



Racial Equity and Justice Initiative

2023

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LAUSD students use an iPad to work on their Challenge for Change project during STEAM Max at California State University Dominguez Hills



Lisa Jackson

Vice President, Environment, Policy and Social Initiatives

Welcome

Three years ago, in a moment that called for more action than words, Apple launched our Racial Equity and Justice Initiative (REJI). We did so with the knowledge that no one company can solve systemic challenges alone — and the certainty that no company should stand on the sidelines.

Three years later, REJI has continued to expand across the priority areas we identified from the outset: education, economic empowerment, and criminal justice reform. While our focus remains on promoting equity and justice in the U.S., we’ve also expanded our efforts to Australia, the United Kingdom, Mexico, and New Zealand.

Across the board, our approach is to help advocates leading the charge for change in Black, Hispanic/Latinx, and Indigenous communities. Our goal is to amplify their voices, never to substitute our own. And to leverage our resources, our expertise, and our platforms in meaningful ways that make a real difference.

In this overview, you’ll find stories that speak to REJI’s impact so far. For example, with our

Entrepreneur Camp, we’re supporting diverse founders and developers building the next generation of cutting-edge apps. We’re investing in the development of two global innovation hubs for Historically Black Colleges and Universities (HBCUs) and Hispanic-Serving Institutions (HSIs). And in Australia, we’re partnering with Aboriginal-led nonprofits championing young people in the classroom and the courts.

While the launch of REJI marked an inflection point, Apple has been doing this work for a long time. Since our earliest days, we’ve supported underresourced schools by helping students and teachers get the tools for a quality education. And we’ve helped kindle the spark of innovation and entrepreneurship across communities, knowing that all of us win when great ideas are heard.

At Apple, we pledge that our resolve will not fade. We won’t delay action. We will work, each and every day, on the urgent task of advancing equity.

Lisa Jackson

About REJI

Apple's Racial Equity and Justice Initiative was launched in June 2020 to advance equity and expand access to opportunities for Black, Hispanic/Latinx, and Indigenous communities.

We established the program with a \$100 million commitment, and since then, we've more than doubled our commitment to over \$200 million. This funding supports projects and partnerships across three priority areas: education, economic empowerment, and criminal justice reform. These are areas where we've historically seen disproportionate impacts for underresourced communities.

REJI builds on existing Apple efforts focused on advancing equity and increasing access to opportunity, while also creating new programs and partnerships to further grow and have a meaningful impact in this urgent work.

Our responsibility to address inequity has never been more clear. We are committed to integrating equity and justice into every aspect of our business in partnership with impacted communities.

"We are all accountable for the urgent work of building a more just and equitable world — and REJI sends a clear signal of Apple's enduring commitment."

Tim Cook
CEO

REJI At a Glance



50

U.S. states and five countries reached



3 pillars

Education

Economic Empowerment

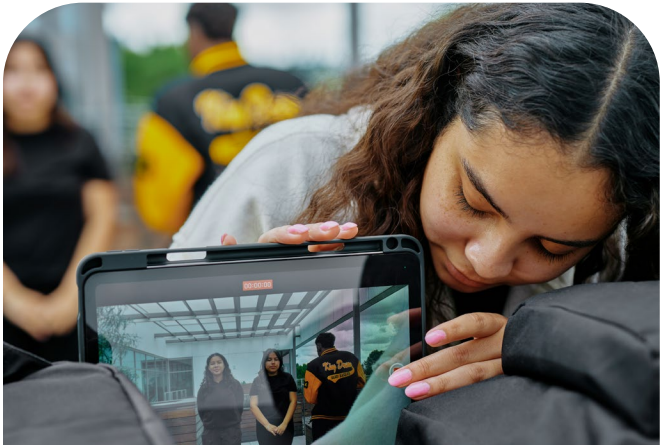
Criminal Justice Reform

Education

\$50 million+

committed to minority-serving institutions — including industry impact grants to HBCUs and HSIs





Education

160,000+

learners reached through in-person courses and out-of-school offerings on computer science and creative arts across education grant partnership programming

Education

Challenge for Change Series

453 million+

impressions across 21 countries

Taking Action on Racial Equity and Justice

Learning Challenge Series — Discussion Guide

Help Shape a Healthier Society





Economic Empowerment

\$100 million+

committed to financial institutions to support Black, Hispanic/Latinx, and Indigenous businesses and communities

Criminal Justice Reform

19,000+

reentry services delivered to justice-impacted individuals with Apple's support through grant partnerships — including safe housing, employment leads, safe rides home from prison, birth certificates, identification services, legal services, and access to healthcare upon reentry

Education

"Every day, I get to challenge my students to explore new ways of thinking by using technology to solve real-world problems and create solutions that benefit their community."

Telayne Keith

Boys & Girls Clubs of
Southeastern Michigan



Telayne Keith, (right), teaching principles of human-centered design at the Boys & Girls Club of Southeastern Michigan



Our approach to education

At Apple, we believe that education is a powerful force for equity, and that all learners should have equal opportunity to explore and develop the necessary skills for today and tomorrow. From our earliest days, we have seen how having access to technology can ignite students’ creativity, curiosity, and innovation.

With the launch of REJI, we have expanded this work to further support Black, Hispanic/Latinx, and Indigenous learners around the world.

Centering the needs of diverse communities

We launched our Community Education Initiative (CEI) in 2019 to bring coding, creativity, and workforce opportunities to under-resourced communities. We envision a workforce that’s reflective of the communities in which we live and work — not just in technical careers, but also in education and creative fields. REJI has built on this work to remove barriers for learners to access pathways focusing on coding, science, technology, engineering, arts, and math (STEAM), creativity, and community-connected learning.

In each community, we work with local partners to customize and enhance programming to address their unique challenges and identify long-term, effective outcomes.

Shaping an inclusive system for all learners

We focus our education efforts in three key areas: professional learning for educators, out-of-school learning, and support for minority-serving institutions and organizations that serve underrepresented communities.

Our work to address resource gaps with school districts and educational institutions across the U.S. includes partnering with national and local organizations to increase students’ access to coding and creativity programs. Our new partnership with the My Brother’s Keeper Alliance, a program of the Obama Foundation, is focused on developing programming to shift outcomes for boys and young men of color across the U.S. In collaboration with local communities, programs range from educational training for community leaders to youth summer programs driven by local nonprofits.



Students at the Cherokee Immersion Charter School in Tahlequah, Oklahoma, where they learn about Cherokee Language and Culture.

Expanding partnerships

We've built on our existing partnerships and created new pathways with minority-serving institutions to strengthen the impact of our efforts.

We continue to develop programming to serve the HBCU community:

- In 2019, Apple partnered with Tennessee State University to develop HBCU C². This program empowers and supports more than 40 HBCUs to bring coding and creativity experiences to their communities, using Apple hardware and its Everyone Can Code and Everyone Can Create resources. Working with more than 65 community partners to positively impact communities, the program engages K-12 schools and out-of-school organizations to bring coding to more than 3,200 young learners. In 2021, HBCU C² expanded beyond the U.S. to bring coding and creativity to K-12 schools and two and four year institutions in South Africa and Monrovia.
- In 2021, Apple became an early supporter of the Propel Center, a first-of-its-kind global innovation hub for HBCU students.
- In collaboration with our Inclusion and Diversity (I&D) team, Apple launched the New Silicon Initiative (NSI) @ HBCUs, in partnership with the Colleges of Engineering at Alabama A&M University, Howard University, Morgan State University, and Prairie View A&M University. The program connects HBCU Faculty and Apple experts to help HBCU students gain access to cutting edge technology and hands-on learning opportunities to build sustainable programs that generate a pipeline of students entering careers in hardware technology. The initiative creates capacity through enhancing curriculum, designing labs, and providing scholarships and fellowships to undergraduate and graduate students. Through this program, we also established curriculum-sharing agreements across other Advancing Minorities' In Engineering (AMIE) HBCUs along with the original NSI partner schools to create a community of practice, accelerate progress, and benefit from learnings and best practices across all NSI institutions. In addition to the grants awarded to the four NSI HBCUs, we developed the Faculty Fellows program, which now supports 11 additional HBCUs to help educators who are pursuing research, strengthening student engagement, and designing curriculum supporting very large-scale integration.
- We developed the Apple Pathways Academy, a community of learning and discovery targeting high-performing Black, Latinx/Hispanic and Indigenous sophomores majoring in computer science and engineering. This program provides scholarship support and intensive project-based learning opportunities with Apple experts.

- Building on our long-standing scholarship program through the Apple HBCU Scholars program, we partner with the Thurgood Marshall College Fund to offer annual scholarships to HBCU students. In addition to financial support, program participants receive mentorship and career development experience at Apple.

We also developed programming to support the HSI community:

- In partnership with California State University Northridge (CSUN) and the state of California, we invested in the Global HSI Equity Innovation Hub, which aims to create system-level transformation that develops STEAM student talent in HSI communities.
- We work closely with Enactus México, a nonprofit group of leaders committed to using business as a catalyst for positive social and environmental impact in Mexico. Together, we're supporting iOS Development Labs at universities across the country to equip students with the skills they need to become developers, coders, designers, and entrepreneurs in Mexico's thriving iOS app economy.

Opportunities for students of all backgrounds

- In collaboration with Michigan State University, we launched our Apple Developer Academy in Detroit — our first in the U.S. — to prepare students from all backgrounds for jobs in the iOS app economy. In addition to the fundamentals of coding, academy participants learn skills like design, marketing, and project management, with an emphasis on inclusivity and making a positive impact in their communities.
- And in 2022, we established a partnership with London's Southbank Centre, which represents Apple's first REJI expansion in Europe. With this collaboration, Apple and the Southbank Centre support emerging Black talent, helping to provide tools and resources for aspiring Black creatives in the United Kingdom through two programs:
 - Reframe: The Residency is an intensive, industry-led training and development program for up to 80 emerging creatives between the ages of 18 and 30 who are looking to develop their skills in music, photography, and filmmaking.
 - Inspire Schools is a project for 21 secondary schools to spark a passion for creativity among the next generation of talent, providing a powerful experience for participants early in their creative journeys.



