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The Optima Foundation Rebrands to Education Freedom Foundation

New Name Reflects Continued Commitment to Advancing Educational Freedom for All Families

NAPLES, FL – March 1, 2025— The Optima Foundation today announced its official rebranding as the **Education Freedom Foundation**. This transformation is a reflection of the organization’s ongoing commitment to expanding educational freedom and providing families with greater access to high-quality, personalized education.

The new name better aligns with the foundation’s vision of ensuring every child has access to the best educational opportunities, regardless of background. The rebranding also highlights the foundation’s continued emphasis on **innovative, student-centered educational solutions** that empower families, educators, and communities across the nation.

“We are incredibly proud of the work we’ve done to provide excellent school choice options to families. This name change is the next natural step in our journey,” said **Erika Donalds, Founder and CEO of the Education Freedom Foundation**. “Our mission remains the same, and the new name better aligns with our expanding efforts to support educational freedom and innovation.”

Empowering School Founders through the Start-A-School Initiative

As part of its expanded efforts, the **Education Freedom Foundation** is spearheading the **Start-A-School Initiative (SASI)**—a transformative program designed to support **edupreneurs** in launching new schools. This initiative provides aspiring school founders with essential **resources, expert guidance, and micro-grants** to help turn their vision into reality. By reducing barriers to entry, **SASI ensures that more communities have access to diverse, high-quality education options** that align with their values and students’ needs.

The Education Freedom Foundation will continue to provide **resources, funding, and partnerships** to support families, edupreneurs, and communities in their pursuit of educational freedom. As part of the rebranding, the foundation has updated its **website, social media channels, and communications materials** to reflect the new name.

To learn more about the **Education Freedom Foundation** and its programs, visit <https://youredfreedom.org/>.

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