



## **Project Cultivate in Harrisburg Named a Top 100 Nonprofit in North America Receiving a PepsiCo Foundation Community Impact Award**

FOR IMMEDIATE RELEASE

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Harrisburg, Pennsylvania., October 23, 2024 – The Project-Cultivate, Inc. (Project Cultivate) is proud to announce we have been granted one of PepsiCo Foundation’s 2024 Community Impact Awards. The PepsiCo Foundation is the philanthropic arm of PepsiCo, Inc. (NASDAQ: PEP), one of the world's leading food and beverage companies. The program is a part of the company’s efforts to support local communities by providing resources for valuable programming, such as our annual summer equestrian camp for inner city and disenfranchised youth, as well as elevating our three foundational pillars which are: Education, Integrity, and Economic Development and Empowerment for girls.

Project Cultivate is one of 100 public charities and organizations across the United States and Canada to receive a \$7,500 Community Impact Award for their hard work and commitment to the communities they serve. Through strategic partnerships, such as the Community Impact Awards, the PepsiCo Foundation aspires to provide lasting change by tackling the challenges of inequality whether it be through access to economic opportunity, clean water, or food security.

“To CULTIVATE is to possess the ability to grow and develop. Project Cultivate was founded in 2020 and was organized as a call to action. The organization is committed to growing, expanding, reaching hundreds, someday thousands of youths, and creating a path to impact and serve their communities as mentors and examples of success in every area of their lives. Project Cultivate is vested in programs that focus on hygiene, health and wellness, anti-bullying, education, entrepreneurship, and equine programs such as Saddle Up Harrisburg. The Community Impact Award will allow us to serve more children as we endeavor to dispel stereotypes, break barriers, and produce opportunities for growth and development,” Dr. Robyn S. Joppy, Founder & Visionary of organization said.

“At the PepsiCo Foundation, we believe that the strength of our communities lies in the hands of local leaders and nonprofit organizations who understand the unique local social challenges and opportunities of their community. The PepsiCo Foundation Community Impact Awards allow us to celebrate these trailblazers who are driving meaningful change in our communities

across North America,” PepsiCo Foundation President and Global Head of Social Impact at PepsiCo, C.D. Glin said. “We invited PepsiCo employees to nominate local organizations of their choice and our employee’s most admired nonprofits were selected as Community Impact Award recipients. We are honored to work alongside these inspiring organizations to amplify their efforts to create lasting positive social impacts across North America.”

The Foundation’s dedication to partnering with local nonprofits stems from its understanding that these organizations are deeply rooted in the communities where PepsiCo employees live and work. By collaborating with local partners, the Foundation can more effectively address community-specific needs and leverage the unique strengths of each organization to foster local, leading and lasting solutions.

### **About Project Cultivate**

Project Cultivate is the vision of Dr. Robyn S. Joppy. Quite simply, the mission is to elevate three foundational pillars which are: Education, Integrity, and Economic Development for Empowerment.

**CULTIVATE** - Each letter represents a word. Each word anchors us to our purpose. Each purpose is part of our collective influence to impact our communities and each other.

**CONFIDENCE. UNIQUE. LEADERSHIP. TALENT. INTELLIGENT. VOICE. ARTICULATE. TENACIOUS EXCELLENCE.**

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