

Nike Community Store in Detroit to Give \$50,000 to Local Organizations Through the Nike Community Impact Fund

— Grant applications due July 31, 2017 and will be awarded to organizations that are focused on getting kids moving through sport, physical activity and play —

Beaverton, Ore. (June 1, 2017) – Nike has announced that applications for the next round of funding through the Nike Community Impact Fund (NCIF) are now being accepted through July 31, 2017. The Community Store in Detroit will award a total of \$50,000 via grants of \$5,000 to \$10,000 each to local organizations that are focused on getting kids active.

All told, six Community Stores will award a total of \$300,000 in grants—ranging from \$5,000-\$10,000 each—New Orleans, Ivy City in Washington D.C., Chicago, East Los Angeles, the Flatbush neighborhood in Brooklyn as well as Detroit. NCIF is administered with the support of the Charities Aid Foundation of America (CAF America) and funds projects that help kids unleash their potential through physical activity, sport and play.

The NCIF is an innovative approach to grant-making that engages a committee of Nike employees and store athletes from across the U.S. to directly impact the cities where they live and work. The committee spends volunteer hours reviewing applications and then offers recommendations for organizations to receive cash grants.

“Past grant recipients represent a broad spectrum of community-based solutions that are focused on community impact and transformational change through the power of sport,” said Kathy Webb, Nike’s Community Impact Manager. “It’s an honor to help support organizations that are making a real difference in their communities by improving the health and vitality of our kids.”

Since 2010, the NCIF has awarded more than 400 nonprofit organizations in the United States with nearly \$4 million in grants, which includes 356 grants for a total of \$3.75 million in Oregon where NCIF began, as well as 48 grants for a total of \$240,000 that have been awarded to six additional communities where Nike has Community Stores: downtown Detroit, South Chicago, New Orleans, the Ivy City neighborhood of Washington D.C., Flatbush in Brooklyn and East Los Angeles.

Grant Recipients Are Committed to Strengthening Their Communities

In Detroit, the Boys and Girls Club of Southeastern Michigan received a grant during the 2016 grant cycle to create a co-ed basketball league for children at the club.

“We are very grateful to our local Detroit Community Store, The Nike Community Impact Fund and CAF America for their support of our co-ed basketball league,” says Patrice Dickens, Club Director, Boys & Girls Club of Southeastern Michigan-Lloyd H. Diehl Club. “At the Boys & Girls Club, we want our kids to succeed. Through the co-ed basketball team, we have been able to

provide even more opportunities for our youth to participate in a structured environment that will help them develop skills, increase fitness, learn strategy and practice good sportsmanship.”

“Within these six communities around the nation, organizations like the Boys and Girls Club of Southeastern Michigan are helping pave the way for brighter futures for kids. We encourage more non-profits and schools in these cities to apply for the upcoming grant cycle, which opens on June 1st,” said Webb.

Applications for Detroit, Chicago, the Flatbush neighborhood in Brooklyn, New Orleans, Ivy City in Washington D.C. and East Los Angeles are due July 31, 2017. All grant awards will support projects that deliver impact through the lens of sport and physical activity.

The online grant application along with the required information can be accessed at nike.com/ncif.

Past Nike Community Impact Fund Awardees in Detroit

The following Detroit-based organizations received grants in 2016.

Organization	Project Description
Detroit, Michigan	
Downtown Boxing Gym Youth Program	Utilizing boxing as a draw for inner-city Detroit children to reinforce tenets of athletics including conflict resolution and overall physical and mental health.
Farmington (Boll) Family YMCA/YMCA of Metro Detroit	Teaching swimming and water safety to children who would not otherwise have the opportunity due to finances, pool access or transportation.
Boys & Girls Clubs Of Southeastern Michigan	Creating a co-ed basketball league for Boys & Girls Club children.
Detroit Police Athletic League	Working to build character in over 12,000 at-risk youth through athletics and leadership, in partnership with the Detroit Police Department.
Clark Park Coalition	Fostering early literacy, healthy activities and pro-social behavior through a program that pairs adult and youth educational learning for local parents.
Greening Of Detroit	Supporting the Move-Grow-Eat project that inspires healthy behaviors by linking fitness classes with educational opportunities to help Detroit youth grow, harvest and prepare fresh food.
Life Builders	Providing a neighborhood Flag Football league which includes coaching, transportation, equipment and facility upkeep.
Timothy A. Williams Ministries	Providing Local Motion, a fitness program using age-appropriate equipment and dance classes in a local elementary school.

About Nike Community Impact Fund

The Nike Community Impact Fund is part of Nike's [Global Community Impact](#) work. Nike believes in the power of sport to move the world and unleash human potential. However, the world is moving less and less, and today's generation of children is the least physically active ever. That's why Nike works to get kids (ages 7-12) active early and for life, because active kids are happier, healthier and more successful. Together with its employees, partners, consumers and athletes, Nike also supports important causes which strengthen communities across the globe.

About NIKE, Inc.

NIKE, Inc., based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly-owned NIKE, Inc. subsidiary brands include Converse, which designs, distributes and licenses casual sneakers, apparel and accessories; and Hurley, which designs and distributes a line of action sports and youth lifestyle apparel and accessories. NIKE, Inc.'s earnings releases and other financial information are available at investors.nike.com. Individuals can follow @Nike for more frequent updates.

About CAF America

About CAF America: CAF America is a 501c3 public charity in the United States that assists corporations, foundations, and individuals with their international philanthropy. They streamline the grant-making process to eliminate risk and administrative burden, and they help donors support great causes by assisting them in making strategic, effective, and tax-advantaged grants internationally and domestically. In the last 5 years alone, CAF America and its subsidiary, the CAF American Donor Fund (CADF), have given more than \$400 million to charitable organizations in over 90 countries around the world. Nike Inc. has established the Nike Community Impact Fund at CAF America to help facilitate their grant-making.