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Brookwood Breaks Half-Million Mark in Charitable Campaign
Class of 2018 Part of the Effort from the Beginning

Snellville, Ga., May 3, 2018 — Since Brookwood High School launched its M1M March to One Million campaign in September 2014, the school has raised \$511,293 for charity. Last Saturday’s Amanda Riley Foundation Carnival and 5K Run hosted at the school pushed the total over the half-million dollar mark, when it helped raise nearly \$39,000 for the foundation. This is Brookwood’s fourth consecutive year of raising more than \$100,000 for charities.

The M1M campaign is an expansion of the \$100K Challenge created by Brookwood’s Student Government Association (SGA) at the beginning of the 2014-15 school year. The group of students who started the challenge put charity in the forefront of the school's culture. Before the challenge, the highest amount of money raised in one year by the school for charities was \$26,000. While SGA began the initiative by creating unique experiences, other organizations at the school have been tremendously supportive, making it a collective effort.

Brookwood Principal William Bo Ford launched M1M to maintain the first year’s momentum and extend the effort to raise \$1 million by 2025. Over the past four years, the Amanda Riley Foundation, United Way, Children’s Healthcare of Atlanta, Relay for Life, Brookwood’s HHH, and local food co-ops have received most of Brookwood’s charitable funds.

“M1M has raised our students’ awareness of the need to help organizations and their understanding that students could make a real difference. Our faculty has bought in as well,” said Ford. Brookwood Theater Department has produced a couple of plays with all the proceeds going to charity. Individual teachers have donated money outright and through passes for the right to wear jeans for a day, volunteered for events, and participated in teacher talent shows and silent auctions, all for the sake of charity. “We’ve all rallied behind the effort, and we’re all proud of what Brookwood is doing.”

Brookwood senior and current SGA president, Abby Lemma, said that as a freshman she developed a keener awareness of fundraising’s ability to make school activities more meaningful. Her sister, Chupzi, was one of the seniors who created the \$100K Challenge four years ago. “From a leadership perspective, I’ve seen SGA’s hard work pay off in both running successful events and setting the tone for the school. From a personal perspective, the whole thing has been gratifying and a lot of fun.”

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