

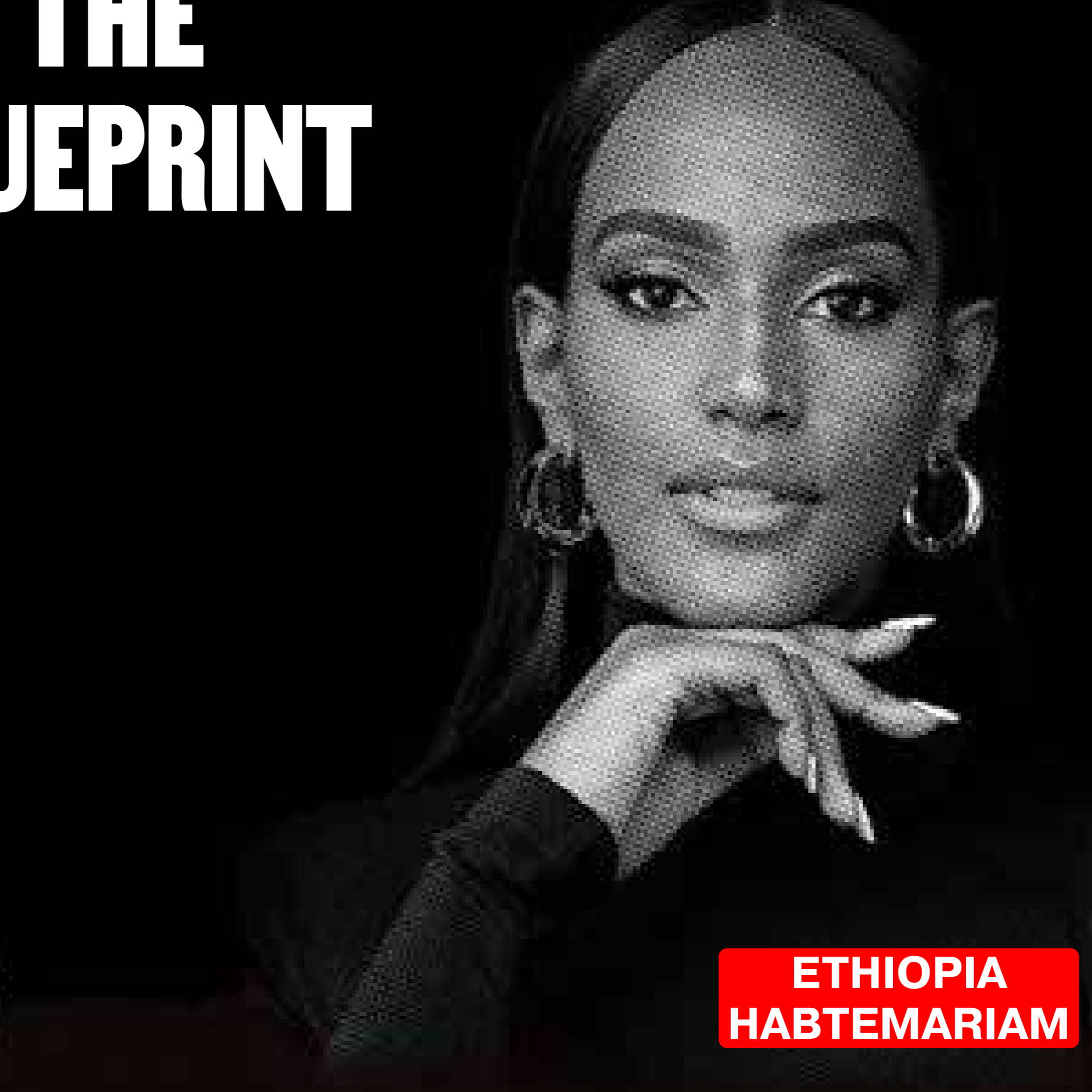
# ANNUAL REPORT 2020 - 2021



# THE BLUEPRINT



**JEFF  
HARLESTON**



**ETHIOPIA  
HABTEMARIAM**

In June of 2020, music executives across UMG record labels and business units came together in the name of social justice. As a driver to empower marginalized communities, the Task Force was co-founded by music industry trailblazers, Jeff Harleston and Ethiopia Habtemariam. The inaugural group of Task Force members represented a global and diverse cross section of UMG committed to social impact. The span of contributions of the Task Force included a targeted focus on criminal justice reform, civic engagement, and music industry empowerment.

The blueprint for the Task Force started because we cared, we could, and so we did. We thank this group of people who set the foundation for a Task Force that continues to make a financial and positive social impact across the globe.

As the largest global music company in the world, we believed in the ability to shape culture through the power of artistry and this group chose to do that together. History matters. We thank the inaugural members!

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**LETTER**  
**FROM THE CHAIRS**

# LETTER FROM THE CHAIRS

## Universal Music Group Task Force for Meaningful Change (TFMC)

2220 Colorado Ave  
Santa Monica, CA 90404

To the Beloved Community,

As Co-Chairs of Universal Music Group’s Task Force for Meaningful Change (TFMC), we are pleased to share with you the TFMC’s 2020 – 2021 Annual Impact Report.

At the request of our Chairman and CEO, Sir Lucian Grainge, the Task Force was created in an effort to be a driving force for social justice in the music industry and beyond. In the wake of horrific, and yet all too familiar, murders of George Floyd, Ahmaud Arbery and Breonna Taylor, the call for swift action could not have come sooner. We thank Sir Lucian Grainge for his leadership and continued commitment of corporate leadership within Universal Music Group.

We are both an extension of the historic role music has played in driving change, and an active part of the urgent response to the clarion call for justice. Our formation is not only recognition that we are still so far from achieving the lofty ideals to which we aspire – of a society free of bigotry and hate – but that we need to make substantially more progress and far more urgently.

This was the inception of the Task Force for Meaningful Change.

Designed both to amplify UMG’s ongoing efforts and to devise new initiatives, since then we have not only provided philanthropic support to organizations driving equality and social justice, but we also offer educational programming, thought leadership and volunteer opportunities for our employees and artists for our employees.

In fact, unlike many other corporate initiatives, the Task Force is actually staffed by UMG employees from across the company – including our corporate center, labels, and businesses around the globe. That unique structure best serves both our internal and external communities and keeps our work most relevant.

As we plan for 2023, we are determined to ensure that this is not solely a moment of raised consciousness but one of real and constructive progress in the global movement toward equity.

The problems we are addressing are not new and they certainly do not have easy solutions. So, we rededicate ourselves to the fight.

Here is how we approach our work:

### OUR CORE VALUES

Our five core values guide and infuse our work. These values are justice, integrity, resilience, respect and community.

### FOUNDING FOCUS

Following the murder of George Floyd, the importance of addressing criminal justice reform was prioritized by the Task Force at its inception. As the nation witnessed the impact of the Black Lives Matter movement and the ways in which the Black community has suffered from structural barriers to equity, justice and inclusion, the Task Force jumped into action with a strategy of empowering organizations dedicated to advancing criminal justice reform.

### COMMUNITY-BASED MEANINGFUL CHANGE

We work not just to make “change for the sake of change” but to make “meaningful change.” By “meaningful change,” we mean delivering results that actually better people’s lives. But we also mean achieving that goal through programming and contributions that are not only transformative but also affirming to the communities we serve. We define that not only by our own views and values, but by working with trusted partners who are rooted in the community and help us work in a way that recognizes and embraces individuals’ full humanity. ►



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# LETTER FROM THE CHAIRS



As a result, the Task Force’s partnership is now part of the fabric that breathes new life. Outcomes are assessed and met by the TFMC’s ability to build partnerships.

## “SUPER PRIORITY” GLOBAL ISSUES

Each year, we focus a portion of our resources on a “super-priority” issue area of national or global concern. We use the United Nation’s Sustainable Development Goals to provide guidance for understanding the socioeconomic impact of key issues and areas of concern to our community. For example, in 2021 our focus was education with the goal of supporting organizations expanding educational opportunities to marginalized communities

across the globe. Our super-priority has supported the expansion of leadership development classes through marketing and social media campaigns, built and scaled up suicide prevention services, and provided youth scholarships. But – energized by our mission, by the excellence and hard work of our members and our partners, and by the power of the meaningful change achieved so far – we are undaunted.

The pages that follow demonstrate the breadth and volume of our efforts over the past year and we hope that they convey at least some of the incredible passion that the TFMC brings to these critical issues.

