

CHAMPION  
SUSAN CUSHING

SUSAN CUSHING IS WORKING TO PUT AN END TO THE CYCLE OF POVERTY WITH THE GOAL PROJECT.

**How did you get involved in your charity?** I founded The GOAL Project ([thegoalproject.org](http://thegoalproject.org)) based on a conversation I had with Michael Bloomberg and an initiative he headed in New York City to encourage teens to wait to have children. In order to change the conversation about poverty, we need to focus on children not being born into poverty. We cannot claim to be the wealthiest country in the world while roughly 300,000 children are born each year into poverty and to teen moms.

**Why did you get involved in the charity?** After volunteering for 10 years in homeless shelters, several of the teenage women I had mentored had great promise but became pregnant and had to put their dreams on hold. The GOAL Project instills confidence and self-esteem through field trips to organizations and institutions throughout New York City showing the girls all aspects of life. We hold workshops that deal with financial literacy, job interviews, how to dress and business etiquette to follow.

**Why is it important for you to champion the cause?** I have decided that it's important to make sure that what you do matters. I always get so much more back than I give when I am doing something that matters.

**Why is Palm Beach a great community for your charity?** The GOAL Project, has been operating in Harlem, and, now, the second will be Palm Beach County. Palm Beach County is one of the poorest counties in the country and has an incredible Junior League whom we partner with, as well as the Boys & Girls Clubs. We hope we can begin to make a difference nationally.

