

FUTURE HBCU PLANT POWERED

WELLNESS, ACADEMIC INSTITUTE,
CENTER OF EXCELLENCE &
WORKFORCE DEVELOPMENT INITIATIVE

*Transforming HBCU Campuses into National Centers
for Prevention, Research, Workforce Development
and Community Health.*



**A PUBLIC-PRIVATE PARTNERSHIP MODEL
FOR THE FUTURE OF HEALTHCARE.**

**9,000
SQ. FT.
FACILITY**



PLANT POWERED
NUTRITION



PREVENTIVE CARE
& WELLNESS



STUDENT SUCCESS
FOCUSED



SUSTAINABLE
LIFESTYLE



WHOLE PERSON
HEALING



COMMUNITY
EMPOWERMENT



**THE FUTURE OF HEALTHCARE IS PREVENTION.
THE FUTURE IS PLANT POWERED.**

Educate. Prevent. Heal. Empower. Transform.



HBCU PLANT POWERED
WELLNESS CLINIC &
EDEN CAFÉ

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Founder & Chief Legal Officer

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☎ 602-326-8663



SCAN TO
LEARN MORE

2 WHY HBCUs NEED THIS INITIATIVE

WHY THIS MATTERS: Poor health is one of the greatest barriers to student success and community prosperity.

African Americans experience disproportionately high rates of chronic disease that make them vulnerable to life threatening infectious diseases. HBCUs are uniquely positioned to lead the way in prevention, education, and healing—transforming student health, academic outcomes, and community wellbeing.

THE REALITY (Sources Below)



47.3%
of African-American women have cardiovascular disease¹



55%
of African-American women are obese²



40%
African-American men in college have hypertension²



44%
African-American women in college have hypertension²



37%
African-American men in college are obese²



56%
African-American women in college are obese²



FOOD INSECURITY
College students struggle to afford nutritious meals—impacting health and academics.



CAMPUS FOOD ENVIRONMENTS
High in processed foods, sugar, sodium and unhealthy fats.



MEDICALLY TAILORED MEALS MISSING
Most cafeterias do not accommodate allergies or chronic health conditions.



HBCUS IN STATES WITH WORST HEALTH OUTCOMES
60–77% of HBCUs are located in states with some of the nation's poorest health outcomes.³

WHAT'S FUELING THE PROBLEM?

Ultra-processed, high calorie, low nutrient foods are driving chronic disease.

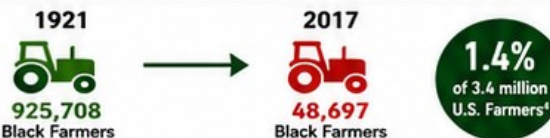


**POOR FOOD CHOICES + SEDENTARY LIFESTYLES
CHRONIC STRESS + ENVIRONMENTAL EXPOSURES
= CHRONIC DISEASE & HEALTH DISPARITIES**

THE IMPACT

- Poor Academic Performance
- Low Graduation Rates
- Higher Dropout Rates
- Increased Healthcare Costs
- Reduced Quality of Life
- Shortened Lifespan
- Widening Health Disparities

DECLINE OF BLACK FARMERS = LOSS OF FOOD SOVEREIGNTY



COMMUNITIES OF COLOR HAVE THE HIGHEST RATE OF FOOD DESERTS⁵

HBCUs ARE LOCATED IN STATES WITH THE WORST HEALTH OUTCOMES (60–77% OF HBCUs)³



Georgia	8
Alabama	14
N. Carolina	13
Mississippi	7
S. Carolina	6
Arkansas	4
Texas	8
Subtotal	60

ADDITIONAL STATES WITH THE WORST HEALTH OUTCOMES:

Louisiana	6
Tennessee	7
Oklahoma	2
W. Virginia	2
Grand Total	77

DID YOU KNOW?

- 12% of HBCUs that offer bachelor's degrees have no campus clinics.⁶
- 70% of HBCUs do not have a full-time physician on staff.⁶



HBCUs can lead the nation in PREVENTION, not just treatment.



**THE TIME TO ACT IS NOW.
PREVENT TODAY. HEAL TOMORROW. EMPOWER FOREVER.**



1. 2018 U.S. Department of Health & Human Services Office of Minority Health: Obesity and African-Americans.
2. Jaesin Sa, James Heimdal, Tracy Sbrocco, Dong-Chul Seo, Beatrice Nelson. African American Students at a Historically Black University. JNMA. 2016;108(1). doi: 10.1016/j.jnma.2015.12.010.
3. U.S. News & World Report (Oct. 2022). Best & Worst States for Health Care.

