

K Y

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KNOW YOUR RIGHTS CAMP

2021 IMPACT REPORT

STRONGER

TOGETHER

DEAR FRIEND,

AS THE SECOND YEAR OF THE COVID-19 PANDEMIC DRAWS TO A CLOSE, I CONTINUE TO BE INSPIRED BY ALL THE POWERFUL WORK BEING DONE IN THE WORLD DESPITE THE STEEP OBSTACLES TO PROGRESS WE FACE. WE AT KNOW YOUR RIGHTS CAMP (KYRC) ARE HONORED TO BE PART OF THE GROWING CHORUS OF ORGANIZATIONS CALLING FOR RADICAL SOCIAL TRANSFORMATION THROUGH THE CREATION OF NEW SYSTEMS, BETTER STORIES, AND PEOPLE POWER. WHILE WE CONTINUE TO WORK TOWARD THESE GOALS, WE RECOGNIZE THE IMPORTANCE OF SIMULTANEOUSLY PROVIDING MEANINGFUL MATERIAL RELIEF TO THE MOST VULNERABLE AMONG US—ESPECIALLY DURING A PUBLIC HEALTH CRISIS.

THAT'S WHY IN 2021 WE ISSUED OVER \$1.2 MILLION IN SUPPORT FOR OUR COMMUNITIES. THIS WAS COMPRISED OF \$343,000 IN GRANTS TO PROTECT, UPLIFT, AND BE IN SOLIDARITY WITH OUR COMMUNITIES. FROM LEGAL DEFENSE TO ABOLITIONIST ORGANIZING TO BLACK MENTAL HEALTH, OUR GRANTING EFFORTS THIS YEAR HAVE BEEN STRATEGICALLY BROAD. WE SUPPLEMENTED THESE SOLIDARITY GRANTS WITH \$859,000 WORTH OF RESOURCES AND IN-KIND DONATIONS TO OUR COMMUNITIES. OUR SUPPORT IN THIS AREA INCLUDED MEALS, BACKPACKS AND ADDITIONAL SCHOOL SUPPLIES, PPE, CLOTHING, LAPTOPS, AND MORE. THOUGH OUR WORK IS ONGOING, WE STRIVE TO CONTINUE TO MEET THE COMPLEXITIES OF THIS CURRENT MOMENT BY BALANCING THE DEVELOPMENT AND EXECUTION OF LONG-TERM INITIATIVES WITH MEETING THE IMMEDIATE MATERIAL NEEDS OF OUR COMMUNITIES.

AS ALWAYS, DESPITE THE SOCIAL AND POLITICAL CHALLENGES THAT LIE AHEAD, WE WILL NOT WAVER IN OUR COMMITMENT TO CENTER BLACK PEOPLE, INDIGENOUS PEOPLE, AND PEOPLE OF COLOR IN SERVICE OF SELF-DETERMINATION AND LIBERATION.

IN 2022, WE HAVE MANY EXCITING INITIATIVES AND EVENTS PLANNED. WE WILL RETURN TO OFFERING OUR IN-PERSON KNOW YOUR RIGHTS CAMP WITH A COVID-SAFE EVENT SERVING THE LAS VEGAS COMMUNITY IN EARLY 2022. WE WILL ALSO BE LAUNCHING A FIRST-OF-ITS-KIND AUTOPSY INITIATIVE WHICH WILL PROVIDE THE FAMILIES OF THOSE KILLED BY POLICE THE ACCESS TO AN INDEPENDENT AUTOPSY AT NO COST TO THEM. LASTLY, WE WILL LAUNCH A DIGITAL STATE-BY-STATE RESOURCE FOR PEOPLE TO LEARN THEIR RIGHTS WHEN INTERACTING WITH POLICE.

ON BEHALF OF THE ENTIRE KYRC TEAM, I WANT TO THANK YOU FOR YOUR STEADFAST SUPPORT AND ENCOURAGEMENT AS WE CONTINUE TO BUILD A WORLD WHERE ALL OF OUR COMMUNITIES ARE SAFE, HEALTHY, AND TRULY FREE.