Taking Action on Racial Equity and Justice

Learning Challenge Series—Discussion Guide and Workbook

Make a Positive Impact in Your Community



Inspiring all learners to take action on social justice issues in their communities

Since the launch of REJI, we have released a series of challenges with resources designed to help educators, parents and others create solutions to important social justice issues in their communities.

160,000+

learners reached through in-person courses and out-of-school offerings on computer science and creative arts across education grant partnership programming

800+

learning locations in five countries with more than 3,500 educators engaged in programming

Investing in the next generation of diverse learners

In 2021, Apple made a commitment to invest \$50 million in two distinct learning and innovation hubs — the Propel Center and the Global HSI Equity Innovation Hub — focused on building a diverse ecosystem of leaders. By engaging minority-serving institutions across the U.S., these hubs are using in-person and virtual opportunities to strengthen outcomes for underrepresented students.

The Propel Center



Historically Black Colleges and Universities (HBCUs) serve as epicenters for learning that nurture Black leaders and talent. To support the development of the next generation of leaders, Apple committed to invest \$25 million as an early supporter of the Propel Center, a first-of-its-kind global innovation hub for HBCU students.

Propel aims to serve as a center for collaboration and innovation across areas including coding, agriculture tech, arts and entertainment, and social impact.

With more than 75 percent of HBCUs now engaged with Propel, the opportunity to reach and serve thousands of HBCU faculty and students at scale is significant.

Understanding the influence of technology on the education sector and the workforce of today and tomorrow, Propel offers a range of programming and resources — such as institutional grants and student scholarships — that help create educational experiences and work-study pathways that prepare students for the future.

“Propel offers a one-to-many model that inspires innovation with HBCUs and accelerates learning for HBCU learners. Our approach creates greater access to education for HBCU students and equips them as the next generation of technologists and creators,” said Waymond Jackson, Jr., Interim CEO, Propel Center.

With access to curricula spanning artificial intelligence and machine learning to agricultural technology and arts and entertainment, students will be equipped with the skills, relationships, resources, and knowledge they need to succeed in the ever-evolving workforce.

In addition to Apple’s financial investment, teams across Apple are also supporting Propel’s mission of promoting education and equity by helping develop curricula and mentoring students across disciplines like arts and entertainment.

This collaboration is helping to build a more diverse and inclusive workforce, while creating opportunities for Black communities.

Global HSI Equity Innovation Hub



Serving as a center for Hispanic/Latinx students and people from other underrepresented groups including Black, Asian American-Pacific Islander and Indigenous, California State University Northridge announced the establishment of the Global HSI Equity Innovation Hub (the Hub) with educational equity in mind.

Launched with a commitment to invest \$25 million from Apple, the Hub aims to equip Hispanic/Latinx and other historically underserved students with high-demand skills in STEAM.

With more than 500 HSIs reaching over 2.2 million undergraduate students across the U.S., the Hub will collaborate with other CSU campuses and HSIs throughout the country to accelerate educational equity while providing skills to support post-graduation success.

“The Hub represents an opportunity to elevate student success that activates the brilliance of our students, while creating authentic system change in leading with intentionality and authentically serving them,” said Veronica Montoya, Senior Director of HSI National Initiatives.

The Hub is also an example of the power of public-private partnerships and how they can drive meaningful change across communities. The Hub has received funding and backing from Apple, the California state budget, and support from California policymakers.

As the project expands, Apple will provide technology, design support, and thought partnership to support the outcomes of the initiative — developing future leaders who reflect a more diverse and inclusive workforce and economy.

A beacon in the community uses challenges to create a world of possibility

At California State University Dominguez Hills (CSUDH) — challenges are turned into opportunities.

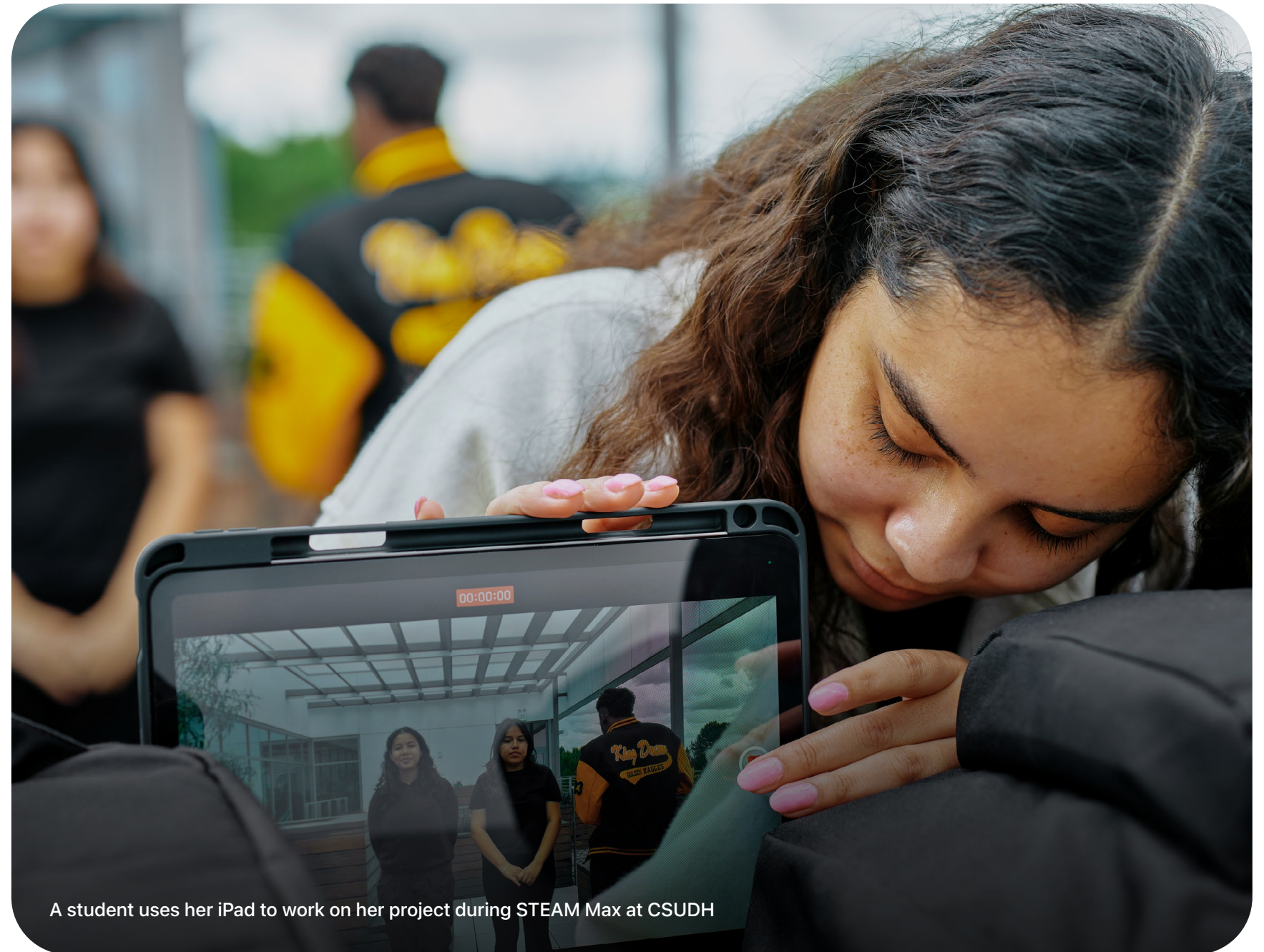
CSUDH, which is located in Carson, California, and serves the Los Angeles Unified School District (LAUSD), borders neighborhoods like Compton and Inglewood that have been deprived of access to opportunities and resources for far too long.

“Our geographic location puts us in a position to serve a large number of communities that are truly underresourced with majority underrepresented communities of color,” said Dr. Kamal Hamdan, Executive Director of the Center for Innovation in Science, Technology, Engineering, and Math Education (CISE) at CSUDH. “If we don’t do the work we’re doing, the people who live in the communities we serve won’t have opportunities like this.”

CSUDH partnered with Apple to create STEAM Max, a program that uses REJI’s Learning Challenge Series to engage learners in creating and implementing solutions to real-world problems experienced in their communities. These resource guides explore various issues, ranging from environmental injustice to health and wellness.

As part of the program, CSUDH hosts elementary, middle, and high school students, their teachers, and school leaders at its CISE lab, as they work to create solutions for the chosen challenge. Each program participant has access to an iPad for the duration of the program, with the opportunity to work on a college campus once a month for five months.

To begin, students are placed in teams, where they ask questions and conduct research. As part of the challenge, they create app prototypes, develop video stories that capture their process, and craft a marketing plan for their app. They also receive training on technologies such as 3D printers and vinyl cutters that can be used to make things like team T-shirts for the program’s final showcase day.



A student uses her iPad to work on her project during STEAM Max at CSUDH

“We hope to transform STEAM education so that young adults have an opportunity to improve the quality of their lives. But also, more than anything else, these opportunities provide them with a chance to secure a better future for themselves.”

Dr. Kamal Hamdan, Executive Director of the Center for Innovation in Science, Technology, Engineering, and Math Education (CISE) at CSUDH

“This is my second year being part of the program,” said Janelle Sangmoah, senior at King/Drew Magnet High School of Medicine and Science. “This time around, it feels real — like we’re creating something that can actually be used by young adults to help them manage their stress. We’re focused on identifying creative ways to market the app, while also ensuring that every aspect of the app we’re creating benefits the users.”

The students have the opportunity to work side by side with CISE scholars and mentors who are also STEAM majors at CSUDH. These scholars and mentors help expand their mentees’ knowledge around STEAM and they are real-life examples of students from the community who have chosen to pursue higher education.

“Since I was younger, I always helped my siblings out with their homework, so mentoring and helping just came naturally to me,” said Richard Valdivia, computer technology major and mentor at CSUDH. “I like science and technology, so it has been fun to see students have ‘aha’ moments and discover why and how something works.”

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Richard Valdivia,
CISE mentor at CSUDH

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During the spring 2023 semester, students were part of REJI’s Health and Wellness Challenge, “Help Shape a Healthier Society,” developing app prototypes for mental health, nutrition, and fitness. The program culminated in a showcase that brought together nearly a thousand students, teachers, administrators, university leaders, and family members to see the students’ projects and participate in the first student-led STEAM in Action fair focused on health and wellness.

