COURAGE TO RISE

*A book for young women*

*By Tricia Johnson, CEO and founder of Beauty in Everything foundation*

*Published by Ingenium Books*

Ready to help me inspire and empower young women to thrive?

We are reaching out with a unique opportunity for potential funding partners in our bid to inspire and empower young women (teen girls) across America to thrive.

## Purpose & Need

Girls in our society are faced with economic, familial and social obstacles and pressures that inhibit their potential: family dynamics, traumatic experiences, social status, poverty, low self-confidence, peer pressure, and more. As a result, we have a society filled with girls who lack self-esteem, don't know where to turn and who don't understand their potential.

The shocking truth is that roughly 35,000 teens under the age of 25 (unaccompanied children and young adults) in the United States are homeless. Among all children under 18 years in the U.S. 43 percent live in low-income families and 21 percent live in poverty. This is a large percentage of girls who do not have all of the necessary resources and opportunities to thrive.

## Nova: The Courage to Rise

This book offers teen girls & young women simple lessons and stories to help girls thrive.

In *Nova: The Courage to Rise*, I offer girls engaging stories from two relatable characters: Stella and Aurora, whose self-discoveries will show readers it is possible to transform their mindset and take action to thrive. I know the unique social pressures that could inhibit a girl's potential and I am passionate about girls becoming courageous in the pursuit of what sets their soul on fire. Reflecting my guidance and passion, Stella and Aurora demonstrate lessons on social media, friendship, mindset, finding your passion, letting go of perfectionism, confidence, kindness, serving others and more.

*Nova*, forthcoming in October 2021 and published by [Ingenium Books](#), is a resource for young women to help them create a life of purpose. It's a tool to help create a tribe of girls who feel more empowered, valued, and equipped to navigate and rise above her own personal circumstances.

## Who

**Primary Audience:** Females ages 14-20: underprivileged girls who lack the rights and advantages of other girls in society as well as girls who are seeking guidance to be inspired and empowered to pursue their dreams. In American alone, there are 21 million girls ages 14-20.

**Secondary Audience:** The parents, caregivers, mentors, teachers, coaches and other role models of the US female population ages 14-20.

## Beauty in Everything Boxes

At the [\*Beauty in Everything Foundation\*](#), we are committed to the development of girls and young women by giving them access to resources and the tools girls need to thrive. We love inspiring and empowering girls, so our purpose is to help girls discover *their* purpose.

At Beauty in Everything foundation, we seek out adolescent girls to help offer them proper resources and opportunities. Our largest program is the ***Beauty in Everything Box***, which is a box that we send directly to girls or to a collaboration location for girls to pick up. The boxes contain basic hygiene and feminine essentials, hygiene tips, and inspirational messages. We are expanding our programs to have the greatest impact on girls throughout our community and our country.

We are teaming with other organizations to get our Beauty in Everything Boxes in the hands of girls who need them most.

Our goal now is to offer them inspiration as well as the hygiene and feminine essentials and hygiene tips. We are doing this by adding founder Tricia Jacobson's book, ***Nova: The Courage to Rise*** in each box supplied to girls in need.

*To reach as many young women in need as possible, we need your help.*

We will include the ***Nova: The Courage to Rise*** book in as many boxes as possible, the distribution volume as follows:

As of June 2021: 250 boxes per month

By December 2021: 500 boxes per month

By June 2022: 750 boxes per month

By January 2023: 1000 boxes per month

With this volume you can see we have plenty of room to acknowledge our funding supporters and to increase the impact and positive influence on our audience of young women.

## How you can help

We need funding to make it possible to include a book in each Beauty in Everything Box distributed to underprivileged young women. As part of our mission, we are inspiring and

empowering girls by offering them the resources and tools to thrive, to break the cycle, to understand they can create their own future. Every donation you give takes us one step closer to impacting the lives of girls in our community.

We will not be able to put our plan to action without your help and support. With this, we are offering you opportunities for sponsorship that will help us get one more important resource into the hands of girls.