IN SOLIDARITY,



COLIN KAEPERNICK
CO-FOUNDER

THE STORY OF

KNOW YOUR RIGHTS CAMP

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Colin Kaepernick and his partner, Nessa, created Know Your Rights Camp (KYRC) in December 2015 in the wake of the murder of Mario Woods in the Bayview neighborhood of San Francisco, just minutes from Candlestick Park where Colin played as a starting professional football quarterback. As a direct response to police terrorism against Black and Brown people, KYRC provides young people with legal, cultural, and community resources to fight back against systemic oppression, police terrorism, and racial inequality. KYRC's first daylong, site-based camp

was held at the Impact Hub in downtown Oakland, California on October 29, 2016 with over 100 youth in attendance. Since then, we've had 7 additional camps with the last one being in Atlanta, Georgia on October 19, 2019 which served over 450 youth. At the outset of the pandemic in early-2020 and with the health and safety of the youth we serve in mind, we temporarily halted our in-person camps and instead focused our efforts on Black and Brown communities disproportionately impacted by the COVID-19 pandemic.

OUR MISSION

OUR MISSION IS TO ADVANCE THE LIBERATION AND WELL-BEING OF BLACK AND BROWN COMMUNITIES THROUGH EDUCATION, SELF-EMPOWERMENT, MASS-MOBILIZATION AND THE CREATION OF NEW SYSTEMS THAT ELEVATE THE NEXT GENERATION OF CHANGE LEADERS.

THE KYRC 10 POINTS

KYRC was built on, and continues to be guided by, a foundation of 10 essential human rights, rights that are inspired by the Black Panther Party's Ten Point Program:

- 1. YOU HAVE THE RIGHT TO BE FREE**
- 2. YOU HAVE THE RIGHT TO BE HEALTHY**
- 3. YOU HAVE THE RIGHT TO BE BRILLIANT**
- 4. YOU HAVE THE RIGHT TO BE SAFE**
- 5. YOU HAVE THE RIGHT TO BE LOVED**
- 6. YOU HAVE THE RIGHT TO BE COURAGEOUS**
- 7. YOU HAVE THE RIGHT TO BE ALIVE**
- 8. YOU HAVE THE RIGHT TO BE TRUSTED**
- 9. YOU HAVE THE RIGHT TO BE EDUCATED**
- 10. YOU HAVE THE RIGHT TO KNOW YOUR RIGHTS**