Sincerely – and In Solidarity,



**JEFF HARLESTON**  
Co-Chair & Co-Founder  
2020-Present



**ETHIOPIA HABTEMARIAM**  
Co-Chair & Co-Founder  
2020-2022



**ERIC HUTCHERSON**  
Co-Chair  
2020-Present

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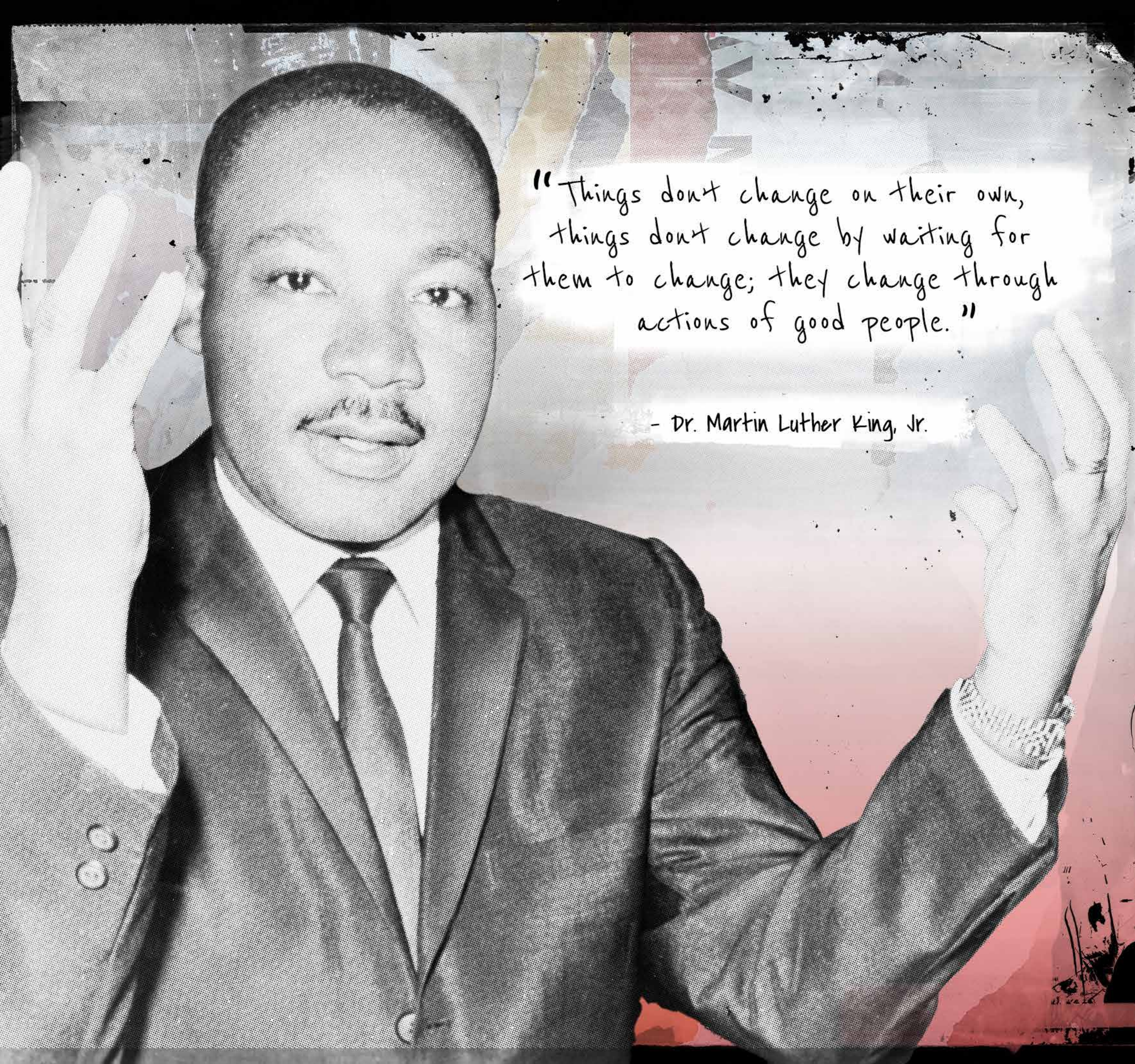
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*"Things don't change on their own,  
things don't change by waiting for  
them to change; they change through  
actions of good people."*

*- Dr. Martin Luther King, Jr.*

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# INTRODUCTION

# INTRODUCTION FROM THE EXECUTIVE DIRECTOR

Our vision of a just and equitable society for all is rooted in the universal power of music and mobilization to empower marginalized communities. Our Task Force for Meaningful Change (TFMC) is comprised of UMG employees across our many businesses who understand the power of coming together to make positive change.

The collective effort of more than 50 Task Force members across the company demonstrates the seriousness of our work for equity, justice, inclusion, determination, and integrity. In the spirit of collective activism, UMG'S Black executives understand the global nature of the mission and forward an international approach to justice that reflects the diversity of Universal Music Group's reach. The Task Force continued to grow into a multiracial and multiethnic team of individuals committed to positive change. As the world's leading music company, we also know the impact music has in shaping culture, identity, social movements, and opportunity across the globe.

Over the past few years, the world has awakened to how to better address centuries of racism and injustice manifested through the criminal justice system, the workforce, educational opportunity, and across society. We have also witnessed pervasive gender and religious-based violence, discrimination based on sexual orientation, xenophobia, and ethnic hatred in many of our communities.

The hope and faith of opportunity realized are inextricably tied to the pain and suffering of injustice and inequality born out of our past. Therefore, our approach to social justice and racial equity emanates from not only acknowledging our troubled past, but implicating ourselves, our institutions, our philosophies, and our approach to meaningful, restorative change that meets our communities where they are. It is with this mindset that we understand our mission and mandate.

We recognize good intentions do not always equate to good outcomes. A philosophy and practice of arduous work, intentional disruption of the status quo, and resource allocation are necessary if we want to reverse the hard truths of racial disparities, white supremacy, and racism in the United States and across the globe. Moreover, our giving framework recognizes our donor recipients as organizational partners and prioritizes unrestricted giving. ▶



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# INTRODUCTION FROM THE EXECUTIVE DIRECTOR

Having supported more than two hundred organizations through unrestricted donations to date, our financial reach spans four continents and several countries across the globe.

We do our homework, we listen and learn with our organization partners, and we cultivate relationships beyond a transactional partnership. Our decision making does not prioritize our giving over those we give to – in fact, we begin our engagements from a mutual understanding of respect and appreciation that honors our collective responsibility to bring a seat for the other to the table with us. The diversity of our allies dates back to our members’ understanding of the global nature of the mission and forwarded an international approach to justice. This methodology amplifies the diversity of Universal Music Group’s reach. In the spirit of collective activism, our donations touch upon significant portions of Black Americans in this country. The genesis of the Task Force was to address the inequalities of the injustices faced by many Black Americans.

As we continue to broaden engagement with our Universal and global community, our commitment to equality remains unwavering. We will continue to push for outcomes based upon an empowerment lens. The impact report is an opportunity for the Task Force to demonstrate how connectivity and giving allow for greater self-actualization throughout our global communities.

In Unity,



**MENNA DEMESSIE, Ph.D.**

Executive Director & Senior Vice President  
Task Force For Meaningful Change,  
Universal Music Group



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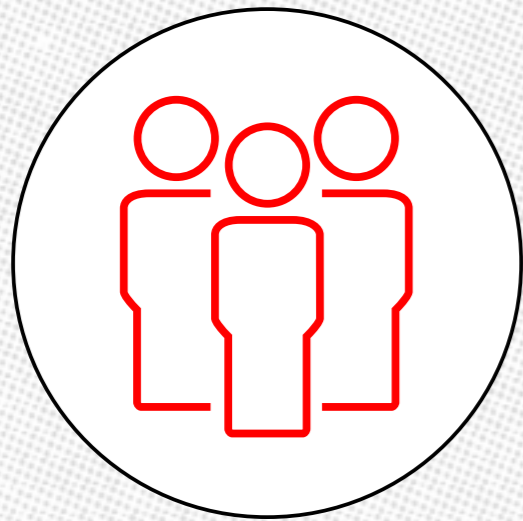
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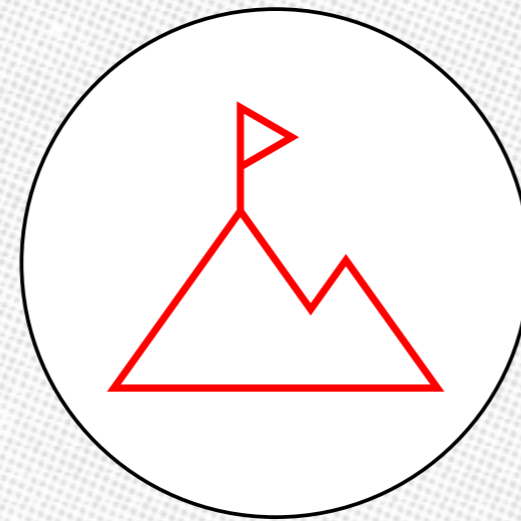
# ABOUT TFMC

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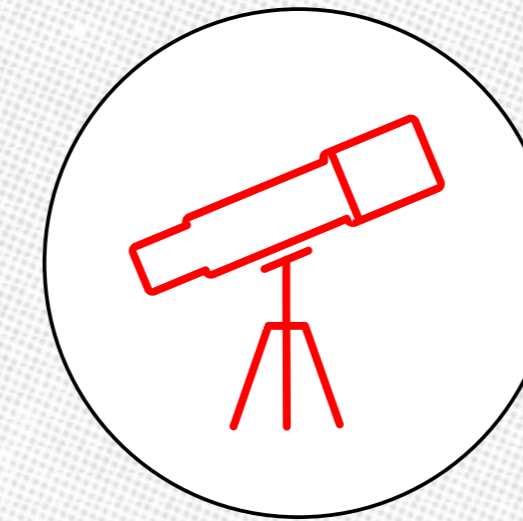
## WHO WE ARE

We are a group of professionals from across UMG – including our corporate center, labels and companies around the globe – working together to enact change in the music industry and the world.



## OUR MISSION

Founded in 2020, in the wake of the global uprisings against racism, the mission of TFMC is to make significant and sustainable contributions to racial justice and criminal justice reform in Black and other marginalized communities worldwide.



## OUR VISION

We envision a world where all people are free of discrimination and empowered to live their best lives. We work towards actualizing this world by strengthening pathways of racial justice, equity, and opportunity for marginalized communities in and outside the music industry.



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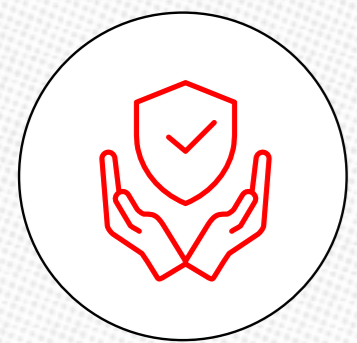
## TFMC Values

We know that our actions speak louder than our words so, as we pursue our mission in pursuit of our vision, we are guided by five key ideals.



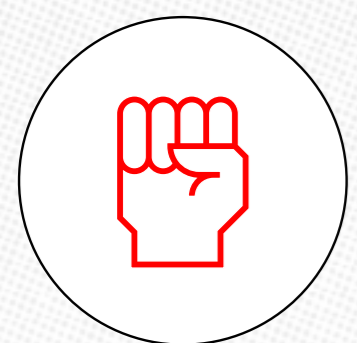
### JUSTICE

We believe that all people should be treated fairly and have the freedom to define their individual and shared futures on their own terms. We directly challenge and denounce individuals, systems, practices and beliefs that unjustly limit the potential and possibility of any one person or community.



### INTEGRITY

We strive to always do what's right and we align our work, decisions and actions with our beliefs. We are honest with ourselves, our partners and our community about our capacity and impact.



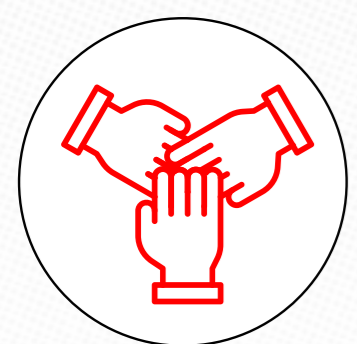
### RESILIENCE

We are committed to meaningfully contributing to the eradication of racism—work that we know demands relentless commitment and perseverance. In our pursuit of transformative change, we are not easily defeated or disempowered when we encounter resistance or challenges along the way.