“When I was in high school and middle school, I didn’t know coding existed. I knew about computers but because I was low income, I didn’t have access,” continued Valdivia. “So it’s really cool that we teach elementary through high school students technology, especially coding, because it’s a big part of the tech industry right now, and it’s only growing. We’re teaching these valuable skills that will come in handy for them way into the future.”

STEAM Max is one of many programs that CSUDH created in partnership with Apple to serve the Greater Los Angeles community. Other programs include:

- STEAM Lab School, a summer enrichment program for K–12 students
- Saturday STEAM days, which bring students from across the community to CISE for a range of activities
- Coding clubs offered to local elementary schools, which provide after-school programs for students using Apple’s Swift coding language
- A coding with Swift course for a local high school in the LAUSD, launched in 2023 by CISE and Apple

“Being able to have the experience of being at a university, for them to assimilate themselves in that environment and learn something different, changes their outlook on what careers they can pursue, regardless of what area they come from,” said Liz Daisy Morales, a Carson Street Elementary School parent.



Members of the CISE team at CSUDH



Students work with a CISE scholar at STEAM Max at CSUDH

From farm to table: How an Historically Black College and University is innovating urban farming

Delaware State University (DSU), is an HBCU located in Dover, Delaware, a town with less than 40,000 residents. The school has found purpose in growing healthy vegetables and providing them to people and communities living in food deserts, without immediate access to grocery stores or other healthy food providers.

According to a report by the Delaware Journal of Public Health, 61 percent of Delawareans live in areas with no grocery store within a one-mile radius in urban areas and a 10-mile radius in rural areas. And 27 percent live in areas with only one grocery store within a one-mile radius in urban areas or a 10-mile radius in rural areas¹.

In March 2022, the Propel Center, through funding from Apple, awarded DSU a \$300,000 Impact Grant to develop a much-needed solution to food insecurity.

“Delaware State University is a proud recipient of Propel’s agritech grant funding to develop vertical farming solutions that will positively impact supply chain and sustainable urban agriculture in underserved communities,” said Dr. Cherese Winstead, Dean of DSU’s College of Agriculture, Science, and Technology. “Urban agriculture solutions, like container farming, are an ingenious way for higher education institutions to support their increasing student and neighboring community populations.”

This Impact Grant, made available through Propel’s institutional grant program, provided DSU with the resources to take an innovative approach to food scarcity and urban farming. The school decided to build a vertical farm inside a 40-foot shipping container to grow lettuce and basil.

Each year, the vertical farm is projected to produce more than 20,000 pounds of leafy green vegetables — providing students with hands-on learning experiences in sustainable agriculture while also addressing food insecurity. By donating

“Urban agriculture solutions, like container farming, are an ingenious way for higher education institutions to support their increasing student and neighboring community populations.”

Dr. Cherese Winstead
Dean of DSU’s College of Agriculture, Science, and Technology

healthy foods to food pantries and school cafeterias in its immediate community, DSU is helping to promote healthy eating habits in the community.

And by growing organic food in a small space without the need for large plots of land, the school can provide underserved areas with access to organic foods that are traditionally found only at grocery stores outside of urban settings.

“I’m from the city of Philadelphia, so growing up, we went to the closest stores, which weren’t supermarkets. They were mini markets where we’d also get our stuff for school. Nothing was organic,” said Douglas Austin, a doctoral chemistry student working on the farm. “So with these containers, it was surprising for me to see, because you get so much yield from such a little space.”



A student examines a vegetable’s growth inside the vertical farm at DSU

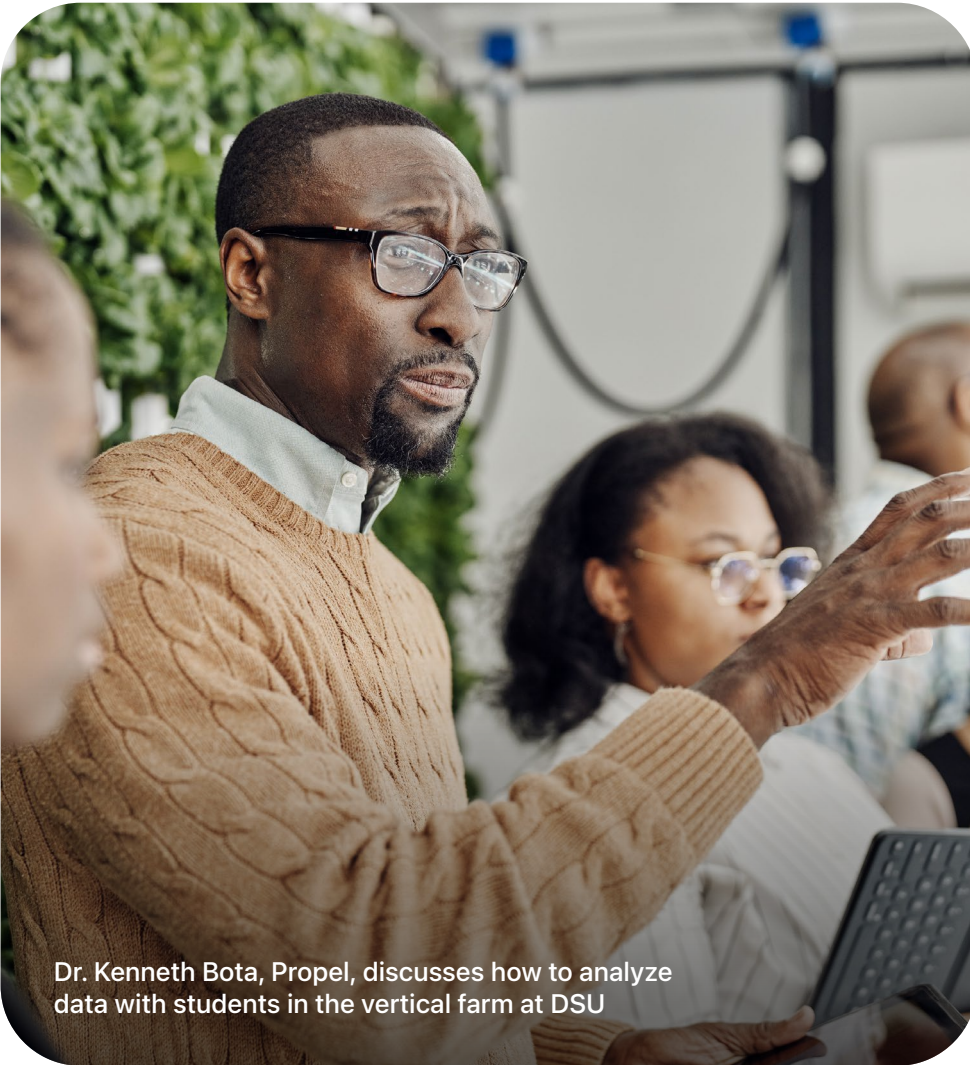


Vegetables and plants grow vertically inside the container at DSU

Employing hydroponic and aeroponic growing methods, the indoor vertical farm uses 95 percent less water and 90 percent less land compared to traditional farming methods. The system is also designed to use renewable energy sources, such as solar power, to reduce its environmental impact.

Because of the vertical farm, “everything is a lot more condensed and is more easily maintained, allowing us to produce these organic vegetables and plants, and distribute them to the communities that are considered food deserts,” said Jabrenee A. Hussie, a senior computer science major at DSU. “I’m really proud of that.”

Technology is key to the farm’s success and powers just about everything — from turning the lights on and off to programming the irrigation system.



Dr. Kenneth Bota, Propel, discusses how to analyze data with students in the vertical farm at DSU

As a result of Propel’s partnership with Apple and collaboration with Ponix — an agritech startup that develops smart farms within cities — Mac and iPad devices were equipped with Ponix software. The software allows students to monitor nutrients in the water that are measured in parts per million. In addition, it allows students to assess the pH levels of water, air temperature humidity, and carbon dioxide throughout the day to ensure that the plants are growing in the healthiest way possible.

“Central to Ponix’s efforts is racial equity, given that food deserts are located largely inside minority, underserved communities,” said Michael Choi, CEO of Ponix. “We are excited to partner with the Propel Center and its HBCU partners to help students leverage our and Apple’s technology to improve the world’s oldest industry — farming — and do our part in eradicating social injustice.”

Technology, data science, and agriculture have opened new pathways for the students at DSU, and has put the university on a path to revolutionize the urban farming landscape.

Through Propel’s Impact Grant and REJI’s investment in Propel, the vertical farm at DSU has created a model that is scalable at universities across the country. Dr. Kenneth Bota, Senior Director of Curriculum, Innovation, and Research, who manages Propel’s agritech projects, says that the relationship Propel has developed with Apple and its focus and commitment to racial equity and justice, have changed people’s lives.

“People need food, people need clean air and water, and these necessities are at the forefront of the social justice conversation,” said Dr. Bota. “So at Propel, we’re thinking about how we scale these types of projects and make them more sustainable, while providing even more opportunities to apply for additional grants. We are very proud of this project and can’t wait to see what comes next.”



Exterior view of the 40-foot shipping container used for the vertical farm on the DSU campus

“People need food, people need clean air and water, and these necessities are at the forefront of the social justice conversation.”

Dr. Kenneth Bota
Senior Director, Curriculum, Innovation,
and Research, Propel Center

Building an inclusive creative industry that supports Black artists in the UK

For too long, Black creatives in the UK have been locked out of opportunities and pathways to careers in the creative industry. The Southbank Centre, the UK's largest multi-arts center, is looking to change this. The center has partnered with Apple to launch Reframe: The Residency, a program developed to support Black creatives across the country. This multiweek program provides rising stars with the technical tools and resources to develop their voices and position them for long-lasting careers in the creative industry.

"Reframe is about acknowledging that there are very many complex and significant barriers that young Black creatives face, exploring how we can, in partnership with Apple, create a program that would have real national significance," said Alexandra Brierley, Director of Creative Learning at London's Southbank Centre.