KNOW YOUR RIGHTS

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CAMPS



AMSTERDAM, NETHERLANDS

CHICAGO, IL

NEW YORK, NY

OAKLAND, CA

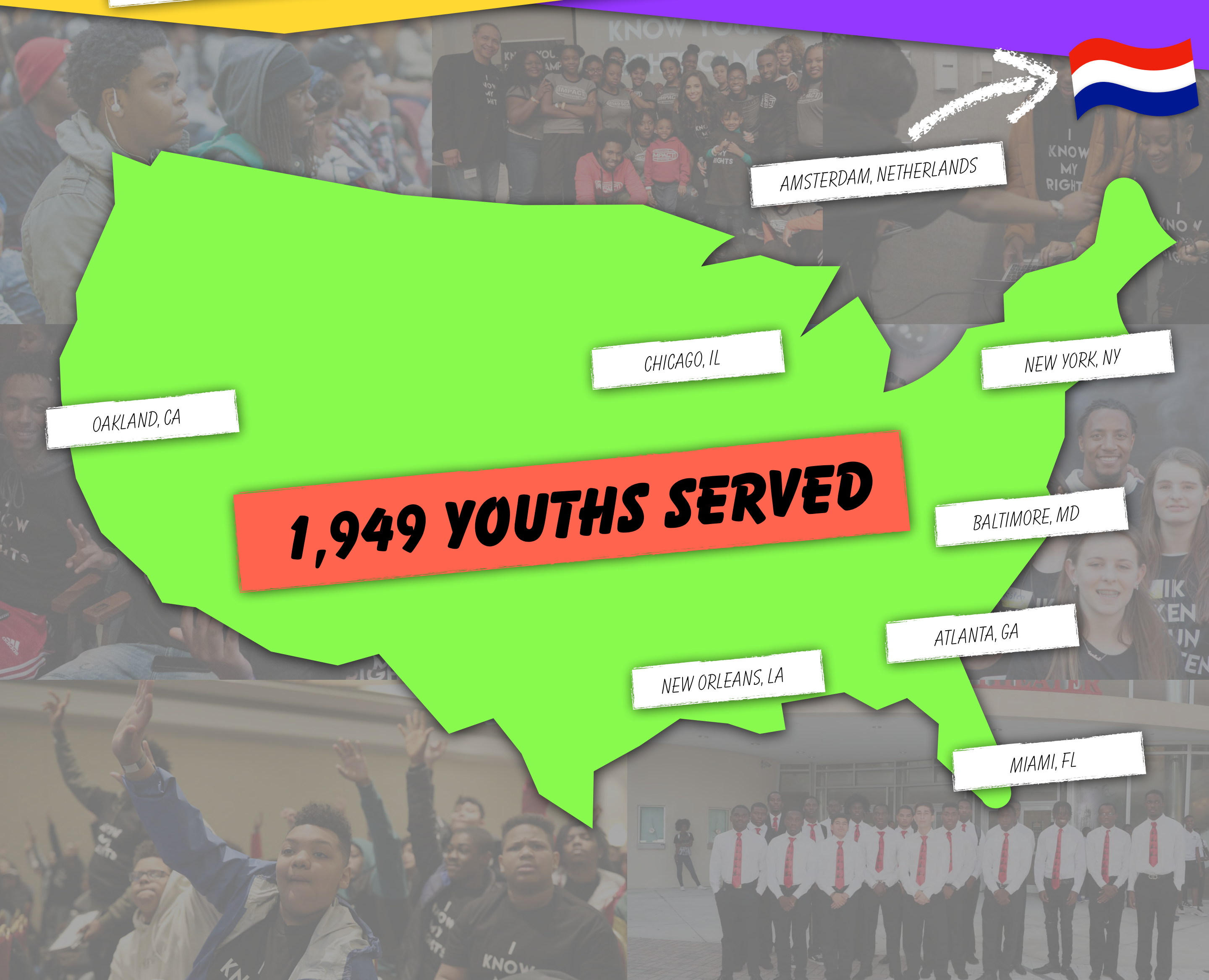
1,949 YOUTHS SERVED

BALTIMORE, MD

ATLANTA, GA

NEW ORLEANS, LA

MIAMI, FL



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SUBJECT AREAS

OUR DAY IS BROKEN UP INTO DIFFERENT SUBJECT AREAS AROUND WHICH OUR WORKSHOPS AND TRAININGS REVOLVE. WORKSHOPS BASED ON EACH SUBJECT ARE PRESENTED BY LOCAL PROFESSIONALS & EXPERTS IN PARTNERSHIP WITH OUR CORE STAFF.

KNOW YOUR RIGHTS

Know Your Rights is often led by active, practicing civil rights lawyers. The goal of this interactive session is clear: to provide youth with the legal resources to navigate potentially fatal encounters with law enforcement so they can walk away from that interaction ALIVE. Through questions to the audience and role-playing, the attorneys deliver information through a dynamic and immersive pedagogy.

HOLISTIC HEALTH

Holistic Health covers both physical and mental health. Youth learn about the importance of nutrient-dense food choices and how to combat the effects of food apartheid in their communities. They learn about the importance of mental health and how to practice mindfulness and other techniques that can improve their equilibrium and allow them to be their best and highest selves.

KNOW YOUR HISTORY

Know Your History examines local histories of policing and community resistance to police terrorism. The development of deep historical literacies is important to understanding the mechanics of structural racism and the systems that have led us to such violent and disparate outcomes. History can provide the insight and tools we need to understand today and the future.

