IT TAKES A VILLAGE

IMPACT REPORT

2021-22

PHOTO BY KOSHU KUNII
Letter From The Founders

Dear Village,

July 23rd, 2022 marks the second anniversary of Social Change Fund United (SCFU), an organization founded in response to the acts of racial injustice. Through SCFU, we decided it was time to come together in a joint effort to effect change. Our goal is to maximize our collective resources to uplift and empower underrepresented communities across the country.

SCFU continues to advance our mission to create a fair and equitable society through five pillars of focus -- Public Safety & Criminal Justice Reform, Civic Engagement, Economic Investment, Arts & Education, and Health Equity.

We’ve made exciting strides in our second year of operation. Most notably, SCFU piloted our inaugural fellowship program - GameChangers - empowering the next generation of young activists. This courageous class of college-aged changemakers participated in a variety of skill building workshops with social justice advocates and thought leaders. As a result, students conceptualized community programs using the power of sport to mobilize their communities and elevate their voices for change. Each student received a grant to support bringing their ideas to life in their local neighborhoods. This is just one example of how we mobilize our village and tap into our collective power to develop strategic programs and partnerships.

As we excitedly move into year three, SCFU will continue to strengthen our collective reach, provide voice to issues that continue to negatively affect Black lives and amplify the strides of organizations in this space.

Never underestimate the power of moving as one. We urge you to join us in partnership and become a part of our village, as we continue on this journey. We are eternally grateful for your support thus far and look forward to many years to come.

Let’s Work.
#ItTakesAVillage

Carmelo Anthony

Chris Paul

Dwyane Wade
MISSION

Social Change Fund United galvanizes social change to create a fair and equitable society for all. We support a robust constellation of organizations on the frontlines of liberating Black people and advocating for communities of color through improved policies, representation, and narrative change.

Our Approach

SCFU uses a holistic approach and focuses initiatives in five key pillars that impact Black communities across the country:

PUBLIC SAFETY & CRIMINAL JUSTICE REFORM
We aim to bolster the efforts of grassroots organizations already working to dismantle our unfair criminal justice system.

CIVIC ENGAGEMENT
We utilize our platform to provide accurate voting information, resources, and transportation to empower disenfranchised populations to exercise their right to vote. Promoting the importance of local, state, and national elections through access.

ECONOMIC INVESTMENT
We enhance economic development in Black communities, promoting wage equity, and advancing the growth of minority-owned businesses.

ARTS & EDUCATION
We support underfunded schools and educators and provide students with scholarships, technological equipment, enhanced resources and programming to youth to empower the next generation of leaders and create representative change.

HEALTH EQUITY
We focus on creating a more equitable workforce in the healthcare industry and improve the physical and mental health and wellness of the Black community.
MEET THE COUNCIL
Power of Collaboration

Our Executive Council

Natasha Cloud
Washington Mystics

CJ McCollum
New Orleans Pelicans

Khris Middleton
Milwaukee Bucks

Candace Parker
Chicago Sky

The power of collaboration is the heartbeat of Social Change Fund United. It informs how we make decisions, encourages innovation and extends our reach for greater impact. This group of world class athletes and activists offer their passion and experience which enables our success. Partnership in initiatives, such as Push For Change, allows us to advance on our commitment to do our part in building a fair and equitable society.

CJ McCollum Joins the ‘Push for Change’ Initiative
The Push for Change initiative will be a nationwide campaign and Pelicans guard CJ McCollum is partnering for the cause.

Our Advisory Council
The SCFU Advisory Council provides thought leadership, joint supervision of the organization’s strategic vision overseeing brand partnership management, social engagement, fundraising and programmatic activities.

Aida Morrow
Executive Director

Simone Capers

Monique Francis

Lisa Joseph Metelus

Callie Curry

Sag Samimi

Asani Swann

Hillary Thomas

Brittany Wilson

Carmen Wilson
**Think Local:** Our reach spans throughout non-profit organizations across the United States, with an emphasis on community organizations that specifically work to serve the Black communities.

- Baltimore, MD
- Charleston, SC
- Chicago, IL
- Houston, TX
- Knoxville, TN
- Los Angeles, CA
- Miami, FL
- Milwaukee, WI
- Minneapolis, MN
- Phoenix, AZ
- Portland, OR
- Shreveport, LA
- Winston-Salem, NC

**GEOGRAPHICAL IMPACT**

**BY THE NUMBERS**

<table>
<thead>
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GameChangers Fellowship

SCFU launched our inaugural fellowship, GameChangers, in January 2021. This program provided five college-aged students with access to dynamic workshops led by social justice advocates which aimed to equip them with tools to advocate for their communities. Workshops included presentations on the essence of grassroots organizing, how to use your platform to leverage storytelling to promote a cause and other personal development tools. At the conclusion of the program, each fellow developed and presented a Community Action Plan and received a small grant to support activation.

Adelene Bertha
Los Angeles City College (LACC)

Angelica Aguiniga
California State University - Los Angeles (CSULA)

Isabel Glionna
California State University - Dominguez Hills (CSUDH)

Jaylen Currie
Arizona State University (ASU)

Vuyo Mondi
Arizona State University (ASU)

Health Equity

The magnitude of racial inequality is staggering with Black lives socially, politically, and economically marginalized. We are committed to supporting organizations that directly represent and benefit the Black community with the Social Change Fund. Our goal is to create a pathway for inclusion and success by deploying the necessary funds and resources to invest in long-term change.