### RESPECT

We treat all people with dignity. We value, admire and are inspired by the vast network of community partners, activists and thought leaders we have the privilege to support and uplift in our work.



### COMMUNITY

We believe in the power of the people and of the collective. We collaborate with like-minded musicians, partners and collaborators looking to foster opportunities for Black creatives in the music industry and Black communities around the globe.



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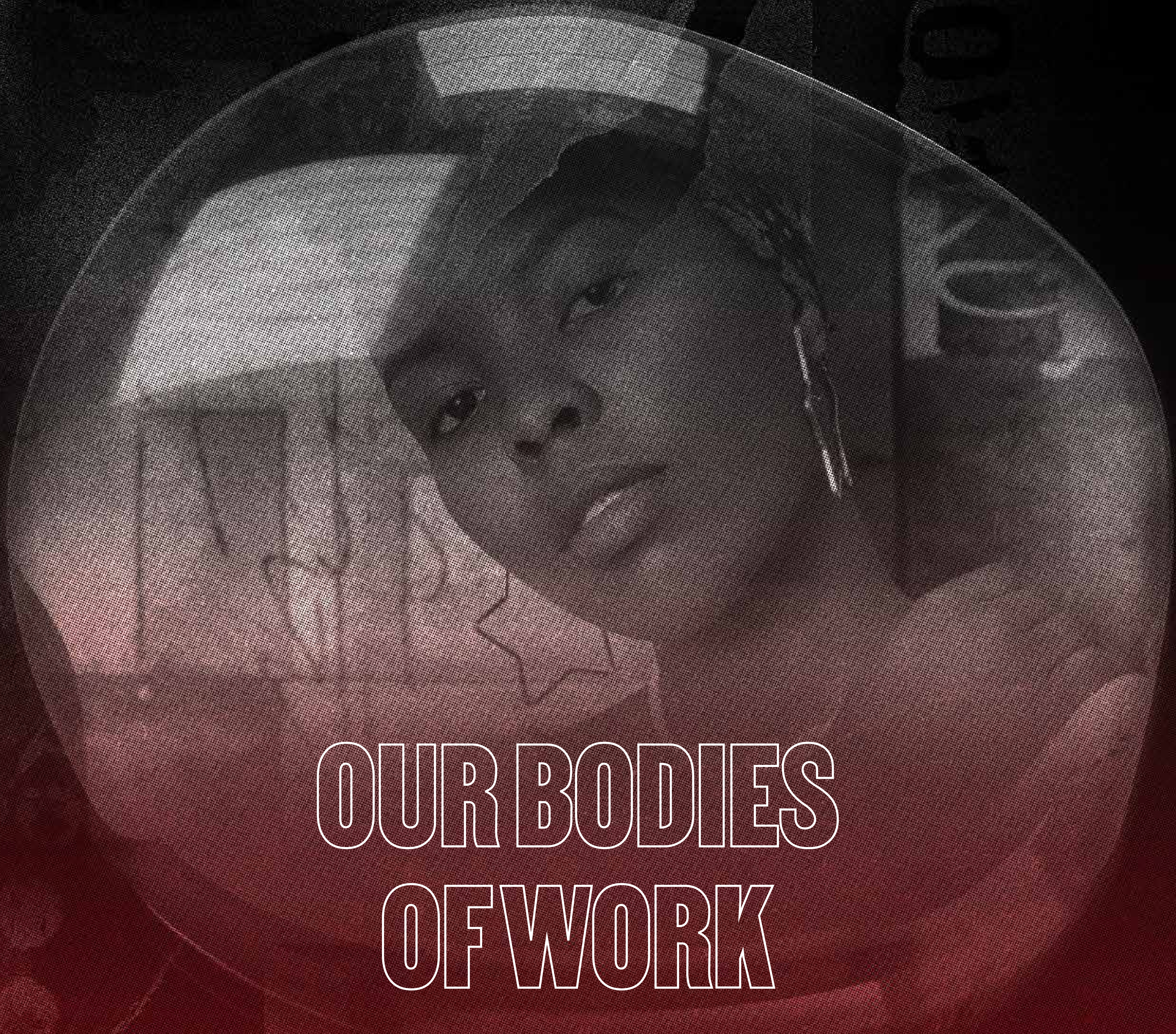
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# OUR BODIES OF WORK

# OUR BODIES OF WORK

In our giving and work we seek to enact meaningful change, which we define as impact that actively and intentionally shifts lives, communities and the world for the better. As we do so, in 2020 and 2021, our work was guided by one key giving principle and operated across two strategic bodies of work.



## OUR PRINCIPLES

Trust Based Philanthropy (TBP) centers trust between the funder and the grantee and is a concept adopted in the philanthropic world that recognizes and strengthens the partnership between the funder and grantee.

Our giving philosophy is substantive and meaningful. We make time to do our homework on organizations, get to know their leadership and how they work, and prioritize unrestricted giving to empower organizations to decide where the funds are most needed.

TBP allows us to understand each of our organization partners uniquely and empowers us to meet our mission with meaningful contributions that meet organizations where they are.

Trust-based philanthropy is not transactional, it is a two-way street requiring genuine respect and proactive engagement in relationship building – something our Task Force members take seriously. Additionally, the diversity of our Task Force members across the globe, and our Aid and Charitable Giving Committee in particular, center the everyday realities and socioeconomic burdens faced by communities and organizations and meet them where they are to ensure equity in our approach to giving.



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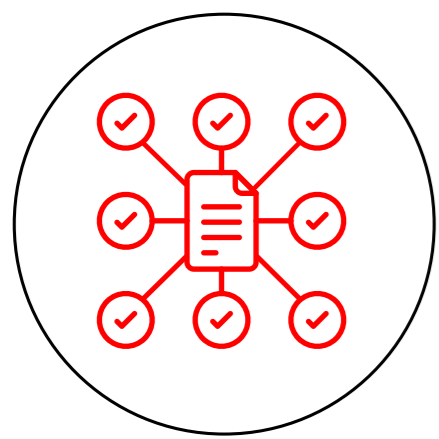
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# OUR BODIES OF WORK



## OUR FRAMEWORK

In 2020 and 2021, our impact framework was made up of our founding focus, criminal justice reform, and our annual super priority work.

Our Founding Focus: As a working group established in June 2020 in the wake of global uprisings against systemic racism, criminal justice reform is an ongoing priority of TFMC. We know that creating a more just and equitable society where Black people are fully empowered and have the freedom to define their future on their terms will require monumental changes to systems that have historically oppressed Black communities. Successfully shifting these systems requires that we listen to partners who have pointed to the inequities in the policies, agencies and institutions that are the cornerstones of our modern-day criminal justice system. In an effort to do our part, every year, we look for ways to deepen our work in the criminal justice space—leveraging our position in the industry and culture however we can to uplift, amplify and support community organizations, policies and initiatives working to protect and contribute to long-term meaningful change.

In the first two years of TFMC, this work not only included grant-making to Black and minority-led criminal justice reform organizations—as well as other organizations that impact Black communities—but also included direct advocacy work in partnership with our peers across the music and entertainment industries in support of meaningful police reform legislation.

In March 2021, our TFMC formed the Alliance for Criminal Justice Reform (ACJR)—a group of artists, athletes, former policymakers, actors, thought leaders and other notables working towards the passage of substantive policing laws. This cross-sector advocacy group met with U.S. Senators from across the nation in support of the “Justice in Policing Act” and launched several digital awareness campaigns to educate members’ communities about the facts around the bill and what individual citizens could do to get the bill passed. Hundreds of public figures and allied organizations from across the music, sports, and media fields joined the ACJR in its work.

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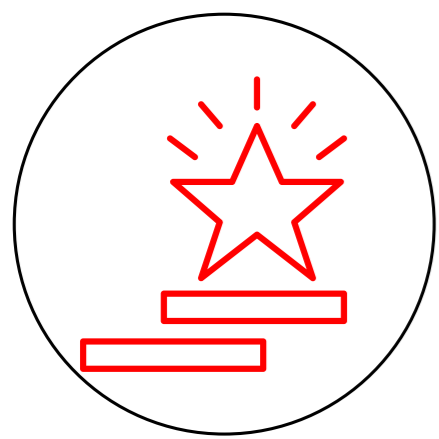
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## OUR ANNUAL SUPER PRIORITY

In 2021, we launched our super priority workstream, which allows us to champion, invest and support other issue areas that disproportionately impact Black communities in addition to our ongoing criminal justice work. These alternating focus areas are informed by the [United Nations' Sustainable Development Goals](#) (SDGs) and have a direct and disproportionate impact on the quality of life for Black people around the globe. As a critical and data-based blueprint for achieving a better and more sustainable world for everyone, TFMC uses the SDGs to not only guide our work but also to ideate opportunities and pathways to enact meaningful change internally at UMG, across the music industry and in society at large. In 2021, our very first super priority was education with a focus on youth classrooms.

In Black communities, there is no shortage of potential, but there is a massive shortage of opportunity. That shortage begins from the moment Black children walk into their first classroom. Although education has been one of the few pathways for Black people to overcome systemic racism and the barriers they face, the public school system still fails to prioritize and meet the challenges, realities, needs and aspirations of Black children.

To do our part to ensure that every Black child has the education they need to define their future for themselves and on their own terms, TFMC spent 2021 investing in classrooms, programs, non-profits, institutions and projects aimed at decreasing the opportunity and achievement gaps between Black students and their counterparts. Additionally, we cultivated opportunities and spaces to support our urban music executives and emerging Black creatives in expanding their knowledge and skillsets.

