



Raising the Barcode, Inc. chosen as grant recipient by African American Giving Initiative at the Rochester Area Community Foundation

ROCHESTER, NY – January 16, 2023 – Raising the Barcode, Inc. is proud to be chosen as a recipient of the 2022 African American Giving Initiative grant at the Rochester Area Community Foundation.

Raising the Barcode, Inc. (RTB) is a 501(c)3 nonprofit organization that provides at-promise youth with supplemental educational programming for college and career readiness. We promote equitable access to education while creating and connecting students with opportunities and resources to prepare them for college and careers. Overall, we serve as an incubator for urban students to explore their options, support them through, and develop a post graduation plan by building a network of community partners and professionals and hosting a series of workshops, trainings, and programs.

“As a new organization, receiving this grant is monumental for us. We can’t wait to provide College 101 to students and families across the community,” says RTB Executive Director, Brittany Read.

Raising the Barcode, Inc. (RTB) is an emerging organization in the community led by young professionals who strongly believe in the power of near-peer mentorship and giving back to support students. College 101 is a recurring free program available to students and families and hosted in person across the community. In a lecture/presentation format, this program highlights the need-to-knows of the college application and transition processes and answer questions in real time for students and families. RTB staff also offer 1:1 support on the college application processes for high school seniors.

For more information, email Brittany Read at thebarcodelife@gmail.com

About the African American Giving Initiative

Established in 2011, this initiative is focused on creating an endowment fund with broad community support and to provide grantmaking for needs that are specific to the African American community in the greater Rochester region. Members are committed to making a positive change in problem areas experienced most strongly within the African American community.

For more information on the African American Giving Initiative, email dperry@racf.org.