



**BARBARA & BOBBY
PRICE LEGACY
FUND**

ANNUAL REPORT

2025

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MESSAGE FROM OUR FOUNDER

This year was filled with the greatest moments resulting from the planning and preparation of last year. Through the hard work of our team, the collaboration with key supporters, and donations from individuals funding it all, we were able to make a direct impact on deserving students pursuing greater educational achievement.

Here's how we did it:

During 2025, we received the bulk of our applications, reviewed over 10,000 applicants for our three scholarships, and selected an elite group of finalists and winners for our inaugural year. We provided \$5,000 directly to students and took a big first step towards educational equity.

We're not finished.

Despite our knowledge and research on the need for academic and financial support for college, we did not expect our grassroots nonprofit to be inundated with students in need. So we have set our eyes on way to help more, do more, and give more.

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

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 granted 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

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.

ACHIEVING 2024'S PLAN

Last year, we set up some indicators and goals for our future. Here's how we progressed on these benchmarks in 2025.



= Achieved



= In Progress



= No progress

KEY INDICATOR	GOAL	DATA / OUTCOME	STATUS
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">Better knowledge of demand and interested populationsInsight into which offerings are popular	
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">More accurate forecasting of growthRelationships with foundations/fundsMore impactful assistance to students	
Number of Recurring Donors	Our donors, a network of individuals, families, and businesses, fund our core operations.	<ul style="list-style-type: none">Better capabilities to profile our passionate supporters to target greater growth	
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">Increased programs and benefits for studentsGreater ability to expand BBPLF offerings	

2025'S PLAN

This year, we are carrying over long-term goals and expanding it to meet our new growth and expanded market position.

KEY INDICATOR	GOALS	DATA / OUTCOME
Number of Applicants	<p>Students are the heart of our mission. How many students can we reach?</p> <p>How do they resonate with BBPLF?</p>	<ul style="list-style-type: none">Increased ApplicationsInsights into student needs/profileInsights on trends from prior year
Volume of Grants Received	<p>Larger seed funding is necessary for dramatic growth in our programs and resources. What kind of funding can we achieve?</p> <p>How frequently/regularly?</p>	<ul style="list-style-type: none">More accurate forecasting of growthRelationships with foundations/fundsMore impactful assistance to students
Number of Recurring Donors	<p>Our donors, a network of individuals, families, and businesses, fund our core operations. Are there more avenues for growth in support and media?</p>	<ul style="list-style-type: none">Better capabilities to profile our passionate supporters to target greater growthIncreased funding and expansion of offerings
Program Offerings	<p>We provide completely free resources for students. What other free programs can be provided?</p> <p>How often are they used?</p>	<ul style="list-style-type: none">Additional accessible support for studentsInsights into utilization of programs

FINANCIAL POSITION

	2024	2025
Revenue		
Individual Contributions	4,159.00	11,500.00
In-Kind Contributions	8,350.00	2,230.00
Revenue total	12,509.00	13,730.00
Expenses		
In-Kind Service Expense	0.00	6,050.00
Scholarship Expense	0.00	5,104.65
Marketing & Advertising	133.84	50.00
Software & subscriptions	186.18	593.84
Professional Service Fees	247.00	467.00
Expenses total	567.02	12,265.49
Operating income	11,941.98	1,464.51
Other revenue	400.00	405.28
Other expenses	3.00	0.00
Net income	12,338.98	1,869.79

CONCLUSION

After a very successful year marked by our inaugural scholarship, robust partners, and expanded offerings for all students, we are excited to continue this into the next year. In the next year, we plan on focusing on three key elements for our growth.



FULLY FUNDED

We hope to rely on similarly valued organization and foundations to help bring educational equity to students nationwide.



EDUCATION EQUITY

At our core, we seek to expand accessible and direct resources to support students in their pursuits for education at the collegiate level.



COLLEGE COURAGE

At BBPLF, we are expanding our college roadmap into a simple, practical toolkit to help everyone get into college and begin their journey.

ACKNOWLEDGEMENTS

We would not have been able to have achieve any of these goals and make progress towards our mission without our incredible 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

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