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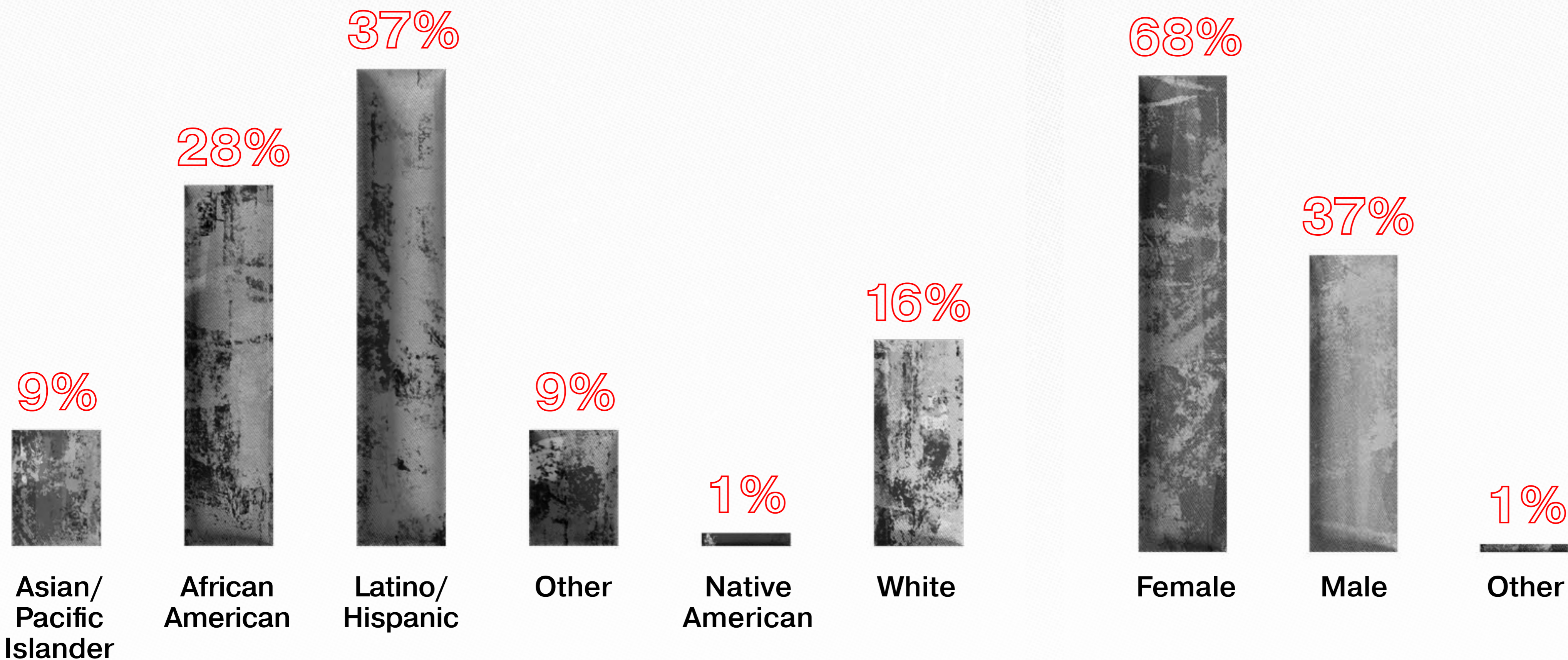
## 2020 Gives

**Legal Aid Foundation  
of Los Angeles**  
Los Angeles, CA

Our donation helped LAFLA provide legal aid to over 100,000 Los Angeles County residents who could not afford it.

### LEGAL AID FOUNDATION OF LOS ANGELES CLIENT DEMOGRAPHIC DATA

All of the clients LAFLA serves are low income and are from the following key demographic groups.



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# IMPACT AT A GLANCE

## 2020 Gives

In 2020, the depth and breadth of our charitable work spanned a diverse range of impact territories, including criminal justice reform, housing and social services, public health, education, civic engagement, and community empowerment. Below is a high-level snapshot of a few of our 2020 organizational partners' missions and the measurable impact we were able to make together.

### **Martha's Table** Washington, D.C.

Martha's Table supports strong children, strong families, and strong communities by increasing access to quality education, health and wellness, and family resources across the Washington, DC area. With our support, Martha's Table distributed over 2 million pounds of fresh produce and provided digital education to the 137 children enrolled in their early childhood education program.

### **The Mentoring Center** Oakland, CA

EMERGE (Empowering, Mentoring, Educating, Re-affirming our Girls for Excellence) Academy is a high school for girls and young women who are systems-impacted, who are coming from places of confinement, and/or who have been suspended, expelled or otherwise pushed out of school.



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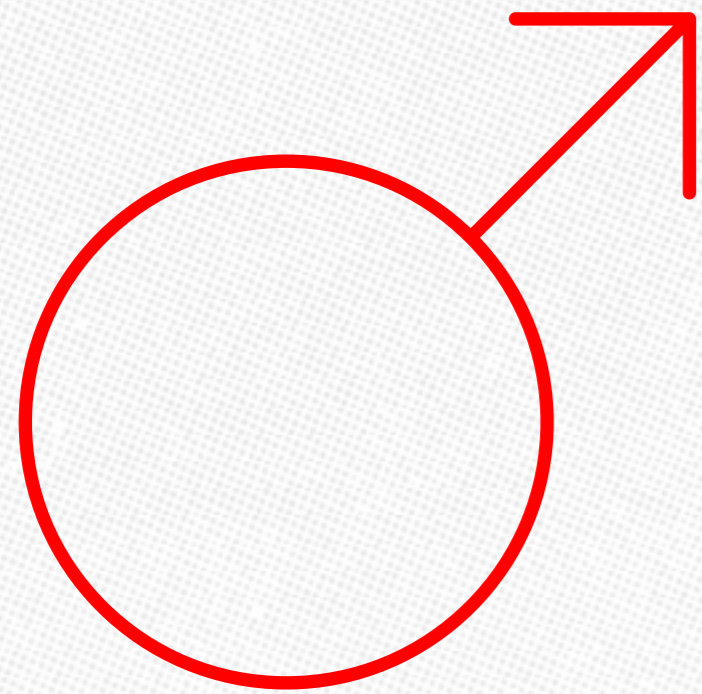
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# IMPACT AT A GLANCE

## 2020 Gives

**Son of a Saint**  
New Orleans, LA

Son of a Saint serves young men growing up without fathers across the New Orleans region. In 2020, financial support from TFMC helped Son of a Saint more than double its mentee numbers between 2021 and 2022 - increasing its cohort from 100 mentees to 204.



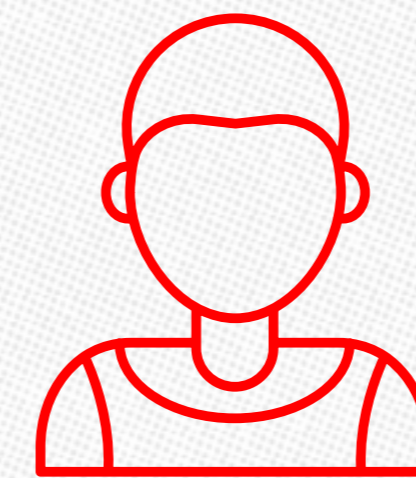
**93%** mentees identify as young men of color

**83%** are Black

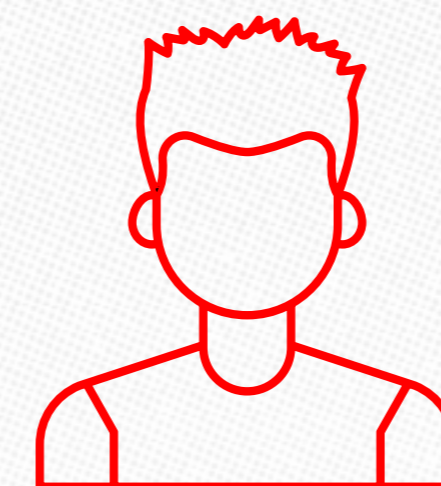
Currently, **60%** of mentee families make under **\$30,000** per year;



within that number, **31%** make under **\$20,000** per year.



**31%** of mentees are **8-12 years old**



**49%** of mentees are **14-17 years old**



**20%** of mentees are **18 years or older**



Currently, **67%** of K-12 aged mentees live in **Orleans Parish**

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## 2021 Gives

### National Institute for Criminal Justice Reform (NICJR)

Oakland, CA

NICJR works to reduce incarceration and violence, improve the outcomes of system-involved youth and adults, and increase the capacity and expertise of the organizations that serve these individuals. TFMC's 2021 donation specifically supported youth and families participating in NICJR's Neighborhood Opportunity and Accountability Board (NOAB), an innovative community-driven model of youth justice being piloted in the East Bay Area of California.

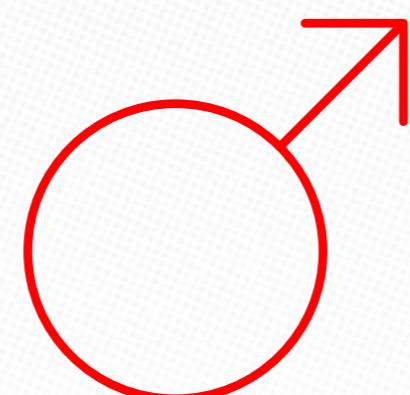


### NICJR'S NOAB PROJECT DEMOGRAPHIC IMPACT PRIMARILY YOUNG MEN OF COLOR, AGES 11-17.

83% are Black youth

20% are Latino youth.

≈ 85%  
= are male youth.



This pilot project is expected to be replicated in other cities across the nation.

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## 2021 Gives

### American Association of University Women, Inc. (AAUW)

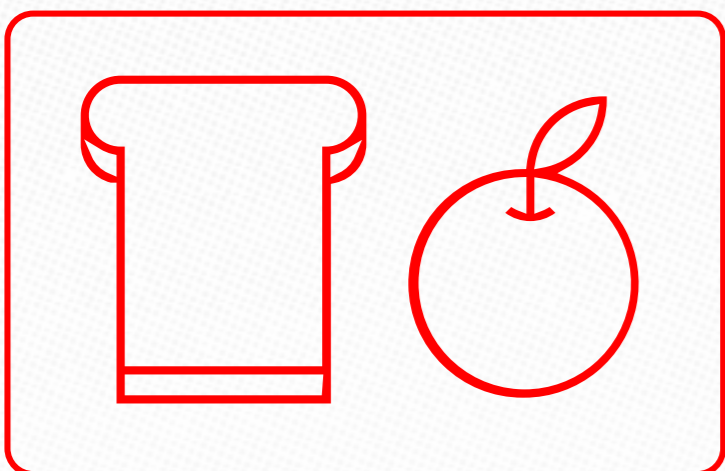
Washington, DC

The mission of AAUW is to advance gender equity for women and girls through research, education, and advocacy. TFMC's 2021 donation was directed to AAUW's Greatest Needs Fund, which functions as the organization's impact backbone and allows the organization to respond rapidly to critical issues affecting women as they emerge through unrestricted grantmaking.

### DreamWakers

Washington, D.C.

DreamWakers aims to close the opportunity gap for students from systemically under-resourced schools and educational programs who have significantly less exposure to professional roles than their wealthier peers. TFMC's contribution represented 28% of DreamWakers' direct programming costs between February 2021 and June 2022 – allowing the organization to reach 4,034 students in 4th-12th grades across 19 states and the District of Columbia.



