



**FOR IMMEDIATE RELEASE:**

November 28, 2018

**CONTACT:**

Josh Seawell | [Joshua.seawell@berlinrosen.com](mailto:Joshua.seawell@berlinrosen.com) | 650.646.1149

**The Nike Community Impact Fund Fuels Nine Community Organizations in East Los Angeles with \$50,000 in Grants to Get Local Kids Moving**

*Kids are Made to Play and the Nike Community Impact Fund has given more than \$6.4 million since 2010 to make this a reality*

**Los Angeles, California (Nov. 28, 2018)** – Nike today announced the latest round of grant recipients for the Nike Community Impact Fund (NCIF), an innovative approach to local grant-making that fuels community organizations to get kids active as part of Made to Play. NCIF engages Nike employees and store athletes who help to select nonprofit organizations and schools in communities where they live and work. The Community Store in East Los Angeles awarded \$50,000 in grants to nine local non-profits that focus on getting kids moving through play and sport so they can lead healthier, happier and more successful lives.

The East Los Angeles Community Store joins community stores in Brooklyn, Chicago, Detroit, Washington, D.C., and New Orleans, that collectively have supported forty-five nonprofit organizations and schools this year, in partnership with Charities Aid Foundation of America. This is the East Los Angeles Community Store's third round of grants supporting local organizations through NCIF. Since it first launched in 2010, NCIF has awarded 127 grants to nonprofit organizations in the six cities above which it expanded to in 2015, along with 424 in the Portland Metro region of Oregon and 9 in Memphis, 83 in Europe.

"From the beginning, community has been at the core of who Nike is and what we do. Our Nike Community Stores step up to the plate every day, and we're proud to partner with nonprofit organizations in the communities where these stores are located through the Nike Community Impact Fund," **said Caitlin Morris, General Manager of Nike Community Impact.** "Led by local employees, this innovative grant-making model and the resulting grants are important tools to both empower our teammates and to ignite change by helping kids reach their greatest potential through sport and play."

The Boyle Heights Arts Conservatory and the Boyle Heights Youth Football and Cheer Program are two of this year's NCIF East Los Angeles grantees. The Arts Conservatory, which supports a range of youth development programs for local kids in film, television broadcasting and digital content creation, will be using this year's NCIF grant to support meditative and sound bath wellness workshops for youth who

have experienced trauma, such as the loss of their home. These workshops promote wellness and healing through physical activity and meditation, helping to empower youth and build healthier communities.

The Boyle Heights Youth Football and Cheer Program is a local non-profit organization that aims to improve the lives of the children of Boyle Heights and its neighboring communities by breaking the cycle of gangs, drugs and violence in their community through education focused on the fundamentals of football and cheer, teamwork, competition, and leadership. The program is staffed entirely by volunteers from local communities. This year's NCIF grant will be used to keep participation fees low and maintain the program's ability to admit all interested children regardless of their ability to pay.

"Kids who experience trauma are also more likely to experience health problems such as depression, substance abuse disorders and heart disease," **said Carmelita Ramirez-Sanchez, Executive Director of the Boyle Heights Arts Conservatory.** "Helping local kids embrace activity and wellness in a non-judgmental and welcoming environment is critical to the success and health of our communities."

"We work every day to keep children off the streets and give them a sense of pride in their community," **said Aba Ramirez, Vice President of Boyle Heights Youth Football and Cheer.** "We want to empower boys and girls to be outstanding citizens, so we encourage our players to participate in community events to develop leadership skills and demand they prioritize academics. We're giving kids the chance to excel in school, be active on the field, and grow into adults who create positive change in their community."

The other seven organizations chosen to receive NCIF grants by the East Los Angeles Community Store athletes are: After School All-Stars Los Angeles, Shoes That Fit, Eastmont Community Center, Para Los Niños, The Urban Warehouse, Boys & Girls Clubs of Metro Los Angeles and the Sheriffs Youth Foundation of Los Angeles County.

The NCIF program awards nonprofit organizations that are empowering kids through sport and play in our Community Store neighborhoods within seven miles of the store. The program leverages the expertise of local store employees who review the applications and recommend the organizations to receive grants, using their local expertise and training on assessing the grant applications. NCIF grants are then administered by CAF America.

The East Los Angeles Community Store's next grant cycle will be announced in the Summer of 2019. To learn more about previous NCIF grantees, visit <https://communityimpact.nike.com/ncif>.

#### **About Nike Community Impact**

Nike believes in the power of sport to unleash human potential and build community. We fuel this belief through Made to Play, our commitment to getting kids moving through play and sport so that they can lead healthier, happier and more successful lives. Together with community partners and our employees around the world, we're designing innovative solutions to get more than 16 million kids playing, running and jumping their way to a brighter future. Find out more about Nike's commitment to getting kids moving and providing opportunities for equal playing fields for all at [communityimpact.nike.com](https://communityimpact.nike.com).

#### **About CAF America**

CAF America is a 501c3 public charity in the United States that assists corporations, foundations and individuals with their international philanthropy. They streamline the grant-making process to eliminate risk and administrative burden, and they help donors support great causes by assisting them in making strategic, effective,

and tax-advantaged grants internationally and domestically. In the last five years alone, CAF America and its subsidiary, the CAF American Donor Fund (CADF), have given more than \$400 million to charitable organizations in over 90 countries around the world. NIKE, Inc. has established the Nike Community Impact Fund at CAF America to help facilitate their grant-making.

###