

Taco Bell Foundation Grant Award Press release

Taco Bell Foundation gives \$40,000 grant to help kids learn

Clifton- Feeding young people with affordable food has always been part of Taco Bell's mission, but now the fast food chain is feeding their minds as well.

Earlier this month the Boys & Girls Clubs of Clifton received a \$40,000 grant from the Taco Bell Foundation to support more than 5416 youth in the Clifton community. The funding will go towards Project Learn-a comprehensive, evidence-based academic success program that helps kids see the practical applications of the things they learn in school-and other programs that empower Clifton students to graduate high school and achieve their dreams. Through Project Learn, Club staff create opportunities for these high-yield learning activities, including leisure reading, writing activities, discussions with knowledgeable adults, helping others, homework help, tutoring and games that develop young people's cognitive skills. Project Learn also emphasizes parent involvement as well as collaboration between Club and school professionals.

"We are thrilled to play a part in the Taco Bell Foundation's investment in America's youth," said Robert Foster, Executive Director of Boys & Girls Clubs of Clifton. "When you come across another organization committed to championing education and empowering this nation's next generation of leaders, you know there's a special energy there. This mission we're sharing is one with an enormous upside for our young people, our communities, and our country at large."

Boys & Girls Clubs of Clifton serves 1,600 kids per day at its Clubhouse and 15 School Sites throughout Clifton. Clubs provide a wide span of activities for local youth, varying from STEM to childcare, sports, and teen programming. www.bgccifton.org.

The club is one of more than 350 youth-serving organizations that will receive a portion of the nearly \$6 million in grants being presented by the Taco Bell Foundation's philanthropic arm this year. The awarded grants are an example of the Taco Bell Foundation's goal to empower young people to channel their passions and go on to achieve their dreams.

"Young people have always been the heart and soul of our brand," said Frank Tucker, chief people officer at Taco Bell and president of the Taco Bell Foundation. "Expanding our impact in this community is one of the best ways we can support the passions of young people and create opportunities that help them unlock and reach their potential."

Since 1992, the Taco Bell Foundation has helped more than 4 million youth across the country and has awarded more than \$83 million in grants and scholarships, focused on education and career readiness. In 2015, Taco Bell and the Taco Bell Foundation launched the Live Mas Scholarship, a program aimed at empowering the nation's next generation of dreamers, innovators and creators-those whose passions don't fall into the conventional "academic" or "athletic" qualifying categories of traditional scholarship programs. In May of 2019, the Taco Bell Foundation awarded more than 500 deserving recipients with \$4.5 million in Live Mas Scholarships. For more information visit TacoBellFoundation.org.