85%

of students that participated in flashchats attend under-resourced schools in areas of low socioeconomic status.

At least 50%

of the student body is eligible for free or reduced-price lunch.

### Homeboy Industries

Los Angeles, CA

Homeboy Industries provides hope, training, and support to formerly gang-involved and previously incarcerated people, allowing them to redirect their lives and become contributing members of their local communities. In 2021, TFMC's unrestricted support enabled Homeboy Industries to meet increased demand for their services and serve more formerly incarcerated individuals through their 18-month re-entry program than ever before.



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## 2021 Gives

### The Marshall Project

New York, NY

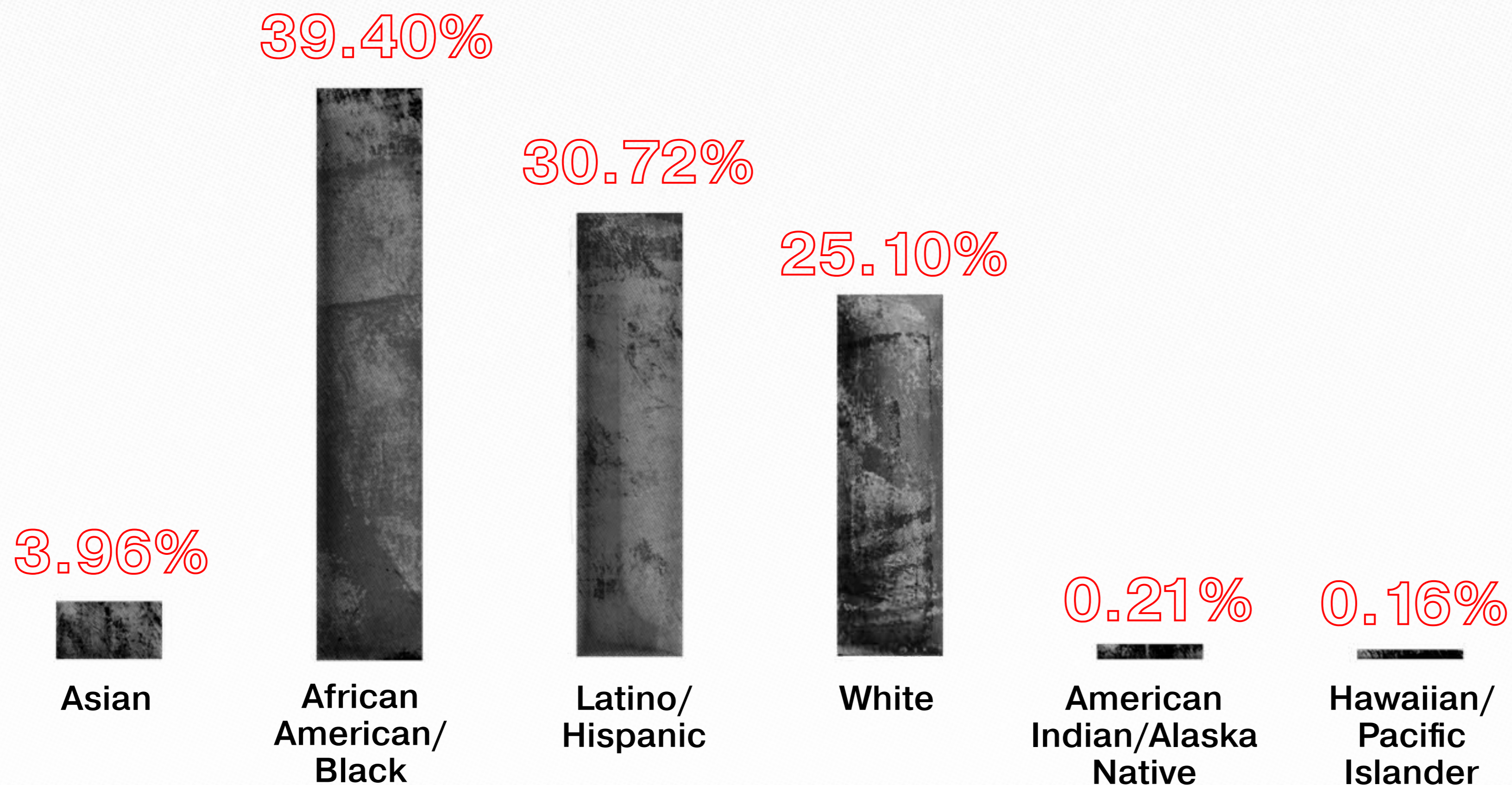
The Marshall Project is committed to reaching justice-affected audiences, who have traditionally been neglected by the mainstream media and have a high degree of mistrust of journalism.

### PENCIL

New York, NY

PENCIL's mission is to connect students through success. Our 2021 grant enabled the organization to serve all 82,610 students enrolled in the Metro Nashville Public School system across 159 schools and all 5,000 classroom teachers.

**DEMOGRAPHIC BREAKDOWN OF YOUTH POPULATIONS SERVED BY PENCIL ACROSS NASHVILLE**



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## 2021 Gives

### **Ron Brown Scholar Fund**

Charlottesville, VA

The Ron Brown Scholar Fund is a public college scholarship and leadership program for Black students. Through its 2021 donation, TFMC financially supported scholarships for five of the 45 2021 Ron Brown Scholars receiving support from UMG TFMC were selected from a cohort of 45 Scholars in 2021. These five scholars were either from or attending college in the State of California or attending college to study music.

### **Social Justice Learning Institute**

Inglewood, CA

Our donation was used to educate and empower youth and community members to identify and rectify injustice; build capacity for individuals and communities to advocate for their own needs; and deliver effective programs, resources, and support to our community. SJLI serves young men of color ages 12 to 24 and residents in the communities of Inglewood, Compton, South Los Angeles, Northeast Los Angeles, Lancaster, Palmdale, Long Beach and Houston, Texas.



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# IMPACT AT A GLANCE

## 2021 Gives

### Emergency and Humanitarian Aid

While the Task Force recognizes that racism and injustice have kept the Black and Brown communities in a state of constant emergency, we also understand the disproportionate impact natural and humanitarian disasters have on our most vulnerable communities. Our global remit to respond to natural crises by supporting local, national, and international organizations working directly with those impacted deepens our ability to respond with urgency across the globe.

Whether supporting the victims of the La Soufrière Volcano explosion in Saint Vincent and the Grenadines, displaced Louisiana residents impacted by Hurricane Ida, or the devastation felt by the Haitian people impacted by Hurricane Grace, we learned our ability to quickly respond with financial support is essential to ensuring emergencies are addressed as urgently as possible.

In 2021, we directed critical aid to the following organizations in the wake of natural and humanitarian disasters:

- BEAM: Black Emotional and Mental Health Collective
- Hope for Haiti
- Second Harvest Food Bank of Greater New Orleans and Acadiana
- The Miami Foundation
- The US Caribbean Strong Relief Fund
- UNICEF: United Nations International Children's Emergency Fund
- United Nations Foundation
- World Central Kitchen
- Zanme Lasante: Partners in Health in Haiti



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WE WILL CHANGE  
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# STRUCTURE & COMMITTEES

# STRUCTURE & COMMITTEES



Our structure is centered around six member-led committees each with its own unique role and responsibilities.

## Charitable Giving

In alignment with our founding and annual super priorities, we support initiatives and organizations that increase the quality of life for Black and other marginalized communities across our industry and around the globe. Our grantmaking strategy is rooted in Trust-Based Philanthropy, which addresses the systemic racism and power imbalances inherent to the philanthropic sector and society at large.

## Legislative and Public Policy

With a focus on social justice legislation and criminal justice reform, we pursue constructive social change by supporting public policies on the federal, state and local levels that challenge laws or regulations grounded in bias and systemic discrimination; and voter education, registration and participation.

## Youth Task Force for Meaningful Change (YTFMC)

Continuing the legacy of youth activism that defined the Civil Rights Movement and the career of Senator John Lewis, YTFMC is comprised of entry-level employees from across Universal Music Group. The committee works to further amplify young voices and perspectives around issues of social equality and justice.

## Internal and Institutional Change

This committee works with Universal Music Group's Diversity, Inclusion and Belonging team to examine UMG's workforce policies and procedures and work environment. This includes identifying areas to improve access, recruitment, advancement and retention of a diverse workforce at all levels within the company but with a focus on leadership positions and other senior-level roles.

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# STRUCTURE & COMMITTEES



## Global

We use a global justice framework to create platforms, networks and opportunities that leverage UMG's global presence to advance equity and inclusion efforts within and outside the music industry. We center and celebrate the diversity of culture, ethnicity and nationality in our efforts to understand and cultivate pathways that empower communities across the globe.

## Programming and Partners

UMG has partnerships with some of the most impactful and dynamic partners in the industry. We listen and work alongside our partners in their focused efforts to initiate, support or extend change in their communities by building both educational and creative programming that widens our collective understanding of social justice, celebrates Black artists and creators, fosters professional growth for our music executives and addresses opportunity gaps in our industry and communities around the world.

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# INITIATIVES & PROGRAMS

# INITIATIVES & PROGRAMS

Throughout 2020 and 2021, UMG's TFMC launched and facilitated a series of purpose-aligned programs and initiatives aimed at advancing our unique mission.

## The UMG HBCU Internship

Launched in November 2020 in partnership with the Thurgood Marshall Fund, this career pathways program gives Black college students hands-on industry experience across UMG's New York and Los Angeles labels, companies and business divisions. Each season, this paid opportunity aims to provide (50) talented young Black college students with the professional development and industry training experience to become the next generation of leaders.

## The UPLIFT Mentorship

Created in partnership with UMG's Black Label ERG, UPLIFT Mentorship program fosters connections within the UMG's Black community to build the personal and professional development of entry and mid-level employees.

## Pull Up To The Polls

As the TFMC's central voter mobilization and engagement campaign, Pull Up To The Polls aims to increase voter turnout, decrease voter suppression, and eliminate other barriers that prevent Black and adjacent communities from casting their ballots in every election. In the 2020 presidential election, we partnered with Lyft, the National Urban League, Voto Latino and Election Protection to provide 24,000 rides to the polls to low propensity, lower-income eligible voters nationwide.

