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FOR IMMEDIATE RELEASE

## **Six Central Ohio Nonprofits Selected as 2021 Change for Charity Recipients:**

*Diverse organizations that impact families affected by the pandemic and promote social justice to receive funds from Easton Community Foundation*

**[Columbus, OH] December 1, 2020** – Celebrating Easton's 22<sup>nd</sup> year of giving, the [Easton Community Foundation](#) will partner with six community organizations for its 2021 Change for Charity program. The Easton Community Foundation selects six area nonprofits to highlight throughout the property so that Easton's 30 million annual visitors are aware of each organization's mission, community impact, and also how to access their services. In addition, the nonprofits receive a portion of the parking meter and ticket revenue to support their community efforts. With more than 100 applications submitted for consideration, the following six non-profits have been selected and will be featured throughout Easton over a two-month period:

**Greater Columbus Arts Council** (January / February)

**YWCA Columbus** (March / April)

**Local Matters** (May / June)

**Per Scholas** (July / August)

**Dress for Success Columbus** (September / October)

**Huckleberry House, Inc.** (November / December)

Since its debut, the Easton Community Foundation has provided over \$8 million in financial support to hundreds of organizations that strengthen the central Ohio community through services and programming in the areas of education, health and social services. Its primary community-focused initiatives – in addition to the Change for Charity program – include Cornerstone Event fundraisers for some of central Ohio's most respected charities, the Easton Community Foundation Scholarships for area high schools and events and partnerships benefiting the community and local organizations such as Pink Ribbon Girls' Survivor Walk, Columbus Music Commission's Instrument Drive, A Kid Again's Annual 5K Capes and Gowns Race, the Furniture Bank of Central Ohio's Bed Race and many more.

Due to the pandemic, the Easton Community Foundation developed Feeding the Frontline, a partnership with Easton restaurants to deliver more than nearly 4,000 meals to hospital staff, doctors, nurses and other frontline workers. Easton partnered with the American Red Cross to host nineteen community blood drives in the Easton Community Room. Following a summer drive-in utilizing the parking lot north of the New District in which proceeds benefited the Easton Community Foundation, Easton converted the space into the Easton Community Drive-In for two weeks this fall. Here, the Easton Community Foundation hosted multiple successful non-profit events including the Nationwide Children's Hospital Pay-It-Forward, Fashion Week

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Columbus Finale Runway Show as well as Amethyst Portraits of Recovery, Thrive-In, NC4K, Pelotonia's All In and Dress for Success Beyond the Suit events.

Most recently, Easton has served as a site for the King Arts Complex (in the former Forever 21 space), the LSS CHOICES "Clothesline Project" (currently on display in the Fenlon Garage corridor), Besa voter registration events and an event for Franklin County Public Health to pack more than 1,000 "go bags" for communities with high rates of opioid overdoses. While Change for Charity provides a unique opportunity for six select organizations, Easton is dedicated to working with the community and creating accessible opportunities to benefit the many incredible organizations Columbus has to offer all year round.

"2020 has been especially challenging for everyone, businesses and non-profits alike," said Jennifer Peterson, Chief Executive of Easton. "We witnessed the needs of our community through every application for the 2021 Change for Charity program. Our hearts go out to all who have been negatively impacted by this pandemic and the additional stress that it has put on both organizations and individuals. Our focus this year is on supporting organizations specifically impacting our community members affected by the pandemic as well as those with a strong mission to promote social justice. Our goal is to support and recognize these organizations that are making a significant impact as well as raise awareness of opportunities for our Easton guests to get involved in making our community a better place to live."

Each partner receives a substantial donation through Easton's parking meter proceeds along with in-kind marketing and publicity opportunities that reach more than 30 million visitors annually.