Apple began this effort by hearing directly from Black creatives to understand the challenges they faced navigating the industry. Financial and cultural pressures were consistently cited as the biggest barriers to entry, exacerbated by the lack of support, unequal access to opportunities, and unrealistic experience requirements.

"The journey hasn't been easy. In the beginning, I lacked the knowledge and resources to showcase my music to the world," said Micah Stalgic, a music artist in the program at Factory International in Manchester.



Reframe participants capture images in the exhibition space at the Southbank Centre

"Moreover, finding quality advice or guidance seemed to be very challenging. But now, I am delighted to say that the tides are changing."

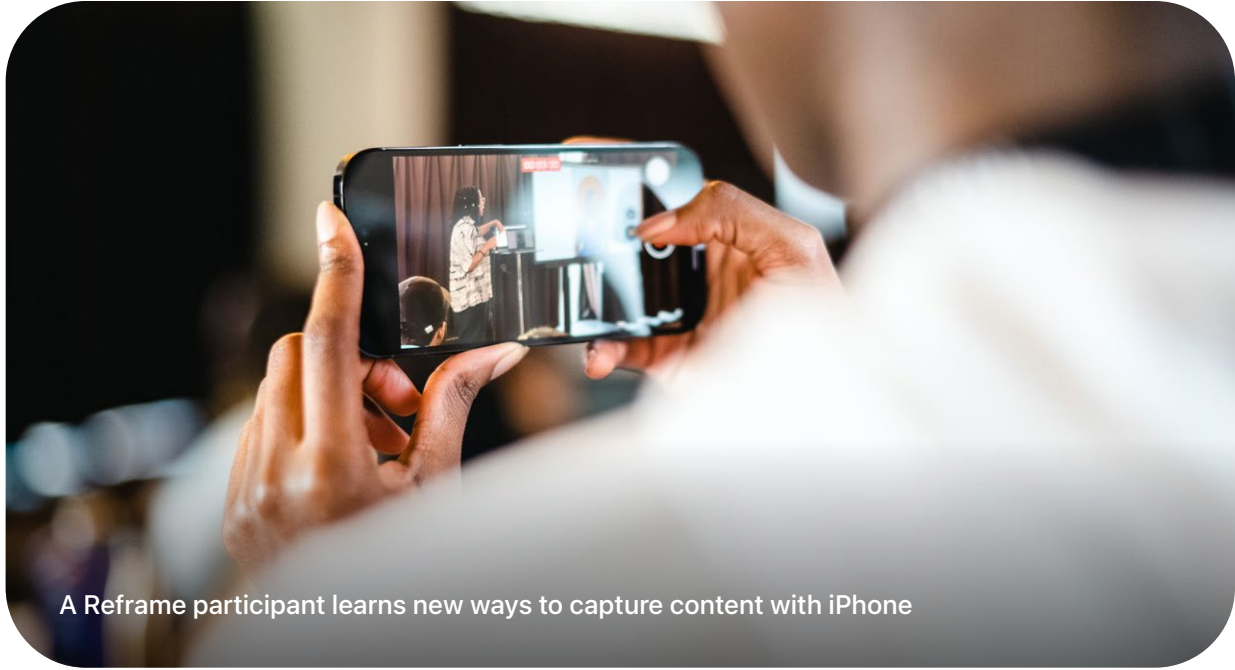
To identify the most talented creatives across the three hub cities — London, Manchester, and Birmingham — the Southbank Centre partnered with three well-respected arts venues, Factory International in Manchester, STEAMhouse at Birmingham City University, and Midlands Arts Centre in Birmingham. After a competitive search that yielded nearly 500 eligible applications, The Residency identified and launched its first cohort in April 2023 with 80 talented Black creatives between the ages of 18 and 30.

The program focuses on equipping young creatives with digital tools and skills and prepares them for a career in the arts. Each creative participates in 14 days of hands-on creative sessions with industry leaders focused on film, photography, or music. Apple creative experts are on hand to help program participants maximize the use of technology throughout their learning.

And the program offers more than just technology. Local Apple creative experts are available to help program participants integrate technology with their creativity.

"I think having people from Apple present in the room has also helped. It feels less daunting getting to know a new piece of technology when there's someone to help," said Izzy Odelola, a musician from Factory International in Manchester. "I can also tell there is a genuine interest in the work we are creating from everyone at Apple, which wasn't something I expected, and that definitely makes the experience better."

Having access to information, know-how, and the support and mentorship to navigate the industry are some of the critical factors to young Black creatives' success.



A Reframe participant learns new ways to capture content with iPhone

"Access to opportunity is a difficult, difficult barrier to get over," said Sophia Tarr, STEAMhouse Business Partnerships Manager at Birmingham City University. "Apple technology shows them that they can do so much of it. The flexibility of what the iPhone can do, for example, when we had the Apple staff training the participants, opened their eyes and helped bring down some of the barriers."

Participants in the first cohort will create art that considers and responds to the climate emergency, global issues of climate justice, and the challenges they pose for present and future generations. Their work in film, audio, and photography will be presented at the Southbank Centre in July-August 2023 as part of its summer season of multi-artform programming focused on the climate emergency.

"Reframe has shifted the dynamics significantly. It is priceless, especially for young Black creatives. I firmly believe that Reframe will unleash the next generation of Black industry professionals and superstars," said Stalgic.

As part of this partnership, the Southbank Centre, Factory International, and Midlands Arts Centre also collaborate with 21 local schools to spark a passion for creativity among the next generation of talent, providing a powerful experience for participants early in their creative journeys.

"Reframe has shifted the dynamics significantly. We find ourselves surrounded by individuals who genuinely want us to grow. It is priceless, especially for young Black creatives. I firmly believe that Reframe will unleash the next generation of Black industry professionals and superstars."

Micah Stalgic, Reframe participant, Manchester

Preserving traditions through immersive education



Wyman Kirk, Administrator, Cherokee Immersion Charter School

Wyman Kirk is the Cherokee Immersion Charter School’s administrator. The Tahlequah, Oklahoma, school is focused on immersing students in the Cherokee language and culture and preserving the Cherokee Nation’s ways of life.

Through a partnership with Oklahoma City University, Apple launched an initiative focused on cultural and language preservation with the Cherokee Nation.

Q: What is Cherokee Immersion Charter School and what role does it play for the Cherokee Nation?

A: The Cherokee Immersion Charter School was founded in 2002 because our language and culture were being lost. Based on surveys and discussions with our citizens, the tribe decided that opening a charter immersion school would be an effective way to pass traditions to our youth and preserve them going forward. Today, the school is a central part of the Cherokee Nation’s broader language revitalization efforts.

Q: Why is learning the language important, not only for the Cherokee Nation, but for Indigenous people around the world?

A: Learning the Cherokee language is really tied to our identity. Cherokee operates on a fundamentally different level from many other languages. It’s not only different in grammar and structure, but also in its spiritual approach to seeing the world.

Through the concept of animacy, speakers differentiate between things that are living and non-living, with people holding a special place within the living category. In learning to speak Cherokee, one really learns to see the world in terms of these different areas. To really be Cherokee and to fundamentally understand that perspective, you have to know the language. Even without becoming fluent, understanding this basic way of seeing the world is crucial to who we are as a people. Our language is tied to what we were given, and it’s one of the core foundations of who we are. It is an extension of our entire being.

Q: What roles does technology play today and for the future at the Cherokee Immersion Charter School?

A: COVID-19 gave us the opportunity to shift our approach because we had the ability to purchase technology and provide internet access for every child in our school. Every child three years old through the eighth grade has access to an iPad and a MiFi device, which provides internet access, if they need it. The students in kindergarten through second grade use iPad primarily for learning to write in Cherokee.

Every child in third grade and above has a computer. For these students, technology serves primarily as a way to connect through distance learning and to undertake special projects. And starting in seventh and eighth grades, the technology gets used more by the teachers who have more technological expertise.

We’ve had training that will help us to better use technology. Beginning in fall 2023, we’re expanding the immersion opportunities in language and culture to infants, and we’re producing a weekly news show that will be hosted by the students. We’re going to use iPad and MacBook devices to put these programs together and circulate to parents. Our fifth through eighth graders will also use code on iPad to fly drones.

Q: For students at the Immersion School, how will their experience impact their transition from school to the workforce?

A: Their experience gives them an internalized identity about who they are and an external ability to speak and engage in a way that is both meaningful and powerful.

They also develop a connection to our ancestors who struggled and fought. In Oklahoma, a lot of the Cherokee community is here as a result of the Trail of Tears, which was forced displacement of Native/ Indigenous peoples from their land in the 1800s. Many of them were not English speakers.

By the 1950s and ‘60s, we started seeing language loss from first-language Cherokee speakers. Because of the Immersion School, students today have the ability to retain this language and have it be part of them.

And beyond identity, it’s also a valuable workforce skill. Moving forward, the administration, Principal Chief Chuck Hoskin Jr., and Deputy Principal Chief Brian Warner are prioritizing language in both personal and business communications. We want to create places and work spaces where everyone can speak and engage in Cherokee. We want the whole system of our operations — from welders to doctors to nurses — to have the ability to engage with their clients or patients in their language.

Economic Empowerment

"There is an enormous opportunity for companies to direct capital to underrepresented businesses and communities. We're excited to see Apple at the forefront of this change."

Catherine Berman
CEO, CNote



Terry Boykins and team at Project Fighting Chance, kept open during the pandemic through a loan from CNote partner Self-Help Federal Credit Union
Photo by CNote



Our approach to economic empowerment

Our focus on economic empowerment seeks to address systemic barriers to access, opportunity, and funding for Black, Hispanic/Latinx, and Indigenous communities and businesses.

Every year, Black entrepreneurs receive less than 2 percent of all venture capital funding, while companies led by Black women receive less than 1 percent.² And Latinx entrepreneurs make up 25 percent of new business owners, but receive less than 1 percent of funds from top venture capital and private equity firms.³ These outcomes are often the result of bias and limited access to resources (like networks and mentors, generational wealth and financial guidance). At Apple, we know we have a role to play in supporting underrepresented communities to overcome these barriers.

We believe that economic equity can have an incredible ripple effect. When Black, Hispanic/Latinx, and Indigenous entrepreneurs have sufficient capital, resources, and support, they are better able to create new opportunities, provide community-centered solutions, and bring new perspectives.



