



**Gucci Celebrates North America Changemakers  
Impact Fund & Scholarship Program in Los Angeles**

*Coinciding with the Brand's Fashion Show & Centennial Celebration  
Gucci Changemakers Launches Third Round of Applications*

**Los Angeles, CA, November 5, 2021** – Following the brand's iconic Los Angeles fashion show yesterday evening and in the spirit of the House's centennial celebration, Gucci Changemakers North America, powered by Gucci Equilibrium, announces the next round of applications, and celebrates the program which has already invested over \$2.5 million of a multi-year commitment.

In its third round, Gucci is now accepting applications for the Gucci Changemakers North America initiative including the Changemakers Impact Fund for non-profit organizations and the Gucci Scholars program for talented graduating high-school seniors, undergraduate and community college students. The program supports grassroots organizations and empowers diverse young people through education by giving a voice to the next generation.

Through support from the Gucci Changemakers Impact Fund, some of our 2021 recipients achieved the following: Sista Afya Community Center in Chicago provided over 175 free therapy sessions to Black women lacking resources to support their mental health; ProjectArt New Orleans will have provided over 100 young adults with free art supplies and hosted 30 enriching art lessons; Weird Enough Productions in Atlanta, which uses diverse media to empower young people and the adults that support them, will have impacted over 200,000 students at the end of the 2020-2021 school year.

Through support from the Gucci Changemakers Scholars program, our scholarship recipients are not only focused on their academic success, but also achieving their creative and community focused goals. Matthew Williams, who attends Kent State University, hopes to create a learning arts center for youth to explore art forms such as design, dance, and painting; Yetunde Sapp, who attends Parsons School of Design, created SLACHouz, which stands for "Support a Living Artist Collective" house - a BIPOC artist residence and content house that serves as a space for artists to collaborate and access necessary resources to succeed.

The 2022 Gucci Changemakers Impact Fund will support 12 NGOs with one-year grants of \$50,000 each. The Gucci Changemakers Scholarship Program will award up to 10 students with a \$20,000 one-year scholarship based on their financial need.

For the third chapter, Gucci Changemakers has partnered with writer, producer, and director Sage Dolan-Sandrino, co-director Kam, and cinematographer Chance Chamblin to create a film, voiced by Gucci Changemakers scholars and youth community members, articulating the importance and power of art and creativity as revolutionary tools for radical change.

To celebrate and reflect on this moment in Los Angeles and the Gucci Changemakers North America program, Gucci Changemakers hosted a North America Changemakers Summit at Crenshaw High School in their brand-new performing arts center to launch the third year of the

program, to highlight our impact of the last two years and to convene the next generation of community Changemakers. The summit included remarks by Crenshaw High School Principal Donald Moorer, Local District West Superintendent Adaina Brown, Gucci Americas President and CEO Susan Chokachi, actress and model Jodie Turner-Smith, and poet and activist Cleo Wade. A panel discussion hosted by activist Bethann Hardison in conversation with artists Mickalene Thomas, Raquel Chevremont, and Director of Diversity Equity and Inclusion at Yale Law School Yaseen Eldik and photographer and filmmaker Tyler Mitchell about the power of art, creativity, and culture to create social impact. Furthermore, Gucci employees and friends of the House will participate in a day of community service in Los Angeles with the local Changemakers partners.

To learn more about the third round of the Gucci North America Changemakers Programs, please see below and to apply, click here:

[Scholarship Program and Impact Fund](#)

### **Gucci Changemakers Scholarship Program**

Gucci will distribute \$1.5M over four years across our scholarship 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. This year students will only be able to apply for the Gucci Changemakers Scholars program. All eligible students who are graduating high school seniors, planning to attend or are currently enrolled in a four-year college or university in pursuit of a bachelor's degree or a two-year community college program within North America are welcome to apply. Scholarships will be awarded for the 2022-2023 academic year for up to \$20,000 for each scholarship recipient. The Changemakers Scholars program is open to students not only interested in design, but also marketing, art, film, communications, merchandising, and other related creative and business fields.

Special consideration for this year's scholarship program 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 28, 2022. After review of the first-round applications, a select number of applicants will be asked to submit additional materials.

### **Changemakers Impact Fund**

The Impact Fund will award grant funding to community-based 501(c)(3) organizations across the twelve 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 be for up to \$50,000 and are for one-year funding cycles, beginning in April 2022.

There will be two key application submission periods. First, beginning on November 3rd, 2021 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 January 28th, 2022.