

JRUE & LAUREN
SOCIAL IMPACT FUND

PRESS RELEASE

APPLICATIONS ARE OPEN FOR THE JRUE AND LAUREN HOLIDAY SOCIAL IMPACT FUND PROVIDING UP TO \$1,000,000 TO BLACK-OWNED BUSINESSES AND NON-PROFITS

NBA All-Star to provide funding and resources to underserved communities in the wake of the pandemic.

Tuesday, February 15, 2022 ----- NBA All-Star and 2021 NBA Champion, Jrue Holiday, and two-time Olympic gold medalist, Lauren Holiday, through their JLH Social Impact Fund, will provide grants to organizations and small businesses in the Greater Milwaukee, New Orleans, Indianapolis, and Los Angeles areas. Priority will be given to businesses and organizations focused on social impact and creating a more equitable future for underserved communities.

This third round of grant funding is a continuation of Jrue's pledge during the 2019-2020 season to donate a portion of his salary to the JLH Social Impact Fund. "In an effort to assist marginalized and underrepresented communities with the funding, mentorship and resources needed to survive; we saw then and continue to witness the immediate ways small businesses owners and community change agents need to be supported. Our commitment to doing our part only grows stronger after seeing the life changing impact the JLH Fund has on people's lives," said Jrue and Lauren Holiday.

Kia Wells, a second round JLH Fund recipient and founder of Voices Corp., shared "Being a recipient of the JLH Fund grant has helped us to add new positions to increase capacity, scale services, and deepen our impact, as well as reduce the males in Marion County returning to the system. We are also able to increase economic mobility and both access and quality of education for our community."

Alexys Feaster, founder of The Kinship Advisors, is managing the JLH Social Impact Fund. She added, "The grantees in the JLH Social Impact Fund are immediately welcomed into this larger ecosystem, this community of support that we've built. Beyond the funding and mentorship, we have intentional partners and organizations that recognize our 360-degree model of providing funds, programming, and

services. Major brands are now looking to us a leader in this space to collaborate with and build stronger communities focused on economic development.”

An example of intentional collaboration is the JLH Fund’s new partnership with Motorola and Lenovo. The Lenovo Foundation has awarded support to the JLH Fund in the amount of a \$50,000 cash donation. Motorola will donate 300 Moto G Stylus phones to help JLH Fund grantees incentivize their crowd funding campaigns and implement a “pay it forward” initiative, while also capturing content that documents their journey within their communities.

Working with Renee King, founder of FundBlackFounders, grantees receive coaching and training to expand their funding opportunities, including the creation of crowdfunding campaigns, that increase community engagement. King adds, “Jrue and Lauren are doing work that builds the foundation for these underrepresented businesses and organizations and the door is wide open for others to support them in this space.”

Kara Still, founder of Prosperity Market and a second round JLH Fund recipient, shared “It is not just about the money - it’s about the fact that we have a space where Black owners can be supported and uplifted.”

Applications for the JLH Social Impact Fund are open now until Friday, February 25, 2022. To apply, visit www.jlhfund.org

For media inquiries, partnership opportunities or for more information, email info@jlhfund.org

About The Kinship Advisors

The Kinship Advisors is a Black woman-owned agency that closes the gaps and provides culturally connected strategic advisory for athletes, entertainers, and businesses resulting in greater impact in underserved communities, expanded brand development and transformative experiences. For more information, visit thekinshipadvisors.com.

About FundBlackFounders.com

FundBlackFounders.com is a Black-owned and operated, socially conscious, rewards crowdfunding platform that allows everyday people to fund Black-owned businesses from start to profitability.



PRESS RELEASE

THE JRUE AND LAUREN HOLIDAY SOCIAL IMPACT FUND ANNOUNCE SECOND ROUND OF FUNDING FOR BLACK OWNED BUSINESSES AND NONPROFITS, PROVIDING \$1,000,000 IN GRANT MONEY

FOR IMMEDIATE RELEASE

Wednesday, June 30, 2021 ----- Today, NBA All-Star **Jrue Holiday** and his wife, two-time Olympic gold medalist **Lauren Holiday**, announce the recipients of the second round of grants from the **Jrue and Lauren Holiday Social Impact Fund (JLH Fund)**. Last year, Jrue boldly pledged the remainder of his 2020 NBA salary as a progressive step toward combating systemic racism by creating the JLH Fund. In this second round of funding, the JLH Fund is distributing \$1,000,000 in unrestricted grant funding to (25) Black-led nonprofit organizations and (25) Black-owned businesses. The primary focus cities of the 2021 grants are in the Milwaukee, New Orleans, Indianapolis, and Los Angeles areas, with priority given to organizations focused on social impact and creating a more equitable future for underserved communities.

“We are so excited to announce the 2021 JLH Fund round 2 grantees and provide much needed funding to the businesses and nonprofits that need our support. With the addition of coaching and training cohorts provided to the recipients, we also extend the extra resources needed to help them thrive. We look at all JLH Fund recipients as part of our extended family and we could not be more thrilled to be working with these businesses and nonprofits,” said the Holidays.