Supporting diverse developers leads to more inclusive apps

Apple Entrepreneur Camp for Hispanic and Latin founders Alejandra A. Enriquez, Juan A. Rubio, Gabe Martinez, and Joshua Gomez (left to right) created an app that puts accessibility at the forefront. Their different backgrounds and shared drive to help others brought them together to launch BiteSight, an app that helps people who are blind or low vision quickly scan and identify food allergens on product ingredient labels. They were also part of the first cohort of Apple's Developer Academy in Detroit.

[Learn more >](#)



We have a three-pronged approach to economic empowerment:

- Increasing capital investments to mission-aligned, diverse businesses
- Supporting diverse entrepreneurs and businesses through Apple programs
- Expanding diversity in Apple’s supply chain

Investing in diverse entrepreneurs

To increase capital to diverse businesses, we invest in financial institutions that fund historically overlooked founders and entrepreneurs. In 2021, we made a \$25 million commitment to three venture capital firms. In 2023, we made an additional \$25 million commitment in the same three venture capital firms: Harlem Capital, VamosVentures, and Collab Capital.

- Harlem Capital is an early-stage venture firm that’s working with a thousand diverse founders over the next 20 years.
- VamosVentures provides funding to Latinx and diverse founders creating disruptive solutions that enable wealth creation, social mobility, and self-determination.
- And Collab Capital invests financial, human, and network capital to effectively support, grow, and sustain Black-owned innovative businesses.

We also supported Siebert Williams Shank’s Clear Vision Impact Fund with a \$25 million investment to provide small- and medium-size minority-owned businesses with capital to grow.

We know that Community Development Financial Institutions (CDFIs) and Minority Depository Institutions (MDIs) play an important role in Black, Hispanic/Latinx, and Indigenous communities. To support these critical institutions, we partnered with CNote, a California-based fintech, to deploy \$25 million in cash deposits into underserved markets across the U.S.

Expanding access to opportunities through Apple programs

We’re increasing access and opportunities for underrepresented businesses.

- We created an Impact Accelerator to help scale Black-, Hispanic/Latinx-, and Indigenous-owned businesses that share our focus on environmental innovation and our commitment to the environment.
- We launched new Entrepreneur Camps for Black and Hispanic/Latinx founders and developers. The program is designed to help developers deepen their app experience through hands-on technology labs, one-on-one code-level guidance from Apple experts and engineers, and mentorship and insights from top Apple leaders.

Diversifying Apple’s supply chain

We’re advancing our mission across Apple’s business.

- Through Apple’s Supply Chain Equity, Diversity, and Inclusion (SEDI) Program, we proactively source goods and services from Black-, Hispanic/Latinx-, and Indigenous-owned companies.

\$100 million+

in financial commitments to support Black, Hispanic/Latinx, and Indigenous entrepreneurs, businesses, and financial institutions since launch, including:

Venture capital investments for Black and Brown founders

Learn more >

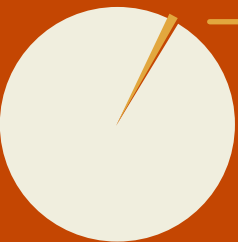
Loan capital for small- and medium-size minority-owned businesses and underserved communities

Learn more >

Cash deposits to 38 local CDFIs/MDIs in underserved markets across 24 states

Learn more >

By the numbers



2%

Every year, Black entrepreneurs receive less than 2 percent of all venture capital funding while companies led by Black women receive less than 1 percent of venture capital funding.

Learn more >



1%

Latinx entrepreneurs make up 25 percent of new business owners but receive less than 1 percent of funds from top venture capital and private equity firms.

Learn more >

Backing diverse entrepreneurs to make an impact across health, fintech, sustainability, and more

For many immigrants, accessing care through the U.S. health system can be daunting. Erik Cardenas experienced this firsthand. “Similar to a lot of immigrants, having to navigate a highly complex health care system is pretty difficult. I grew up doing that for my parents, people in my extended family, and my community. And not much has changed, unfortunately, in the last few decades.”

Together with cofounder Mariza Hardin, Cardenas launched Zócalo Health, an integrated primary care model for the Hispanic/Latinx community that leverages purpose-built technology and community health workers to deliver high-quality social and health care services. Zócalo is helping underserved Latinx communities access quality and affordable healthcare they can trust. These Latinx communities in California and Texas are receiving preventive care, urgent care, and support for ongoing conditions — all from practitioners who speak their language and understand their cultural context in ways other providers might not.

Zócalo Health

Zócalo Health launched with backing from VamosVentures, a Los Angeles-based venture capital fund investing in early-stage companies led by diverse teams. It extends funding, mentorship, and resources to underrepresented entrepreneurs focused on health and wellness, the future of work, fintech, and sustainability. VamosVentures also facilitates access to a network of industry experts and investors, and its portfolio companies have created over 500 jobs combined, nearly 70 percent of which were filled by diverse professionals.

While 85 percent of VamosVentures’ portfolio companies are led by Latinx founders, the firm also values diversity for its own team and leadership, contributing to a culture of inclusivity within the organization. Portfolio companies have above average diverse representation, with more than half having an employee base that’s at least 75 percent diverse.



The VamosVentures team and portfolio companies at the fund's 2022 Founders Summit
Photo by VamosVentures

Founder and Managing Partner, Marcos C. Gonzalez emphasizes how the fund works to do good while being financially successful.

“A common refrain among our team is: We are investors first, but we are more than that,” said Gonzalez. “Every day we make a decision that we are not just investing — we are part of something bigger, we are useful to society, and contributing to systemic change. And we get to help others do the same with their companies.”

“Every day we make a decision that we are not just investing — we are part of something bigger, we are useful to society, and contributing to systemic change. And we get to help others do the same with their companies.”

Marcos Gonzalez
Managing Partner, VamosVentures

Brightseed

Another of VamosVentures’ portfolio companies is Brightseed, which is utilizing its AI platform, Forager, to revolutionize the way people use bioactive compounds found in plants for improving health conditions through food and medicine. According to Sofia Elizondo, Cofounder and Chief Operating Officer, “We know intuitively that nature has potent solutions for health. Now we have the tools and technology to show us how we can access that intelligence for better health outcomes.”

Brightseed has also benefited from VamosVentures’ unique approach.

“VamosVentures walks the talk when it comes to empowering diverse founders. This representation was really important for us when evaluating new investors. The fund is a true leader in fostering community amongst Latino and diverse founders so that we can all get to know each other and share best practices,” said Elizondo.

As one of VamosVentures’ first investors in its funding round that closed in May 2021, Apple has worked to actively support both the fund and its portfolio companies with access to information on market trends and data analytics, and by sponsoring its Founders Summit. VamosVentures’ portfolio companies have also been introduced to Apple subject matter experts.

According to Gonzalez, “Having folks give feedback and guidance to a particular product or business plan is always helpful. But it’s especially helpful from a partner like Apple that sees a lot of things in the market and is a clear leader.” The support and mentorship Apple gives to help strengthen the VamosVentures’ portfolio companies in turn benefits the communities they serve.

Removing barriers to create multigenerational impact

Our work to make Apple a more inclusive company extends to how we choose the businesses we work with. When contracting with suppliers, we use our purchasing power to increase equity, diversity, and inclusion within our supply chain and work to change business practices that harm those who are underrepresented in their field or industry.

When Black-, Hispanic/Latinx-, and Indigenous-American-owned businesses become Apple suppliers, they not only get an opportunity to work with us, but are also given support that increases access to other opportunities to grow their businesses. And with increased resources, the owners of these businesses often contribute to the wealth of their communities — including creating jobs and supporting other local businesses.

Supply Chain Equity, Diversity, and Inclusion

For decades, Apple has actively created pathways that support economic mobility for historically underrepresented communities. This work is an important part of REJI’s economic empowerment strategy and is contributing to increased investment in these communities.

“We published an economic impact study in 2023 that reported that the National Minority Supplier Diversity Council (NMSDC)—certified Minority Business Enterprises generate \$316.2 billion in annual revenue, \$482.1 billion economic output, and 1.8 million jobs,” said Ying McGuire, CEO and President, NMSDC.

From 2020 to 2023, Apple significantly increased business with Black-, Hispanic/Latinx-, and Indigenous-American-owned companies. As an example, in 2023, 45 percent of the business awarded to vendors who built Apple’s new North Carolina campus were Black-, Hispanic/Latinx-, or Indigenous-American-owned companies

“The impact of this business engagement cannot be exaggerated. It changes people’s lives, and it changes perceptions of what equity looks like and how things can be done,” said Walter Freeman, Director, Corporate Procurement and Supplier Diversity at Apple.

Apple is consistently ranked as having one of the top supplier diversity programs. For example, in 2016, Apple was the first Silicon Valley-based company to be accepted into the Billion Dollar Roundtable, which celebrates



Karl Johnson Jr., president and chief financial officer of Diversified Chemical Technologies, Inc., a recent participant in the Apple Impact Accelerator

corporations that achieved spending of at least \$1 billion with minority- and woman-owned businesses. In October 2021, Apple was also chosen as Corporation of the Year by NMSDC, NMSDC’s highest honor for companies that make it a priority to partner with minority-owned suppliers.

Apple Impact Accelerator

Building on our experience engaging diverse suppliers, we launched the Apple Impact Accelerator to advance equity and opportunity in the environmental sector for majority Black-, Hispanic/Latinx-, and Indigenous-owned businesses on the cutting edge of green technology and clean energy. After announcing Apple 2030 — our commitment to become carbon neutral across our products and supply chain by 2030 — we created this program to include Black, Hispanic/Latinx, and Indigenous suppliers in the opportunities connected to the renewable transition. Ultimately, our goal is to provide opportunities and support for those businesses so they can participate in the economic prosperity that comes along with the industry’s growth.

Since 2021, there have been two Impact Accelerator cohorts, with a total of 30 companies, that share Apple’s commitment to driving innovation in energy efficiency, solar, green chemistry, recycling, and other environmental areas. As part of the program, companies work with Apple experts to deepen their commitment to solving environmental challenges.