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SUBJECT AREAS

FINANCE

Youth are provided the tools and knowledge to properly navigate an economic system structured to work against them. They are taught about checking accounts, credit cards and other financial tools that will equip them to survive in a system that rarely has their best interests at heart. Youth learn the importance of asset building. We reframe the idea of financial literacy as self-defense because we know the system is designed to prey upon Black and Brown youth whether or not they are financially literate.

EDUCATION

This workshop focuses on the many ways to seek education and skills development after high school -- whether it be trade school, community college, 4-year college or apprenticeship. We address the pros and cons of higher education. The information is city-specific and additional resources are included in our resource guide every student receives.

TECH - S.T.E.A.M.

Youth experience fun and engaging activities that stimulate their interest in technology. From building robots to coding using an Xbox, this information is delivered from presenters the same age as the youth. The disproportionate access to tech and tech education for Black and Brown youth is a crisis that often excludes them from many of the jobs of the future. COVID-19 has only accelerated the shift to a digital future while Black and Brown youth face limited access to these tools.

EMPOWERMENT

Our Empowerment session is led by Colin Kaepernick himself. Colin speaks passionately to the youth by sharing his own journey to self-love and empowerment. He reminds attendees that they are powerful. The youth leave the camp empowered as ambassadors of the message and work within their own communities to empower others.

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BY THE NUMBERS

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**OVER \$1.2 MILLION
INTO OUR COMMUNITIES**

2021

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BY THE NUMBERS

21 GRANTS TO COMMUNITY ORGANIZATIONS
— **TOTALING: \$343,000** —

ORGS SERVED:

International Indian Treaty Council

Brighter Bites

Lower Eastside Girls Club NYC

Beauty 2 The Streets

Hillsborough Organization for Progress
and Equality

National Black Child Development Institute

The Moses White Foundation

In Touch with Communities Around the World
(Arts Conservatory for Teens)

Our Turn

Freedom Archives

Mississippi Move

Highlander Research & Education Center

Alternate Roots

Afro-American Cultural Society of the
Golden Triangle

Nonviolent Peaceforce

Darkness Rising Project

Promise of Justice (Fiscal Sponsor of
Solitary Gardens)

Lower East Side Girls Club Abolition Project

The Village of Arts and Humanity
(Fiscal Sponsor of Care, Not Control)

Helping Oppressed Mothers Endure

Assata's Daughters

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BY THE NUMBERS

**RESOURCE & IN-KIND DONATIONS
TOTALING: \$859,000**

56,510 MEALS

21,000 FACEMASKS (PPE)

2,402 BACKPACKS

410 SCHOOL SUPPLY KITS

350 COATS

100 SWEATSHIRTS

250 SHIRTS

12,000 PAIRS OF SOCKS

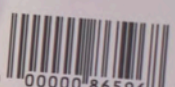
250 PAIRS OF SHOES

20 LAPTOPS

Voucher # 200

This voucher entitles _____
To **FIFTY DOLLARS** in GROCERIES.
Excludes gift card purchases. No cash value. **\$50⁰⁰**

Issued by: _____
Redeem by: _____



**GROCERY
OUTLET**
bargain market

Full bellies. Big smiles.
Here to spread love.



KEY

INITIATIVES

RC

COVID-19

RELIEF FUND

As the COVID-19 pandemic continued through 2021, we saw food and housing insecurity rise, educational disparities widen in already vulnerable communities, and disproportionately high death rates among incarcerated individuals. Know Your Rights Camp continues to support Black and Brown communities disproportionately facing the consequences of this pandemic through funding and resources in partnership with community leaders and organizations. We dispersed grants and resources focused on 5 pillars of support for our communities:



