



Future Foundation hosts their 5th Annual Keep It 100% Event

1st virtual fundraising event commemorating the 20th anniversary of the foundation

[Atlanta, GA]. Former NBA Player, [Shareef Abdur-Rahim](#)'s Educational Justice Non-profit, Future Foundation is set to host their first virtual Keep It 100% celebration on Wednesday, November 17th at 1:00pm.

This year's fundraising celebration is hosted by Monica Pearson, Former News Anchor for Atlanta's flagship *Channel 2 Action News* on [WSB-TV](#). In light of honoring and acknowledging the community's investments to the 100 foundation, the virtual event will award two Atlanta heroes. The honorable Shirley Franklin will be receiving this year's Jean Childs Young Individual Leadership in Education Award which is given to active civic leaders committed to giving back to their communities. This year, United Way will be receiving The Ann Cramer Corporate Leadership in Education Award which honor organizations that forefront educational needs in the community.

Future Foundation has served Greater Atlanta's, and more specifically South Fulton's, underfunded community for two decades. With a mission to level the playing field for children grades 6th through 12th in South Fulton caught in a cycle of generational poverty. The foundation's 21st Century afterschool programs serve as a second family to the students. It focuses on providing increased academic performance, exposure to new experiences, and reinforcing the skills needed to thrive in adulthood.

In thanking our corporate partners and donors for their continued support, it is important to note since 2018 their support and revenue has been consistently over the national average for nonprofit organizations. This is particularly significant, given that among all nonprofit organizations with more than \$50,000 in revenue, fewer than 23% have revenues over \$1 million – which Future Foundation has maintained since 2009. The foundation is immensely grateful for the opportunity to change this generation one child at a time.

The event's main goal is to CELEBRATE changing the lives of underserved children! We welcome donations and forthcoming sponsors as the foundation continues to help children grow an essential skill development, academic enrichment, family support, life skills and health education.

For further information, please visit <https://future-foundation.com/> and [\[https://keepit100.swell.gives/\]](https://keepit100.swell.gives/) to stream the event live!