Museum of the African Diaspora (MoAD) wins grant to narrow gaps in health, wealth, and opportunity for Bay Area youth

San Francisco (April 18, 2023)—Museum of the African Diaspora announced today that it has been awarded a $100,000 grant from the Foot Locker Foundation Community Empowerment Program to support MoAD in the Classroom, an evidence-based arts program serving approximately 1,500 third and fourth grade students per year.

The funding—part of a partnership between the Foot Locker Foundation and the Local Initiatives Support Corporation (LISC)—is designed to bridge gaps in health, wealth, and upward mobility driven by racial inequity and to promote youth empowerment and community wellness—all while supporting community-based organizations led by people of color.

“MoAD is thrilled to receive support from the Foot Locker Foundation Community Empowerment Program. This funding positions MoAD to deepen our educational services and commitment to BIPOC youth attending Title 1 elementary schools throughout the San Francisco Bay Area. This gift will enable MoAD to serve our community for years to come, extending beyond the one-year grant period,” said Demetri Broxton, MoAD’s Senior Director of Education.

For both LISC and Foot Locker, Inc., the Community Empowerment Program is part of larger national efforts focused on economic opportunity and racial equity. The program is part of LEED (Leading Education and Economic Development), Foot Locker’s $200 million commitment to the Black community. It also connects to LISC’s Project 10X strategy to break down systemic barriers and support racial justice.

“Movements that create equitable, longstanding change are often rooted in local issues,” said Tai Neal, Vice President, LEED Strategy, Foot Locker, Inc. “In the heart of these movements are where we find community organizations working to disrupt systems that create inequities, limiting access to resources and opportunities alike. The Community Empowerment Program empowers organizations to drive impact beyond their normal capabilities and invests in communities that have been underserved for far too long.”

MoAD is one of 20 organizations funded through the second round of the Community Engagement Program, which awarded grants ranging from $30,000-$100,000 each. The program builds on LISC and Foot Locker’s shared goal to inspire and empower youth, and it responds to clear and persistent racial disparities that even extend to philanthropic funding. For example, research from Bridgespan and Echoing Green found that unrestricted net assets of Black-led organizations are 76 percent smaller than those of similarly situated white-led groups, making it more difficult to operate their organizations and grow their impact.

“These disparities are, in part, the result of decades of overt racism,” said Lisa Glover, LISC CEO. “But there is also an unconscious bias at work, and it has a stranglehold on opportunity for tens of thousands of BIPOC families, organizations, businesses and communities. That’s why this Foot Locker program is so important,” she continued. “It is specifically designed to address these systemic gaps in ways that not only benefit young people, but strengthen the organizations that serve them as well.”
MoAD has been focused on issues related to racial equity and youth for many years. The organization has had a positive impact on local students and teachers through MoAD in the Classroom and MoAD Teen Program. Through these programs, MoAD has helped over 8,000 youth and teachers learn about and connect with art, improving their art literacy and educational development.

About MoAD
The Museum of the African Diaspora (MoAD) is a contemporary art museum whose mission is to celebrate Black cultures, ignite challenging conversations, and inspire learning through the global lens of the African Diaspora. MoAD is one of only a few museums in the United States dedicated to the celebration and interpretation of art, artists, and cultures from the African Diaspora. The Museum presents exhibitions highlighting contemporary art and artists of African descent and engages its audience through education and public programs that interpret and enhance the understanding of Black art. Founded in 2005, the Museum continues to be a unique, cultural arts staple in the San Francisco Bay Area community. For more information about MoAD, visit The Museum’s website at moadsf.org.

About Foot Locker, Inc.
Foot Locker, Inc. is a leading footwear and apparel retailer that unlocks the "inner sneakerhead" in all of us. With approximately 2,700 retail stores in 29 countries across North America, Europe, Asia, Australia, and New Zealand, and a franchised store presence in the Middle East and Asia, Foot Locker, Inc. has a strong history of sneaker authority that sparks discovery and ignites the power of sneaker culture through its portfolio of brands, including Foot Locker, Kids Foot Locker, Champs Sports, WSS, and atmos. For more information visit footlocker-inc.com.

About LISC
LISC is one of the country’s largest community development organizations, helping forge vibrant, resilient communities across America. We work with residents and partners to close systemic gaps in health, wealth and opportunity and advance racial equity so that people and places can thrive. Since our founding in 1979, LISC has invested $29.7 billion to create more than 489,000 affordable homes and apartments, develop 81.5 million square feet of retail, community and educational space and help tens of thousands of people find employment and improve their finances. For more, visit www.lisc.org.