For example, one participant, Diversified Chemical Technologies, Inc., a technology, specialty chemicals, and services company, collaborated

with Apple’s Environmental Technologies team to reformulate two of their products to qualify for an EPA Safer Choice label. This led them to create safer products for the consumer electronics sector. Their innovations include new adhesives to increase repairability and recycling for electronics, and a new line of industrial parts cleaners that contain ingredients that prioritize human health and the environment.

The Impact Accelerator’s three-month program includes live virtual sessions; online courses on supply chain management, supplier diversity, and financial and legal subjects; and one-on-one mentorship with Apple experts. The program culminates in an opportunity for participants to pitch their services and solutions to decision makers and business leaders within Apple. After the program, each participant transitions to Apple’s Supplier Success community to further foster the connections developed during the program — and forge new connections with previous program participants.

“The impact of this business engagement cannot be exaggerated. It changes peoples’ lives, and it changes perceptions of what equity looks like and how things can be done.”

Walter Freeman, Director, Corporate Procurement and Supplier Diversity at Apple

With the same intention and rigor we apply to supporting underrepresented businesses in our environmental supply chain, we are also making strong progress in strengthening diverse representation and participation across our global supply chain.

Janice Bryant Howroyd, Founder and CEO of the ActOne Group — the largest privately held, minority woman-owned personnel company founded in the U.S., and an Apple supplier — highlighted the opportunities and bottom-line benefits of engaging with diverse businesses: “Any smart business is aware and engaged in having a diverse supply chain. They understand that this is not just a thoughtful way to do business — this work is about better business value.”

Reimagining the venture capital ecosystem to work for Black founders



Collab Capital founders (left to right):
Justin Dawkins, Jewel Burks Solomon, Barry Given
Photo by Collab Capital

Jewel Burks Solomon, Cofounder and Managing Partner, Collab Capital

Jewel Burks Solomon is an early stage investor, Cofounder and Managing Partner of Collab Capital. Based in Atlanta, Burks Solomon focuses on bridging the wealth gap for Black entrepreneurs.

Apple is a Limited Partner (LP) of Collab Capital as part of our economic empowerment strategy.

Q: What led you to start Collab Capital?

A: Years ago, while building my own company in Atlanta, I and my cofounders Barry Givens and Justin Dawkins, bonded over our shared experience of firsthand biases that disproportionately hurt Black founders. As a result, we wanted to be the investors we didn't have — and not just supply investment to Black founders but redefine success altogether. Our goal was to establish a fund appropriate for the opportunity we see in Black founders.

Q: What role does Collab Capital play in disrupting the wealth gap for Black entrepreneurs?

A: With a mission of investing solely in Black-founded and led companies, we are deeply committed to total portfolio achievement. When Black founders set out to start companies, they typically carry more than just themselves and their employees; they carry the weight of their families and communities, who are rooting for them to succeed. Therefore, we use portfolio support resources and network access to help our founders build sustainable, profitable businesses. Fostering an environment that creates space for their success and stability will inevitably create jobs in predominantly Black communities and companies that founders can pass on to their children – laying the foundation for economic parity.

Q: How can we build a more inclusive venture capital ecosystem that meets the needs of Black entrepreneurs?

A: Just as much as Black founders need access to venture capital investment, Black investors must be empowered to deploy capital where they recognize an opportunity. Marginalization creates unique lived experiences across different demographics. Investing in Black companies with little cultural context will not yield the same result as backing Black investors who understand the problems that Black founders are building solutions for. Inclusivity within the venture capital ecosystem also means diversity on both sides of the table.

Q: Looking ahead, what do you hope the venture capital landscape looks like in five years?

A: In the next five years, I hope we have significant enough returns to prove the case for investing in Black founders and that our success motivates the venture capital industry to widen the aperture of where they look for new opportunities.

Criminal Justice Reform

"By providing youth with access to the arts, music, and technology, we can give opportunities rather than obstacles, mentorship rather than misdirection, and love rather than indifference."

Judge Arthur Hunter, Jr.
Orleans Parish Criminal District Court,
New Orleans, Louisiana



Artists from Arts New Orleans' Young Artist Movement program creating videos about their mural focused on life without youth incarceration

Our approach to criminal justice reform

Addressing disparities in the criminal justice system is critical to combating systemic racism. Black Americans are incarcerated in state prisons at nearly five times the rate of white Americans. Latinx Americans are incarcerated at 1.3 times the rate of white Americans, and Native Americans are incarcerated at a rate 38 percent higher than the national average — the highest rate of any demographic.⁴

A targeted approach to reduce barriers to reentry

Every year nearly 600,000 individuals are released from state and federal prisons back into their communities. Another nine million are released from local jails.⁵ Two out of three are rearrested within three years, and more than 50 percent are reincarcerated.⁶ People returning from incarceration face significant barriers to accessing basic needs like education and job training, affordable and safe housing, medical and mental health services, and transportation.⁷ To help eliminate these disparities, we fund partner organizations and educational institutions on the front lines that best understand the complexity of these challenges.

Unlocking potential

We have identified key intersections with our education partners, leveraging the power of technology to support justice-impacted individuals. We have partnered with several community colleges to implement programs that help incarcerated and paroled individuals learn new skills and work to prevent recidivism. In New Orleans, Louisiana, Apple has partnered with Arts New Orleans to support a program within the city’s Juvenile Justice Intervention Center that uses arts and technology to engage youth while they are detained, and provide workforce skills training upon their release. Apple is also supporting Arts New Orleans’ juvenile diversion program. Importantly, successful completion of the diversion program results in the District Attorney’s Office dismissing young people’s cases and giving them a second chance. With Apple’s support and technology, Delgado Community College and Arts New Orleans are updating curricula to include projection mapping, augmented reality, and digital storytelling.



Artist Journey Allen (left), from Arts New Orleans with her “Colors of Our Culture” mural, focusing on the portion of the artwork that features an abstract expression of a Mardi Gras Indian.

In Houston, Texas, we partner with Houston Community College (HCC) to support second chance parolee/probationer education programming, leveraging Apple technology for career and college readiness. Through this partnership, HCC expanded its services to four Harris County jails to provide adult literacy, General Education Development (GED) training, and short-term workforce education, which has supported more than 60 learners preparing for release and reentry. We also work with the Los Angeles Community College District (LACCD) and the Los Angeles probation department to offer education opportunities, and a range of technical courses and certifications. These programs aim to reduce poverty and recidivism by improving opportunities for employment, academic, and career growth.

Expanding postsecondary education access for incarcerated students

We engage and support organizations creating educational opportunities for incarcerated individuals. For nearly a decade, the Vera Institute of Justice has worked to expand access to quality postsecondary education for individuals in prison, as a cornerstone of its commitment to advancing human dignity behind bars. With our support, Vera is designing, implementing, and expanding high-quality college-in-prison programs. Their strategies help reduce racial disparities and improve enrollment and completion rates for Black and Brown incarcerated individuals.

Supporting innovative approaches to systemic challenges

Since our partnership began in 2021, Recidiviz, a tech nonprofit that partners with criminal justice agencies, has accelerated 53,000 people out of the criminal justice system. Using data to inform decisions for probation and parole officers, in-prison case managers, agency leaders, advocates, and policymakers, they are able to track changes in recidivism, population, racial disparities, costs, and more. This data platform allows criminal justice leaders to get a real-time picture of their system, diagnose issues, and drive meaningful changes to safely, equitably, and permanently shrink the system. Recidiviz is on track to remove 15,000 people from the justice system in 2023 and has scaled to serve the U.S. incarcerated population in 11 states, accounting for 25 percent of our country’s incarcerated population.

We also support other organizations that serve justice-impacted individuals, including Defy Ventures and The Last Mile. These organizations’ efforts are critical to ending the cycle of recidivism and combating systemic racism.

Transforming STEM education for diverse incarcerated learners

Incarcerated learners frequently lack access to meaningful and engaging instruction, especially in the STEM fields, and many of these students also face a range of learning challenges. To address some of these obstacles, we are partnering with the Center for Youth Engagement, at the University of Massachusetts, Amherst, to support its project Reclaiming Access to Innovative STEM Education – Promoting Learning for Underserved Students (RAISE-PLUS). RAISE-PLUS is an initiative to expand an existing immersive iPad-based learning environment to improve STEM learning and career interest for incarcerated learners. Curriculum is delivered through student-developed AppBooks, which RAISE-PLUS is working to scale to juvenile justice systems nationally.

Apple’s criminal justice grants strengthen capacity and advance equity with critical resources for:

48

prison facilities’ education programs served across six states

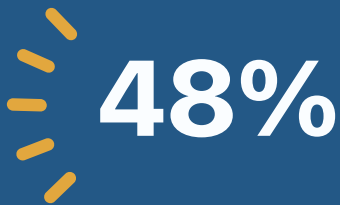
73,000

individuals removed from the justice system entirely through Recidiviz data solutions and tools

[Learn more >](#)

19,000+

reentry services delivered to justice impacted individuals—including safe housing, employment leads, safe rides home from prison, birth certificates and identification services, legal services, and access to healthcare upon reentry



Participants in college-in-prison programs are 48 percent less likely to return to prison
Vera Institute of Justice

[Learn more >](#)

Transforming the criminal justice system



Sam Lewis, Executive Director of Anti-Recidivism Coalition (ARC)

Sam Lewis, Executive Director of ARC spent 24 years in a California state prison. While there, Lewis committed himself to turning his life around through education and rehabilitation. On his release, he turned his attention to improving the lives of others like him while continually working to reform the criminal justice system.

Apple provided grants to support ARC's programming that aims to help incarcerated and paroled individuals learn new skills and gain employment.

Q: What is ARC's mission?

A: Our mission is to end mass incarceration in the state of California and across the nation. We do that by empowering former and currently incarcerated men and women and providing them a support network. We provide wraparound services, which means we offer housing, education, and career opportunities. This includes all the things that a person needs to succeed while incarcerated and upon release from incarceration.

Q: How does your work aim to reform the criminal justice system?

A: We work in three different areas. The first area — and the key to the rest of our work — is our policy work. We've now helped pass 33 pieces of legislation in California, including Miranda Rights for juveniles, ending life in prison without the possibility of parole for juveniles, and granting voting rights to parolees. We're currently working on voting rights for incarcerated individuals. The policy piece is so important because that's how we are able to get colleges inside every prison in the state.

