



November 28, 2023

Big Brothers Big Sisters Northern Sierra Receives Neighborhood Grant from Rite Aid Healthy Futures

More than 370 nonprofits receive \$10,000 general operations grant

PLACERVILLE, CA – Big Brothers Big Sisters Northern Sierra (BBBSN) received a \$10,000 neighborhood grant from Rite Aid Healthy Futures to continue advancing its important mission to create and support one to one relationships that ignite the power and promise of youth. Part of its overall Empowering Children signature initiative for Rite Aid Healthy Futures, the Neighborhood Grants help nonprofits address the toughest health and wellness challenges facing kids today.

Big Brothers Big Sisters Northern Sierra joins 370 other grassroots organizations who each received a \$10,000 grant for general operations. The funds will help them continue to deliver critical services as inflation, food insecurity, troubling mental health trends and other converging factors impact children.

“We are grateful to Rite Aid Healthy Futures for their generous support of one-to-one mentoring in our community, said Brenda Frachiseur, BBBSN Chief Executive Officer.” This grant monies will be put to good use helping our organization increase the number of children in our mentoring programs and reduce the number of Littles waiting for a Big Brothers or Big Sister.”

The grants are funded through the KidCents customer fundraising program, which allows Rite Aid customers to round up their purchases in-store and online to support children’s health and wellness.

By rounding up their nickels, dimes and quarters, millions of Rite Aid customers contribute to local charities restoring hope, resiliency and self-esteem in children.

“Children today face acute and converging crises across a range of fields that adversely impact their quality of life,” said Matt DeCamara, executive director of Rite Aid Healthy Futures. “Thanks to the generosity of Rite Aid customers, these hyperlocal organizations can continue to provide much needed programs and services steadying the course for children today and guiding them toward promising tomorrows.”

For a full list of recipient organizations, [please click here](#).

About Rite Aid Healthy Futures

Rite Aid Healthy Futures is a public charity that improves the lives and futures of kids in Rite Aid communities through partnerships that help build healthier, more equitable neighborhoods. Launched by Rite Aid in 2001, Healthy Futures supports causes, initiatives and organizations that help kids live long, happy and healthy lives. Grants are made possible through the generous donations of customers who round-up their purchases at Rite Aid through the KidCents program. Visit RiteAidHealthyFutures.org to learn more.

About Big Brothers Big Sisters of Northern Sierra

Big Brothers Big Sisters of Northern Sierra was incorporated in 1977 and is an affiliate of Big Brothers Big Sisters of America. Serving children ages 3 to 18. BBBSNS mission is to create and support one to one relationships that ignite the power and promise of youth.

Giving Tuesday Call to Action

After Black Friday, Small Business Saturday, and Cyber Monday, there is #GivingTuesday! A Global Day of Giving that encourages philanthropy and reminds us of the importance of helping others. This #GivingTuesday your donation can make a difference in the lives of the children in our community. Every little bit helps! Go to our website - www.bbbsns.org or VENMO @BBBS-NS today, Tuesday, November 28.

#Defenders of Potential

Healthy Futures and BBBSNS Media Contacts

Emelia Gabbert-Payne

Communications Specialist

Rite Aid Healthy Futures

Emelia.Gabbert-Payne@RiteAid.com

267-576-2460 (Text messages OK)

Andrew Staub

Communications Manager

Rite Aid Healthy Futures

Andrew.Staub@riteaid.com

717-649-2437 (Text messages OK)

Sarah Pollo Moo

Big Brothers Big Sisters Northern Sierra

sarah@pollocomms.com

916-410-7506 (Text messages OK)