



Press Release

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JCPenney Afterschool Fund Grants \$14,000 to Hayward Schools

Gift provides scholarships for 75 students to join afterschool program

HAYWARD, Calif., October 30, 2007 — United Way of the Bay Area (UWBA) announced today that the JCPenney Afterschool Fund has donated \$14,000 to Hayward Unified School District Youth Enrichment Programs at Eldridge, Cherryland and Palma Ceia Elementary Schools. The donation enables 75 more students to participate in the afterschool program during the 2007-08 school year.

The donation to Hayward's Youth Enrichment Programs is part of a \$94,000 Bay Area grant from the JCPenney Afterschool Fund. In support of the grants, JCPenney donated gift cards to help with the purchase of school clothing for the children served. United Way's local staff worked with Bay Area Partnership for Children and Youth to identify outstanding local afterschool programs, as well as with the JCPenney Afterschool Fund and United Way of America to administer the five Bay Area afterschool program grants. Each year, United Way of the Bay Area manages investments in more than 250 local programs that fight poverty and create opportunities for children, youth, families and neighborhoods to thrive.

"The JCPenney Afterschool Fund is dedicated to keeping America's children safe and constructively engaged during the afterschool hours," said Jodi M. Gibson, president of the JCPenney Afterschool Fund. "By partnering with United Ways across the country, we're leveraging their expertise to connect with high-quality afterschool programs that serve at-risk youth. Together, we're ensuring that students of all backgrounds and income levels are able to benefit from life-enriching afterschool programs that foster their academic, physical and social development."

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“We at United Way know that youth who participate in afterschool programs are less likely to get involved in crime, drug abuse and other dangerous activities. We are extremely grateful for the generous support of the JCPenney Afterschool Fund, which will enable United Way and our partners to enroll over 200 more Bay Area youth in high-quality afterschool programming,” said Anne Wilson, CEO of United Way of the Bay Area. “We share the JCPenney Afterschool Fund’s commitment to provide safe, enriching youth programs during these hours to keep kids off the street, as well as encourage healthier lifestyles and improve academic performance.”

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ABOUT THE JCPENNEY AFTERSCHOOL FUND

The JCPenney Afterschool Fund is a charitable organization committed to providing children in need with access to life-enriching afterschool programs that foster their academic, physical and social development. Currently, more than 14 million youth in America are unsupervised every day between the hours of 3 p.m. and 6 p.m. Through partnerships with the YMCA of the USA, Boys & Girls Clubs of America, National 4-H and United Way of America, the JCPenney Afterschool Fund helps prepare children to reach their full potential by providing them with essential afterschool opportunities.

About United Way of the Bay Area

United Way of the Bay Area (UWBA) is a nonprofit organization dedicated to community impact. UWBA serves Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo and Solano Counties. Our mission is to be the catalyst that enables people to strengthen their communities by investing in one another. Through the Bay Area Community Fund, United Way supports more than 250 local programs that fight poverty and create opportunities for children, youth, families and neighborhoods to thrive. In San Francisco and Santa Clara Counties, 2-1-1 is an easy-to-remember phone number operated by United Way that connects people in need — as well as individuals seeking to give — with community services. United Way's introduction of 2-1-1 is the first step in plans to promote and establish 2-1-1 service throughout the Bay Area. For more information, visit www.uwba.org.