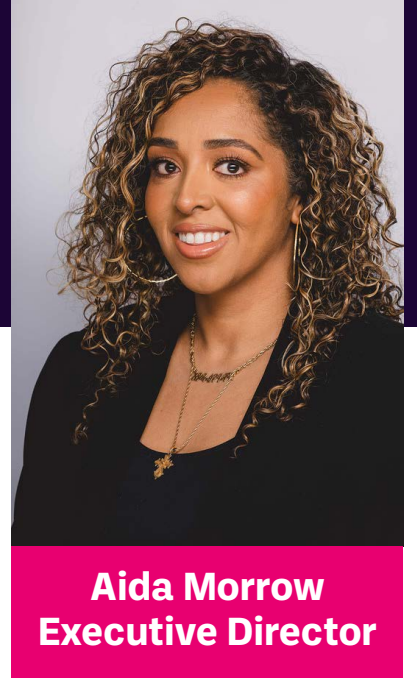




# 2022-23 IMPACT REPORT

IT TAKES A  
VILLAGE

# FROM THE EXECUTIVE DIRECTOR



**Aida Morrow**  
Executive Director

**Dear Supporters and Advocates,**

I am incredibly proud to share with you the remarkable achievements and progress that Social Change Fund United (SCFU) has made in our pursuit of social justice and equity. As we reflect upon our journey, we are inspired by the impact we've collectively achieved, thanks to the steadfast support of individuals and businesses like you who share our vision of a fair and equitable society for all.

Founded by Carmelo Anthony, Chris Paul, and Dwyane Wade, in response to the pervasive racial injustices that persist in our nation, SCFU was born with a resolute mission: to leverage our collective influence and resources to drive tangible change in historically underrepresented communities. Our dedication to this mission has fueled our commitment to key areas including: public safety and criminal justice reform, civic engagement, economic investment, arts and education, and health equity.

Through strategic collaboration and tireless effort, we have seen our vision transform into an impactful reality. To date, we have touched the lives of over 130,000 individuals, each story a testament to the power of collective action. Our unwavering commitment to social change is evident in the distribution of nearly \$1 Million dollars in grants, enabling us to support 25 strategic programs that address critical issues at the heart of our communities.

Our accomplishments, while significant, are just the beginning. As we look ahead, we remain steadfast in our mission to drive transformative change. We will achieve this by deepening our relationships and focus in areas to drive us into the future of SCFU. By working hand in hand with community leaders, advocates, and donors - our village - we are confident that our impact will continue to grow, creating a ripple effect that reaches far beyond the numbers.

None of this would be possible without your belief in our mission and your unwavering support. Together, we are proving that change is not only possible but inevitable when compassionate hearts and resolute minds unite for a common purpose. As we celebrate our achievements, let us also renew our commitment to pushing boundaries, challenging norms, and ensuring that the arc of history bends ever closer to social change.

Thank you for standing with us and being an essential part of the Social Change Fund United family. I am proud to be a change agent in this work alongside you. Together, we are making history and paving the way for a brighter, more equitable future.

**In solidarity,**

A handwritten signature in black ink, reading "Aida Morrow". The signature is fluid and cursive, with a long horizontal stroke at the end.

Aida Morrow





## OUR STORY

Social Change Fund United set out the year to execute strategic initiatives and partnerships across our five pillars: Public Safety & Criminal Justice Reform, Civic Engagement, Economic Investment, Arts & Education and Health Equity. We utilized our collective prowess to aid in support of organizations seeking to positively impact the lives of minorities through an equity lens.

As a result, we've launched new programs, expanded our geographic reach, doubled down with existing partners and responded to emergencies. Together, we celebrate the impact and look forward to creating more change together.

## OUR MISSION

We galvanize 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 PILLARS

**SCFU uses a holistic approach and focuses initiatives in five areas that impact Black communities across the country.**



**PUBLIC SAFETY &  
CRIMINAL JUSTICE REFORM**



**CIVIC ENGAGEMENT**



**ECONOMIC INVESTMENT**



**ARTS & EDUCATION**



**HEALTH EQUITY**

## 2022-23 BY THE NUMBERS

Social Change Fund United set out the 2022-23 programmatic year to execute strategic initiatives and partnerships across our five pillars: **Public Safety & Criminal Justice Reform, Civic Engagement, Economic Investment, Arts & Education and Health Equity**. We utilize our collective prowess to aid in support of organizations seeking to positively impact the lives of minorities through an equity lens.

