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For Immediate Release

Usher's New Look Awarded \$25,000 grant from the Community Foundation for Greater Atlanta

ATLANTA, February 15, 2021 – [Usher's New Look](#) (UNL), one of the nation's leading advocacy and educational organizations for young people around the world, today announced it received a \$25,000 grant from the Community Foundation for Greater Atlanta. The grant will support UNL's general operations in service to young people throughout the Greater Atlanta area. A nonprofit foundation launched in 1999 by performing artist and philanthropist Usher Raymond IV, UNL has since served more than 50,000 youth by offering support and access through programs addressing education, professional development, mental health, wellness and more.

"As an Atlanta-based, international organization, UNL is committed to the educational, professional and emotional development of young people through an array of programs that offer both guidance and access to the tools they need," says Careshia Moore, president and CEO, Usher's New Look. "We are so very grateful to the Community Foundation for Greater Atlanta for this grant that will support our operational infrastructure as we go about advancing the mission of UNL here in Atlanta."

"The impact of COVID-19 on mental health – particularly that of young people – was staggering, due to the increased stress and challenges that they faced. The work of Usher's New Look in this area is so important," said Alyssa Cobbs, program officer. "The Community Foundation for Greater Atlanta works with partners like UNL to address issues of equity, secure prosperity for all in Atlanta, and ensure that everyone who calls our region home thrives."

Usher's New Look offers comprehensive programming that develops passion-driven, global leaders from middle school through college. UNL's signature, transformative initiatives include the annual *Disruptivator Summit*, UNL Summer Leadership Academy, and the *I Can't But You Can* voter education and voting rights program. In addition, UNL's *Disruptivate Racial Inequity & Mental Health Trauma Summit* held at the height of the COVID-19 pandemic in 2020 helped set the stage for the organization's

new *Disruptivator Club* program at high schools across the country, allowing young people to explore critical issues.

About Usher's New Look

Founded in 1999 by Usher with the goal of providing educational resources and developmental tools for underserved youth in need of a “new look” on life, UNL has helped transform the lives of more than 50,000 young people around the world. UNL offers comprehensive programming that develops passion-driven, global leaders from middle school through college. UNL offers a robust curriculum of educational programming year-round. And since its founding, UNL has been at the forefront of driving conversation into action by mobilizing youth and their communities, as well as the private and public sectors to work together around the issues of financial empowerment, youth development and economic disparities and health.

UNL is on a mission to transform the lives of underserved youth through its 10-year comprehensive program that develops passion-driven, global leaders. UNL's peer-to-peer program model and curriculum provides Access, Awareness and Empowerment to youth in underserved communities, in order to guide them on a pathway to leadership and help them make educational and career choices that match their passions.

About the Community Foundation for Greater Atlanta

Since 1951, the Community Foundation for Greater Atlanta has been leading and inspiring philanthropy to increase the vitality of our region and the well-being of all residents. With 70 years serving the Atlanta region and a robust team of experts, the Community Foundation expands its philanthropic reach and impact by providing quality services to donors and bold, innovative community leadership committed to racial equity. The Community Foundation is a top-20 community foundation among 800 nationally, with approximately \$1.2 billion in current assets, and is Georgia's second largest foundation. For more information, visit: cfgreateratlanta.org or connect with the Foundation via Facebook, LinkedIn and Twitter.

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