4. USDA. 2017 Census of Agriculture.
5. A. Powell, et al. (2019). "Food Deserts and Health Disparities" in Communities of Color.
6. Washington Post (July 13, 2020). Five Takeaways from the Investigation of College Clinics During the Pandemic.
7. The Guardian (June 2020). Black Americans dying of COVID-19 at three times the rate of white people.

THE FRONT DOOR TO PREVENTION. THE CENTER FOR OPTIMIZING STUDENT SUCCESS.

WHY THIS MATTERS: Prevention begins before disease develops, not after hospitalization.

The HBCU Plant Powered Wellness Clinic is the front door to a new model of care. We identify risks early, treat root causes, and use plant-based nutrition and lifestyle medicine to prevent and reverse disease—**optimizing student success.**



9,000 SQ. FT.
STATE-OF-THE-ART
WELLNESS FACILITY

- ✓ Evidence-Based Whole Person Care
- ✓ Food As Medicine
- ✓ Lifestyle Medicine
- ✓ Student Success Focused
- ✓ Community Impact Driven

OUR COMPREHENSIVE SERVICES



LIFESTYLE
MEDICINE



NUTRITIONAL
ASSESSMENTS



IV NUTRITION
THERAPY



HYDROTHERAPY



LAB & BLOOD
DRAW



HERBAL & VITAMIN
SUPPLEMENTS



ALLERGY
TESTING



MENTAL HEALTH
SUPPORT



EDUCATION &
WORKSHOPS

CLINIC FLOOR PLAN – APPROXIMATELY 9,000 SQ FT TOTAL



EARLY
DETECTION

Identify risks before
disease develops.



PLANT-BASED
NUTRITION

Food as medicine to
prevent & reverse
chronic disease.



WHOLE PERSON
HEALING

Body, mind, and spirit
care for lifelong
wellness.



STUDENT SUCCESS
OPTIMIZED

Better health leads to
better attendance,
GPA & graduation.



COST SAVINGS

Lower future healthcare
costs through
prevention.



COMMUNITY
IMPACT

Expanding wellness
beyond campus to the
surrounding community.



A NEW MODEL OF PREVENTIVE CARE THAT IMPROVES HEALTH OUTCOMES,
LOWERS COSTS, AND BUILDS HEALTHIER CAMPUSES AND COMMUNITIES.

Historically Black Colleges & Universities
HB CU
College of Plant-Based Lifestyle Medicine

4

LAUNCHING THE PLANT POWERED STUDENT SUCCESS INITIATIVE

A COMPREHENSIVE WELLNESS JOURNEY—STARTING WITH FRESHMAN.

Every student's journey begins with comprehensive testing and assessments. We identify risks early, provide personalized care, prescribe plant-based nutrition, and support healthy lifestyles to **optimize student success**.



WHY THIS MATTERS:

Students who are healthier are more likely to remain enrolled, graduate, and succeed—academically, physically, and emotionally.

STUDENT SUCCESS METRICS

- Healthier Weight & Body Composition
- Lower Blood Pressure
- Improved Blood Sugar (A1c)
- Better Attendance & Engagement
- Higher GPA
- Increased Graduation Rates
- Lower Future Healthcare Costs



When students are healthy, they perform better in the classroom, on the field, and in life.

PROPOSED VALUE-BASED CARE PARTNERSHIP WITH BLUE CROSS & BLUE SHIELD OF LOUISIANA



The HBCU-CPLM will work with HBCU leadership to seek a Preventative Wellness Benefit Rider from its student and employee health plan to cover:

- ✓ Nutritional Risk Assessments
- ✓ Food Allergy Testing
- ✓ Physician-Directed Lifestyle Medicine Visits
- ✓ Preventive Lab Testing
- ✓ Medically Tailored Meal Planning
- ✓ Preventive IV Nutrition Therapy (up to 4 infusions per year)
- ✓ Hydrotherapy
- ✓ Lifestyle Medicine Coaching
- ✓ Wellness Education & The TEN LAWS Seminars
- ✓ Preventive Lab Testing
- ✓ Health Coaching & Wellness Education
- ✓ Ongoing Monitoring
- ✓ Campus Health Tracking
- ✓ Student Success Data Analysis
- ✓ And More



The Insurer invests in prevention today to reduce future costs and improve student outcomes.



