



## GUCCI NOW ACCEPTING APPLICATIONS FOR THE GUCCI NORTH AMERICA CHANGEMAKERS PROGRAM: SCHOLARSHIPS AND GRANTS UP TO \$6.5 MILLION

**Milan, October 7, 2019** – Gucci is now accepting applications for its North America Changemakers initiative including the multi-year \$1.5 million Scholarship Program and \$5 million Impact Fund for nonprofit organizations. The Changemakers program was announced earlier this year to support the company’s commitment to creating lasting social impact in diverse communities and within the fashion industry.

To announce this scholarship and grant open call, Gucci collaborated with filmmaker and DRØME Creative Director Satchel Lee on a short film encouraging young people and non-profits to apply. Lee crowdsourced videos from the local community to share inspiring stories of people leading the change. The film is narrated by Changemakers Council Co-Chair, Poet and Author Cleo Wade who noted, “Change does not happen in theory, it happens in community. We are bringing the Gucci Changemakers initiative to life by bringing not only funds, but also time, energy, and care to communities that have been historically and systemically under resourced and overlooked for too long.”

Marco Bizzarri, President and CEO, Gucci echoed this sentiment stating, “We have always believed in the importance of creating a more inclusive and diverse industry so we must invest in and empower the next generation of creatives, designers and leaders.”

### **Gucci Changemakers Scholarship Programs**

Gucci will distribute \$1.5M over four years across two scholars programs – Gucci Changemakers Scholars and Gucci Changemakers X CFDA Scholars by Design – to ensure a new era of diverse and exceptional young people will gain opportunities and experiences across the fashion industry. All eligible students who are planning to attend or are currently enrolled in a four-year college or university in pursuit of a bachelor’s degree within North America are welcome to apply. Special consideration will be given to students who live or study in one of the 12 Gucci Changemakers cities– Atlanta, Chicago, Detroit, Houston, Los Angeles, Miami, New Orleans, New York, Philadelphia, San Francisco, Toronto, and Washington DC and/or plan to attend or currently attending a Historically Black College and University. Scholarships will be awarded for the 2020-2021 academic year for up to \$20,000 per student. Applications are due by 11:59 pm EST on December 31, 2019 and can be submitted online at <http://changemakersus.gucci.com>.

### **Gucci Changemakers Impact Fund**

The impact fund will award grant funding to community-based 501(c)(3) organizations across the select Changemaker cities for up to \$1 million in grants annually over five years. Funding will be provided to applicants focused on key social impact areas including social justice and equity; art and culture; and education. Grants will range between \$10,000-50,000 and are for one-year funding cycles, beginning January 1, 2020. Applications are due by 11:59 pm EST on November 7, 2019 and can be submitted online at <http://changemakersus.gucci.com>.

Both programs aim to build strong connections and opportunities within diverse communities, while bringing positive change and inspiring solutions for a better future. Gucci will enlist the support of the Changemakers Council of community leaders and social change experts to make the final selections of both the students for the scholarship program and nonprofit partner organizations for impact funding.

“With the scholarship program, we aim to create opportunities and visibility for traditionally underrepresented creatives,” said Changemakers Council Co-Chair, lawyer and writer, Yaseen Eldik. “Our goal is to break down barriers, particularly financial, and make fashion more diverse and inclusive.”

For more information about the Gucci Changemakers Initiatives applications and eligibility requirements, please visit <http://changemakersus.gucci.com> or call 1-877-482-2430 - Become a Gucci Changemaker! #GucciChangemakers

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### **GUCCI CHANGEMAKERS**

Gucci Changemakers North America is a social impact initiative focused on increasing inclusion and diversity within the fashion industry and across communities and cities.

### **GUCCI CHANGEMAKERS COUNCIL**

Antoine Phillips, Bethann Hardison, Brandice Daniel, Brittany Packnett, Cleo Wade, Dapper Dan, Dawinder S. Sidhu, DeRay McKesson, Eric Avila, César E. Chávez, Ivy McGregor, June Ambrose, Kimberly Blackwell, Michaela Angela Davis, Naomi Campbell, Renée E. Tirado, Robert Carter, Sara Kozlowski, Will.i.am, Yaseen Eldik, Yasmeeen Hassan, Yvette Noel-Schure

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All inquiries around eligibility, requirements and documentation should be submitted to:

- Gucci Changemakers Impact Fund [changemakersfund@gucci.com](mailto:changemakersfund@gucci.com)
- Gucci Changemakers Scholarship Program: [changemakersscholarship@gucci.com](mailto:changemakersscholarship@gucci.com)