



## **Gucci Changemakers Opens Applications for the Second Round of the Gucci North America Changemakers Impact Fund and Scholarship Program**

**New York, NY, September 24, 2020** - Gucci is now accepting applications for the second round of its North America Changemakers initiative including the Scholarship Program and Impact Fund for nonprofit organizations with an aim to build strong connections and opportunities within diverse communities, while bringing positive change and inspiring solutions for a better future.

Launched in 2019, this is the second year of the fund in which Gucci has already invested over \$2 million of a multi-year commitment to community funding and scholarship programs that support grassroots organizations and empower diverse young people through education by giving a voice to the next generation. Through support from the Gucci Changemakers Impact Fund, past recipients such as ACLU of Louisiana were able to launch their report *Justice Can't Wait*, an outline highlighting Louisiana's incarceration statistics, submitting 105 public record requests to every Parish's Sheriff's office in the state for pretrial incarceration data. In addition, with funding from Gucci Changemakers, Braven Chicago was able to empower 170 diverse college students from National Louis University with the skills and experience necessary to land strong jobs after graduation. More so, Design Core Detroit's *Design in the City* program, which supports Detroit's emerging fashion designers and local businesses with a focus on women and people of color, was able to support 8 installations, 20 designers, 134 local businesses and 6 neighborhoods.

For the second call to action, Gucci has partnered with Satchel Lee and Chance Chamblin to inspire the next generation of designers, thinkers, and social entrepreneurs to tell their story of our shared collective humanity and the power of community to create positive change for both people and planet.

"Our vision for the Changemakers launch video underscores the premise that change does not happen in a vacuum. Even when the seed might be planted by an individual - meaningful progress only occurs when we come together as a community bound by our collective humanity. We need each other," said Satchel Lee and Chance Chamblin, launch film creatives.

In addition, for the second year, the Gucci Changemakers X CFDA Scholars by Design program will fund one scholarship award for up to \$20,000. The 2020-2021 Gucci Changemakers X CFDA Scholars by Design award seeks to foster equitable, diverse, and inclusive futures in the American fashion industry with a \$20,000 scholarship award for women of color. The student award will be determined based on criteria of talent, financial need, and professional potential. Combined with mentorship, this unique scholarship will support, promote and advance student growth with aim to build future designer leaders within a global fashion system.

“The Gucci North America x CFDA Scholars by Design award is the foundation to developing and empowering future female leaders of color in fashion, so that their particularly vital contributions and voices can resonate, inspire, and transform the consciousness of the industry towards equitable representation at all levels,” said CaSandra Diggs, President of the CFDA. “We are very pleased to continue the partnership with Gucci Changemakers and Gucci North America, which will further the CFDA’s important work to create a fashion industry that is diverse, equitable, and inclusive.”

In 2020, Gucci North America Changemakers Impact Fund has already supported several important social justice movements by providing funding for associations including the NAACP, Campaign Zero, and Know Your Rights Camp. Additional funding was allocated to the 2019 Impact Fund recipients to further fuel change during the COVID-19 pandemic and support in the fight against systemic racism. Gucci Changemakers also recently announced a partnership with *When We All Vote*, a non-profit, nonpartisan organization that aims to increase participation in every election. Through the Changemakers North America program, Gucci is able to react in real time honoring the brand’s longstanding efforts to create meaningful change – at every level - in the world around us.

To learn more about the second round of the Gucci North America Changemakers Programs, please see below. To apply, click here: [Scholarship Program](#), [Impact Fund](#), and [Gucci North America x CFDA Scholars by Design](#).

### **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. Scholarships will be awarded for the 2020-2021 academic year for up to \$20,000 per student. The Changemakers Scholars program is open to students not only interested in design, but also marketing, art, film, communications, merchandising, and other related creative fields.

Special consideration for both programs will be given to students who live or study in one of the 12 Gucci Changemakers cities and/or plan to attend or currently attend a Historically Black College and University.

Initial applications are due by 11:59 pm EST on January 29, 2021. After review of the first round applications, a select number of applicants will be asked to submit additional materials.

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### **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. Preference will be given to organizations led by leaders of color and other diverse communities. Funding will be provided to applicants focused on key social impact areas including social justice and equity; arts and culture; health equity and wellness; and education. Grants will range between \$10,000-50,000 and are for one-year funding cycles, beginning January 1, 2021.

There will be two key application submission periods. First, beginning on September 24th, applicants will be invited to register their organizations and proposal ideas, which will be reviewed by an internal selection committee. The deadline for the initial registration period is October 22nd. Following this period, a select number of organizations will be invited to submit a more detailed proposal by November 30th, 2020.