

Press Release

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Group of FAMU Alumni Form 'We Rattle' NIL Collective to Empower Athletes and Support New Basketball Coach, Luring Top Talent to HBCUs

Los Angeles, CA – June 7, 2024 – A group of Florida A&M University (FAMU) alumni have launched the "We Rattle" NIL Collective to advance the university's basketball program and support newly hired coach Patrick Crarey. The collective aims to take advantage of the new landscape in college athletics that allows collegiate athletes to profit from their name, image, and likeness (NIL), providing an additional incentive to attract top-tier talent.

Founded by a passionate group of FAMU alumni, We Rattle NIL Collective is dedicated to providing substantial support to FAMU athletes. This initiative is born from the recognition that financial support and resources have long been a struggle for Historically Black Colleges and Universities (HBCUs).

What is NIL? NIL stands for Name, Image, and Likeness. It refers to the rights of college athletes to receive compensation for the use of their name, image, and likeness. This change in regulations allows athletes to profit from endorsements, sponsorships, and other opportunities, leveling the playing field with athletes from larger, more financially endowed universities. NIL rights are crucial in providing athletes with the financial means to support themselves and their families while pursuing their education and athletic careers.

What is an NIL Collective? An NIL Collective is a group of supporters, usually alumni and fans, who pool resources to provide financial support to collegiate athletes. These collectives aim to offer financial backing to athletes, enhancing their college experience and helping their schools remain competitive in the ever-evolving landscape of college sports.

The Importance of We Rattle NIL Collective: In the lucrative landscape of college sports, NIL collectives have become essential, especially for HBCUs. These institutions have a great tradition and culture but have lacked the resources to compete with bigger colleges and universities. The primary objective of the collective is to compensate players based on their market value, attracting top talent who might otherwise attend larger institutions. Additionally, it supports newly hired basketball coach Patrick Crarey, who brings a reputation as an ultra-competitive player-coach and an exceptional recruiter.

Supporting Coach Patrick Crarey: Coach Patrick Crarey, 40, joins FAMU after successful stints at St. Thomas University in Miami and Washington Adventist in Maryland. Known for his competitive spirit and exceptional recruiting skills, Crarey considers himself a "relationship guy." With the backing of the We Rattle NIL Collective, Crarey is poised to recruit top talent and lead the program to success, aiming for an immediate turnaround and a return to the NCAA tournament, which FAMU last achieved in 2007.

Exclusive Merchandise and Fundraising: We Rattle NIL Collective offers exclusive merchandise available only through their official website, www.morethanbasketballthebrand.com/werattlenil. These items are designed to foster school spirit and provide fans and supporters with unique, high-quality products that showcase their dedication to FAMU. Merchandise bundles are available at various price points, ranging from \$100 to \$1000, with options for additional donations to further support the athletes and the program. The bundles include exclusive items that aren't sold or licensed anywhere, are available in youth and adult sizes, and have no additional shipping charges. Custom donation options are also available.

Why Support We Rattle NIL Collective? Supporting We Rattle NIL Collective means investing in the future of FAMU and its athletes. Financial backing is critical for ensuring that talented athletes have the resources they need to succeed both on and off the court. This support can make a significant difference in the lives of young athletes, providing them with opportunities that might otherwise be out of reach. By contributing to the collective, donors are not just supporting a sports team but are also contributing to the broader mission of elevating HBCUs and fostering a culture of excellence.

The Broader Impact of Your Support: Supporting We Rattle NIL Collective goes beyond aiding FAMU athletes. It represents a commitment to leveling the playing field for all HBCUs, which have historically faced financial disadvantages despite their rich cultural heritage and academic excellence. This initiative is not only about sports; it's about empowering a generation of young African American students to achieve their full potential. Even if you did not attend an HBCU, your support helps to build a more equitable and inclusive future for all.

Cultural Significance: HBCUs are not just educational institutions; they are cultural beacons that have played a pivotal role in shaping the African American experience in the United States. By supporting We Rattle NIL Collective, donors are helping to preserve and enhance this cultural legacy. HBCUs have produced some of the most influential leaders, artists, and thinkers in American history. Ensuring that these institutions can continue to thrive means safeguarding a vital part of American culture. This collective effort will help promote the rich traditions, values, and community spirit that HBCUs represent, making a lasting impact on future generations.

A Call to Unity: In an increasingly diverse and interconnected world, supporting initiatives like We Rattle NIL Collective is a step towards building a more inclusive society. Contributions from individuals of all races and backgrounds can help bridge gaps and foster mutual understanding and respect. By investing in the success of HBCUs, donors are not only uplifting a historically underserved community but also contributing to the broader goal of educational and social equity. This is a chance for everyone, regardless of their background, to be part of a movement that champions diversity, inclusivity, and the shared values that unite us all.

Special Events and Engagements: We Rattle NIL Collective is not just about fundraising; it's about building a community. The collective plans to host several events, including a significant alumni event during homecoming and activities for current students. These events aim to strengthen the bond between different generations of alumni and create a supportive network

for current students and future graduates. Additionally, notable alumni and sports figures, such as Shaquille O'Neal's involvement, bring excitement and visibility to the collective's efforts.

Alumni-Driven Success: We Rattle NIL Collective is driven by a diverse group of alumni who share a deep love for FAMU and a commitment to its future success. Their collective experiences and passion for sports make them uniquely positioned to lead this initiative. The collective aims to inspire other HBCU alumni to establish similar groups, amplifying the impact on HBCU sports and overall enrollment growth.

Long-Term Vision: The vision for We Rattle NIL Collective extends beyond immediate support. It is about creating a sustainable model that elevates HBCU sports and institutions as a whole. By setting a new standard, the collective hopes to showcase the potential of HBCUs to the world, ensuring that future generations benefit from enhanced opportunities and resources.

About We Rattle NIL Collective: We Rattle NIL Collective is an alumni-driven initiative supporting FAMU men's basketball program in the NIL era. By providing financial support and exclusive merchandise, the collective aims to enhance the university's competitive edge and foster a culture of engagement and success.

"We Rattle" will also serve as a platform for alumni relations. The collective will cultivate events to reintegrate notable alumni and connect with and provide opportunities for current and future students. "FAMU has a big alumni base with events, merch, and different chapters all over the country. The brand is strong, and despite recent issues with the donation that never came to be, etc., our name is associated with a great culture, education, and tradition," says one board member.

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