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ALL WAYS UP FOUNDATION AWARDS MORE THAN \$350,000 TO 21 COMMUNITY NON-PROFITS THROUGH PERLMAN FOUNDATION GRANT & CROWDRISE CAMPAIGN
Foundation Disrupts Cycles of Generational Poverty Through Educational, Housing & Individual Grants

LOS ANGELES (April 2, 2014) – The ALL WAYS UP Foundation, a national, public non-profit organization that focuses on disrupting cycles of generational poverty, has granted 21 non-profit organizations more than \$350,000 through its 2nd annual Bridging the Gap Awards, according to ALL WAYS UP founder, and CEO of GHC Partners, Gregory Perlman. Funding was achieved through a generous grant of \$195,000 from the Perlman Foundation and a three-week crowdrise crowd funding campaign, and focused on organizations with an operating budget of less than \$500,000 per year.

Through direct scholarships as well as housing, individual and non-profit youth organization grants, ALL WAYS UP helps ambitious low-income individuals achieve life’s milestone triumphs, including graduating with a college degree to owning a home for the first time. The organization cultivates and supports long-term relationships with its grantees, offering not only financial assistance but also critical support services that help to ensure their success.

“The Bridging the Gap Awards recognizes the vital work being done in communities across the U.S. by small-but-mighty community non-profit organizations creating an extraordinary social impact,” said Perlman. “Despite their limited financial resources, each one is helping to transform lives and creating a sea change in their communities.”

ALL WAYS UP Bridging the Gap Award winners include organizations like College Access Plan (CAP), a Pasadena-based non-profit serving more than 500 underserved students annually, many of whom are low-income and first generation college-going youth that attend Pasadena’s public schools. CAP ensures these students gain access to free college readiness advisement and workshops that help them to circumvent the serious problems of undermatching and uninformed college choice. Through holistic college and career literacy tools, entry test preparation, and application and financial aid support, CAP helps students attend colleges that increase their opportunities to reach their academic goals and achieve professional success. Of the 210 graduating seniors who consistently attended CAP’s programs from 2009-2013, 98% attended college, and 83% are attending four-year colleges and universities.

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ALL WAYS UP RAISES MORE THAN \$350,000 FOR BRIDGING THE GAP AWARDS 2/2

ALL WAYS UP Bridging the Gap Award Winners:

- America SCORES, - Cleveland, OH - \$20,880
- Capital City Intergenerational Care, Inc., - Raleigh, NC - \$16,339
- Chicano Latino Youth Leadership Conference - Sacramento, CA - \$31,514
- Choice Group - Los Angeles, CA - \$45,411
- CLIMB - Los Angeles, CA - \$21,354
- College Access Plan - Pasadena, CA - \$17,388
- Diamond in the Raw - Los Angeles, CA - \$6,134
- Girl's Today, Women Tomorrow – Los Angeles, CA - \$23,334
- Increasing H.O.P.E. Financial Training Center – North Charleston, SC – \$8,183
- Krimson & Kreme Foundation - Los Angeles, CA - \$8,823
- Minds Matter - Los Angeles, CA - \$46,838
- NRSMB Community Support Corporation - Birmingham, AL - \$13,088
- On a Mission - Los Angeles, CA - \$27,833
- Read Lead Incorporated - Los Angeles, CA - \$12,509
- Restore Education - San Antonio, TX - \$16,741
- ScholarMatch - San Francisco, CA - \$15,963
- Tarrant Literacy Coalition - Benbrook, TX - \$5,959
- The Right Way Foundation - Los Angeles, CA - \$12,598
- Individual Community Builder of the Year – Erich Nall (Coach E) \$5,000

The ALL WAYS UP Foundation previously conducted business as the Perlman Foundation, which was founded by Perlman in 2009. The Perlman Foundation continues to operate as a private foundation, funding annual grants and 100% of administrative expenses for the ALL WAYS UP Foundation, allowing 100% of ALL WAYS UP donations from other entities to go to programs that support disadvantaged youth, low-income families and the deserving organizations that serve them.

The ALL WAYS UP Foundation believes that poverty and other disadvantages are challenges, not roadblocks, on the path to a successful life. With good values, a strong work ethic and empowering financial and emotional support, no dream is out of reach. To learn more about how the ALL WAYS UP Foundation is bridging the gap between ambition and achievement, visit ALLWAYSUP.org.

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