



THE LEGACY FUND OF THE
SAN FRANCISCO BAY AREA SUPER BOWL 50
HOST COMMITTEE

SUPER BOWL 50 HOST COMMITTEE ANNOUNCES LOCAL RECIPIENTS OF EARLY LITERACY GRANTS

Grants are Part of 'The Re(a)d Zone,' the 50 Fund's Signature Initiative

50 Fund Has Now Given \$3.6 Million in Grants to Date

SAN FRANCISCO – Today, the [50 Fund](#) – the legacy fund of the [San Francisco Bay Area Super Bowl 50 Host Committee](#) – announced 20 new grants totaling \$350,000 to greater Bay Area nonprofits through its signature early literacy initiative, The Re(a)d Zone. These latest grants bring The Re(a)d Zone’s total investment to \$805,000 to combat “summer slide,” when low-income students can lose up to two months of reading comprehension.

Focused on strengthening and building the capacity of high-quality, literacy-enhancing programs that increase third grade reading proficiency, The Re(a)d Zone grants have been given summer book clubs, libraries and community-based efforts to enhance or expand existing reading programs and to provide access to books and digital content and programs that keep kids learning.

“These grants reinforce the commitment of the Super Bowl 50 Host Committee and the 50 Fund to invest in high-performing local organizations that are helping the Bay Area,” said Jason Trimiew, VP of Community Relations for the Host Committee. “There is innovative and effective early literacy work happening all across the region and Super Bowl 50 can help build on that great work to continue to increase the number of low-income children who are proficient readers.”

To date, the 50 Fund has made grants totaling \$3.6 million with the goal of helping to close the opportunity gap for low-income children, youth and young adults in the greater Bay Area, putting Super Bowl 50 well on its way to being the most giving Super Bowl in history.

“The 50 Fund is changing how sporting events can positively impact communities,” said Ronnie Lott, NFL Hall of Famer, former San Francisco 49er and founder of All Stars Helping Kids. “Through the 50 Fund, the Host Committee is making sure that this Super Bowl invests in and shines a spotlight on the innovative work being done in Bay Area, every day, to ensure no child sits on the sideline of opportunity.”

The 50 Fund has two grant making programs, Game Changers and Playmakers, in addition to The Re(a)d Zone initiative:

- [Game Changer](#) grants are aimed at large nonprofits with evidence of effectiveness at scale and the potential for greater impact. The 50 Fund awarded five Game Changer grants of \$500,000 each – a total of \$2.5 million – as the Host Committee kicked off its countdown to Super Bowl 50 at 50 weeks until Gameday. Two more rounds will be introduced in later this year.
- [Playmaker](#) grants are designed for community-based organizations seeking grants that can have an immediate impact in the communities in which they operate. The 50 Fund is giving 50 Playmaker grants to 50 different nonprofits – one per week – in the countdown to Super Bowl 50. To date, the 50 Fund has given 18 grants, totaling \$180,000.
- [The Re\(a\)d Zone](#) is investing in programs that help struggling readers to catch up, marginally proficient readers to avoid the “summer slide,” and give low-income children across the region—prioritizing children in public housing—access to books, reading programs and early literacy support. Working in partnership with the [Campaign for Grade-Level Reading](#), Bay Area Campaigns for Grade-Level Reading and [Tuck’s R.U.S.H. for Literacy](#) - the philanthropic initiative of Raiders All-Pro defensive end and two-time Super Bowl winner Justin Tuck and his wife Lauran – the 50 Fund has given \$805,000 in grants to date.

The 50 Fund also partnered with the national campaign [Hunger Is](#) to help combat childhood hunger last December, donating \$50,000 to each of the three Bay Area food banks - the [Alameda County Community Food Bank](#), the [SF-Marin Food Bank](#) and the [Second Harvest Food Bank of Santa Clara and San Mateo Counties](#) – for a total of \$150,000.

“We’ve said that Super Bowl 50 is going to set a new standard for giving for the NFL’s marquee game, and now we are seeing that work and effort come to life,” said Keith Bruce, the CEO of the Super Bowl 50 Host Committee. “Hosting Super Bowl 50 is more than just preparing for The Big Game, it’s also about improving the lives of the people that live and work in the Bay Area.”

As part of its commitment to making Super Bowl 50 the most giving ever, The NFL Foundation has made a \$1 million grant to 50 Fund as part of its 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 give 25 percent of all the funds it raises back to community nonprofits through 50 Fund.

[Complete List of Grantees to Date:](#)

The Re(a)d Zone Grantees:

- [All Stars Helping Kids](#)
- [Aspiranet's Experience Corps Bay Area](#)
- [Santa Clara City Library](#)
- [Contra Costa Housing Authority](#)
- [First 5 Monterey County / Parents as Teachers](#)
- [First 5 Napa County](#)
- [First 5 Santa Cruz County](#)
- [Marin Housing Authority](#)
- [Mo'Magic](#)
- [Oakland Reads 2020](#)
- [Raising a Reader](#) (San Francisco, Alameda and Contra Costa Counties)
- [Reading Partners](#)
- [Richmond Community Foundation](#)
- [Salinas Library](#)
- [San Francisco Department of Children, Youth and Their Families](#)
- [San Jose Library](#)
- [San Mateo County Library](#)
- [Sonoma Valley Education Foundation](#)
- [The Leaven \(Solano County\)](#)
- [United Way California Capital Region/Sacramento Housing Authority](#)

Game Changer Grantees to date:

- [First Place for Youth](#)
- [Fresh Lifelines for Youth](#)
- [Juma Ventures](#)
- [La Clinica de la Raza](#)
- [Summer Search](#)

Playmaker Grantees to date:

- [Acta Non Verba: Youth Urban Farm](#)
- [Alearn](#)
- [Boys and Girls Club of the Coastsides](#)
- [California Alliance of African American Educators](#)
- [Child Abuse Prevention Council \(CAPC\)](#)
- [Community Youth Center of San Francisco](#)
- [Community Works West](#)
- [Cope's Family Center](#)
- [East Bay College Fund](#)
- [FACES for the Future](#)
- [GlobalGirl Media](#)
- [Greenacre Homes and School](#)
- [Groundwork Richmond](#)
- [Oakland Public Education Fund](#)

- [Sonoma Ecology Center](#)
- [TeenForce](#)
- [United Roots](#)
- [Wishbone](#)

###

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 City fan 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.

Follow the San Francisco Bay Area Super Bowl 50 Host Committee:

Online at www.sfbaysuperbowl.com or www.50fund.org

Facebook at www.facebook.com/superbowl50 or www.facebook.com/the50fund

Twitter at www.twitter.com/superbowl50 or www.twitter.com/50Fund

Contact: Nathan Ballard, (415) 235-6283, nathan@nathanballard.com
PJ Johnston, (415) 260-8417, pj@pjcommunications.com