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**Red Backpack Fund Recipient, OneSeventeen Media,
Receives \$5,000 Grant From The Spanx by Sara Blakely Foundation
To Combat COVID-19 Crisis**

ATLANTA, GA – (July 17, 2020) GlobalGiving announced today that OneSeventeen Media has been selected to receive a \$5,000 COVID-19 relief and recovery grant from [The Red Backpack Fund](#), an opportunity for small businesses and nonprofits made possible by The Spanx by Sara Blakely Foundation.

“My hope is that this gift will help alleviate some of the pressures caused by this horrible pandemic. Twenty years ago, I started Spanx with \$5,000 in savings, and I see this as a time to pay it forward. Small business is the backbone of our culture. I know what it’s like to be a small business owner, and I want to provide some relief to these entrepreneurs during this time,” said Spanx Founder Sara Blakely.

The Spanx by Sara Blakely Foundation donated \$5 million to support female entrepreneurs in the wake of COVID-19 and teamed up with GlobalGiving to establish The Red Backpack Fund. Thousands of business owners and nonprofit founders from across the United States and its territories applied to receive a grant from The Red Backpack Fund to combat economic hardship caused by COVID-19. OneSeventeen Media was selected for the grant based on its outstanding application, its urgent need for COVID-19 relief, and its demonstrated capacity to overcome COVID-19 setbacks.

GlobalGiving managed the process of selecting and awarding grants to at least 1,000 women entrepreneurs through The Red Backpack Fund. GlobalGiving assembled a 100% women-led team to lead the grantee selection process. The team included grant specialists, social workers, female entrepreneurs, analysts, and monitoring and evaluation experts.

"We're proud to announce the grantees of The Red Backpack Fund. They have successfully undergone GlobalGiving's rigorous vetting process, and we believe this grant will help them continue to thrive, despite the shifting economic circumstances brought on by this crisis," said GlobalGiving CEO Alix Guerrier. "The world needs more women-led organizations who are a key force in overcoming COVID-19 and establishing a better normal."

Learn more about The Red Backpack Fund at www.globalgiving.org/redbackpackfund.

About OneSeventeen Media, PBC

reThinkIt!, brought to you by OneSeventeen Media, is a digital mental health platform using chatbot assistants, live chat counselors and an evidence-based "early detection" assessment to help kids 10-18 better process difficult emotions, understand their own behaviors, and navigate those of others – at school, home or on their own. OneSeventeen Media's founders, Beth Carls and Amy Looper, are passionate about making kids' lives better and easier to manage. By creating relevant mobile tools, they help them navigate their world in a respectful, responsible and confident way to become successful, productive global citizens. Learn more at www.oneseventeenmedia.com.

About The Spanx by Sara Blakely Foundation

Since its inception in 2006, the Spanx by Sara Blakely Foundation has donated millions to charities around the world, focusing on charities that empower underserved women and girls. In 2013, Sara Blakely became the first self-made, female billionaire to sign the Giving Pledge, created by Bill and Melinda Gates and Warren Buffett, promising to give at least half her wealth to charity. In 2020, Sara and the Spanx by Sara Blakely Foundation launched the Red Backpack Fund in partnership with GlobalGiving. Back by Sara Blakely, the \$5 million fund supports the recovery and revitalization of female-owned businesses in the U.S. impacted by the coronavirus crisis. While many of the world's resources are being depleted, one is waiting to be unleashed: Women. The Spanx by Sara Blakely Foundation is on a mission to support women and help them SOAR through education, entrepreneurship and the arts. Learn more at www.spanxfoundation.com.

About GlobalGiving

GlobalGiving is a 501(c)(3) registered nonprofit that makes it safe and easy to support important causes around the world. When a crisis like the COVID-19 pandemic strikes, GlobalGiving quickly delivers funds to vetted organizations that are best-suited to lead immediate and long-term relief and recovery. As part of its mission to accelerate community-led change, GlobalGiving provides tools, training, and support to help nonprofits, donors, and companies increase their impact and make the world a better place. Learn more at www.globalgiving.org.

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