

# A Campaign for Future Black Leaders

Natural Grocers partners with Jack and Jill nonprofit

Natural Grocers, the new natural and organic grocery located at Alberta Commons in the heart of Portland's African American community, and in conjunction with its other stores in Portland and across the country, has joined a public service campaign with Jack and Jill of America to support future African-American leaders.

Kicking off for the Martin Luther King Jr. national holiday on Jan. 20 and continuing through Black History Month and beyond, the "Supporting America's Families Together" campaign will raise donations to support Jack and Jill scholarships to students attending historically black colleges and the nonprofit's other programs for young people like job and



The Natural Grocers store at Northeast Alberta and Martin Luther King Jr. and other Natural Grocers outlets are teaming up with the black-led nonprofit Jack and Jill of America to raise money for scholarships and other supports for future African American leaders.

internship opportunities and career training.

On Martin Luther King Day, 2.5% of all Natural Grocers sales across the country will be donated to Jack and Jill programs supporting the future success of black students. Additionally, starting on MLK

Day and running through the month of February, Natural Grocers' customers will have the opportunity to make contributions directly to the Jack and Jill charitable funds to empower future black leaders at any one of Natural Grocers' 154 store locations.

Jack and Jill America, with chapters in Oregon and across the nation, was founded by black mothers in 1938 with the mission of stimulating the growth and development of children through educational, cultural, civic, recreational, health and social programs.

Natural Grocers' goal is to empower people to reach a healthier lifestyle and approach to eating, company officials said.

"At Natural Grocers, our core principles not only define who we are, but also who we partner with in our mission to improve the health and wellbeing of our communities by providing access to affordable, high quality food and nutrition education," said Kemper Isely, Natural Grocers chairman and co-president. "As our partner, Jack and Jill of America, helps us to reinforce our purpose-driven mission to all communities across the country."

The new campaign started in October when Jack and Jill members received a Natural Grocers + Jack and Jill of America Partnership card, which when presented at a Natural Grocers check out automatically triggers an uncapped 5% of sales give-back to the organization.

"We have been thrilled with the response," said Tracy Mack-Askew, Portland Willamette chapter president.

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