



THE LUDACRIS
FOUNDATION



Our Team

The Ludacris Foundation includes a team of 9 hardworking individuals with an average of twenty years of professional experience ranging from corporate executives of Fortune 500 companies, legal, healthcare and finance fields, as well as the music industry. These individuals have come together as a team sharing the same passion and concern for young people.

VISION: To inspire youth to live their dreams, uplift families and foster economic development in the community.

MISSION: To show young people they are the architects of their future and instill “Principles of Success” – a roadmap for achieving dreams. To connect with our youth to build stronger families and communities.



BOARD OF DIRECTORS

Chris “Ludacris” Bridges Chairman
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Jackie Hodkins Wrotin
Health and Nutritionist Consultant



The Foundation

The Ludacris Foundation inspires youth to live their dreams. Our programs and partnerships create experiences that help urban youth envision new possibilities for their lives.

The Foundation operates in communities throughout Atlanta. We also provide programs in Chicago, Los Angeles, Miami, New York and Washington, DC to uplift families and bring resources to communities.

We work with celebrities, artists and non-profit organizations in major cities across the country to showcase leadership and examples of success. Our relationships with inner city schools, Boys and Girls Clubs and business, community, religious and government leaders help us provide resources, experiences and tools to help youth live their dreams.

Formed in 2001, the Foundation is our platform to serve the community. Ludacris, the Foundation, DTP and Ebony Son have a deep-rooted tradition of Community Service. The Foundation was established to sustain our commitment to make a difference in the lives of youth.





Pillars

The Ludacris Foundation accomplishes its mission and vision through three core areas of focus.

Leadership & Education

Our Leadership and Education Programs focus on developing leadership skills, building social awareness and helping our young people gain access to resources to stay in school. We provide them with the tools and self-confidence to make career choices that match their passion.

LudaCares

Our LudaCares Programs focus on serving the needs of communities and letting them know Ludacris cares. Activities include hospital visits, community events, food baskets for families and holiday gifts for children.

Living Healthy Lifestyles

Our Living Healthy Lifestyles Programs focus on teaching youth how to develop healthy habits, learning about nutrition, exercise and life skills.



Leadership & Education

“Leadership and education is about helping our young people stay in school to the pathway for graduation.”

– Chris “Ludacris” Bridges

Luda Leadership/My Brother’s Keeper – Geared toward middle, high school and college students, the program’s focus is to awaken their dreams, develop leadership skills, build social awareness and help them gain access to resources to stay in school. The overarching goal of these efforts is to provide personal development and career path opportunities to enable life goal success.

Events & Seminars – Developing leaders through Youth Empowerment seminars, the Leadership Academy and learning projects, these programs provide memorable experiences that incentivize and reward goal-setting achievements. These events introduce students to a whole new world of possibilities.

Social Media – Profiling leadership through social media drives this program to capture leadership advice from influential people that resonates with the millennial generation.

Back 2 School – Preparing youth to be successful with school supplies and preventative services is of paramount importance for this program.

The Ludacris Foundation: Inspiring Tomorrow’s Leaders Since 2001

We believe that every young person should know that their lives matter and they have the opportunity to live their dreams.

Through workshops, mentoring, educational support and rewarding experiences, The Ludacris Foundation connects with vulnerable and disconnected youth.

Your funding fuels our success. Please commit to a sponsorship opportunity.



Ludacris speaking before 200 Middle and High School students at Power in Leadership Seminar in partnership with Usher’s New Look Foundation



Power In Leadership

TLF's premiere training program, Power in Leadership, engages 200 middle and high school-aged students. This six-hour training session consists of fun-filled activities and guest speakers focused on the following topics:

Personal Assessment – Students will assess their interests, strengths, and weaknesses to discover their “spark,” be it singing, dancing, art, sports, writing, public speaking, etc.

Defining Your Brand – Students examine their current lives and discover to make adjustments to focus on their passions and their talents.

Leadership 101 – Students will identify and discuss the traits of great leaders; consequently, discovering which traits they share with the leaders discussed.

Creativity to Solve Community Problems – Students will learn that talents and gifts equal power to create awareness and change.

Exploring the Issue – Students are taught how to get past the surface of an issue, discovering not only the effects of it but also some deeply rooted causes.

Toolkits Session – Students learn principles of success and participate in hands-on exercises that allow them to practice using these principles.

Powered By Service Project Planning – Students will take everything they have learned and brainstorm a project idea to be implemented in their community.

Atlanta-area high schools are rated among the lowest graduation rates in the nation.

