



BRILLIANT MINDS COLLECTIVE

Contact: Benjamin Moody, Communications Director
BMC Communications + Public Relations
ben.original@brilliantmindscollective.org

FOR IMMEDIATE RELEASE
March 31, 2023

GOOGLE Awards Brilliant Minds Collective, Inc. Ad Grant for up to \$120,000

New York, NY – New York-based think tank **Brilliant Minds Collective, Inc.** has been awarded a **Google** Ad Grant, totaling **\$120,000** to raise the visibility of the organization and its offerings to communities around the globe.

“We are thrilled to have been selected for this grant. Google is a powerful advertising tool, but it can be expensive to utilize effectively. This grant allows us to be able to spend \$10,000.00 every month on Google ad words to increase awareness and advertising at no cost to BMC, allowing that advertising budget to be redistributed to other areas and programs,” explains Brilliant Minds Collective Fundraising Director Andrea N. New.

The multifaceted tech company launched the initiative to aid nonprofit organizations by extending their reach and improving their potential to receive support from donors and volunteers. BMC joins previous recipients including Days for Girls, Samaritans, and The Federation of Canadian Artists, all of which have reported substantial increases in donations and web traffic.

Brilliant Minds Collective plans on utilizing the grant to launch advertising campaigns for fundraising, exposure, and education with the ability to specify audience and events, programs, and initiatives.

“Only those organizations that have put in the work to build a strong foundation are approved for this grant. For a nonprofit to meet these requirements and pass the strict background investigation as well as technical profile standards at the close of Year One is extremely impressive,” states New. “It speaks volumes about the level of professionalism, care, and concern that was put into building this organization from the very beginning.”

Brilliant Minds Collective, Inc. 2248 Broadway #1216 New York, NY 10012

About Brilliant Minds Collective:

Brilliant Minds Collective (BMC) is a culturally centered Think Tank focused on Economic Growth in Marginalized Communities. We prioritize the equity and inclusion of People of color and descendants of the African Diaspora by bringing together global thought leaders, developing research, and creating solutions that foster change economically, culturally, politically, and environmentally.

We are a premier thought leadership network, a magnet for high-caliber educators and Influencers, and a transformative force in driving access to investment, financial sustainability, improved health and human resources, and life-changing opportunities.

An Educated Mind is a Brilliant Mind.

Facebook - <https://www.facebook.com/BrilliantMindsCollective>

Tik Tok - <https://www.tiktok.com/@brilliantmindscollective>

Instagram - [@BrilliantMindsCollective](https://www.instagram.com/BrilliantMindsCollective)

www.brilliantmindscollective.org

Contact: Benjamin Moody, Communications Director

BMC Communications + Public Relations

ben.original@brilliantmindscollective.org