## Alliance for Criminal Justice Reform (ACJR)

The Alliance for Criminal Justice Reform is a collective of cross-sector advocates who came together to advocate for the George Floyd Justice in Policing Act during the winter and spring of 2021. In addition to knowledge-building programs and digital mobilization campaigns, members of the ACJR came together for a Senate Lobby Day that included desksides with U.S. Senate offices.



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## Programs

### The TFMC Global Urban Music A&R Program

The Global Urban Music A&R Program was created to drive collaboration by identifying and creating opportunities across UMG's global business to promote local artists within the urban music genres to global audiences via our UMG network. Through the development of an executive network, this program created a platform to share key artist repertoires and releases that are either already successful in their local market or impacting culture meaningfully and are set to grow beyond home ground. In 2021, the program brought together 12 presenters for 14 programming sessions.

### “My Right Hand, My Go To” Songwriter Series

A three-part workshop series hosted by the YTFMC in partnership with Universal Music Publishing Group and *She is the Music* that highlighted Black female A&Rs and artists they support to help their creative visions become reality. The aim of this series was to highlight the Black female creatives working in synergy with their artists and provide accessibility to real career insight for an aspiring youth audience. The program launched in July of 2021 and reached 500 aspiring songwriters.



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# INITIATIVES & PROGRAMS

## Charitable Aid + Giving Initiatives

### **The National School of Arts**

Universal Music South Africa, in collaboration with the TFMC, partnered with South Africa's National School of the Arts (NSA) to save the iconic school from closure. As one of South Africa's foremost arts education institutions, NSA is a co-educational public school that has produced some of South Africa's finest talent across the fields of art, dance, drama and music.

### **Bridging The Digital Divide**

An education-focused initiative that launched at the beginning of the COVID-19 pandemic where TFMC partnered with schools, districts, educational nonprofits and Boys & Girls Clubs of America throughout the U.S. to launch a program aimed at bridging the digital divide with funding for WiFi hotspots, laptops and other essential remote learning accessories for students in need. Over 50,000 children benefited from this initiative.

### **The Housing Aid Initiative**

A place-based initiative that supported ten housing aid organizations across the country as the federal pandemic emergency aid and housing eviction moratorium drew to a close in 2021 across the US. The initiative supported (2) national organizations and (8) regional organizations offering direct support to families in Atlanta, Dallas, Detroit, Houston, Los Angeles, Nashville, New York and Philadelphia.

### **TFMC x Feeding America**

A TFMC holiday initiative that targeted (11) food banks in (11) cities – providing millions of meals through grocery and meal distributions to families in Atlanta, Chicago, Cleveland, Detroit, Los Angeles, Miami, Nashville, New Orleans, New York, Philadelphia and Washington, DC.



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# INITIATIVES & PROGRAMS

## Charitable Aid + Giving Initiatives

### **TFMC x World Central Kitchen**

During the 2020 holiday season, the TFMC helped provide 3,000 nutritious meals to families in Chicago, Nashville and New York in collaboration with the World Central Kitchen. In addition to providing critical nourishment to families in need, this effort prioritized partnering with small businesses and local restaurants to distribute meals, helping these important community institutions stay in business after months of quarantine.

### **USE YOUR VOICE FOR GOOD**

An election day give-back initiative built in partnership with UMG's All Together Now Foundation and World Central Kitchen that distributed free meals to voters and families waiting to cast their ballot in the 2020 presidential election.

### **Jubilee: Sounds of Joy + Acts of Freedom**

A Black Music Month and Juneteenth initiative that celebrated the freedom of Black lives and in Black music by contributing to organizations that provide opportunities for hundreds of Black children to experience the freedom of sound and space.



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# INITIATIVES & PROGRAMS

## Town Halls

Each year, TFMC hosts internal town halls that invite community and thought leaders from around the world to share their knowledge and experience with the entire Universal Music Group team. Over the past two years, we have been honored to host some of the most pivotal Black and ally voices in the country for insightful discussions that center the Black experience, past and present. 2020 and 2021 speakers included:

- **9th Wonder**, Producer, DJ, Rapper and Professor
- **Alicia Garza**, Principal, Black Futures Lab, Author of *The Purpose of Power: How We Come Together When We Fall Apart*, and Co-Creator of #BlackLivesMatter
- **April Ryan**, White House Correspondent and Washington, D.C., Bureau Chief for The GRIO-TV, Political Analyst and Author
- **Bobby Sessions**, Def Jam Recording Artist
- **Charlamagne tha God**, Media Mogul and Best-selling Author
- **Congresswoman Barbara Lee**, U.S. House of Representatives
- **Congresswoman Maxine Waters**, U.S. House of Representatives
- **Congresswoman Terri Sewell**, U.S. House of Representatives
- **Debo Adegbile**, Partner, WilmerHale LLP and Commissioner on the U.S. Commission on Civil Rights
- **Dr. Christina Greer**, Associate Professor of Political Science at Fordham University and Political Correspondent
- **Dr. Marc Lamont Hill**, Professor and the Steve Charles Chair in Media Cities and Solutions at Temple University and Host of BET News
- **Dr. Tiffany Crutcher**, Founder of the Terence Crutcher Foundation and Black Wall Street Memorial
- **Dr. Tyson King-Meadows**, Dean of the College of Liberal Arts at University of Massachusetts Boston, Professor of Political Science, Author of Political Science, Author of *When the Letter Betrays the Spirit: "Voting Rights Enforcement and African American Participation from Lyndon Johnson to Barack Obama"*



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## Town Halls

- **Eric H. Holder, Jr**  
Former U.S. Attorney General
- **Melanie Campbell**, President and CEO, National Coalition of Black Civic Participation
- **Rodney Jerkins**, Grammy Award Winning Producer, Rapper, Songwriter
- **Salaam Remi**, Grammy Nominated Producer
- **Senator Cory Booker**, United States Senate
- **Stevie ‘Dr. View’ Johnson**, Ph.D., DJ, Producer, CEO of The Space Program, Executive Producer of Fire in Little Africa



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- **Academy of Media Arts Foundation**, Los Angeles, CA; AMA is committed to creating an environment that merges science, technology, engineering, arts and math (STEAM) into a cultivating bridge for new media arts and related areas of career development opportunities within the digital age.
- **AfroResistance**, New York, NY; The mission for AfroResistance is to educate and organize for human rights, democracy and racial justice throughout the Americas.
- **Agenda for Children**, New Orleans, LA; Agenda for Children was founded to make Louisiana a state in which all children can thrive, by ensuring that the basic needs of children and families are met, that their children are nurtured and well taught, beginning in the early years and continuing through adolescence; that they are protected from harm; and by acting in ways that combat racism and other forms of oppression.
- **Amber Charter Schools**, Bronx, NY; To provide students an academically rigorous and well-rounded education, along with strong character development, that will enable them to prosper in future endeavors.
- **Americares India Foundation**, Mumbai, India; With a mission to help communities prepare for, respond to and recover from disasters, Americares India Foundation works to increase access to critical medicine and medical supplies, improve and expand clinical services, prevent disease and promote good health in vulnerable communities.
- **Atlanta Public Schools**, Atlanta, GA; The mission of Atlanta Public Schools is to transform public education in Atlanta by providing more students—including those with the highest needs—access to a genius-awakening education, built on family-sized classrooms, scholarly excellence, socioeconomic integration, and holistic growth.
- **BEAM**, Culver City, CA; The mission of BEAM is to remove the barriers that Black people experience getting access to or staying connected with emotional health care and healing through education, training, advocacy, and the creative arts.
- **Black American Music Foundation (BAMF)**, New York, NY; Dedicated to preserve, protect and promote the legacy and future of authentic black american music. #BAM, The BAM Foundation’s guiding principle is “Sankofa,” ▶



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"The support from the Task Force...allowed us to provide 300 students from lower economic backgrounds with a free school blazer, and has given us at Pickni the perfect platform to support and inspire change."

Jordan Wilks,  
Co-Founder Pickni uniforms (UK)



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(on the top of the crown of our logo) a word and symbol from the Akan tribe in Ghana, which means “It is not taboo to fetch what is at risk of being left behind.”

- **Black Girl Ventures**, Alexandria, VA; To provide students an academically rigorous and well-rounded education, along with strong character development, that will enable them to prosper in future endeavors.
- **Black Lives Matter via Thousand Currents**, San Francisco, CA; #BlackLivesMatter was founded in 2013 in response to the acquittal of Trayvon Martin’s murderer. Black Lives Matter Global Network Foundation, Inc. is a global organization in the US, UK, and Canada, whose mission is to eradicate white supremacy and build local power to intervene in violence inflicted on Black communities by the state and vigilantes.
- **Black Men Heal**, Ardmor, PA; Black Men Heal’s mission is to provide mental health treatment, education, and resources to ,en of color.
- **Black Mental Health Alliance**, Baltimore, MD; To develop, promote and sponsor trusted culturally-relevant educational forums, trainings and referral services that support the health and well-being of Black people and their communities.
- **Boys and Girls Club**, Atlanta, GA; To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.
- **California Community Foundation**, Los Angeles, CA; The mission of the California Community Foundation is to mission is to lead positive systemic change that strengthens Los Angeles communities.
- **Cathy Hughes Scholarship Campaign, Piney Woods School**, Jackson, MS; The Piney Woods School creates a living and learning environment where students are expected to excel personally and academically, as well become civically engaged and socially responsible.
- **Children First Fund**, Chicago, IL; The mission of the Children First Fund is to promote the growth and success of Chicago Public Schools through philanthropy and partnerships.
- **Chinese for Affirmative Action**, San Francisco, CA; Chinese for Affirmative Action (CAA) was founded in 1969 to protect the civil and political rights of Chinese Americans and to advance multiracial democracy in the United States.



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- **City Year New Orleans**, New Orleans, LA; City Year creates environments where young people feel like they belong so that they can fulfill their potential..
- **Color of Change Education Fund**, Oakland, CA; Color Of Change is the nation’s largest online racial justice organization. Helping people respond effectively to injustice in the world around us.
- **Congressional Black Caucus Foundation**, Washington, DC; The mission of the Congressional Black Caucus Foundation, Inc. (CBCF) is to advance the global Black community by developing leaders, informing policy, and educating the public.
- **Crete Academy**, Los Angeles, CA ; Crete Academy delivers an educational program to students TK-6th grade who are homeless and living in poverty, that that meets their physical, mental and emotional needs while developing strong character and critical thinking skills so that each child is prepared for college and beyond.
- **Direct Relief**, Santa Barbara, CA; Direct Relief is a humanitarian aid organization, active in all 50 states and more than 80 countries, with a mission to improve the health and lives of people

affected by poverty or emergencies – without regard to politics, religion, or ability to pay.

