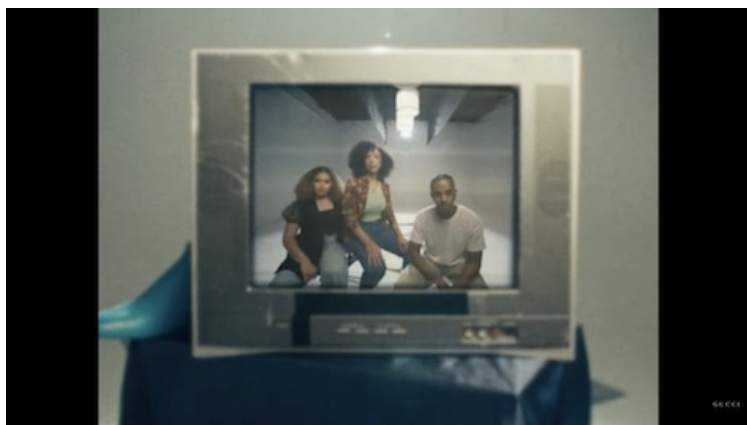


EDUCATION

Gucci celebrates GivingTuesday with next phase of Changemakers program

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Gucci has unveiled the next chapter of its Gucci Changemakers program. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion brand Gucci has opened a new application window for its Changemakers North America effort in honor of GivingTuesday, and released social impact investment numbers.

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The brand's contributions to organizations building up communities rounded out to be \$4.7 million as of this year. Gucci's intention is to invest in the future through diversity, youth and education, both through its investments and its Changemakers program.

"It is only fitting that we launch the fourth chapter of North America Gucci Changemakers initiative on GivingTuesday," said Antoine Phillips, vice president of brand and culture engagement of Gucci, in a statement.

"This is a day in which we all strive to give back to our communities and empower the next generation of Gucci Changemakers to leave their mark of generosity for years to come," he said. "Gucci is committed to bringing more impactful and dynamic social good initiatives to fruition in the weeks, months and years to come.

"This moment is the start of the next chapter illustrating the optimism, creativity and innovation for the next generation of Gucci Changemakers in arts and culture."

The next chapter was announced with a **visual campaign**, directed by New York's Bon Duke. The 63-second video featured three Changemakers, showcasing their work.

Give and make

The brand's initiative includes the Impact Fund and Changemakers Scholarship Program, which center the stories of marginalized communities and their promising students who live within them.

Applications for the **Gucci Changemakers Scholarship Fund** are due by 11:59 p.m. on Feb. 3. Those with less than two semesters left are not eligible to apply, but all other students are welcome, including high school seniors.

A dozen students will receive the 12-month scholarship, earning up to \$20,000, depending on their financial status.

Applications for the **Gucci Changemakers Impact Fund** are due by the same time and day. Those who are working

towards increased voter accessibility, battling gun violence and supporting differently abled people are especially encouraged to apply.

A dozen community organizations will earn at maximum \$1 million, receiving the \$50,000 one-year grant in the summer.

This is the fourth installment of the Changemakers North America initiative.

This chapter is called "Designing a Future Untold," celebrating those working to make the future a better place for all. Those "changemakers" will be given the platform to have their voices amplified, and their perspectives centered in the conversation at large.

Since 2019, the scholarship has already had 4,000 people apply for it. Fifty-six scholarships were given during this time, honoring North American talent and education.

Both individuals and organizations can apply to it, with more than 2,000 organizations already registering since 2019. Out of those, 43 grants have been given, which has positively impacted more than 550,000 people.

A few examples of the change being made include the Chicago program advocating for mental health for Black women, and the Louisiana research initiatives to end unjust policies in the justice system.

The funding has also resulted in a Los Angeles organization giving financial help and health access to those who are LGBTQ+ members of the community, and another initiative in the state providing financial help to indigenous residents during the COVID crisis.

Those individuals who have earned the scholarship from **Gucci** have since enjoyed success and recognition in their respective fields. Their films have won awards, clothing lines have been released, organizations have grown, and their work has homes in museums around the world, per Gucci.

Gucci Changemakers Chapter IV: Designing for the future. Video credit: Gucci

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