



About the Laura Eileen Higginson Memorial Scholarship Fund

In January 2008, my daughter Laura who was the yearbook editor at her high school installed a Photoshop program on our home computer so that she could complete her work outside of school hours. We shared a love for visual arts therefore I was fascinated with the program and asked her if she could teach me how to create banners for my online business. Laura was able to teach me all the basics of banner creation and when I started using those banners online, many of my network marketing friends started to ask me if they could have one too. I would work with them to create banners that expressed their individual requirements, matched with their website colors and included compliant phrases, etc. until we came up with the perfect banner for their needs. I did these banners for free, although it was fairly time consuming, as it allowed me a place where I could use my creative energy.



One month later, my beautiful daughter Laura (age 18) passed away due to some sudden complications of Type 1 (insulin dependent) diabetes. As a way to keep her memory alive and to “pay it forward”, I created the Laura Eileen Higginson Memorial Scholarship Fund (through the Diabetes Hope Foundation) which funds a young person with Type 1 Diabetes to attend University or College. With the incredible cost of diabetes supplies, this is one less burden for the parents...something I completely appreciate having had 3 of my 5 children diagnosed with diabetes. Every year I help organize a 5K Walk for Hope to raise funds for the scholarship award.

Not long after she passed, I was creating some banners for a business colleague who insisted that she pay for my work. It was then that I decided that this would be a great way to keep funding the scholarship award and ever since, I have taken all of the funds from the banners and donated them to my daughter’s memorial scholarship. We have so far sent 6 deserving young people to University.

Momentum Marketing has now my full time business and my services have since expanded to include website design (including ecommerce), social media management, banner design, SEO Services, Social Media Platform Customization, Video Editing, Business Card, E-flyers, and much more.

You can view my portfolio, services and customer testimonials at: <http://momentummarketing.co>. Please fill in the contact form for a consultation, and donate to a very worthy cause.

Thank you in advance,

Karen Higginson