As a result, we've launched new programs, expanded our geographic reach, doubled down with existing partners and responded to emergencies. Together, we celebrate the impact and look forward to creating more change together.

**\$182K**

In grant funding distributed across partners and programs to affect change in key areas



**\$36.4K**

Value of in-kind donations provided to community partners



**17,000+**

Individuals reached through strategic initiatives



**24**

US cities reached



**22**

Community partners



**27**

Strategic programs & initiatives



**7**

Corporate partners collaborating on initiatives



# **2022-23 PROGRAM HIGHLIGHTS**



**Vibrant small businesses are the backbone of local economies. But, too often, Black-owned firms have faced steep barriers to investing in growth. [SFCU] grants directly address those disparities by helping owners hire and expand—which also fuels economic opportunity in the communities where they live and work.”**

**Lisa Glover**

CEO, Local Initiatives Support Corporation (LISC)



# PROGRAM HIGHLIGHTS



**PUBLIC SAFETY &  
CRIMINAL JUSTICE  
REFORM**

## George Floyd Memorial Foundation & SCFU Scholarship Distribution

In partnership with the George Floyd Memorial Foundation, SCFU granted \$25,000 to twenty-five (25) Black and Brown students enrolled in law school.

The scholarships aimed at fostering diversity and equity within the legal community while supporting each student's educational advancement in various legal fields. Recipients were selected for their outstanding commitment to social justice and academic excellence.

Through this initiative, we aspired to honor George Floyd's memory by supporting the next generation of legal professionals who will play a pivotal role in advancing justice, equality, and positive change.

# \$25K

**GRANTED IN  
SCHOLARSHIPS**

# 25

**STUDENTS  
RECEIVED AWARDS**

In Collaboration With

**GEORGE FLOYD**  
MEMORIAL FOUNDATION

## Scholarships were awarded to students at the following universities:

**Northern Illinois University  
College of Law**

**University of Pennsylvania Carey  
Law School**

**Southern University School of Law**

**Cardozo School of Law**

**Loyola Law School Los Angeles at  
Loyola Marymount University**

**Florida A&M University  
School of Law**

**School of Law - Loyola  
University of Chicago**

**Yale Law School**

**Harvard Law School**

**University of California Hastings  
College of Law**

**Howard University School of Law**

**Saint Louis University School of Law**

**University of Chicago Law School**

**Notre Dame Law School**

**Fordham University School of Law**

**University of Houston School of Law**

**Oklahoma City School of Law**

**New England Law**

**University of Colorado Law**

**Cornell Law School**

**Whittier College**

**Texas Southern University**

**Southern University Law Center**

**Thurgood Marshall School of Law**



# PROGRAM HIGHLIGHTS



CIVIC  
ENGAGEMENT

## 2022 MIDTERM ELECTIONS

Every election is important.

During the 2022 midterm elections, SCFU launched a voter education and mobilization initiative focused on providing college-aged youth and youth adults with key tools through a campaign utilizing social media and on-the-ground engagement. This initiative was informed, designed and led by the college students. On the campuses of Spelman College and Morehouse College, SCFU volunteers packaged 300 voter kits to distribute across three Atlanta-area polling stations. Those voter kits included:

- ★ Sample Ballots
- ★ ‘Know Before You Vote’ Pamphlets
- ★ Snacks & Beverages
- ★ SCFU Swag

**300**

**VOTER KITS DISTRIBUTED**

**200K+**

**MEDIA IMPRESSIONS**



Our digital campaign centered the importance of voting and galvanizing our village through the power of social media. **The campaign resulted in 200K+ organic impressions and 2.9K engagements.**



**Executive Council members, Candace Parker and CJ McCollum, got into the mix by sporting SCFU VOTE branded t-shirts.**



# PROGRAM HIGHLIGHTS



**ECONOMIC  
INVESTMENT**

## INVEST: BLACK-OWNED BUSINESS GRANT PROGRAM

In 2022, SCFU partnered with Local Initiatives Support Corporation (LISC) to launch our first ever Black-Owned Business grant programs. The \$55,000 in grants empowered small-Black owned businesses in six U.S. cities to help spark economic growth and celebrate diversity in ownership during the holiday season.