Atlanta Journal-Constitution





LudaCares

PROGRAM OVERVIEW

Day of Service Events include:

- Serving youth and families in Feed America programs
- Visiting private and public hospitals like Children's Atlanta or Walter Reed, DC
- School Visits
- Make-A-Wish
- USO performances

Support to Atlanta Area Schools Stay in School / LudaDay Weekend includes celebrity basketball games/park events and encourages an active lifestyle.

LudaCares Thanksgiving Provides families with nutritious food baskets during the holidays.

LudaChristmas Giving gifts and a memorable holiday experience to underserved communities.

The LudaCares program was established to ensure communities and their residents are aware that Ludacris cares about their community.





Living Healthy Lifestyles

PROGRAM OVERVIEW

Healthy Environments - Education through our Teaching Gardens. Bringing the green classroom to our community of youth, teachers and families. We empower participants to think, eat and act in a healthy way.

Healthy Aquatics - In 2016 the Ludacris Foundation, USA Swimming Foundation and DeKalb Aquatics partnered to teach youth to swim. A lifeguard certification program will start in the fall of 2017.

Healthy Eating - Interactive cooking seminars: geared toward youth to learn about meal preparation, healthy eating, food groups and kitchen safety to address issues of nutritional health and childhood obesity which reach thousands annually.

Healthy Hearts for Hip Hop - Cardio programs join forces with schools and communities making it engaging and fun using hip hop music. Our swim program partners with Team USA.

Healthy Thinking - Seminars and media campaigns on social issues awareness and prevention with the goal of developing socially responsible youth and young adults.

Healthy Thinking - Provide preventive health services and education to underserved youth.

With childhood obesity, diabetes and high blood pressure on the rise, showing youth how to stay fit and eat healthy is a passion for the Ludacris Foundation.





Living Healthy Lifestyles

HEALTHY AQUATICS SWIMMING PROGRAM

Drowning is a leading cause of death in youth.

Swimming lessons reduce the risk of drowning by 88%. Learning to swim is not just fun and a great way to get fit, it is a life skill.

The Ludacris Foundation and their partners, the USA Swimming Foundation and DeKalb Aquatics have facilitated our program to afford over 300 youth the opportunity to attend our program to learn to swim.

In the fall of 2017, the Foundation added a lifeguard certification program.



“We want to express the importance of water safety and getting/staying fit. We teach kids how to swim and be safe in the water.”

- Ludacris





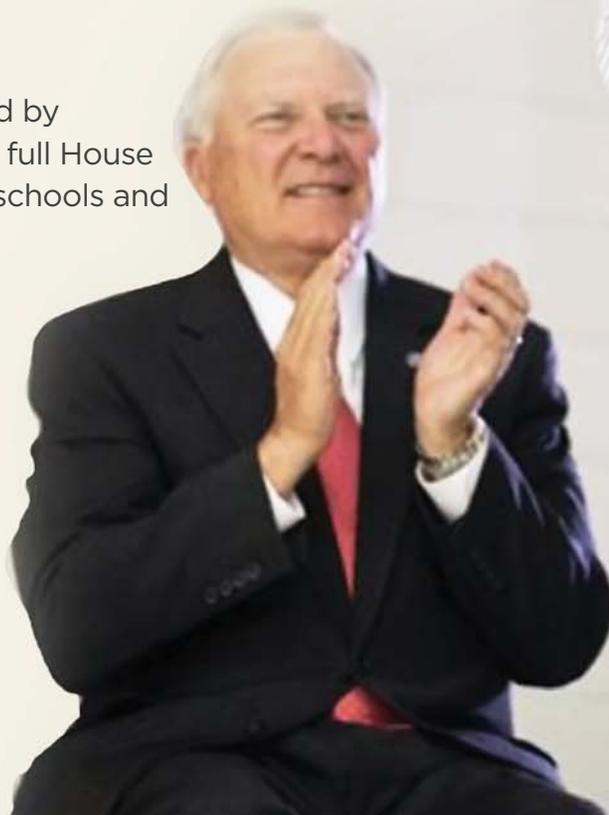
Recognition

Founded in 2001 by multi-platinum selling, GRAMMY® award winning artist and actor, Chris “Ludacris” Bridges, TLF has achieved notable success. TLF has been named as one of the top twenty “Leading Philanthropy Foundations” by *Black Enterprise* magazine and featured in The Robb Report’s *Worth Magazine* as well as *The Chronicle of Philanthropy* – a newspaper of the non-profit world for outstanding efforts provided to urban communities.

In 2015, The Ludacris Foundation was recognized by Georgia Governor Nathan Deal, Speaker and the full House of Representatives for efforts to change lives in schools and communities.

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Georgia Governor Nathan Deal teams up with Ludacris to uplift youth at Utopian Academy School for The Arts





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