Nova Ambassador (\$10,000 – only one per calendar quarter)

- Inclusion of 500 books in Beauty in Everything Boxes provided to underprivileged young women.
- Name and/or organization and logo included in listing of supporters in a special first page of each of the 500 books
- Your name or your organization's name will be listed on the Beauty in Everything website where we acknowledge program supporters
- Your blog on why you're interested in helping empower young women published on Beauty in Everything website and promoted through our social media channels
- Social media mentions/tags in our social media campaign to promote awareness of the book's inclusion in our Beauty in Everything Box
- Ten author-signed copies of the book.
- Video shoutout on the Beauty in Everything website
- Charitable contribution receipt for tax purposes

\*\*for Ambassadors signing before [August 1, 2021? TBD for those signing after that date]

Nova Empowering (\$5,000 — one per month/three per calendar quarter)

- Inclusion of 250 books in Beauty in Everything Boxes provided to underprivileged young women.
- Name and/or organization and logo included in listing of supporters in a special first page of each of the 250 books
- Your name or your organization's name will be listed on the Beauty in Everything website where we acknowledge program supporters
- Social media mentions/tags in our social media campaign to promote awareness of the book's inclusion in our Beauty in Everything Box
- Recognized in relevant proactive media and PR outreach activities
- Five author-signed copies of the book.
- Video shoutout on the Beauty in Everything website
- Charitable contribution receipt for tax purposes

Nova Inspiring Sponsor (\$2,500 — limit to two per month)

- Inclusion of 150 books in Beauty in Everything Boxes provided to recipient young women.

- Name and/or organization and logo included in listing of supporters in a special first page of each of the 150 books
- Your name or your organization's name will be listed on the Beauty in Everything website where we acknowledge program supporters
- Three author-signed copies of the book.
- Video shoutout on book website and Beauty in Everything website.
- Charitable contribution receipt for tax purposes

Nova Supporting Sponsor (\$1250 — limit to four per month)

- Inclusion of 60 books in Beauty in Everything Boxes provided to recipient young women.
- Your name or your organization's name will be listed on the Beauty in Everything website.
- Two author-signed copies of the book.
- Charitable contribution receipt for tax purposes

Nova Hope Sponsor (\$500 — limit to eight per month)

- Inclusion of 20 books in Beauty in Everything Boxes provided to recipient young women.
- Your name or your organization's name will be listed on the Beauty in Everything website.
- One copy of the book
- Charitable contribution receipt for tax purposes

### [DONATE NOW](#)

You are truly making a difference for teen girls. If you'd like to know more about how your gift is being used or if you'd like information on how to continue your support, I'd love to talk! You can contact me at [tricia@beautyineverything.org](mailto:tricia@beautyineverything.org) or 816-694-9049.

We would love to invite you to team up with us to help make a difference! Thank you so much for your consideration.

Best regards,



Tricia Jacobson

Attachments:

**Tricia Jacobson Bio**  
**Excerpt from Nova**

## About Tricia Jacobson

Tricia Jacobson is a social entrepreneur, writer, finance veteran and fierce child advocate. She is the founder of Crossing Arrows, a children's clothing brand, and the Beauty in Everything Foundation, a Nonprofit focused on fostering the development of girls & young women by giving them access to resources and opportunities.

Throughout the growth of Crossing Arrows, Tricia realized she wanted to inspire and empower girls on a larger platform and so the Beauty in Everything Foundation was created. Tricia has been involved throughout her community through charitable organizations with most of her volunteer work focused on child advocacy. Tricia lives in Kansas City, Missouri with her husband, Greg, and daughters Kailey, Reagan, Grace and Allie.

Tricia Jacobson graduated from Stephens College with her Master's in Business. Prior to starting her own business, Crossing Arrows, she worked in the finance industry for thirteen years where she served a variety of Nonprofit organizations, taught financial literacy in local high schools and assisted families through their adoption process.

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