This initiative is part of our ongoing commitment to advancing economic growth of minority-owned businesses while striving to close the racial wealth and opportunity gaps. The featured cities – Los Angeles, Chicago, New Orleans, Winston-Salem, New York City, and Milwaukee – are part of SCFU key impact areas where the organization has led targeted programs since its inception in 2020.

- ★ Know Dat Grow Dat - New Orleans
- ★ Straightlaw's Cooking & Catering - Chicago
- ★ The JUGO Bar - Winston-Salem, N.C.
- ★ One 5 Olive - Milwaukee
- ★ Good Works Consulting - Los Angeles
- ★ Juiceade - New York

**\$55K**  
IN GRANTS

In Collaboration With

**LISC**

**“Turned my small  
business around and I’ve  
been scaling ever since”**

**-CEO, The Jugo Bar**



**Good Works Consulting**  
Monique Cadle



**Straightlaw's Cooking and Catering**  
Lawrence Wilford



**The Jugo Bar**  
William Fulton



**Know Dat Grow Dat**  
Michael Beauchamp



**One 5 Olive**  
David Griggs and Greg Davis



**JuiceAde**  
Will Bryant

# PROGRAM HIGHLIGHTS



**ECONOMIC  
INVESTMENT**

## **FORWARD: AN ACCELERATOR PROGRAM BY SQUARE**

In partnership with Square, SCFU's executive council member, Dwyane Wade, teamed up with Rosario Dawson, Ayesha Curry, and Earn Your Leisure to launch FORWARD.

FORWARD is an accelerator program by Square for early-stage, U.S.-based Black and Latino small businesses in the retail sector. The program's goal is to increase access to the necessary capital, products, financial literacy, and coaching to help achieve business success and sustainability.

In collaboration with American Express and 1863 Ventures, FORWARD supports 25 entrepreneurs in obtaining the capital, coaching, and products needed to succeed along with the following:

- ★ Granted \$20,000 Funding
- ★ Exclusive trainings
- ★ Square savings & checking accounts
- ★ Square Hardware
- ★ Mentor Masterclasses

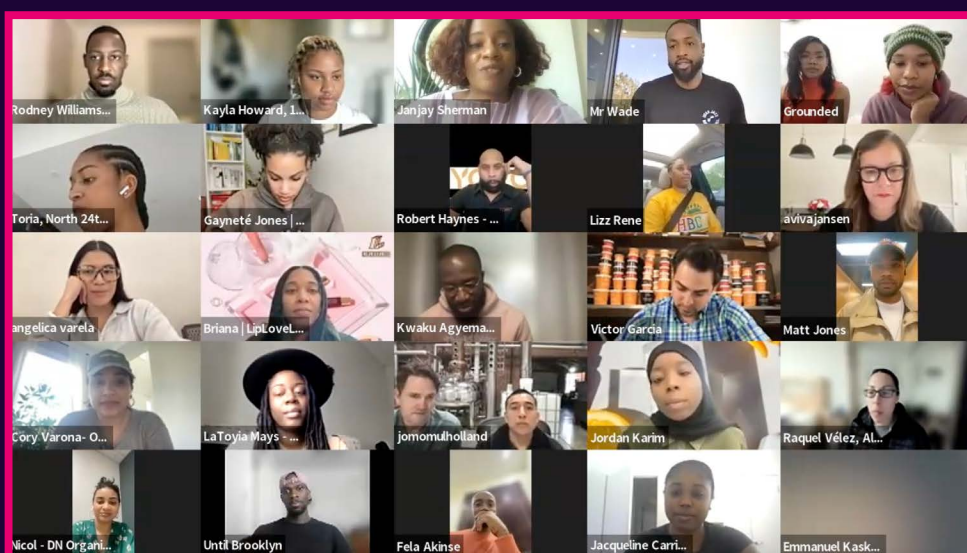
# \$200K

**IN GRANTS TO  
BUSINESS OWNERS**

# 25

**SMALL BUSINESS  
OWNERS**

In Collaboration With



**Dwyane Wade's Mentor Masterclass**



# PROGRAM HIGHLIGHTS



ARTS &  
EDUCATION

## UPLIFTING BLACK MALE EDUCATORS

SCFU uplifted Black male educators during its 2022-23 program year by providing over \$50,000 in grant funding to Donors Choose. Supporting this community of educators fostered a more inclusive, equitable, and effective educational environment for all students.