FOOD



SHELTER RELIEF



EDUCATION



PPE



CRIMINALIZED &

INCARCERATED

POPULATIONS

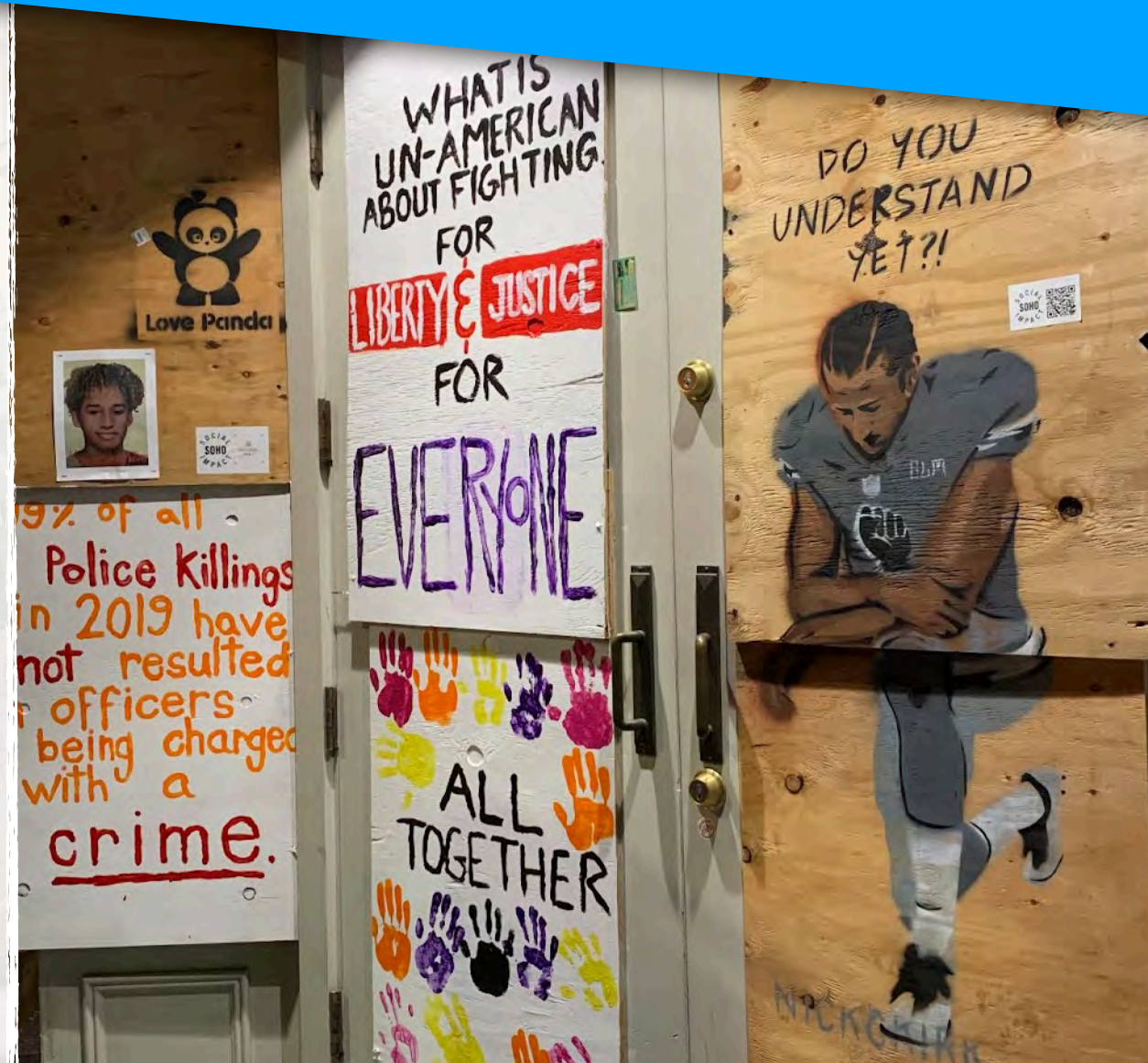


LEGAL DEFENSE

INITIATIVE

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Beginning in May 2020, we saw freedom fighters face police violence and human rights violations across the country while protesting in response to the lynching of George Floyd, Breonna Taylor, and countless others. Know Your Rights Camp launched the Legal Defense Initiative to provide support for those arrested as well as those individuals who had their rights violated and those victimized by police terrorism. Some arrested are still facing pretrial detention and upcoming court cases that we, in partnership with the National Lawyers Guild, continue to support. They often face inflated charges as a deterrent to future freedom fighters which is why we are committed to supporting them with legal and financial resources. In 2021, we provided over \$204,700 in legal support grants to help address the persistent punitive consequences freedom fighters face.



