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NAACP MEMPHIS BRANCH, THE NEW TRI-STATE DEFENDER & KROGER DELTA DIVISION ANNOUNCES 2020 UPLIFT THE COMMUNITY GRANT
Cross-section of Community Stakeholders Invest in Local Non-Profits for Second Year

(January 15, 2020 – Memphis, TENN) – The National Association for the Advancement of Colored People (NAACP) Memphis Branch in partnership with the New Tri-State Defender Newspaper and Kroger Delta Division hosted a news conference today at the NAACP Memphis headquarters to announce UPLIFT THE COMMUNITY, their grant program for non-profit organizations in the city of Memphis who specifically focus on decreasing blight, decreasing crime and improving the community.

“Today is a celebration of the four organizations we were able to help last year through the Uplift the Community grant,” said Vickie Terry, Executive Director of the NAACP Memphis Branch. “And it is a celebration of the new organizations we are going to be able to help this year. We have seen the investments that have been made in the community by the recipients of the grant, and we know that this partnership and this opportunity is great for our citizens and our neighborhoods.

Building Blocks Mentoring Program, Principles of Manhood, Safeways Direct Blight Action Program, and Strong Tower, Staying Power were selected as the 2019 recipients. Each organization was awarded \$7,500 to support their programming.

Uplift the Community grant is available to local non-profits with a 501(c)3 designation from the Internal Revenue Service and located within the Memphis city limits. Funding focus must concentrate on improving communities, decreasing blight, and/or decreasing crime. Maximum request must not exceed \$10,000, and absolutely no incomplete applications will be considered.

“We are very happy to work alongside our partners on this project,” said Teresa Dickerson, Corporate Affairs Manager for Kroger Delta Division. “Uplift the Community grant is a reflection of Kroger’s desire to feed the human spirit and our commitment to the community. We’ve even enlisted the help of our African-American Resource Group, which was created by Kroger to attract, retain, and develop associates, to be a part of the selection committee for the grant.”

“This grant is about stepping up,” said Dr. Karanja Ajanaku, Editor-in-Chief of The New Tri-State Defender. “We’re going to help people who are already stepping up. To celebrate organizations who are doing the work in the community, our newspaper will start a new column entitled *Stepping Up* to highlight organizations that are devoted to making a difference in Memphis.”

Information about the grant and the application will be posted on the NAACP website tomorrow. The grant recipients will have to report back to the NAACP 6 months after the grant is awarded to provide an update on progress made with the project. Grant application process begins Thursday, January 16, 2020. The Application Deadline is Friday, February 28, 2020. All applications should be mailed or emailed to: NAACP Memphis Branch, 588 Vance Ave, Memphis, TN 38126,

For more information on the UPLIFT OUR COMMUNITY grant, contact Executive Director, Vickie Terry, at 901. 521.1343, email at Vickie@NAACPMEMPHIS.org or visit the Memphis NAACP website at www.naacpmemphis.org.

About the NAACP Memphis Branch:

The National Association for the Advancement of Colored People (NAACP) is the nation’s oldest civil rights organization, and the NAACP Memphis Branch is the largest branch of the organization in the United States. The mission of the NAACP is to ensure the political, educational, social, and economic equality of rights of all persons and to eliminate race-based discrimination. During the entire year of 2017, the Memphis Branch NAACP is celebrating 100 years of service to the community.

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