More on the 2021 recipients:



### Greater Columbus Arts Council (January / February):

The Greater Columbus Arts Council's (Arts Council) mission is to support and advance the arts and cultural fabric of Columbus. The Arts Council accomplishes this through vision and leadership, advocacy and collaboration and serving as a catalyst for excellence and innovation. The Arts Council funds exemplary artists and arts organizations and provides programs, events and services of public value that educate and engage all audiences in our community. The Arts Council's vision is "a thriving Columbus where the arts matter to all of us." The Arts Council recognizes that to achieve this vision they must actively work to overcome complex inequities in our community including racism, sexism, homophobia, xenophobia, classism, and ableism, among others. They believe that the arts play an essential role in examining the issues of our time, encouraging thoughtful dialogue and prompting change as a pathway to equity. Currently, Easton is one of the locations for the Arts Council's Art Unites Cbus/Deliver Black Dreams campaign which hosts the murals from downtown Columbus that were created in support of social justice in our country and to spread messages of love and hope. Guests can experience the pieces on New Bond Street at Easton across from Macy's.

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## COMMUNITY FOUNDATION

eliminating racism  
empowering women

**ywca**  
columbus ohio

### YWCA Columbus

**(March / April):**

YWCA Columbus is dedicated to eliminating racism and empowering women. YWCA Columbus defies a status quo that puts women, people of color, and the underprivileged on uneven footing. By fostering dialogue, providing practical resources, and education, they promote empowerment and inclusion. YWCA Columbus initiates systematic social change that will create a Columbus of peace, justice freedom and dignity for all. Standing up against injustices, training the leaders of tomorrow, and caring for the wellbeing of our most vulnerable friends and neighbors has always been their strength. Today, that work has taken on new dimension, urgency and importance. In 2020, they served more than 5,000 individuals and families. YWCA Columbus will continue to create a more equitable Franklin county and serve as the safety net for people who are vulnerable, marginalized, or experiencing crisis. In October, more than 1,000 individuals listened, learned, and reflected with YMCA Columbus during 2020 Activists and Agitators, their first *virtual* racial equity training. YWCA Columbus created Activists and Agitators with the belief that anyone and everyone can be an agent for social change.

**Local Matters**  
PARTNERING for HEALTHY COMMUNITIES

### Local Matters

**(May / June):** Local Matters works to build healthy communities through food education, access, and advocacy. Across Central Ohio, our neighbors have inequitable access to food options that are healthy, affordable, and delicious.

Local Matters offers food retail and education programs designed to address these inequities for everyone from pre-schoolers to senior citizens. Through their Veggie Van, Food Matters, and more, Local Matters reaches over 23,000 individuals and families with life-changing work each year.

 **PER  
SCHOLAS**

### Per Scholas

**(July / August):** Per Scholas has been advancing economic mobility in Central Ohio since 2012. Through rigorous training, professional development, and robust employer connections, they prepare individuals traditionally underrepresented in technology for

high-growth careers in the industry. They partner with leading employers to build more diverse talent pools, directly connecting graduates to new career opportunities with leading employers, from Fortune 500 companies to innovative startups. To-date, Per Scholas has trained nearly 800 individuals through their Columbus campus, building bridges to careers in technology.

 **DRESS FOR®  
SUCCESS  
COLUMBUS**

### Dress for Success Columbus

**(September / October):** Dress for Success empowers women to achieve economic independence by providing a network of support, professional attire, and the career development tools

to help her thrive in work and in life. All programs, including Interview and Employment Suiting, Career Center, Interviewing for Success, Professional Women's Group, Women2Women Mentoring, and Boss Girl are free of charge for every woman. Dress for Success Columbus has expanded serves to meet more women where they are during this critical time. In 2020, the organization launched its Mobile Career Center - taking empowerment on the road! Last year,

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Dress for Success prepared more than 1,800 women, and with the community's support the team has empowered more than 18,000 women since opening its doors in 2017.



**Huckleberry**  
HOUSE

### [Huckleberry House, Inc.](#)

**(November / December):** Huckleberry House, Inc. provides comprehensive support and safe housing to empower our community's most

vulnerable youth to achieve the future they see for themselves. Founded in 1970 as a shelter for runaway teens, Huck House works to prevent and end youth homelessness with a teen crisis shelter, a range of housing options, a youth outreach team, transitional housing for the 18-24 year-old age group, and strengths-based counseling services for youth and families.