Indianapolis Area Black-Led Nonprofits: Ashley Nora Art, Eclectic Soul VOICES, George Washington Hub Club INC, Growing Places Indy

Indianapolis Area Black-Owned Businesses: Black World Schoolers Mobile Bookstore

Los Angeles Area Black-Led Nonprofits: Boys 2 Gentlemen Leadership Inc., The Confess Project, The Connective, ESP Education and Leadership Institute, The Menternship

Los Angeles Area Black-Owned Businesses: Cross Fitness, Maddy Bear Cakes, Ova Media Group/Step 1 TV Studios, Plus One, Prosperity Market

Milwaukee Area Black-Led Nonprofits: Adullam Outreach, African American RoundTable, Black Space, Future Urban Leadership Foundation, STRYV365, Urban Underground

Milwaukee Area Black-Owned Businesses: Pump Five Fuel Delivery Service, Embody Yoga, Flora Fruit Company, HouseCall WI, ROCS Software, Sacha's Veggie Life, Soul Brew Kombucha

New Orleans Area Black-Led Nonprofits: Covenant House New Orleans, Grow Dat Youth Farm, Liberty's Kitchen, Made in New Orleans Foundation, The 18th Ward

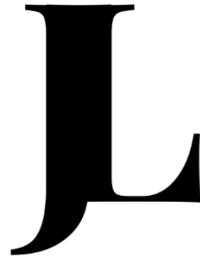
New Orleans Area Black-Owned Businesses: Bea's Bayou Skincare, Remixecology, Spark Mindset, The Space, Velvet Noir Beard & Skin Care, Viola's Heritage Breads

Additional Black-Led Nonprofit Grantees: DRK Beauty Healing (NY), The Committee for Dignity and Fairness for the Homeless Housing Development Inc. (PA), Family Agriculture Resource Management Services (F.A.R.M.S) (SC), Future Successors (GA), Julian (DC)

Additional Black-Owned Business Grantees: Atlas Monroe (CA), Awesomeli You! (NY), BlackFacts.com, Awkward Games (NY), Grandma's Place (NY), Seed2Shirt (CA)

Please visit www.jlhfund.org/grantees for more detailed information on the businesses and nonprofits.

For media inquiries, partnership opportunities or for more information, please email Alexys Feaster at info@jlhfund.org.



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NBA All-Star donated his 2019-2020 salary to provide funding and resources to underserved communities in the wake of the pandemic and the murder of George Floyd

Tuesday, May 25, 2021 ----- NBA All-Star and Milwaukee Bucks guard Jrue Holiday and two-time Olympic soccer gold medalist Lauren Holiday, through their JLH Social Impact Fund, will provide grants to organizations and small businesses in Greater Milwaukee, New Orleans, Indianapolis, and Los Angeles areas, with priority given to those focused on social impact and creating a more equitable future for underserved communities.

In 2019-2020, Jrue pledged the remainder of his NBA salary (\$5.3 million) to create the JLH Fund, providing the first round of grants in the fall of 2020. The second round of funding will again provide up to \$1,000,000 to Black-led nonprofit organizations and Black-owned businesses.

“When we first decided to start this fund, it was at an inflection point of two pandemics - the disproportionate effects that COVID-19 had on the Black community and businesses, and equally as devastating, the murders of George Floyd and many other unarmed Black people - resulting in an overwhelming feeling of helplessness. We are fortunate enough to have the opportunity to help people through the JLH Fund and will continue to do this work and make the greatest impact possible,” said the Holidays.

Alexys Feaster, founder of The Kinship Advisors, is managing the JLH Social Impact Fund and added, “This next phase of the JLH Fund is taking a holistic approach to bring Jrue and Lauren’s long-term vision to life because doing this work right goes beyond the donations. Understanding the values of Jrue and Lauren, we are bringing as many resources as we can to the people and the communities most in need.

Black communities and businesses have been historically overlooked and underfunded and with the JLH Fund, we are building a community of support.”

Working with Renee King, founder of Fund Black Founders, there will be coaching and training for the JLH Fund grantees to expand funding opportunities and community engagement. The JLH Fund is also working with Microsoft’s Nonprofit Tech Acceleration (NTA) for Black & African American Communities so all nonprofits that apply to the JLH Fund will get technology and support services to remove IT barriers and increase the impact of their missions. Darrell Booker, head of Microsoft NTA shared, “Building a community of support for Black and African American nonprofits is fundamental in advancing their missions. We look forward to working with these nonprofits to ensure they have the technology they need to be as efficient and productive as possible in their operations.”

Feaster added, “This is all just the start. We look forward to working with people who want to serve communities in need. Whether they are other athletes, companies, philanthropists, or community leaders, let’s partner to make the impact as great as possible.”

First round recipient of the JLH Fund, Jacob Adams, founder of Stem to the Future, shared “The JLH grant provided my team with capital that supported us in training educators in Los Angeles on how to create and facilitate justice-based STEAM curriculum. We were able to use the funds to pay our facilitators, design curriculum, and provide observations and debriefs with educators, which enabled us to accomplish our goal of providing Black and Latinx students with hands-on learning experiences to solve real world problems.”

Leamel Durrah, also a first round recipient and founder of Compton Vegan, an affordable and healthy alternative to everyday foods, was able to use the JLH Fund grant during the pandemic to secure a food truck to remain in business. He served Compton and surrounding cities labeled as food deserts and swamps with plant-based dishes.

Elliott Hutchinson, from Son of a Saint in New Orleans, an organization that provides support for fatherless young men, added “Aligning with an organization that has a shared interest in positively impacting your community is extremely empowering. The Jrue and Lauren Holiday Fund takes philanthropic support a step further— they are truly invested in growing the capacity of their partner organizations to affect meaningful change.”

Applications for the JLH Social Impact Fund are open now until May 28, 2021. To apply, visit www.jlhfund.org For media inquiries, partnership opportunities or for more information, email info@jlhfund.org

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