



100 Roses From Concrete
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#weofficial - 100 Roses From Concrete Announces 501(c)(3) Nonprofit Status, Names Board, and Gets GIFs Hired

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New York, NY, September 9, 2021 – [100 Roses From Concrete](http://100rosesfromconcrete.com) (100RFC) a service organization founded by Adweek Change Creator of the Year, DEI industry leader [Keni Thacker](#), is now officially a public charity with tax-exempt status under Section 501(c)(3) of the United States Internal Revenue Code.

“Now #weouthereofficial. Which means we don’t have to turn away money that can help 100RFC bust down doors through our programming and services for BIPOC talent,” said 100RFC Founder and Chief Creative Officer Thacker.

100RFC has already started accepting donations (Syneos and Adobe) and applying for government and foundation grants to increase its access to resources and expand its impact via educational events and programs nationwide.

One 100RFC program that has gotten national attention is The G.R.O.W.T.H. Initiative, a virtual agency program for diverse students. This year’s GIFs (GROWTH Initiative Fellows) were awarded \$10,000 in scholarships. In addition, six GIFs landed internship and fellowship opportunities with agencies like Digo, R West, 21 Grams and Pereira O’Dell.

The new 501c3 status includes a Board of Directors composed of long-term collaborators and 100RFC members: [Gary J. Nix](#), Founder and Chief Strategist, the brandarchist; [Rebecca Rivera](#), Ad Pro/Ad Prof at CCNY and NYCCT; [Alex Santiago](#), Owner, and Creative Strategist/Director, Social Mosaic Communications; and [Ericka Riggs](#), Chief DEI Officer, Omnicom Specialty Marketing Group.

The 100RFC Tax Identification Number (EID) is 86-3909734. The IRS letter granting 100RFC its 501(c)(3) tax-exempt status is available upon request. Donation inquiries can be sent to growth@100rosesfromconcrete.com

ABOUT 100 ROSES FROM CONCRETE

100RFC is a network and community for people of color in the advertising, marketing, media, and public relations industries. Its purpose: to be a central hub for those represented the least in those industries; to connect with others; to share knowledge and

resources, nurture talent; and to create lasting industry-wide change.

For more information about 100 Roses From Concrete, visit <https://www.100rosesfromconcrete.com>. Follow us on Twitter, Instagram and LinkedIn.

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