- **Ember Charter Schools**, New York, NY; To ignite, empower, and transform people traditionally labeled “at-risk” into social entrepreneurs, engineers, and global leaders.
- **Equal Justice Initiative**, Montgomery, AL; The Equal Justice Initiative is committed to ending mass incarceration and excessive punishment in the United States, to challenging racial and economic injustice, and to protecting basic human rights for the most vulnerable people in American society.
- **Everyone Eats Foundation Inc.**, Atlanta, GA; The organization’s mission is to provide mental health treatment, education, and resources to Men of color.
- **Families and Friends of Louisiana’s Incarcerated Children**, New Orleans, LA; Families and Friends of Louisiana’s Incarcerated Children (FFLIC) is a grassroots, state-wide, membership-based, inter-generational organization working to transform the systems that put children at risk of prison. Through empowerment, leadership development, and training we strive to keep children from going to prison and support those who have and their families.



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"We truly appreciate the continued support we have received from UMG's TFMC initiative. Thanks to their contribution over the past two years we have been able to effectively expand our reach and programs supplying more scholarships and opportunities to young girls in underserved communities. We are happy to continue this amazing partnership with UMG in our shared dedication to empowering young girls in music and providing access, opportunity, and equity."

*Tiffany "Delilah" Miranda  
Founder/President of Girls Make Beats*



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- **Families First**, Tampa, FL; Families First is an organization that's on a mission to provide parenting, marriage and relational truth that helps people love their family well and gives them greater hope for the future.
- **Feeding America**, Chicago, IL; The mission of Feeding Families mission is to advance change in America by ensuring equitable access to nutritious food for all in partnership with food banks, policymakers, supporters, and the communities we serve.
- **Fund for Public Schools**, New York NY; To improve New York City's public schools by attracting private investment in school reform and encouraging greater involvement by all New Yorkers in the education of the city's children.
- **GiveDirectly**, Ardmor, PA; The mission of GiveDirectly is to help donors send money directly to the world's poorest households.
- **Housing Crisis Center Inc.**, Dallas, TX; Founded in 1978, Housing Crisis Center (HCC) is a 501(c)3 non-profit organization working to prevent homelessness and to stabilize those at risk of becoming homeless.
- **International Medical Corps**, Los Angeles, CA; To improve the quality of life through health interventions and related activities that strengthen underserved communities worldwide.
- **Jackie Robinson Foundation**, New York, NY; Established in 1973 by Rachel Robinson to perpetuate the memory of her husband, the Jackie Robinson Foundation is a public, nonprofit organization that administers one of the nation's premier scholarship and leadership development programs for talented college students.
- **Lawyers' Committee for Civil rights Under Law**, Washington, DC; The principal mission of the Lawyers' Committee for Civil Rights Under Law is to secure equal justice for all through the rule of law, targeting in particular the inequities confronting African Americans and other racial and ethnic minorities.
- **Latino Commission on AIDS**, New York, NY; The Commission works to mobilize an effective community response to meet the health challenges and address the impact of HIV/AIDS, Hepatitis & STIs in communities nationwide.



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- **Legal Aid Foundation of Los Angeles**  
Los Angeles, CA; Legal Aid Foundation of Los Angeles is a nonprofit law firm that protects and advances the rights of the most underserved – leveling the playing field and ensuring that everyone can have access to the justice system.
- **Living Legends Foundation**, Los Angeles, CA; The Living Legends Foundation is dedicated to preserving the rich legacy of those who shape America’s broadcast and recording industries. The LLF honors those unsung heroes whose efforts might otherwise go unnoticed.
- **Living Through Giving Foundation**, Los Angeles, CA; Living Through Giving is the engine that powers #HashtagLunchbag; a humanity service movement dedicated to empowering and inspiring humanity to reap the benefits of giving through the use of social media.
- **Lotus House Shelter**, Miami, FL; Founded in 2004, Sundari Foundation, Inc. is a non-denominational, non-profit organization dedicated to improving the lives of women, youth and children experiencing homelessness by ensuring that they have the sanctuary, support, education and resources needed to heal, grow, and blossom into who they were truly meant to be.
- **Loveland Foundation**, Brooklyn, NY; To bring opportunity and healing to communities of color, and especially to Black women and girls.
- **Lower Eastside Girls Club**, New York, NY; The Lower Eastside Girls Club (LESGC) supports young women and gender-expansive youth of color throughout New York City in leveraging their inner power to shape a better future for themselves, their community, and the world.
- **Marsha P Johnson Institute**, New York, NY; The Marsha P. Johnson Institute (MPJI) protects and defends the human rights of BLACK transgender people.
- **Martha’s Table**, Washington, DC; Martha’s Table supports strong children, strong families, and strong communities by increasing access to quality education, health and wellness, and family resources across the Washington, DC area.
- **Melanin Mommies Pittsburgh**, Pittsburgh PA; Melanin Mommies PGH centers historically marginalized African American, pregnant or parenting millennial and teen mothers. The mission of Melanin Mommies PGH is to assist these mothers to address and overcome intergenerational trauma and combat negative family cycles.



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- **Mental Wealth Alliance**, Los Angeles, CA; The Mental Wealth Alliance (MWA) is Charlamagne Tha God's vision to address the dire mental health gap facing Black communities. MWA works to raise awareness, end stigma, and expand access across three pillars of programming: Train, Teach, and Treat.
- **The Migrant Kitchen Initiative**, New York, NY; To mobilize the global hospitality workforce and the immigrant communities that are its backbone, to feed as many people as possible.
- **Milwaukee Freedom Fund**, Milwaukee, WI; The mission of the Milwaukee Freedom Fund is to end pretrial detention and, ultimately mass incarceration.
- **Modest Needs Foundation**, New York, NY; Founded in 2002, Modest Needs is a non-profit organization with a unique, threefold mission. Modest Needs exists: To responsibly provide short-term financial assistance to individuals and families in temporary crisis who, because they are working and live just above the poverty level, are ineligible for most types of conventional social assistance but who are living one or two lost paychecks away from the kind of financial catastrophe that eventually leads to homelessness; to lessen the burden of state and

federal agencies charged with the care of the truly indigent by doing everything in our power to stop these at-risk households from slipping into the cycle of poverty, despite the burden posed by an unanticipated, emergency expense; and to promote compassion and generosity on the part of individual persons living in the United States and Canada by standing as a living testament to the power of human kindness to change lives, no matter how much (or how little) a person has to share.

- **My Block My Hood My City**, Chicago, IL; To inspire youth, empower communities, and build a better world one block at a time.
- **National Association of Black Journalists**, College Park, MD; The National Association of Black Journalists (NABJ) is a 501(c)3 nonprofit organization that provides innovative, quality programs and services to its members. The organization advocates on behalf of Black journalists and media professionals in the U.S. and worldwide.
- **National Independent Venue Association (NIVA)**, New York, NY; INIVA was the driving force behind lobbying and grassroots efforts to pass the bipartisan Save Our Stages Act, now officially named the Shuttered Venues ▶



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Operators Grant Program, which was signed into law as part of the second COVID-19 Relief Bill on December 27, 2020. The program allocates \$16 billion in federal emergency relief via the Small Business Administration, saving the industry from mass collapse.

- **National LGBT Bar Association**, Washington, DC; The National LGBTQ+ Bar Association is a national association of lawyers, judges and other legal professionals, law students, activists, and affiliated lesbian, gay, bisexual, and transgender legal organizations. The LGBTQ+ Bar promotes justice in and through the legal profession for the LGBTQ+ community in all its diversity.
- **National Urban League Inc.**, New York, NY; To help African-Americans and others in underserved communities achieve their highest true social parity, economic self-reliance, power, and civil rights.
- **NY City Bar Justice Center**, New York NY; The City Bar Justice Center (CBJC), the largest division of the City Bar Fund which is the nonprofit affiliate of the New York City Bar Association, furthers access to justice by addressing unmet civil legal needs of New Yorkers struggling with poverty and systemic socioeconomic barriers. CBJC mobilizes law

firms, corporate legal departments, and other legal institutions to provide pro bono legal services; educates the public on pertinent legal issues; fosters strategic community relationships; and impacts public policy. CBJC's dozen civil justice projects, including the largest civil legal hotline in New York, are led by a staff of dedicated attorneys and professionals who each year, provide more than 24,000 New Yorkers with high-quality civil legal services through brief advice and information, referrals, and both limited scope and extended representation.

- **One Tree Planted**, Shelburne, VT; To make it simple for anyone to help the environment by planting trees.
- **Project Home**, Philadelphia, PA; The mission of the Project HOME community is to empower adults, children, and families to break the cycle of homelessness and poverty, to alleviate the underlying causes of poverty, and to enable all of us to attain our fullest potential as individuals and as members of the broader society.
- **Saint Paul & Minnesota Foundation - Frontline Family Fund**, Saint Paul, MN; To provide direct financial support to families and scholarships for post-secondary education to the children of frontline healthcare workers who have lost ►