According to a study at UNC Chapel Hill, “the graduation rate among Black students increased by 33% if they had at least one Black teacher between third and fifth grade.”

Donors Choose found, “Black male teachers spend more time mentoring and counseling students than teachers of any other demographic.” Furthermore, “Whether because students gravitate to teachers in whom they can see themselves, or because of a special commitment to supporting the whole student, or another reason entirely, Black male teachers demonstrate the highest levels of engagement with their students — and thankfully, this higher level of engagement does not correlate with burnout, and does not appear to drive it.”

Championing and uplifting Black Male educators further contributed to breaking down barriers, creating positive role models, and promoting a richer and more diverse teaching profession.

# \$46K

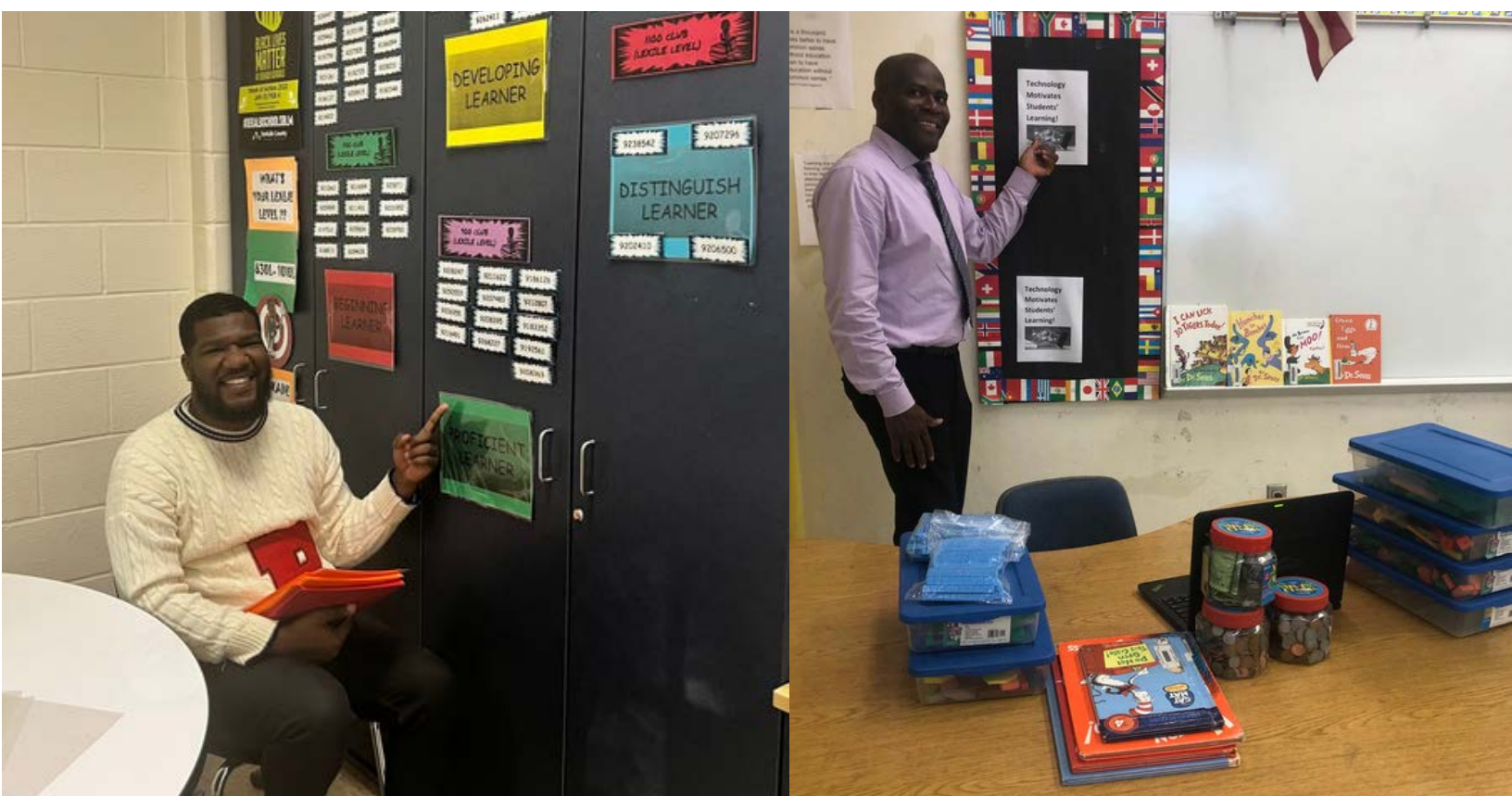
IN-CLASSROOM  
DONATIONS

# 2,382

STUDENTS & EDUCATORS  
IMPACTED BY THE CLASSROOM  
CONTRIBUTIONS

In Collaboration With

**DONORS  
CHOOSE**





# ADDITIONAL PROGRAMS

## ARTS & EDUCATION

**HBCU in LA  
Internship Program**

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## CIVIC ENGAGEMENT

**Trailblazers**  
**Getty + Protect Black History**

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## HEALTH EQUITY

**Rowing Blazers x SCFU Collab:  
Arthur Ashe Collection**

# COMMUNITIES IN CRISIS

## JACKSON WATER CRISIS

In August 2022, the city of Jackson, Mississippi and surrounding areas faced a severe water crisis after severe storms flooded the Pearl River - the city's main water source. An already neglected water system became overwhelmed, leaving more than 150,000 residents - majority African American - without safe drinking water, and in some cases, no water service at all.

