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PRESS RELEASE



Black Philanthropic Collective and the James Beard Foundation® team up to raise funds and awareness with a celebration of culture and community

FOR IMMEDIATE RELEASE

CHARLOTTE, NC — While you might have been to a cookout, NGAAP is collaborating with the James Beard Foundation® to present The Cookout. An elevated food experience and fundraiser, The Cookout is set to feature award-winning Black chefs from around the country, making for an unforgettable feast and extraordinary cultural fest under a summertime Carolina sky.

For the first time in its 18-year history, NGAAP, Charlotte's Black philanthropic collective, is leading a major fundraising initiative: **Campaign for a New Trust**. Carrying the theme *Celebrating the Culture, while Elevating and Investing in the Culture*, the campaign is kicking off with The Cookout on Saturday, June 29 at a private country estate in Charlotte.

The \$12-million campaign goal is to develop a new philanthropic organization: *The New Trust • Built with and for Black Communities (The New Trust)*. NGAAP is holding special gatherings, community programs and celebrations through 2026 to raise dollars to establish The New Trust.

"Charlotte is hungry for it. Local and national data bear it out, including a study NGAAP commissioned in 2020," states Valaida Fullwood, a founding NGAAP member. "The New Trust fills a vacuum in Charlotte leadership, in terms of advocacy, action and accountability around funding equity. NGAAP is building infrastructure to help sustain its impact locally and advance a movement occurring nationally," Fullwood adds.

With over 70 members and 18 years of grantmaking and impact in Charlotte and beyond, **NGAAP is among the largest and longest running Black philanthropic collectives in the U.S.** As publisher of the award-winning book *Giving Back*, co-creator of The Soul of Philanthropy exhibit, and a leader on annual celebrations of Black Philanthropy Month, the collective is widely recognized as a pacesetter in the field, centering culture in its philanthropic investments, engagements, and innovative work.



It was during an August 2023 celebration of Black Philanthropy Month on Martha's Vineyard, MA that a group of NGAAP members conceived of The Cookout as a campaign kickoff and collaborative way to also support the mission of James Beard Foundation as a Friends of James Beard Benefit®.

NYC-based James Beard Foundation, a nonprofit organization, carries a mission to **celebrate, support, and elevate the people behind America's food culture** and champion a standard of good food anchored in talent, equity, and sustainability.

"James Beard Foundation and NGAAP operate in different spheres, yet both charitable groups respect excellence, celebrate culture, and value equity so everyone has a chance to thrive. Given the alignment of our missions, The Cookout is an ideal collaboration for us," says Colleen Vincent, Vice President, Community, James Beard Foundation.

Helping curate luminaries in the food and beverage industry for The Cookout, the James Beard Foundation is tapping its network of award-winning chefs, restauranteurs and culture keepers. NGAAP will announce The Cookout's roster of chefs and beverage-makers, mid-May, as it invites contributors to give and gather for the campaign kickoff in Charlotte.

Charlotte leads the region as the second largest city in the Southeast, stands among the nation's 10 fastest growing cities, and is racially and ethnically diverse—with over a third of residents identifying as Black or African American. Dominant in many respects, Charlotte trails in funding infrastructure and strengthening the capacity of Black-founded and Black-led nonprofit organizations.

NGAAP, formed in 2006 as New Generation of African American Philanthropists, is Charlotte's only Black philanthropic collective. Its membership pools dollars and resources for grantmaking; connects people with networking and educational forums; and leads with innovative approaches and fresh ideas in philanthropic spaces. Inspiring action through the power of Black philanthropy, NGAAP envisions a healthy, safe and prosperous community for Black families to live, work and flourish. ngaap.org

The **Friends of James Beard Benefit** series are events hosted by generous people, businesses, and organizations outside of James Beard Foundation (JBF) that provide critical funding for our programs. Each event supports our mission to champion a standard of Good Food for Good® anchored in talent, equity, and sustainability. A portion of proceeds from The Cookout also benefits James Beard Foundation. jamesbeard.org



"NGAAP has a bold vision for Charlotte and sees the community's potential to lead the South on funding equity, thus catalyzing social change that will ripple through generations," asserts Rashad Davis, a founding member of NGAAP.

Leading up to its 20-year milestone in 2026, **NGAAP is scaling up with The New Trust to sustain and expand its influence on Charlotte's social impact sector.** An additive feature to Charlotte's philanthropic landscape, The New Trust brings a new lens and levels of proximity and responsiveness with infrastructure, human resources, collaboration, technological tools, and financial capital.

The campaign to develop The New Trust is rooted in NGAAP's recognition that more authentic relationships and accountability—*worthy of trust*—between Black communities and the philanthropic sector are essential. The New Trust adds a brain trust of knowledge and expertise grounded in cultural competence, data, and the wisdom of lived experiences. Most significant, **The New Trust organizes people and resources to direct a fair share of dollars toward community transformation to achieve equitable outcomes for all communities.**