Dwyane Wade

Arts & Education

Bold.org Scholarship Campaign

In 2021, SCFU teamed up with Bold.org to provide scholarships for students seeking to further their education in fields targeting mental and emotional wellbeing. We believe in eliminating the barriers that exist to mental health care and education in communities of color is an essential step towards healing generational trauma and creating a just society.
Supporting the Legacy of HBCUs

Social Change Fund United, in partnership with Bleacher Report, released a capsule collection celebrating the legacy of six HBCUs. To launch the collaboration, SCFU and Bleacher Report teamed up with seven Black designers to create collections which included signature pieces for Howard University, North Carolina A&T, Clark Atlanta, Florida A&M University, Jackson State University, and Morehouse College.

Tahir Murray, a student at Howard University and founder of the clothing brand Legacy. History. Pride., was chosen to design for his school.

Chris Gibbs, founder and creative director of Union Los Angeles (and a Grambling State grad), designed for North Carolina A&T.

Kumasi Sadiki, founder and creative director of The Good Company crafted the Clark Atlanta collection.

Mike Nicholas of lifestyle brand DIEM and Ryan Jackson of the unisex brand LFANT collaborated on creations for Florida A&M University.

Maxwell Osborne, founder of Public School, designed for Jackson State.

Tremaine Emory, founder of Denim Tears, and a Georgia native, designed the Morehouse collection.
**Holidays at SCFU**

**12 Days of ‘Khris-Mas’**
SCFU and Khris Middleton surprised three deserving families from Big Brothers Big Sisters of Metro Milwaukee by spreading holiday cheer and priceless memories. Gifts for families included grocery and gas gift cards, cold weather items and other fun surprises to provide a sense of financial relief during the holiday season. The activation was in support of the annual ‘12 Days of Khrismas’.

Social Change Fund United continued the spirit of collaboration throughout the holiday season with a Shoppers Gift Guide. Featured items offered an automatic proceeds donation to SCFU to support ongoing programmatic efforts and community grant funding.

**2016 Triskelion Pinot Noir**
Triskelion is the result of Seth Curry, a lover of classic Oregon Pinot Noir, uniting with the Momtazi family to create an authentic clean wine with a purpose. Both Seth Curry and the Momtazi family believe that by caring for our planet and our neighbors, we can create lasting change in the world.

**Homecoming**
Bleacher Report and Social Change Fund teamed up to celebrate HBCUs in style launching the Homecoming collection, crafted by Black designers, to honor the life and legacy of Historically Black Colleges and Universities. Participating schools also received a portion of the proceeds.

**Rowing Blazers x NBA Logo Sweater**
For Rowing Blazers’ collaboration with the NBA, founder Jack Carlson took inspiration from classic American collegiate style and from the 1965 Japanese book Take Ivy. A portion of proceeds for the NBA Logo Sweater was designated for SCFU.

**SCFU Long Sleeve T-Shirt**
As part of the Homecoming collection, a specific top was curated specifically for SCFU.
SCFU's online village continues to consistently grow, bringing together a community from all over the world passionate about the same mission - uniting to support equitable solutions for people of color. Our digital media reach extends beyond geo-political lines and is a reflection of the cultural mosaic of our country, diverse in gender, sexuality, ethnicity, beliefs and skin color. Thus, we are actively on the front lines of relevant cultural conversations, engaging with our community at rates higher than the industry average, while shedding light on Black stories, amplifying our voices, providing on-the-ground resources in times of need and much more. SCFU social activated 10 digital campaigns this year with brand partners, bringing the impact to life by creating unique user experiences. Each time, we make sure to tell the stories that matter - WHY we're doing this work and HOW people can join us.

Digital Impact

94m
COUNCIL REACH

785k
IMPRESSIONS

20k
FOLLOWERS ACROSS
ALL PLATFORMS

10
SOCIAL CAMPAIGNS

In The News

“
YOU DON’T HAVE TO BE A CELEBRITY OR AN ATHLETE TO HAVE IMPACT. IT STARTS WITHIN YOUR OWN COMMUNITY. IT’S POSSIBLE ANYTHING IS POSSIBLE, WHEN YOU COME TOGETHER — NATASHA CLAY

“THOUGHTS & PRAYERS
POLICY & CHANGE

WIN A BENZ
SUPPORT SOCIAL
CHANGE HBCU UNITED

“MY MOST POWERFUL TOOL WASN’T MY ABILITY TO SCORE AND DUNK AND WIN CHAMPIONSHIPS. MY MOST POWERFUL TOOL IS MY VOICE AND JUST ME BEING A HUMAN AND UNDERSTANDING WHAT’S GOING ON IN THE WORLD AND SPEAKING ON IT.”

Dwyane Wade

Carmelo Anthony, Chris Paul and Dwyane Wade
Announce Two Winners of the $10,000 “Social
Change Fund United” Scholarship

“WHY GEORGE CLOONEY, CHARLIZE THERON AND COLIN KAEPERNICK TURN TO THE ENTERTAINMENT INDUSTRY FOUNDATION FOR THEIR CHARITY WORK”

Exclusive: Chris Paul’s Social Change Fund And Bleacher Report Partner On Capsule Collection Supporting HBCUs

“SEVERAL BLACK DESIGNERS WERE CHOSEN TO CREATE COLLECTIONS AROUND SIX DIFFERENT HEROES.”

Dwyane Wade

TIME

Dwyane Wade on How His Voice Is More Powerful Than His Dunks
Community Partners

Corporate Partners

Social Change Fund United (SCFU) is a fund of the Entertainment Industry Foundation (EIF), a 501(c)(3) tax-exempt organization. EIF is a Charity Navigator 4 Star Charity that meets all 20 BBB Charity Standards and carries the Candid Platinum Seal of Transparency.
JOIN OUR VILLAGE

SUPPORT OUR EFFORTS

Donate

TAP IN ON SOCIAL

IN-KIND & PARTNERSHIP INQUIRIES

Contact Aida Morrow • amorrow@eifoundation.org • Executive Director

MAIL A CHECK

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