The second area we work on is rehabilitation inside prison facilities. Our Hope and Redemption team is composed of 32 formerly incarcerated life coaches in every prison in California, as well as eight formerly incarcerated mentors that work with incarcerated juveniles in Los Angeles County. We also conduct rehabilitative programming that prepares people to come home.

Our third focus area is reentry. This includes everything from housing, access to therapy, enrollment in medical care, and education to career paths. When we say career paths, we've now placed over 300 people in building trade jobs. Those are union jobs that pay a living wage.

We just continue to create these different pathways for people to be able to not just live or exist, but to actually thrive in our communities.

Q: Why is it important for a company like Apple to engage in this work alongside you?

A: In the corporate world, investing in our communities enhances our public safety. Apple's a brand that's hugely respected and they're doing social impact work that's hugely respected. So I think it's important when a company like Apple steps in and says 'we believe in this,' it signals to the rest of the world that we should all believe in this. We should all support this change and make it better.

Q: How can others inspire change?

A: #1: Always look at human beings as redeemable. If you look at me and don't know my story, and you just see the work that I do, you wouldn't know that as a teenager I committed a horrible crime. So, would you judge me forever for that or would you give me an opportunity to demonstrate that I'm redeemable as a human being?

#2: Give people opportunities and second chances. You could be a small mom and pop business or a giant corporation like Apple, and say, "We want to give this person a chance." Believe in those second chances.

#3: Change the narrative. A person who does something bad shouldn't be defined by that forever. If a person demonstrates that they can change and they have changed and they've done the work to become a better person, then allow them the opportunity to be the best version of themselves.

#4: Pay attention to the legislation. Let's make sure that we pass laws that ensure that our kids are taken care of so that they don't enter into our legal justice system. Let's make sure that our laws really support all human beings who are part of this incredible country that we call America.

Hope and Empowerment



**Dr. Madeline Burillo-Hopkins,
Vice Chancellor Workforce Instruction,
Houston Community College Southwest**

Dr. Madeline Burillo-Hopkins is the President of Houston Community College Southwest, and Vice Chancellor of Workforce Instruction, and she leads career and technical education for the system. Dr. Burillo-Hopkins is an innovative visionary in defining the role education plays in criminal justice reform while helping to change the lives of those incarcerated.

Apple collaborates with Houston Community College to implement programs that aim to help incarcerated and paroled individuals learn new skills and gain employment.

Q: Talk about your work focused on second chance programs for system involved individuals — including your work at Harris County Jail and the women’s center.

A: Houston Community College (HCC) has a long history of providing educational services to individuals in the criminal justice system. For over 25 years, the college has had an educational partnership with the Harris County Sheriff’s Office to provide adult literacy, GED training and short-term workforce education. However, in March 2020, the Harris County Sheriff’s Office closed educational operations due to the COVID-19 pandemic. In response, HCC partnered with the Harris County Community Supervision and Corrections Department (HCCSCD, probation offices) to launch educational services for individuals on parole and those participating in transition services at three of the HCCSCD transition facilities. The college implemented new programming including English as a Second Language (ESL), GED, digital literacy, financial literacy, and Logistics. And with support from the REJI program, the college introduced a series of courses in Apple fundamentals.

In 2022, the Harris County Sheriff’s Office opened a new women’s detention center — the Women’s Empowerment Center — and requested that HCC provide educational services. A point of pride for HCC is that one of the new faculty members in the program is a graduate of the computer science program, who is now teaching at the facility and embracing the vision to help change lives through education.

Q: How does Apple support this work?

A: The REJI grant from Apple has been instrumental in supporting our efforts to use iMac and iPad devices to educate residents at probation centers. With this grant, we have been able to expand our program to more centers and reach more students, helping to bridge the digital divide and provide access to technology education for those who may not have had it otherwise. Additionally, the grant has allowed us to develop new

and innovative approaches to teaching and learning, providing students with the skills they need to succeed in the workforce. To achieve this goal, the faculty designed an Apple Technology Fundamentals course, which provides students with a solid foundation in iMac skills and prepares them for more advanced coursework. Currently, we are proud to offer our beginner class at the new Houston Women’s Empowerment Center, where 38 students are thriving in the program. We’re honored to be able to help them on their educational journey and look forward to continuing to make a positive impact in their lives.

Q: What role does education play in reforming the criminal justice system?

A: Education is a powerful tool in reforming the criminal justice system, and Apple Technology Fundamentals and storytelling classes are prime examples of how it can be used to create positive change. By providing students in probation centers and the Women’s Empowerment Center with new skills and opportunities, we can help them break free from the cycle of recidivism and build brighter futures. Through these classes, students learn how to create videos on iPad, telling their own stories and gaining new perspectives from their experiences. These skills foster critical thinking, empathy, and a deeper understanding of the issues at play in the criminal justice system, leading to more equitable outcomes for everyone. I believe the transformational impact that REJI’s support allows us to have can be summarized in two words: hope and empowerment. By investing in education, we can help create a more just and equitable society, one student at a time.

Q: What’s the most rewarding aspect of working towards criminal justice reform?

A: The most rewarding aspect of this work is the positive impact it can have on the lives of those in the criminal justice system. By providing individuals with access to education and technology, we can help them break the cycle of recidivism and empower them to become productive members of society.

REJI Across Apple

"We want to give young people a choice — so they have access to their community, culture, and identity, and feel like they belong. That choice will enable them to become whoever they want to be, show them that it doesn't matter where you come from in life, it's where you are going that truly matters."

Isaiah Dawe

Founder and CEO, ID. Know Yourself



Australian nonprofit ID. Know Yourself CEO Isaiah Dawe. The organization supports the most vulnerable Aboriginal young people in foster care and the juvenile justice system

REJI Across Apple

For Apple, collaboration with internal and external stakeholders is essential to everything we do. The most significant issues of our time require the voices and perspectives of multigenerational leaders and thinkers — especially those who experience the impacts of these issues firsthand.

Strengthen Local Communities

The Strengthen Local Communities (SLC) grant program funds local organizations and issues that provide Apple team members with opportunities to engage locally where they live and work. Through these efforts, we have funded initiatives and nonprofits serving Indigenous communities in Australia, including Deadly Connections, ID. Know Yourself, and First Australians Capital.

Preserving Indigenous Language

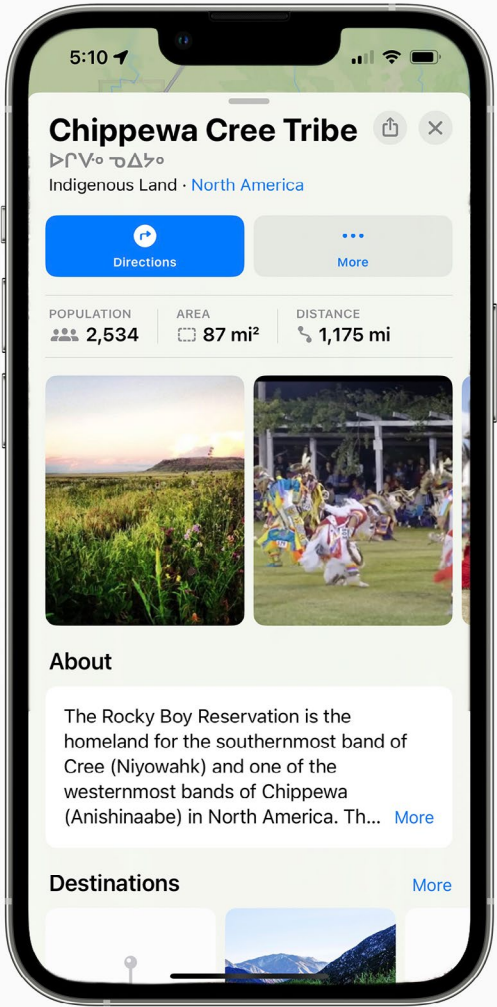
In 2021, Apple embarked on Project Sequoia, which focuses on improving language support for Keyboard. As part of this project, Apple continues adding keyboard layouts for more languages globally. Specifically focused on Indigenous and minority languages, Apple partnered with Chickasaw Nation and Choctaw Nation to add Chickasaw (Chikashshanompa') and Choctaw (Chahta) languages in Keyboard. In 2023, Apple announced that iOS 17 and macOS Sonoma added support for 16 more languages spoken all around the world, from Mi'kmaw and Osage in North America, to Akan, Hausa, and Yoruba in Africa.



New special edition Apple Watch band in the Black Unity Collection

Honoring Black Unity through products and partnerships

In 2021, members of Apple’s Black creative community and allies came together to design the inaugural band of the Apple Watch Black Unity Collection, which celebrates Black history and Black culture. This collection of watch bands and matching watch faces honor the ongoing fight for racial justice and explore the Black experience through a narrative of science, technology, creativity, and self-empowerment. As a part of this annual effort, Apple also partners with a range of US-based and global nonprofit organizations committed to providing economic, educational, and creative opportunities in Black and Brown communities.



Apple Maps: Honoring Indigenous Lands

In March 2023, the Apple Maps team released an update to better represent Indigenous Lands in the U.S. and Canada. The team worked with a range of internal and external stakeholders — including the Indigenous@Apple Diversity Network Association, Indigenous cartographers and consultants, and dozens of First Nations, Inuit communities, and Tribes — to ensure authenticity and alignment with how their lands are displayed and the contents of their Maps place card. Looking ahead, the Maps team hopes to work with more communities in the U.S. and Canada as well as expand to more geographies around the world.