KEY

BEYOND INITIATIVES

RC

ABOLITIONIST ORGANIZING: IN SUPPORT OF A FUTURE WITHOUT POLICING & PRISONS

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Know Your Rights Camp's mission has always been rooted in educating and empowering Black and Brown communities through abolitionist practices and teachings. In 2021, we granted \$85,000 to four organizations in support of powerful, ongoing abolitionist organizing. These grants were in conjunction with the release of Kaepernick Publishing's first book, *Abolition for the People: The Movement for a Future Without Policing & Prisons*. Along with these grants, we will be distributing 10,000 copies of the book to incarcerated individuals as part of our [#BooksAreWeapons](#) program.

**WE'RE HONORED
TO SUPPORT
LOCAL
ORGANIZATIONS
DOING
ABOLITIONIST
WORK.**

IN PARTNERSHIP WITH **KAEPERNICK PUBLISHING** WE ARE
DONATING **\$85,000** IN TOTAL TO @SOLITARYGARDENS (NOLA),
@CARENOTCONTROL (PHILLY), @DARKRISEPROJECT (NYC),
& @GIRLSCLUBNY (NYC).



#ABOLITIONFORTHEPEOPLE
KAEPERNICKPUBLISHING.COM



A SWEET PARTNERSHIP:

KYRC x COLIN x BEN & JERRY'S

KYRC

Did you know that 100% of Colin's proceeds from this partnership goes to benefit KYRC?



In February 2021, we unveiled a new mural in Old West Tampa Bay, Florida honoring Colin Kaepernick's courageous fight against police violence and systemic racism. The 30' x 90' mural, titled "Change the Whirled," was created by Brandan "BMike" Odums, who also designed the new Change the Whirled pint for Ben & Jerry's. The mural was part of a larger effort to support locally owned businesses and community organizations and to contribute to the vibrancy of Old West Tampa.

As part of a COVID-19 safe, drive-thru event for the community at the site of the mural we distributed:

\$20,000 in grants to 4 local community organizations

350 Meals that feed a family of 4-6 individuals provided by a local Black-owned caterer

Over 1,000 pints of Colin's signature non-dairy dessert, Change the Whirled

Distributed 266 gift certificates purchased from a local Black-owned barbershop and salon in Old West Tampa

ORGANIZATIONS & BUSINESSES SUPPORTED:

Hillsborough Organization For Progress and Equality

Moses White Foundation

Arts Conservatory for Teens

National Black Child Development Institute

Foster's Barbershop

Mimie's House of Beauty

RAPID RESPONSE COMMUNITY

SUPPORT

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MISSISSIPPI STORM RELIEF

Black and Brown communities are disproportionately impacted by the climate crisis. In February, 2021, we saw severe storms throughout the U.S. South cause widespread damage with sustained loss of electricity and clean, running water. We provided \$50,000 in grants to four mutual-aid organizations in support of Mississippi storm relief efforts including distribution of food and water, repairs to homes, emergency kits and wellness checks/mental health support.



YOUTH

EMPOWERMENT

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With safety as a leading concern, we continue to pause our signature daylong in-person youth camps as we face multiple waves of COVID-19. Despite the pandemic pausing our camps, we have still found a way to connect with youth because that is the core of KYRC. We are providing grants to amazing youth organizations like Our Turn and continue our work with community partners to have various opportunities to educate and empower the next generation of change leaders. With multiple events throughout the year, we seek to deliver on our mission any chance we can.

