

FY 24 Impact Report

Voorhees University

Rebranding Efforts

June 17, 2024

Activity	Goal	Impact	Budget Spent to date
Rebranding Efforts	These allocated funds will be strategically utilized to erect a statue that pays homage to the university's visionary founder, Elizabeth Evelyn Wright, a remarkable figure in the history of education and an African American trailblazer who holds the distinction of being the first of only two African American women to establish a Historically Black College or University (HBCU).	The significance of this statue goes beyond mere aesthetics; it will become a central piece in Voorhees University's brand identity. It will act as an identifying placard, vividly linking the institution with its visionary founder. In doing so, it will reinforce the university's commitment to honoring its rich history, promoting diversity, and celebrating the achievements of African American pioneers in education. Moreover, the statue will provide a tangible and compelling focal point for both current students and future generations, fostering a sense of pride, identity, and historical continuity within the Voorhees University community	\$48,509.00