7,155

new features in Apple Maps, showing territories and significant locations

574

federally-recognized Tribes in the U.S. are represented in Apple Maps

640

First Nations Métis and Inuit organizations in Canada are represented in Apple Maps

6

Indigenous Nations are developing content directly for Apple Maps

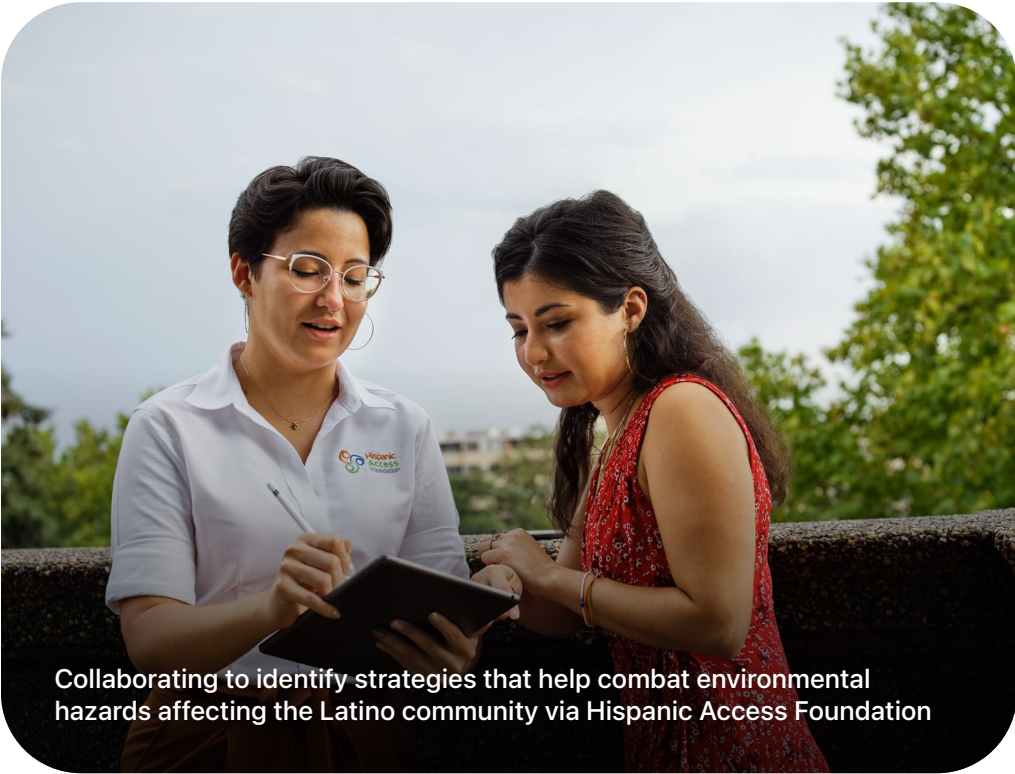
Advancing equity across our environmental initiatives

Environmental justice and social justice are inextricably linked. Those who have been least responsible for the climate crisis face the greatest negative impacts. And these communities also face significant risks of exposure to pollution and other environmental hazards.

On our journey to becoming carbon neutral by 2030, Apple remains committed to prioritizing communities disproportionately affected by climate change. Working directly with national and community-led organizations addressing environmental injustice, we provide financial support, as well as help amplify the work and impact these groups have in and beyond their communities.

The Conservation Fund

Apple and The Conservation Fund are partnering with community organizations and HBCUs across the rural U.S. South to scale sustainable land retention and climate resilience in Black, Hispanic/Latinx, and Indigenous communities. Working with local organizations like McIntosh S.E.E.D., this collaboration helps landowners become more resilient to climate change through workshops and trainings on topics like sustainable forestry.



Collaborating to identify strategies that help combat environmental hazards affecting the Latino community via Hispanic Access Foundation

Hispanic Access Foundation

Hispanic Access Foundation works to uplift diverse Latino voices in their communities to take action on the social, economic and environmental issues that directly affect their daily lives. Through our partnership, the organization was able to double the number of interns it employs while paying a competitive market wage. They were also able to jumpstart the Latino Climate Council, a new network of young, talented Latino leaders who are diversifying the field and bringing frontline perspectives to the climate justice movement.

Afro-InterAmerican Forum

We value the opportunity to work with partners to contribute beyond our direct corporate operations that are outside our areas of expertise. In Latin America, Apple is working with Conservation International to support leadership in Afro-descendant communities connecting economic opportunities with outcomes for addressing the climate and biodiversity crises. In addition, the partnership will support the Afro-InterAmerican Forum on Climate Change (AIFCC) — a first-of-its-kind collective effort to elevate the perspectives and experiences of Afro-descendant populations in addressing and mitigating climate change in the Americas.

Strengthen Local Communities

Through our SLC grant program, we support minority-led and minority-centered organizations that focus on environmental equity and justice, including the Environmental Health Coalition, Little Village Environmental Justice Organization, Native Conservancy, Original Power Ltd, and UPROSE. Our grants have helped these organizations reduce pollution, improve health, and increase climate resiliency in underserved and low-income communities around the world. Their programs develop and train the next generation of environmental leaders, provide low-cost tools for educators, and ensure that First Nation communities benefit from the transition to clean energy. The SLC grant program supports organizations that are catalysts for change — advocating for frontline communities, advancing climate justice, and cultivating solutions that prioritize equity and community building within the environmental movement.



A McIntosh S.E.E.D. workshop participant learns to measure trees and the impact climate change is having on the land

“It starts with education around climate — how it affects Black farmers, their land, and the community, and also how we as landowners play a role in climate change and become better stewards.”

John Littles
Executive Director, McIntosh S.E.E.D

Supporting the indigenous women protecting ecosystems and their culture

Across almost 100,000 square kilometers, from sheer escarpments in the west to a rugged coastline in the east, Arnhem Land is among the most unique regions in the world. For generations, the area’s First Peoples have served as the stewards of the land.

“The land provides for us. It has for so many years,” said Jasmin Daly, Ranger, Mimal Land Management.

The Karrkad Kanjdji Trust (KKT) is a charitable trust set up by the Traditional Owners of

Warddeken and Djelk Indigenous Protected Areas (IPAs) in 2010 to raise funds, which are invested in projects directed by the Traditional Owners’ local organizations. Projects are part of a holistic strategy focusing on highly interconnected areas, including protecting biodiversity, managing fire and climate change, safeguarding Indigenous culture, educating future custodians, and supporting people on country — and investing in Women Rangers Programs.

“Women play a big part. Women are the storytellers. They are the nurturers. They are the ones who create the next generation, passing on the knowledge. My grandmother had a passion for helping her people, about Land Rights. She was an activist, and she taught me those skills,” said Daly.

Through REJI and our environmental justice grants, Apple is supporting the Women Rangers Program with funding to enhance its diverse portfolio of land management, leadership, and skill building activities.

“When I started working as a ranger, we worked with kids on Country. We taught them how to connect to Country, about bush foods, language names, and important places,” said Rosemary Nabalwad, Senior Ranger, Warddeken Land Management.

And Indigenous ranger jobs in remote Australia significantly improve health and wellbeing, increase pride and sense of self, and offer training opportunities. Globally, it’s observed that greater involvement of women in local decision making leads to better natural resource management and conservation outcomes⁸. Purposefully-designed programs provide opportunities for women in a workplace that is flexible, welcoming, culturally relevant, and based on their ancestral lands with their families and communities.

“The Rangers Program supports the whole community, the elders and the next generation. It helps with data collection. It helps to protect and pass on knowledge by capturing elders stories,” said Daly. “We use technology to work with the kids and teach them the skills to record the stories from the elders to share with future generations.”

“When I started working as a ranger, we worked with kids on Country. We taught them how to connect to Country, about bush foods, language names, and important places.”

Rosemary Nabalwad, Senior Ranger, Warddeken Land Management



Josephine Austral, Mimal Ranger, extinguishes her drip torch after conducting ground burning in the Mimal Land Management area. Photo by Renae Saxby



Maureen Namarnyilk, student and aspiring young ranger, in the Nawarrdeken Academy classroom in the Warddeken Indigenous Protected Area. Photo by Stacey Irving, Karrkad Kanjdji Trust



Everlyn Mardi, Mimal Ranger, establishes a fire break near Emu Springs before wildfire season begins. Photo by Stacey Irving, Karrkad Kanjdji Trust

"Inequity is a longstanding and daunting challenge, but we're committed to channeling innovation, collaboration, and, above all, compassion to address it. The progress we are seeing in the early stages of REJI motivates us to press forward and continue to strengthen our work."

Alisha Johnson Wilder

Director, Racial Equity and Justice Initiative



Learn More

Endnotes

¹ Delaware Journal of Public Health, “Food Access in Delaware,” <https://djph.org/wp-content/uploads/2021/07/djph-51-012.pdf>

² Crunchbase, “Funding to Black Founders and Black Led Businesses in 2022,” https://www.crunchbase.com/lists/funding-to-black-founders-and-black-led/c73f70da-f8a0-458c-8555-f143fca67366/funding_rounds

³ Bain & Company, “Closing the Capital Gap: Fueling the Promise of Latino-owned Businesses,” <https://www.bain.com/insights/closing-the-capital-gap-fueling-the-promise-of-latino-owned-businesses/>

⁴ Ashley Nellis, Ph.D “The Color of Justice: Racial and Ethnic Disparity in State Prisons” <https://www.sentencingproject.org/reports/the-color-of-justice-racial-and-ethnic-disparity-in-state-prisons-the-sentencing-project/>

⁵ ASPE, “Incarceration and Reentry,” (<https://aspe.hhs.gov/topics/human-services/incarceration-reentry-0>)

⁶ ASPE, “Incarceration and Reentry,” (<https://aspe.hhs.gov/topics/human-services/incarceration-reentry-0>)

⁷ Harvard University Institute of Politics Criminal Justice Group, “Successful Reentry: A Community Level Analysis,” https://iop.harvard.edu/sites/default/files/sources/program/IOP_Policy_Program_2019_Reentry_Policy.pdf

⁸National Indigenous Australians Agency, “Social Return on Investment – Consolidated Report on Indigenous Protected Areas,” <https://www.niaa.gov.au/resource-centre/indigenous-affairs/social-return-investment-%E2%80%93-consolidated-report-indigenous-protected-areas>

Resources

- [More on REJI >](#)
- [Inclusion and Diversity >](#)
- [Education >](#)
- [Apple Challenge for Change Learning Series >](#)
- [Impact Accelerator Program >](#)
- [Apple Developer Academy >](#)
- [Apple Entrepreneur Camp >](#)
- [Developer Resources >](#)
- [Everyone Can Code >](#)
- [Everyone Can Create >](#)
- [Apple Pathways Program >](#)
- [Propel Center >](#)
- [Global HSI Equity Innovation Hub >](#)
- [Reframe >](#)