

FOR IMMEDIATE RELEASE

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More Than Bootstraps Awarded \$2,000 Grant from the Arman N. Roy Foundation
The grant will support implementation of Campground CRM technology
to power the MTB Summer Program for rising high school seniors

WESTFIELD and PASSAIC, NEW JERSEY – February 14, 2024. [More Than Bootstraps \(MTB\)](#), a New Jersey non-profit dedicated to helping low-income, first-generation students access and succeed in higher education, has received a \$2,000 grant from the [Arman N. Roy Foundation](#). More Than Bootstraps was selected to receive the grant based on its work to address the challenges first-generation, low-income students face in getting to and succeeding in higher education. MTB's partner district, the Passaic Public Schools, serves students underrepresented in higher education: low-income, Latinx, and first-generation.



The Hope Jar grant from the Arman N. Roy Foundation will pay the subscription cost and fund a stipend for one of our College Student Leaders to pilot [Campground](#), a new CRM (customer relationship management) solution for the MTB summer program. Campground is an operating system for program managers of college access and success and/or workforce development programs. The system offers improved reporting of metrics, participant engagement, operational efficiency, and program scalability. Sruti Bharat, founder of Campground, is also contributing to this project's success by offering the CRM at a deep discount to MTB.

Since this implementation will be led by an MTB College Student Leader, it will both develop the MTB organizational infrastructure and capacity and allow one of our students to develop her personal capacity including technical implementation, data analysis, and project management skills. The Campground team has strong onboarding processes in place that will allow the student to be supervised and supported in this leadership role with the implementation of this technology.

“Inspired by Arman, our mission is to empower underserved students with technology resources and education, enabling them to be successful in today’s digital world,” said **Manisha Roy**, chairperson, Arman N. Roy Foundation. “We are inspired by the work MTB does to ensure Passaic students have a pathway to an excellent education and successful future.”

“One of the highlights of this grant for me,” said **Sruti Bharat**, founder of Campground, “will be working directly with a young first-gen college student to train them in how to manage data and operations -- which will hopefully be a career-launching skill!”

“We are enormously grateful to Sruti Bharat, of Campground, and Manisha Roy, of the Arman N. Roy Foundation, for helping us build our organizational infrastructure and utilize the talents of our students to do so,” said **Audrey Fisch**, president of More Than Bootstraps.

Interested donors are invited to visit the MTB website: www.morethanbootstraps.org/donate.

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About MORE THAN BOOTSTRAPS

[More Than Bootstraps](http://www.morethanbootstraps.org) builds a community of first-generation, underrepresented students who empower each other to access and succeed in higher education. *More Than Bootstraps is a 501(c)3 organization, Tax ID 83-2245008.* For more information, visit www.morethanbootstraps.org or call (908) 397-0893.

MTB DIGITAL PRESS KIT: www.morethanbootstraps.org/mtb-digital-press-kit

ABOUT THE ARMAN N. ROY FOUNDATION

The Arman Roy Foundation was established in June 2019 to honor the memory of Arman Roy, a young man who left a lasting impression on those who knew him. With his infectious smile and selfless spirit, Arman was always eager to lend a hand and share his love of technology with others. Arman's name, which means "hope" in Hindi, is a fitting tribute to his legacy. Through the Arman Roy Foundation, we are carrying on his vision of creating a more hopeful future by helping underserved youth gain access to the tools and knowledge they need to succeed in a rapidly changing world. Arman's bright and beautiful spirit lives on through our inspiring work.

ABOUT CAMPGROUND

Sruti Bharat founded Campground to be a product that serves those who are serving others. Campground is the first CRM technology designed specifically for communities, programs, workforce development, and vital human services. Contact the founder directly at sruti@campground.fyi.



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