In the wake of this crisis, members of the Gamma Gamma Chapter of Kappa Alpha Psi® Fraternity, Inc. collected cases of water to aid Jackson schools and community organizations. For several weeks, the college students rented a moving truck to make the weekly five hour drive to Jackson to support the growing need. SCFU caught wind of the student's brave activism and partnered to contribute an additional 1,600 cases of water for the Chapter's upcoming collection and delivery distribution. Together, we distributed water to more than 3,388 people in Jackson and surrounding areas to provide ongoing relief and fresh water supply.

Additionally, in partnership with Jackson Revival Center Church, SCFU granted \$20,000 to provide food and other essentials for a holiday food drive. The event supported over 4,000 residents.

In Collaboration With

**The Gamma  
Gamma Chapter of  
Kappa Alpha Psi®  
Fraternity, Inc.**



**7,623**  
**PEOPLE SUPPORTED**





# 2022 SEASON OF GIVING

## HAPPY HOLIDAYS FROM OUR EXECUTIVE COUNCIL

Social Change Fund United continued the spirit of collaboration this holiday season through partnership with several of its Executive Council. Each holiday event aimed to support underrepresented communities.



## Chris Paul Holiday Top Golf Experience

SCFU and Chris Paul hosted five Phoenix area teens to a night of Top Golf. All guests enjoyed golfing, dinner, games and gift giving experience.



## CJ McCollum Holiday Events

CJ McCollum hosted several holiday events including a bowling night for teens from the New Orleans boys and girls club, a holiday food drive, and a watch party at the Louisiana Center for Children's Rights.



## Khris Middleton's 12 Days of Khrismas

Khris Middleton surprised foster families from Big Brothers Big Sisters of Metro Milwaukee with a holiday movie out. The holiday spirit continues with a spa day for a select group of single mothers in Milwaukee. All participants received gifts and surprises as a part of his annual '12 Days of Khrismas.'



