OUR GENETIC LEGACY

Our stories. Our voices.
“What if that police officer had gone to a more racially diverse school ... [and learned] to understand the history of race and different cultural perspectives? How might some of those incidents played out differently?”

Amy Stuart Wells
Co-Author, How Racially Diverse Schools and Classrooms Can Benefit All Students
OUR GENETIC LEGACY
A BRIEF HISTORY

Our Genetic Legacy (OGL) was born from the realization that the legacy, culture, and contributions of Black, Indigenous and People of Color (BIPOC) Americans is missing from the official storyline of the founding of America due to the historical dehumanization and erasure of BIPOC Americans. Traditional history books focus on enslavement and a limited number of well-known BIPOC contributors to America. Yet, the stories of everyday people, their families, and cultural contributions to America remain invisible.

Creating new American history books that celebrate the contributions of BIPOCs is a disruptive solution to the prevailing invisibility of BIPOC voices in America’s history.

OGL is the first nonprofit publishing house founded by an African American woman to focus solely on the histories of BIPOC contributions to the building of America. Its mission is to give BIPOCs the training and resources to uncover, write and publish their family legacies to interweave all Americans in America’s history books.

Our first history book is in production and will be released in February 2022. We will publish at least one new history book each year. Each history book will uncover and celebrate 25 lost BIPOC American family legacies. The books will create new understanding of the lives of BIPOCs in America and change the way American history is published. Our stories. Our voices.
Our market is unique due to the fact that the research for our books is DNA based.

Each 25 story history book has a built-in market of approximately 425,000 DNA connected individuals, when combined with traditional markets, each history book has a market potential in excess of 600,000.

Our goal is to reach 5% of that market to sell 30,000 copies of each history book edition.

Our Genetic Legacy aims to raise $100,000 by August 1, 2021 to support Our Genetic Legacy as a non-profit publishing house and publish our first American history book in February 2022.

**TARGET MARKET**

- 51,000
  - Estimated number of readers per history book edition.

**MARKET, GOALS AND TIMELINE**

**TARGET MARKET**

- Our market is unique due to the fact that the research for our books is DNA based.

**OUR GOAL**

- Our Genetic Legacy aims to raise $100,000 by August 1, 2021 to support Our Genetic Legacy as a non-profit publishing house and publish our first American history book in February 2022.

**PUBLISHING TIMELINE**

- **February 2021**
  - Launch History Makers’ Workshop
- **May 2021**
  - Complete Cover & Book Design
- **October 2021**
  - Complete First Draft
- **December 2021**
  - Final Edits Complete
- **February 2022**
  - Book Release
Your sponsorship of Our Genetic Legacy will support the start of OGL as a non-profit publishing house with the publication of its first new American history book in February 2022.

**SPONSORSHIP OPPORTUNITIES**

**TITLE SPONSOR**
$25,000
- Appointment to Executive Board for 1 year with option to extend for additional 2 years upon agreement (non-voting member)
- Letter from the president page in 2022 history book up to 500 words
- Featured presenter at annual February book release event
- Clickable logo recognition on the Our Genetic Legacy website
- Sponsor recognition on Our Genetic Legacy social media outlets highlighted in all media coverage

**COVER SPONSOR**
$10,000
- Paragraph on supporting partner page of 2022 history book up to 250 words.
- Clickable logo recognition on the Our Genetic Legacy website.
- Sponsor recognition on Our Genetic Legacy social media outlets

**CHAPTER SPONSOR**
$5,000
- Sponsor the production of a chapter in the 2022 history book
- Name included on sponsor page of 2022 history book
- Logo recognition on the Our Genetic Legacy website and social media outlets subheading

**PAGE SPONSOR**
$2,500
- Logo recognition on the Our Genetic Legacy website and social media outlets subheading

**WORD SPONSOR**
$25, 50, 75...
- A sponsorship in any amount is an investment for which we are grateful.

**NAME AS YOU WOULD LIKE IT TO APPEAR IN MATERIALS:**

**TO LEARN MORE OR MAKE YOUR DONATION ONLINE VISIT:**
https://OURGENETICLEGACY.ORG/SPONSORSHIP

**MAKE CHECKS PAYABLE TO:** OUR GENETIC LEGACY INC.

**FOR ADDITIONAL INFORMATION CONTACT:** SHELLIE@OURGENETICLEGACY.ORG