OUR COMMITMENT: HEALTHIER STUDENTS. STRONGER CAMPUS. BRIGHTER FUTURES.



HEALTHIER BODIES



BETTER MINDS



STRONGER COMMUNITIES



BRIGHTER FUTURES



**HEALTHY STUDENTS TODAY
BECOME HEALTHY LEADERS TOMORROW.**

PREVENT TODAY. HEAL TOMORROW. EMPOWER FOREVER.

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Historically Black Colleges & Universities

HB*CU

College of Plant-Based Lifestyle Medicine

5 HBCU EDEN CAFÉ WILL BECOME FOOD AS MEDICINE

CLINICAL NUTRITION. DELICIOUS PLANT-POWERED MEALS. REAL RESULTS.



Every meal is designed to prevent, treat, and reverse chronic disease—
one delicious, plant-powered bite at a time.

WHY THIS MATTERS:

Plant Food As Medicine becomes part of the treatment plan—nourishing the body, healing the mind, and transforming lives.

THE EDEN CAFÉ DIFFERENCE



100% PLANT-BASED WHOLE FOOD MEALS
Naturally delicious. Nutrient dense. Free from harmful additives.



MEDICALLY TAILORED OPTIONS
Meals individualized based on health conditions, allergies, and nutrition assessments.



CLINICALLY INTEGRATED
Meal plans are developed by our lifestyle medicine and nutrition team.



STUDENT & COMMUNITY ACCESS
Serving students, faculty, staff, and the surrounding community.



SUSTAINABLE & LOCAL
Sourced from Black Farmers. Supporting local agriculture and economic empowerment.

THE JOURNEY FROM CLINIC TO CAFÉ



1. TESTING & ASSESSMENT



Risks, allergies, labs, and nutrition assessments



2. PHYSICIAN PLAN



Lifestyle medicine physician develops personalized plan



3. MEDICALLY TAILORED MEAL PLAN



Nutrition team creates your customized meal plan



4. HBCU EDEN CAFÉ NUTRITION



Delicious plant-powered meals prepared just for you



5. BETTER HEALTH



More energy, improved health, better academic outcomes

WHO WE SERVE

- ✓ Students (All Class Levels)
- ✓ Student Athletes
- ✓ Faculty & Staff
- ✓ Surrounding Community Members
- ✓ Medicaid & BCBS Patients
- ✓ Visitors & Guests

FUTURE EXPANSION

The Eden Café Model will expand beyond campus to serve communities of color and Medicaid & BCBS patients seeking to reverse their chronic disease burdens.



MEDICALLY TAILORED MEAL EXAMPLES

DIABETES FRIENDLY



Low Glycemic, High Fiber
Balanced Meals

HYPERTENSION FRIENDLY



Low Sodium, Potassium
Rich, Heart Healthy

WEIGHT MANAGEMENT



Calorie Smart, Nutrient
Dense, Satisfying

FOOD ALLERGY FRIENDLY



Allergen-Safe Meals
Clearly Labeled

ATHLETIC PERFORMANCE



Plant Protein, Recovery
& Endurance Fuel

EXPANDING HEALTH & HOPE IN OUR COMMUNITIES

The HBCU Plant Powered Clinic & Eden Café will expand beyond the campus gates to uplift our surrounding communities. We will serve individuals and families facing chronic disease, food insecurity, and limited access to quality healthcare and healthy food options.



BLACK FARMERS WILL BE THE SOLE SUPPLIERS FOR THE CLINIC & EDEN CAFÉ.

- ✓ Support Black Farmers.
- ✓ Strengthen Communities.
- ✓ Sustain Generations.



**GOOD FOOD.
REAL MEDICINE.
STRONGER FUTURES.**

From Farm to Clinic to Café to Table.

Better health starts with what's on your plate
and the care you receive.



NOURISH



HEAL



SUCCEED



THRIVE



SCAN TO
LEARN MORE

**THE FUTURE IS PLANT POWERED.
THE TIME IS NOW.**

- ✓ Healthier Students
- ✓ Stronger Communities
- ✓ Lower Healthcare Costs
- ✓ New Economic Opportunities
- ✓ A Replicable National Model

6 BUILDING THE HBCU-CPLM INSTITUTE

EDUCATING. TRAINING. CERTIFYING. LEADING.