### **Change for Charity Partners through 2021:**

The following includes all past Easton Community Foundation Change for Charity partners:

- A Special Wish Foundation
- A Kid Again
- After-School All-Stars Ohio
- Alvis
- American Red Cross, Central Ohio Chapter
- Amethyst, Inc.
- ArtSafe
- Besa
- Big Brothers Big Sisters of Central Ohio
- Boys & Girls Clubs of Columbus
- Buckeye Ranch Foundation
- Canine Companions for Independence
- Capital Area Humane Society
- CASA of Franklin County
- Center for Balanced Living
- Center for Family Safety & Healing
- Center for Healthy Families
- Center for New Directions & New Directions Career Center
- Central Community House
- Charity Newsies, Ohio Newsboys Association, Inc.
- Childhood League Center
- Children's Hunger Alliance
- City Year Columbus
- Columbus Cancer Clinic
- Columbus Literacy Council
- Columbus Metropolitan Library
- Columbus Urban Education Fund of the Columbus Foundation
- Community Kitchen, Inc.
- Communities in Schools
- Community Shelter Board
- Cornerstone of Hope
- COSI Columbus
- Directions for Youth & Families
- Dress for Success Columbus
- Flying Horse Farms
- Franklin Park Conservatory
- Friends of the Conservatory
- Furniture Bank of Central Ohio
- Gladden Community House
- Girl Scouts of Ohio's Heartland
- Godman Guild Association
- Goodwill Columbus
- Grange Insurance Audubon Center
- Greater Columbus Arts Council
- Habitat for Humanity-MidOhio
- HandsOn Central Ohio
- Harmony Project
- Homeless Families Foundation
- Homeport
- Hope Street Kids
- Huckleberry House
- I Know I Can
- James Cancer Hospital
- Jewish Family Services
- Junior Achievement of Central Ohio
- Kaleidoscope Youth Center, Inc.
- Kids 'n Kamp
- KIPP Journey Academy/KIPP Columbus
- King Arts Complex
- LifeCare Alliance
- Local Matters
- Lutheran Social Services
- LSS CHOICES
- MAP Furniture Bank
- Maria Tiberi Foundation
- Mid-Ohio Foodbank
- Per Scholas
- Ronald McDonald House Charities of Central Ohio

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- Rosemont Center
- ROX – Ruling Our eXperiences Inc.
- Salesian Boys & Girls Club of Columbus
- Salvation Army
- Southside Settlement House
- St. Stephen's Community House
- St. Vincent Family Centers
- STAR House for Homeless Youth
- Strategies Against Violence Everywhere
- The YMCA of Central Ohio
- The YWCA of Central Ohio

### **Applications for Change for Charity:**

Applications for the Change for Charity program are accepted through September 1st of the year preceding disbursement. Groups interested in applying for 2022 consideration should visit <https://eastontowncenter.com/easton-community-foundation> and submit the online application. Applications will be available in early 2021.

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### **About Easton:**

Co-Developed by The Georgetown Company and L Brands, Easton is a 1,300-acre mixed use destination located in the northeast quadrant of Columbus, Ohio. The master-planned development includes a business park with 30,000+ employees, a town center, a large format power center, residential development, hotels, automobile dealerships, indoor and outdoor athletic fields and more. At the heart of the master planned development is Easton Town Center, the Midwest's premier destination for shopping, dining and entertainment with over 240 best-in-class shops, restaurants and entertainment venues. Ranked among the top 30 highest-performing retail centers in the U.S. with sales over \$1 billion, Chain Store Age named Easton Town Center the No. 1 Retail Center Experience in the nation in 2019 and it was also designated a Top Five Most Innovative Malls in the World by Inside Retail. Most recently, Easton was selected as a Top 10 COMEBACK Retail Center Experience, based on the response to COVID and the safe phased reopening. Easton Town Center was co-developed by L Brands, The Georgetown Company and Steiner + Associates, and is managed by Steiner + Associates. It is currently undergoing a \$500 million expansion which features 140,000 square feet of new entertainment, restaurant, hotel and retail offerings, in addition to 125,000 square feet of new office space and living options including recently opened RH Columbus, The Gallery at Easton Town Center, Forbidden Root, The Beeline, Crimson, True Food Kitchen and Ivan Kane's Forty Deuce Café & Speakeasy Supper Club.