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Contact: Maria Sison

Tel: 415.371.0727 x 315

Email: marias@jumaventures.org

**JUMA VENTURES, BROTHERHOOD CRUSADE PARTNERING
TOGETHER IN YOUTH SAVINGS PROGRAM**

Merrill Lynch-Backed Initiative Provides Financial Support to Low-Income Youth

Juma Ventures has announced a partnership with Brotherhood Crusade in South Los Angeles to launch a three-year savings program that will aid young people in finances geared toward post-secondary education, home purchases and creating small businesses.

Juma Ventures has received significant funding support from Merrill Lynch, under its Investing Pays Off® educational initiative, Levis Strauss Foundation and Walter and Elise Haas Foundations, to implement Gain Resources, Opportunities, and Wealth (GROW), a California-wide pilot to deliver youth Individual Development Account (IDA) programs based on a partnership model with centralized administration.

“Our founder, Walter Bremond, envisioned an organization that would help people help themselves,” said Charisse Bremond Weaver, Brotherhood Crusade President and CEO. “Our new partnership with Juma Ventures and Merrill Lynch is a natural evolution for us, to use financial resources to elevate traditionally underserved, under-represented, and disenfranchised populations from reliance on public assistance to self-dependency. We are excited for the future of our young people who will be involved in GROW and who will now be connected to the global economy and see a future for themselves in it.”

In the GROW program, low-income youth between the ages of 14-19 receive matched savings accounts where every dollar they save will be matched 2:1. After successful completion of the program youth participants will be able to use up to \$3,000 (\$1,000 savings, \$2,000 match). A total of 120 California youth will have access to over \$140,000 in matched savings to help pay for college, buy a house or start a small business.



“We’re proud to be a part of this exciting new opportunity for Brotherhood Crusade,” said Marc Spencer, Executive Director of Juma Ventures. “Brotherhood Crusade has such a huge impact on the lives of kids in South L.A. With significant help from companies like Merrill Lynch, it’s great to be able to offer a program like GROW that gives kids a real financial boost.”

A San Francisco based youth agency, Juma Ventures has been operating its matched savings program since 1999 and has previously launched successful partnerships with agencies throughout California.

“Merrill Lynch is pleased to play a role in such a worthy program like GROW that stresses the importance savings and how it can really set up an individual for success later in life,” commented Eddy Bayardelle, President of the Merrill Lynch Foundation. “Juma Ventures is terrific at what they do. They truly are pioneers in assisting underserved youth in gaining some financial knowledge and preparing for their futures.”

About Juma Ventures

Juma Ventures, a nonprofit organization based in San Francisco, is a youth development program that uses an innovative “social enterprise” approach to support disadvantaged youth in making successful transitions from high school to adulthood.

In February 2005, Juma was profiled in a *Harvard Business Review* article as one of the leading nonprofit social enterprises, saying “a handful of success stories as told again and again, cases like Juma Ventures, the San Francisco Bay Area organization that gives employment opportunities to local youth.”

Juma has also been a pioneer in asset-building programming for youth. In 1999, Juma was the first youth program to develop and offer financial literacy education and asset-building services to teens, where youth build financial knowledge, save for college, small business, and other expenses, and receive matching funds through Individual Development Accounts (IDAs). Today, Juma runs one of the largest youth IDA programs in the U.S., with more than 550 accounts opened and more than \$500,000 saved.

Juma owns and operates concessions businesses at the major sports stadiums in San Francisco, Oakland and San Diego--AT&T Park, Monster Park, the Oakland Coliseum, and Qualcomm Stadium, for the purpose of providing meaningful employment and job training opportunities to youth from low-income backgrounds.



The experience youth receive in these jobs is complemented by services including college and career readiness, health and life skills workshops, financial literacy, matched savings accounts, and personalized case management services. Over the past 14 years, Juma has worked with more than 2,000 youth from San Francisco and Oakland's most underserved neighborhoods. www.jumaventures.org.

About Brotherhood Crusade

For 40 years, Brotherhood Crusade has been a voice of advocacy for the traditionally underserved and low-income individuals and communities living in South Los Angeles. Their mission is to remove and/or help individuals overcome the barriers that deter their pursuit of success and facilitate opportunities for better quality of life by promoting health and wellness, providing and enhancing educational opportunities, cultivating economic growth, and building community agencies and institutions.

Brotherhood Crusade offers an impressive range of services to youth participants including year-round educational enrichment programs, mentoring, retreats, basketball camps, health festivals, vocational training and other services that help their youth survive and thrive. Their youth development programs have significantly improved the financial literacy acuity, academic performance, community and civic involvement and the health and safety of South Los Angeles youth.

In addition, Brotherhood Crusade's anti-gang collaborative has been nationally credited with facilitating a truce between the two largest gangs in South Los Angeles.

About Merrill Lynch

Merrill Lynch was founded on the idea that the world is full of opportunity. Opening the door to that opportunity for underserved children and youth is the focus of the firm's global philanthropy. In 2007, Merrill Lynch giving totaled almost \$44 million, with education receiving nearly half of that support. Around the world, Merrill Lynch programs are providing better access to educational opportunities for those who need them most, specifically in the areas of youth financial education, entrepreneurship and global citizenship. Through the dedication of our employee volunteers, free educational resources at <http://philanthropy.ml.com>, and financial support, we are leveling the playing field for millions of young people to compete and succeed in the global marketplace.