The HBCU College of Plant-Based Lifestyle Medicine (HBCU-CPLM), a 501(c)(3) is the nation's first education organization dedicated to teaching and advancing Plant-Based Lifestyle Medicine on Historically Black College and University campuses.



Our mission is to develop at Southern University the comprehensive Institute to incorporate its innovative THE TEN LAWS of Plant Based Lifestyle Medicine into all HBCUs general education, degree programs, research, clinical care, and community impact.

OUR CORE EDUCATIONAL FOCUS

ACADEMIC EXCELLENCE	CLINICAL INNOVATION	RESEARCH & DISCOVERY	WORKFORCE DEVELOPMENT	COMMUNITY IMPACT
Evidence-based curriculum in Plant-Based Lifestyle Medicine	Student-led clinics providing real-world, preventive care	Addressing health disparities through research and data-driven solutions	Preparing the next generation of plant-based health professionals	Expanding access to care and improving health outcomes in communities of color

COLLABORATING SCHOOLS

The HBCU-CPLM seeks to collaborate with the schools on HBCU campuses to implement this initiative.



- ✓ School of Nursing
- ✓ School of Allied Health
- ✓ College of Agricultural, Family and Consumer Sciences
- ✓ Biological Sciences
- ✓ Public Health
- ✓ Kinesiology / Exercise Science
- ✓ Associate Degree Health Programs
- ✓ Graduate Certificate Programs
- ✓ Continuing Education Programs
- ✓ Professional Certificate Programs
- ✓ Community Health Worker Programs

ACADEMIC PROGRAM PATHWAYS



DEGREE PROGRAMS

- Associate Degrees
- Bachelor's Degrees
- Master's Degrees
- Doctoral Programs
- Graduate Certificates



CERTIFICATE PROGRAMS

- Professional Certificates
- Board Certification Prep
- Continuing Education
- Community Health Worker Certifications



CONTINUING EDUCATION

- For Health Professionals
- For Faculty & Staff
- For Community Members
- Online & In-Person Options

TRAINING & CERTIFICATION PARTNERS

We work with leading certifying organizations to ensure students and professionals receive the highest level of training and credentials.



Students and professionals will have access to certification pathways that meet national standards in Lifestyle Medicine.

OUR TEAM OF ADVISORS – LEADING WITH EXPERIENCE, UNITED IN MISSION



Jo Saint-George, Esq.
Chief Legal Officer
HBCU-CPLM



Dr. Jennifer Rooke, MD, MPH, FACP, FACOEM, DipABLM
Director & Professor
Morehouse School of Medicine Lifestyle Center



Dr. Milton Mills, MD
Plantbased Nation
Critical Care



Dr. Kevin Billups, MD, DipABLM
Lifestyle Medicine
Meharry Medical College



LaShonda Hodges, PhD
Professor
Plant & Soil Sciences
Southern University
School of Agriculture



Dr. David Bowman, MD, DipABLM
Lifestyle Medicine
Howard University
Medical



Ludmilla Wikkeling Scott, Dr.PH, MPH
Professor
Public Health
Morgan State University



Dr. Charles Pinckney, M.D. PhD, M.S.
Chairperson
School Behavioral Health, Coppin State University

OUR COMMITMENT



EQUITY

Closing health gaps through culturally relevant education and care.



EXCELLENCE

Delivering world-class education, training, and clinical services.



INNOVATION

Pioneering research and technology to advance plant-based medicine.



EMPOWERMENT

Equipping students and communities to lead healthier, longer lives.

BY THE NUMBERS



100+

HBCUs Impacted



9,000+

Square Foot Flagship Clinic & Wellness Facility



Thousands

of Students Trained Each Year



Countless Lives

Transformed

SUPPORT OUR MISSION

Invest in the future of health and education. Your support helps us build, expand, and sustain this life-changing initiative.



Scholarships for Students



Clinic Expansion & Equipment



Research & Innovation



Community Outreach & Education



TOGETHER, WE CAN TRANSFORM HEALTHCARE AND CREATE A HEALTHIER FUTURE FOR HBCU STUDENTS AND COMMUNITIES.

