



FAB SCHOLARS CARE COLLECTIVE



A Gen Z Product Discovery & Student Wellness Initiative

Quarterly activations introducing brands to high-achieving Gen Z consumers across college campuses.

From a Butterfly Scholarship Foundation is a 501(c)3 Nonprofit organization. EIN: 99-4085893

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What is the Care Collective?

The FAB Scholars Care Collective is an annual initiative designed to uplift students through thoughtfully curated care packages that promote self-care, encouragement, and community support.

Each package reflects FAB Scholars' commitment to celebrating growth, culture, and community.

An Opportunity for Your Brand

Donate self-care products to high-achieving Gen Z college consumers who influence peers across campus communities. Build meaningful early relationships with values-driven Gen Z consumers who will shape the future of spending. Let us connect your brand with emerging leaders across campuses.

Why Brands Partner with FAB Scholars

FAB Scholars connects brands with high-achieving **Gen Z college leaders** through authentic campus storytelling and product discovery experiences.

Why Gen Z?

- **Gen Z will control \$12T in global spending power** by 2030
- **61%** become “forever customers” when they connect with a brand
- **62%** discover new brands through creators, peers, and community
- **74%** say trying a product for free makes them more likely to purchase later

**Connect Your Brand
With Tomorrow's Most
Influential Consumers**



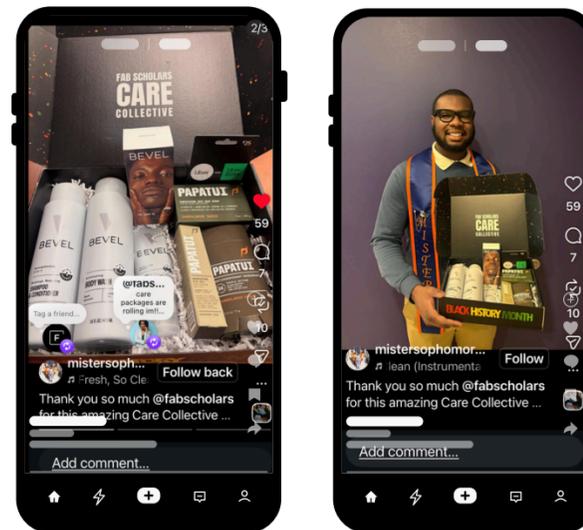
Audience Profile

Women: 65.4%

Men: 34.6%

- High-achieving Gen Z scholars
- Highly engaged in wellness, culture, and personal growth

Brand Features



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- **Curated care packages**
- **Student unboxing content**
- **Tagged social media posts**

Impact

Campuses Reached: 7 (6x HBCUs)
,Alabama A&M University, Dillard University,
Carnegie Mellon University, Hampton University,
Howard University, Grambling State University, &
Lincoln University

Scholars Supported: 7

Program designed for scalable expansion across
additional campuses

Social Engagement*

Community Amplification:

Share rate: ~1.2%

Above Avg. Engagement:

Engagement rate by views: 3.1%

Growth Potential:

Discovery Rate: 92.4% views came
from non-followers

**Demonstrates strong organic
discovery among new Gen Z
audiences.**

**Source: Instagram Insights analytics from the @FABScholars account, Care Collective announcement post (March 6, 2026), with performance metrics captured within the first 24 hours of publication.*

What Brands Can Provide

Product Donation Partners

(25 - 40x units/ year):

- Self-care and wellness products
- Skincare and beauty items
- Snacks and beverages
- Journals and productivity tools
- Lifestyle products that support student wellbeing

What Brands Can Receive

Brand Visibility & Engagement:

- Product placement in curated care packages
- Social media features and student unboxing content
- Brand exposure to high-achieving Gen Z college audiences
- Association with a program supporting student wellness and leadership



Target Expansion

- 4 Care Collective distributions per year
- 25–40 scholars supported annually
- 15–20 campuses reached

Originally launched during Black History Month, the Care Collective initiative aims to support students' wellbeing year round.

Partner with Us

Contact: Danielle Brooks

Email: info@fabscholars.org

Website: <https://fabscholars.org>

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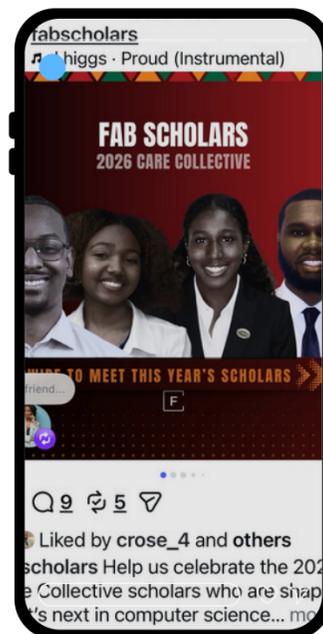
APPENDIX

Research

- [NielsenIQ — Spend Z Report](#)
- [Retail Brew — Gen Z Brand Loyalty](#)
- [Deloitte — Global Gen Z & Millennial Survey](#)
- [EventTrack Experiential Marketing Report](#)

Social Posts

Scholar Feature Carousel



Performance Context

Engagement metrics referenced in this deck are based on the FAB Scholars Care Collective scholar feature carousel posted on Instagram (March 6, 2026) and measured within the first 24 hours of publication.

[Click to view post.](#)