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FOR IMMEDIATE RELEASE

PRESS RELEASE

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Detroit Branch NAACP Receives \$100,000 Award From Verizon To Tackle Digital Literacy and Equity

DETROIT (December 21, 2023) – The Detroit Branch NAACP held a press event to announce receiving \$100,000 through the Verizon Forward Community Enhancement Award. The funds for the award will sponsor the Detroit Branch NAACP’s Digital Education, Training, and Access (E.T.A.) Program. This new program will target the Formerly Incarcerated, Seniors, and Small Businesses. Program participants will receive trainings to enhance and improve their digital skills. The first cohort will begin in January 2024.

“We are pleased to receive this funding from Verizon to help further close the gap on the digital divide,” said Rev. Dr. Wendell Anthony, President, Detroit Branch NAACP. “We know those who will participate in this program will complete the program and not only gain a wealth of knowledge on subjects such as Digital Rights and Privacy, and how to effectively use technology to become more efficient, but attendees will also be improve their skill set as well.”

Participants in Digital E.T.A. will be trained by several subject matter experts including All Things Business, Detroit Employment Solutions Corporation, Detroit Public Library, Empower My Future, FBI – Detroit Office, First Class Consulting, Kanopi Social, NextJob, and Tried and True Financial Services. Some of the trainings for the Formerly Incarcerated and Seniors will help them to create and manage effective LinkedIn and Indeed profiles; learn the ins and outs of online banking with the NGPF Simulator. Small Business participants will have an opportunity to learn how to navigate platforms such as Canva, QuickBooks, and Asana. Small business owners will also receive a free one-year business management software subscription. All participants will receive a free headshot for their digital/online profiles.

One of the principal objectives of the NAACP is to ensure the political, educational, social, and economic equality of all citizens. “The Community Enhancement Award reflects Verizon’s commitment to advancing digital literacy and inclusion in the communities we serve,” said Tony Lewis, Vice President of Public Policy for Verizon. “We are committed to listening to and meeting communities where they are by partnering with innovative organizations, such as NAACP, to ensure communities have the digital skills and tools they need to thrive in a rapidly evolving digital economy.”

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Page 2
Digital E.T.A.

This effort is part of Citizen Verizon, Verizon's responsible business plan for economic, environmental and social advancement, and will build on the company's goals of preparing 500,000 individuals for jobs of the future, providing 10 million young people with digital skills and supporting 1 million small businesses with resources to succeed in the digital economy. To learn more about Verizon's Digital Inclusion efforts, visit CitizenVerizon.com.

There are still a few spots open for the formerly incarcerated sessions, however, registration for the small business and senior sessions are closed. Interested applicants for the Summer 2024 cohort can visit detroitnaacp.org/digital-eta to complete the waitlist application.

Since its inception, the Detroit Branch NAACP is the largest branch in Association. To learn more about the organization, please visit detroitnaacp.org.

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