CONTACT:

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Founder & Chief Legal Officer

✉ exec@hbcuplanbasedlifestyle.com

☎ 602-326-8663



SCAN TO LEARN MORE

THE FUTURE IS PLANT POWERED. THE TIME IS NOW.

- ✓ Healthier Students
- ✓ Stronger Communities
- ✓ Lower Healthcare Costs
- ✓ New Economic Opportunities
- ✓ A Replicable National Model

7 BUILDING HEALTHIER COMMUNITIES. CREATING A LASTING IMPACT.

The HBCU-College of Plant-Based Lifestyle Medicine (HBCU-CPLM), a 501c(3) education organization, is creating a nationwide movement to transform college health, reduce healthcare disparities, and build stronger communities.

With your partnership, we can expand access, improve outcomes, and inspire a healthier, plant-powered future for generations to come.



THE IMPACT WE'RE BUILDING

HEALTHIER STUDENTS



Prevent and reverse chronic disease. Improve mental and physical well-being.

STRONGER CAMPUS COMMUNITIES



Accessible care creates a culture of wellness and belonging.

LOWER HEALTHCARE COSTS



Prevention today reduces future medical costs and insurance claims.

ECONOMIC EMPOWERMENT



Creates jobs, supports local businesses, and drives innovation.

HEALTH EQUITY FOR ALL



Closing the gap in health outcomes for communities of color.



OUR MISSION

To develop at Southern University the comprehensive Institute to incorporate its innovative THE TEN LAWS of Plant Based Lifestyle Medicine into all HBCUs general education, degree programs, research, clinical care, and community impact.

USE OF FUNDS



- 40% Clinic Expansion & Equipment
- 20% Nutrition & Lifestyle Medicine Programs
- 15% Student Scholarships & Support
- 10% Research & Innovation
- 10% Community Outreach
- 5% Administration & Operations

OUR MODEL FOR SUSTAINABLE GROWTH



ESTABLISH & EXPAND

Plant Powered Wellness Clinics on HBCU campuses.



EDUCATE & TRAIN

Equip students and professionals as future leaders in lifestyle medicine.



ENGAGE & EMPOWER

Partner with communities to promote wellness and food sovereignty.



EVALUATE & IMPROVE

Measure outcomes, share data, and continuously improve our impact.



This initiative is more than a clinic. It's a movement to heal our bodies, strengthen our minds, and restore our communities. The future is plant powered. The time is now. Invest in health. Invest in our future.



NATIONAL EXPANSION PLAN



- ✓ Phase 1: Southern Region (Years 1-2)
- ✓ Phase 2: Expansion to All HBCU Regions
- ✓ Phase 3: National Network & Innovation Hub

Our goal: Every HBCU campus will have access to plant-powered, lifestyle medicine and nutrition education.

KEY OUTCOMES (5-YEAR GOALS)



100,000+ Students Reached



10,000+ Chronic Disease Cases Prevented or Improved



\$50M+ Healthcare Costs Saved



5,000+ Students & Professionals Trained



77 HBCUs Impacted Nationwide

PARTNERSHIP OPPORTUNITIES



MAJOR GIFTS
Transform lives through significant investments.



SCHOLARSHIPS
Support students pursuing careers in lifestyle medicine.



CLINIC NAMING OPPORTUNITIES
Leave a lasting legacy on HBCU campuses.



PROGRAM SPONSORSHIPS
Fund specific initiatives and health programs.



CORPORATE & FOUNDATION PARTNERSHIPS
Build healthier communities together.

LET'S BUILD THIS FUTURE TOGETHER!

Your support will help us create a healthier, more equitable future—one student, one campus, one community at a time.

INVEST. PARTNER. TRANSFORM.

*Because Health is Liberation.
Because Prevention is Power.*



CONTACT US

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www.hbcuplanbasedlifestyle.org



THE FUTURE IS PLANT POWERED. THE TIME IS NOW.

- ✓ Healthier Students
- ✓ Stronger Communities
- ✓ Lower Healthcare Costs
- ✓ New Economic Opportunities
- ✓ A Replicable National Model

HBCU Plant Powered Scholar Certified

Would your company like to drive sales to the over 15 Million HBCU alumni consumer market and the over 40 Million broader African-American consumer market interested in quality plant-based products to improve their health?

Does your company seek brand loyalty from its customers?

