FOR IMMEDIATE RELEASE

Rockefeller Philanthropy Advisors Selected as Fiscal Sponsor of My Brother’s Keeper Alliance

RPA to provide fiscal sponsorship and advisory services to the newly launched MBK Alliance’s first grant cycle

NEW YORK, NY — May 7, 2015 – Rockefeller Philanthropy Advisors, (RPA), one of the world’s leading nonprofit philanthropic consulting services, has been selected to incubate the new My Brother’s Keeper Alliance (MBK Alliance), a nonprofit aiming to eliminate the gaps in opportunity and achievement for boys and young men of color. MBK Alliance, a sponsored project of RPA, is partnering with community, private, public, and social enterprises to holistically tackle opportunity and achievement gaps from cradle to career.

As MBK Alliance’s fiscal sponsor, RPA will take on the legal and fiscal responsibility for MBK Alliance as it creates the infrastructure necessary to fully function as an independent organization. In addition, the RPA team is providing advisory services for the inaugural MBK Alliance grant cycles in 2015.

Inspired by President Obama’s MBK Initiative Taskforce Report, the MBK Alliance will target six critical milestones in the lifecycle:

1. Entering School Ready to Learn (Early Childhood)
2. Reading at Grade Level by Third Grade (Middle Childhood)
3. Graduating from High School Ready for College and Career (Adolescence)
4. Completing Post-Secondary Education or Training (Adulthood Transition)
5. Successfully Entering the Workforce (Adulthood)
6. Reducing Violence and Providing a Second Chance (Throughout Life)

“RPA is proud to provide incubation and grantmaking support for the inaugural phase of the MBK Alliance,” said Melissa Berman, President and CEO of RPA. “These grants will enable communities and private sector organizations across the country to commit themselves to innovative solutions that can help close the opportunity gap.”

“Rockefeller Philanthropy Advisors is a natural fit to serve as fiscal sponsor in our efforts to create MBK Alliance’s sustainable infrastructure,” said Joe Echevarria, Chairman and CEO of My Brother’s Keeper Alliance. “Their core values of advocating for a diversity of voices and views, combined with the
organization’s deep issue-area expertise, will help our teams work in tandem as we serve boys and young men of color."

MBK Alliance will disperse grants across the country through its Innovation Grants and RPA will manage the initial grantee application and grantmaking process. Through a national grants program, the Innovation Grants will award grants to programs and organizations with proven, innovative solutions to closing the opportunity gap.

MBK Alliance’s partners include CEOs from Fortune 50 companies, high-profile entertainers, leading nonprofits and current and former government officials. For more information about the MBK Alliance, please visit www.mbkalliance.org.

**About My Brother’s Keeper Alliance**
My Brother’s Keeper Alliance ("MBK Alliance") aims to eliminate the gaps in opportunity and achievement for boys and young men of color – making the American dream available to all. In early 2014, the White House launched the My Brother’s Keeper Initiative to engage partners and stakeholders in that effort from both the private and public sectors. MBK Alliance is an independent, nonprofit organization created to advance progress in the private sector, and catalyze a national ecosystem of support to help boys and young men of color recognize their full potential through strategic evidence-based interventions. MBK Alliance is a sponsored project of Rockefeller Philanthropy Advisors.

**About Rockefeller Philanthropy Advisors**
Rockefeller Philanthropy Advisors (RPA) is a nonprofit organization that currently advises on and manages more than $200 million in annual giving by individuals, families, corporations, and major foundations. Continuing the Rockefeller family’s legacy of thoughtful, effective philanthropy, RPA remains at the forefront of philanthropic growth and innovation, with a diverse team led by experienced grantmakers with significant depth of knowledge across the spectrum of issue areas. Founded in 2002, RPA has grown into one of the world’s largest philanthropic service organizations and, as a whole, has facilitated more than $3 billion in grantmaking to nearly 70 countries. RPA also serves as a fiscal sponsor for more than 25 projects, providing governance, management, expertise and operational infrastructure to support their charitable purposes. For more information, please visit [www.rockpa.org](http://www.rockpa.org).