



The Nike Community Impact Fund Grants

Congratulations! You are one of the recipients of the latest round of grants for the Nike Community Impact Fund! As a part of the first NCIF grant cycle for the Community Store grant program, stores in Detroit, South Chicago, New Orleans, the Ivy City neighborhood of Washington D.C., Brooklyn and East Los Angeles will give grants to support projects that build strong communities and give kids opportunities to enjoy physical education, sports and play.

In total, six Nike Community Store teams across the U.S. awarded \$240,000 locally to 48 nonprofit organizations and schools (eight grants of \$5,000 each for each Community Store), in partnership with CAF America. A committee of Nike Community Store employees from each city chose grant recipients that give youth early, positive experiences in sport and physical activity and strengthen communities.

Since 2010, the Nike Community Impact Fund has awarded more than 375 nonprofit organizations with more than \$3.75 million in grants. With the most recent round of grants, the total impact for 2016 now stands at \$800,000.

In order to share the great news across social media channels, we have created this easy to use tool kit for social channels as well as designated #hashtags.

If you receive any media requests for comment from Nike about the grant, please coordinate with Dawn Myrah at Weinstein PR (dawn@weinsteinpr.com or 503-757-7487). If you receive inquiries about the Nike Community Impact Fund and how to apply for future grant cycles, please refer them to: www.nike.com/ncif. For other inquiries, we have included statistics above for easy reference.

Social Media

You can help us spread the word about the Nike Community Impact Fund and celebrate your grant by talking about it on social media. Here are some sample posts:

Facebook:

We were just awarded a grant through the Nike Community Impact Fund! This innovative approach to grant making, in partnership with CAF America, awards grants to organizations that create positive change in our community through the

power of sport and community impact. We're so proud to be among the recent 48 non-profits awarded!

Tag CAF America: <https://www.facebook.com/CAFAmerica>

Tag Nike: <https://www.facebook.com/nike>

Twitter:

@YOURHANDLE is celebrating our award from @Nike and @CAFAmerica to #GettingKidsActive #NikeCommunityImpactFund

Tag CAF American: <https://www.twitter.com/CAFAmerica>

Tag Nike: <http://www.nike.com/ncif>

Social Media Hashtags:

#NikeCommunityImpactFund #GettingKidsActive