Donate to the HBCU Plant Powered Scholar Fund and pledge 3% of gross revenues in the U.S. annually to the Fund and your company can place the HBCU Plant Powered Scholar Certified logo on your product packages to drive sales.

When you give to HBCUs, HBCU alumni will reward your philanthropy with brand loyalty.

Our media partner, FHG Media Enterprises developers of the HBCU Plant Powered Network will work exclusively with PBFA members to develop affordable and cost effective "crowd" funded marketing campaigns to provide targeted advertisement in:

- print (Black newspaper, HBCU Plant Based Lifestyle Magazine and HBCU cafeteria print advertisement),
- HBCU sports digital billboard or banner advertisement,
- social media and cable TV & TV podcast marketing campaigns

We want to tell your company's "Plant Powered" story in culturally relevant campaigns that include HBCU Plant Powered Student Scholars on the 107 HBCU campuses that communicate to the 15 Million HBCU Alumni and 40 Million African-American supporters.

Contact: steven@fhgmediaent.com to join the HBCU Plant Powered Network to donate and obtain your HBUC Plant Powered Scholar Certified logo.

Note: Quarterly revenue reporting is required so that



When your company gives to HBCUs, you transform lives and improve health outcomes!

One time minimum first donation level based on gross U.S. sales as listed below, and then annually 3% of gross sales donated quarterly.

- | | |
|------------------------|-------------------|
| • Start-ups - \$ 9.5 M | - Game Changer |
| • \$10 M - \$80 M | - Green Friend |
| • \$80.5M - \$100M | - Silver Apple |
| • \$101M - \$200M | - Golden Broccoli |
| • \$201 and above | - Platinum |

Note: This donation program is over above, i.e. separate from the HBCU Plant Food As Medicine sponsorship, although the donor levels from the Summit are used.

Companies who only seek to participate in the "Plant Powered Taster" & "Scholar Certified"

Investing In Plant Powered Scholars On HBCU Campuses

Donate to the Plant Powered Scholarship Fund to cover tuition & plant-based meal plan for majors in Plant Based Lifestyle Medicine & Food Science Innovation

To start the Plant Powered Scholarship program, we need 70 donors to at least become "Green Friend Supporters to implement both the academic and meal plant powered scholarship. When you donate, donors receive the following benefits that provide opportunity for engagement with the student awardees and reach the larger community on each campus. See the benefits below.

Benefits	Platinum Asparagus \$150,000	Golden Broccoli \$75,000	Silver Apple \$50,000	Bronze Carrot \$20,000	Green Friend \$10,500	Game Changer Supporter \$5,500
Logo featured monthly on member electronic newsletter & micro site on HBCU-CLP Network website	•	•	•	•	•	•
Logo featured on Press Release for Student Scholarships & Student Ambassadors	• 15 Student scholarships	• 7 Student Scholarships	• 5 Student scholarships	• 2 Student scholarships	• 1 Student Scholarships	• 1 Student Easy Contest Winne
Unlimited posting of job opportunities on the job board www.HBCUPlantbasedlifestyle.com	•	•	•	•	•	•
Full-page Ad In HBCU Plant Based Lifestyle Digital Magazine	• Inside front cover	• Back Cover	• Inside back cover			



Bright Innovations For Better Health Outcomes

CONTACT FOR MORE INFORMATION



College of Plant-Based Lifestyle Medicine

HBCU College of Plant-Based Lifestyle Medicine

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PROPOSED COLLABORATION

HBCU-CPLM

PLANT POWERED CLINIC & EDEN CAFÉ

FOR SOUTHERN UNIVERSITY

The Future of Health.



“My hope for investing in Koia and other change-makers in the industry is that we work together toward a bigger systemic culture shift where underserved communities have **access and opportunity to live better, healthier lives.**” *

— **By Chris Paul**
Former NBA Player



ALSO SOLD IN THE PROPOSED SOUTHERN UNIVERSITY HBCU PLANT POWERED CLINIC & EDEN CAFÉ



PLANT
powered
nutrition



PREVENT.
TREAT.
REVERSE.



PLANT FOOD
AS
MEDICINE



STRONGER
STUDENTS.
STRONGER
COMMUNITIES.



FUEL YOUR BODY. POWER YOUR MIND.
CHANGE YOUR COMMUNITY.

TOGETHER, WE CAN BUILD A HEALTHIER,
STRONGER FUTURE.