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50 FUND ANNOUNCES GAME CHANGER GRANT RECIPIENTS
HOST COMMITTEE'S LEGACY FUND KICKS OFF WITH FIRST \$2.5 MILLION

SAN FRANCISCO – As part of the celebration of 50 Weeks to Super Bowl 50, the 50 Fund announced the Bay Area non-profit recipients of their “Game Changer” grants today.

Game Changers is one of the programs of the 50 Fund, the philanthropic arm of the San Francisco Bay Area Super Bowl 50 Host Committee.

From a pool of nearly 150 nonprofits that serve every corner of the Bay Area, the 50 Fund selected five organizations that will receive this first round of funding, the “Game Changer” grants. Each non-profit will receive a grant for \$500,000 to help support its work in closing the opportunity gap that exists for Bay Area children, youth and young adults living in low-income communities.

“This selection process has reinforced why we are so focused on ensuring that Super Bowl 50 is the most giving Super Bowl yet. There is so much good work being done here in the Bay Area, and through Super Bowl 50, we can shine a real light on these organizations,” said Kamba Tshionyi, chairman of the 50 Fund. “It was a tough decision for our Board to get down to our final grantees for this round; the quality of these applications and the caliber of all of these nonprofits were just outstanding.”

Together, the five Game Changer grantees will expand programs, the reach of these Bay Area nonprofits, serve more than 1,000 low-income youth in the next 12 months, and provide solutions to some of the most pressing problems facing young people in the region: homelessness, unemployment, incarceration, and lack of equitable access to healthcare and educational opportunities. Grant recipients include:

First Place for Youth

Currently serving Alameda, Contra Costa, San Francisco and Solano Counties, First Place will use its 50 Fund Game Changer grant to replicate its highly effective program model in Santa Clara County, providing permanent housing and wrap-around support, including education and employment, to young people aged 18-24 transitioning out of foster care, who would otherwise be living on the street and struggling to survive.

Fresh Lifelines for Youth (FLY)

FLY will use its Game Changer grant to expand its current services in San Mateo and Santa Clara Counties to another Bay Area county, providing a robust set of evidence-informed interventions proven to help youth offenders aged 15-18 change the trajectory of their lives – reducing recidivism, increasing public safety and helping participants build essential life skills to maximize their potential.

Juma Ventures

Expanding its San Francisco Bay Area footprint and building on its success at Levi's® Stadium in Santa Clara this past year, Juma Ventures will use its Game Changer grant to launch new concession and vending enterprises at Spartan Stadium, Moscone Center and Avaya Stadium, providing employment, financial skills and academic support to low-income youth aged 16-18, who will be the first in their families to attend college.

La Clinica de la Raza

Through its Game Changer grant, La Clinica will double its school-based health care (SBHC) services in Alameda County, expanding trauma-focused services, increasing screening for youth in high-risk schools, and creating a sustainable training model for clinicians and support teachers in trauma-sensitive school communities. La Clinica also serves Contra Costa and Solano counties.

Summer Search

Summer Search will use its Game Changer grant toward doubling the number of low-income students served through their Bay Area programs, helping to produce socially responsible college graduates who have transformed what they believe is possible for themselves through a program that integrates year-round professional mentorship, summer experiential learning, individualized college access and financial aid counseling, as well as a consistent network of support in college and beyond. Summer Search serves Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara and Sonoma Counties.

“We wanted to kick off our countdown to Super Bowl 50 with a focus on how we will give back to our communities,” said Super Bowl 50 Host Committee Chairman Daniel Lurie. “We are committed to creating a lasting legacy of community impact by hosting this milestone event, and we’re excited to be making our first grants today, 50 weeks from Super Bowl 50.”

One quarter of all the dollars raised by the Host Committee will go to support local organizations and initiatives through 50 Fund, focusing on organizations with innovative approaches to creating lasting solutions to local challenges. The 50 Fund will offer two more rounds of Game Changer grants, with the next application period opening this summer.

The NFL Foundation has made a \$1 million grant to 50 Fund as part of its annual Super Bowl Legacy Grant Program. This is the largest contribution to 50 Fund to date and matches local private and public donations that have been made or pledged as part of the Host Committee's commitment to contribute 25% of all the funds it raises back to community nonprofits.

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About 50 Fund

50 Fund is the signature philanthropic initiative of the San Francisco Bay Area Super Bowl 50 Host Committee. Its goal is to help close the opportunity gap that exists for Bay Area children, youth and young adults living in low-income communities. Through its grantmaking programs, 50 Fund will support organizations and initiatives making a difference, tackling big issues and scaling their impact. For more information, visit www.50fund.org

About the San Francisco Bay Area Super Bowl 50 Host Committee

Working in partnership with Bay Area public officials and the NFL, the San Francisco Bay Area Super Bowl Host Committee is responsible for Super Bowl 50 and its celebration elements, including the Super Bowl Village, public exhibits and planning of game day logistics. The Host Committee will donate 25% of every dollar raised to Bay Area community initiatives and high-performing nonprofits through 50 Fund. To be hosted in the state-of-the-art Levi's Stadium in Santa Clara in 2016, Super Bowl 50 will be celebrated through a series of events that showcase all the Bay Area has to offer. For more information, visit www.sfbaysuperbowl.com.

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