EBONY x L.E.S. GIRLS CLUB



As our mission is wrapped up in everything Colin does, he invited two young youth leaders from the Lower East Side Girls Club to join in his interview for *Ebony Magazine*. The young women previously attended our Know Your Rights Camps and now as ambassadors of our camps, they were selected to be a part of this high-profile feature in *Ebony Magazine*. We connected our camp ambassadors to the interviewer, Sunny Hostin (co-host of *The View*) since they're both interested in pursuing careers in broadcast journalism. We look to make the necessary connections and relationships to provide opportunity, networking and empower the youth we serve.

YOUTH

EMPOWERMENT

KYRC

KYRC X WARRIORS

The work between KYRC and the Golden State Warriors' *Beyond 28* podcast was about our camps and leadership. As part of the conversation, we invited on two leaders from our organization joined by two youth camp ambassadors to shed light on the amazing work Know Your Rights Camp is doing. Eric Reid, who joined Colin in his courageous act of kneeling during the Star-Spangled Banner, was the featured guest and the perfect person to speak about leadership



CLICK TO LISTEN!

TEDx X MOREHOUSE



We invited a KYRC youth cohort to be part of a virtual workshop about business entrepreneurship in partnership with TEDx Morehouse College. The panel of speakers featured accomplished professionals from a diverse set of industries including health, film, hospitality, logistics, science, environmental impact, and civil rights.

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DIGITAL PRESENCE

Central to our mission is changing and elevating the narrative around the value of Black lives. We believe that “changing the narrative” requires investing in the creation of free, accessible, and public-facing political education curricula. A primary component of this effort is our ability to provide well-researched and meaningful content to empower and educate our community. Our platform celebrates, honors, and commemorates those who came before us and provides news affecting our communities and updates on our work. Know Your Rights Camp always seeks to meet the community where it is with a robust social media presence.

6.4 MILLION+ FOLLOWERS!

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CAMP

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@KAEPERNICK7



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TWITTER
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IN THE NEWS:

IN 2021, KNOW YOUR RIGHTS CAMP WAS REFERENCED IN 2,384 NEWS ARTICLES WITH AN ONLINE REACH OF 7,787,968,870

DIGITAL RESOURCES TO EDUCATE & **EMPOWER**


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As an additional source of information and learning, Know Your Rights Camp created and published an episode-by-episode viewer's guide for Colin's Netflix limited-series, "Colin in Black and White." These six guides are packed with dynamic prompts, questions, and resources to drive for further discussion. These are a great resource for educator guided and self guided learning. We will continue to expand the digital resources we offer. In all we do, we strive to provide resources for people to think more deeply about the world around them and inspire them to transform it for the better.

*CLICK TO VIEW
& DOWNLOAD*




EPISODE 1:
CORNROWS



EPISODE 2:
QUARTERBACKIN'



EPISODE 3:
ROAD TRIP



EPISODE 4:
THE DECISION



EPISODE 5:
CRYSTAL



EPISODE 6:
DEAR COLIN

HOW TO **SUPPORT** KNOW YOUR RIGHTS CAMP

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In 2022 and beyond, we will continue our work of supporting our communities by launching new initiatives to expand the depth and breadth of our impact. We aim to broaden our legal defense efforts with a first-of-its-kind initiative that will bring an added layer of accountability to U.S. police. In conjunction, we are working with our legal partners to develop a comprehensive digital tool to help our communities better understand their rights when interacting with law enforcement in various scenarios. While continuing to expand our digital presence, we are eager to get back to hosting our Know Your Rights Camps across the country.

CLICK TO

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NEWSLETTER

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Platinum
Transparency
2022

Candid.

Know Your Rights Camp is a fund of the Entertainment Industry Foundation (EIF), a 501(c)(3) tax-exempt organization. EIF is a Charity Navigator 4 Star Charity that meets all 20 BBB Charity Standards and carries the Candid Platinum Seal of Transparency. All donations are tax-deductible through Know Your Rights Camp's 501(c)(3) fiscal sponsor, the Entertainment Industry Foundation (EIF).

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THANK YOU!

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www.KnowYourRightsCamp.com