

# LIGHT THE FUSE

NOVEMBER 2023

## OUR MISSION

Light the Fuse is Fuse Project's annual fundraising campaign aimed at igniting the spark for innovation, funding, and implementation of projects benefiting children along Alabama's Gulf Coast through concentrated fundraising efforts. We seek to engage the community and raise awareness of our mission through a series of public and private events, a fundraising challenge, and more.

## WHY IT'S IMPORTANT

We know that poverty, and the crushing lack of opportunity associated with it, is an intergenerational phenomenon impacting far too many Mobilians. Fuse Project, in partnership with The Historic Avenue Foundation, is on a mission to close the opportunity gap for children in our community, but we cannot do it without YOU. Working together with community members, our goal is to innovatively meet the needs of the community, catalyze transformational change, and break the cycle of generational poverty. Not only does this improve well being and quality of life for neighborhood residents, it also impacts far beyond the property lines to provide upward economic mobility for the neighborhood.



For more information about The Historic Avenue Foundation, visit [fuseproject.org/the-historic-avenue-foundation](https://fuseproject.org/the-historic-avenue-foundation).

## GIFT IMPACT

All proceeds further holistic community revitalization in the Avenue community as we bring together investments in excellent mixed-income **housing**, cradle-to-college and career **education**, and **community wellness**.



### \$100 SPARKS ACADEMIC SUPPORT

A gift of \$100 provides an empowering student and teacher incentive program for a semester.



### \$250 IGNITES COMMUNITY WELLNESS

A gift of \$250 sponsors a student to receive a year of culinary and art programs.



### \$500 POWERS EDUCATION

A gift of \$500 provides an engaging hands-on STEAM camp experience to a student to combat summer learning loss.



### \$1,000 FUELS HOUSING

An investment of \$1,000 helps create a new model for mixed-income housing that will transform Mobile and ensure positive, innovative solutions to further holistic community revitalization in the Avenue community.

## PARTICIPATION

### DONATE

#### ★ ONLINE DONATIONS

Donations can be made online as a [simple one-time donation](#) or you can [setup a recurring donation](#). You can also honor a loved one with a gift in their name or memory. Visit [lightthefuse.swell.gives](https://lightthefuse.swell.gives) to donate now!

#### ★ MAIL-IN DONATIONS

Donations may also be made by check payable to Fuse Project and mailed to: **P.O. Box 1134, Mobile, AL 36633**

#### ★ STOCK TRANSFER

We also accept gifts of stock transfers. For more information about this option, please contact us directly at [info@fuseproject.org](mailto:info@fuseproject.org).

PRO TIP: Donations made in someone's name make an excellent holiday gift, and this is a great time to get holiday "shopping" done early.

### FUNDRAISE

#### ★ BECOME AN IGNITER

[Create your fundraising page](#) instantly by filling out your contact information in [this form](#). You can keep track of your support of Fuse Project and donations made to your campaign by your network through this page.

★ Climb the leaderboards and win fun prizes by sharing your page with friends, family, and coworkers via email, social media, or even snail mail. [Encourage them to contribute to your campaign](#) to boost your fundraising total - every dollar counts!

★ For mail-in donations to be attributed to your campaign, please have the donor note your name in the memo and Fuse Project staff will apply the donation manually to your fundraising page, ensuring you get credit needed to win prizes!

If you encounter any issues with your page, contact Fuse Project at [info@fuseproject.org](mailto:info@fuseproject.org).

### SHARE

#### ★ COMMUNITY GAMECHANGER

Help us maximize our impact by sharing our mission and [fundraising campaign](#) with friends, family, and coworkers via email, social media, or even snail mail.

★ Access a pre-scripted [email](#) or [snail mail](#) letter you can personalize and share with your network.

★ Access pre-scripted social media [posts](#) and [download images](#).

## GOAL

Every dollar makes a difference when it comes to igniting the spark for innovation, funding, and implementation of projects benefiting children in our community. We invite you to be the spark that helps us achieve our goal of **\$50,000**, and BONUS, there's something in it for you too!

We recommend a personal fundraising goal of \$500. For every \$500 donated to your fundraising page, you will be entered to win grand prizes!

## PRIZES

The top individuals who have the most impact from Monday, November 6 - Thursday, November 30, 2023, will win special prizes! Trust us. You don't want to miss out on this...

★ Igniters will have weekly challenges for a chance to win prize packages containing gift cards to local hot spots and FP swag. Create your fundraising page to receive details for each week's challenge.

★ Grand prizes will be awarded to top performers for overall impact, including Most Funds Raised (amount) and Most Donations (number of donors).

★ The prize-package for Most Funds Raised includes a two-night beach getaway at Perdido Beach Resort with Flora Bama boat rental and gift card to CoastAL.

★ The prize-package for Most Donations will include a one-night stay at the Grand Hotel in Point Clear and a gift card to Wildflowers and Fresh Food for your very own cooking experience with Kristin Alpine.

**FUSE PROJECT**

FOR MORE INFORMATION:  
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IF IT'S NOT 'WOW,' IT'S NOT WORTH DOING.