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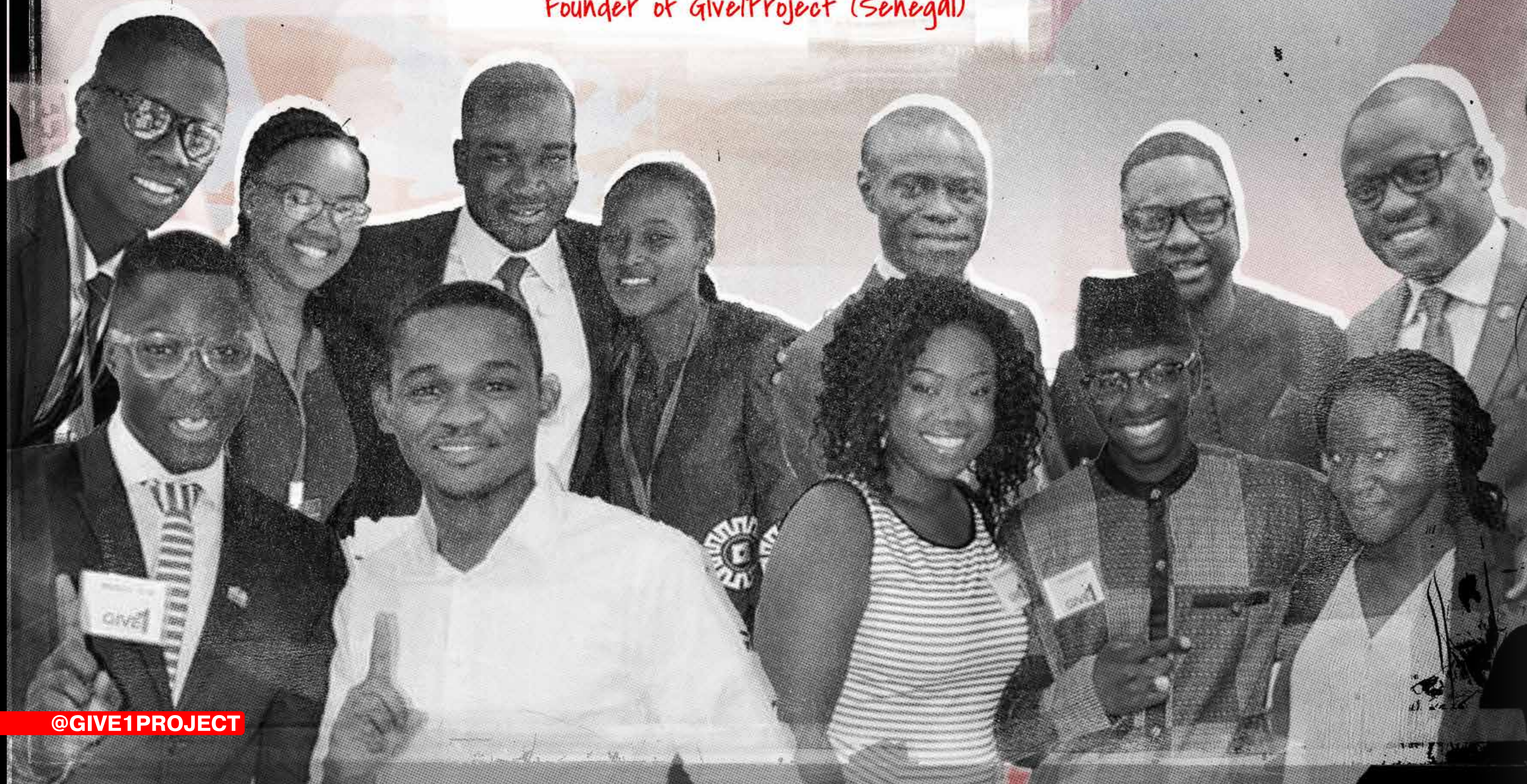
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"The Task Force for Meaningful Change and Give1Project partnership, allowed us to incorporate cyber security, AI training and leadership development into our existing services, equipping 545 program participants to lead and build better futures for themselves and their communities."

*Thione Niang,  
Founder of Give1Project (Senegal)*



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their lives to COVID-19, and shine a light on the pandemic's disproportionate burden on Black, Indigenous and People of Color.

- **Safe Haven Family Shelter**, Nashville, TN; Safe Haven's mission is to lead its community's efforts to house, support, empower and advocate for families experiencing homelessness.
- **Save The Music Foundation**, New York, NY; The mission of the Save the Music Foundation is to help students, schools, and communities reach their full potential through the power of making music.
- **Search Homeless Houston**, Houston, TX; SEARCH pursues a mission of providing hope, creating opportunity, and transforming lives for thousands of men, women, and children experiencing homelessness in our community.
- **Sickle Cell Disease Foundation of California**, Ontario, CA; SCDFC provides education, as well as life-enhancing programs and services, to individuals with sickle cell disease.
- **Silence the Shame Inc.**, Atlanta, GA; To empower and educate communities on mental health and wellness.
- **Son of a Saint**, New Orleans, LA; Son of a Saint exists to transform the lives of fatherless

boys through mentorship, emotional support, development of life skills, exposure to constructive experiences and formation of positive, lasting peer-to-peer relationships.

- **Star C Eviction Relief**, Marietta, GA; The mission of Star-C Programs is to reduce resident transiency in affordable housing communities and nearby schools, provide academic support for children and ultimately improve the quality of life for the individual and the neighborhood.
- **The Bail Project**, Venice, CA; The Bail Project combats mass incarceration by disrupting the money bail system—one person at a time. We restore the presumption of innocence, reunite families, and challenge a system that criminalizes race and poverty.
- **The Crisis Assistance Ministry**, Charlotte, NC; The mission of Crisis Assistance Ministry is to provide assistance and advocacy for people in financial crisis, helping them move toward self-sufficiency.
- **The Colin Kaepernick Foundation/Know Your Rights**, Los Angeles, CA; The mission of Know Your Rights is to advance the liberation and well-being of Black and Brown communities through education, self-empowerment, mass ▶



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mobilization, and the creation of new systems that elevate the next generation of change leaders.

- **The Mentoring Centers**, Oakland, CA; The vision of The Mentoring Center is rooted in the belief that all children will reach their full and unlimited potential by realizing their innate greatness. The Mentoring Center supports youth to grow into healthy adults and become productive citizens with the ability to transform themselves and the communities where they live.
- **The Obama Foundation Leaders: Africa**, Chicago, IL; The Obama Foundation Leaders: Africa program will inspire, empower, and connect emerging leaders from across the African continent through a core set of shared values and leadership skills. The Obama Foundation Leaders: Africa program inspires, empowers, and connects emerging leaders from across the African continent through a core set of shared values and leadership skills.
- **The Tamir Rice Foundation**, Cleveland, OH; The Tamir Rice Foundation invests in the growth and enrichment of all children through after-school programs in arts and culture by allowing them to express their truth to improve their lives as they grow into young adults. The Tamir Rice Foundation also seeks to advocate for

police reform by advocating to change laws and implement new policies for the system with community oversight for police accountability and community reform dialogue.

- **The Terrence Crutcher, Foundation**, Tulsa, OK; The mission of the Terrence Crutcher Foundation is to create just and liberated communities free from racial violence and harm. We do this through building power, policy advocacy, community development, and education. We engage community, law enforcement, and policymakers to identify, prevent, and confront racial inequities in Tulsa, Oklahoma and across the country.
- **United Community Housing Coalition**, Detroit, MI; To help low-income residents stay in their homes and strengthen their communities, through representation, support, and ownership.
- **United Negro College Fund**, Washington, D.C.; United Negro College Fund's (UNCF) mission is to build a robust and nationally-recognized pipeline of under-represented students who, because of UNCF support, become highly-qualified college graduates and to ensure that the organization's network of member institutions is a respected model of best practice in moving students to and through college.



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"Thanks to each of you, Universal Music team, the effort of your work has become a legacy for the future of hundreds of children and young people with fewer opportunities in Zipaquirá, Colombia."

*Carolina Hernández Romero,  
Director of Recaudación Colombia Mano Amiga*



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- **UMOM New Day Centers**, Phoenix, AZ; The mission of UMOM New Day Centers is to restore hope, rebuild lives, and end homelessness.
- **Volunteers of America**, Greater New York, New York, NY; Volunteers of America helps 1.5 million people in over 400 communities in 46 states and the District of Columbia, and Puerto Rico through programs that are staffed by full-time, paid professionals who have adopted the ideal of service as their full-time mission.
- **Voto Latino**, Washington, DC; Voto Latino is a grassroots political organization focused on educating and empowering a new generation of Latinx voters, as well as creating a more robust and inclusive democracy.
- **Vox Collegiate Inc**, Los Angeles, CA; Committed to academic excellence through rigorous curriculum and development of character confidence, Vox Collegiate ensures all students excel in college and beyond, knowing the power and potential of their voice.
- **When We All Vote**, Washington, DC; When We All Vote is a leading national, nonpartisan initiative on a mission to change the culture around voting and to increase participation in each and every election by helping to close the race and age gap.
- **World Central Kitchen**, Washington, DC; WCK is first to the frontlines, providing meals in response to humanitarian, climate, and community crises.



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**THANK YOU!**

**THANK YOU!**

We sincerely thank all the members of the Task Force in 2020 and 2021, who volunteered their time and effort across our record labels and business units to support our mission. We are also grateful for the various teams, divisions, partners and friends of TFMC who volunteer their time, energy and capacity to support our pursuit of meaningful change.



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## UNIVERSAL MUSIC GROUP'S

- °1824
- All Together Now Foundation
- Black Label
- Creative Solutions Team
- Diversity, Inclusion and Belonging Team
  
- 9th Wonder Producer, DJ, Rapper and Professor
- Alicia Garza Principal, Black Futures Lab, Author of *The Purpose of Power: How We Come Together When We Fall Apart*, and Co-Creator of #BlackLivesMatter
- April Ryan White House Correspondent and Washington, D.C., Bureau Chief for The GRIO-TV, Political Analyst and Author
- Bobby Sessions Def Jam Recording Artist
- Congresswoman Barbara Lee U.S. House of Representatives
- Charlamagne tha God Media Mogul and Best-selling Author
- Dr. Christina Greer Associate Professor of Political Science at Fordham University and Political Correspondent

- Debo Adegbile Partner, WilmerHale LLP and Commissioner on the U.S. Commission on Civil Rights
- Mayor Eric Garcetti Los Angeles
- Eric H. Holder, Jr Former U.S. Attorney General
- Dr. Marc Lamont Hill Professor and the Steve Charles Chair in Media Cities and Solutions at Temple University and Host of BET News
- Congresswoman Maxine Waters U.S. House of Representatives
- Melanie Campbell President and CEO, National Coalition of Black Civic Participation
- Inside Projects Co-Founders, Arielle Vavasseur and Kristin Jones. Thank you all around!
- Rodney Jerkins Grammy Award Winning Producer, Rapper, Songwriter
- Salaam Remi Grammy Nominated Producer
- Senator Cory Booker United States Senate

- Stevie 'Dr. View' Johnson, Ph.D., DJ, Producer, CEO of The Space Program, Executive Producer of Fire in Little Africa
- Congresswoman Terri Sewell U.S. House of Representatives
- Dr. Tiffany Crutcher, Founder of the Terence Crutcher Foundation and Black Wall Street Memorial
- Dr. Tyson King-Meadows, Dean of the College of Liberal Arts at University of Massachusetts Boston, Professor of Political Science, Author of *Political Science, Author of When the Letter Betrays the Spirit: "Voting Rights Enforcement and African American Participation from Lyndon Johnson to Barack Obama"*

We'd also like to thank Sienna Jackson and Zoran Creative Strategy for their phenomenal and thoughtful partnership, design, data insights, and production of this impact report!



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