# 2023 SEASON OF GIVING

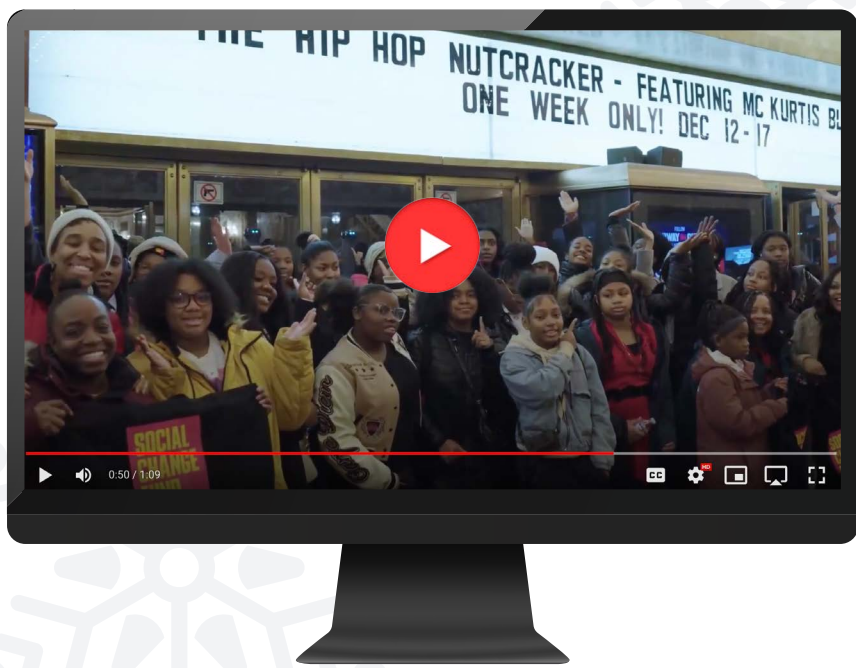
## THE ARTS!

In celebration of the holiday season, SCFU hosted local community partners at Black-led musical productions of holiday classic, The Nutcracker. The events served as an opportunity to provide art exposure to students from under-resourced communities. Over 50 youth participated in the 2023 activity. Additionally, students were treated to dinner by Black-women owned businesses:

- ★ Chicago: Cleo's Southern Cuisine
- ★ Los Angeles: Something Good 2 Eat

**Cleo's**  
SOUTHERN CUISINE

**SG2E**  
SOMETHING GOOD 2 EAT



In Collaboration With

 **LADIES of VIRTUE**  
Transforming Lives. Destined for Greatness.

**the**  **YMCA**





# OUR LEADERSHIP

## Executive Council



**Carmelo Anthony**  
Co-Founder,  
Retired, NBA



**Chris Paul**  
Co-Founder,  
NBA



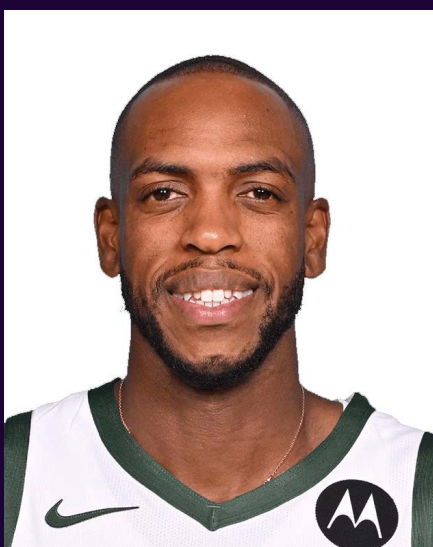
**Dwyane Wade**  
Co-Founder,  
Retired, NBA



**Natasha Cloud**  
WNBA



**CJ McCollum**  
NBA



**Khris Middleton**  
NBA



**Candace Parker**  
WNBA

# Advisory Board



**Simone Capers**  
CAA Sports



**Callie Curry**  
CAA Foundation



**Monique Francis**  
HOORAE Media



**Lisa Joseph-Metelus**  
CAA Sports



**Tequoia Richardson**  
CAA Sports



**Asani Swann**  
Business Beyond  
the Ball



**Hillary Thomas**  
CAA Sports



**Brittany N. Wilson**  
PepsiCo



**Carmen Wilson**  
Good Karma

# Staff



**Aida Morrow**  
Executive Director



**Nya Morgan**  
Assistant  
Spelman '24



**Sarah Jackson**  
Intern, HBCU in LA  
Spelman '25



**Sag Samimi**  
Digital Media



# OUR VILLAGE

## IN-KIND & PARTNERSHIP INQUIRIES

Contact **Aida Morrow** • [amorrow@eifoundation.org](mailto:amorrow@eifoundation.org) • Executive Director

## MAIL A CHECK

Entertainment Industry Foundation c/o the Social Change Fund United  
10880 Wilshire Blvd., Suite 1400  
Los Angeles, CA 90024

**DONATE**

## 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.