



FOR IMMEDIATE RELEASE

FITRAH WINS SMUD SHINE AWARD!

Moving FITRAH closer to meeting its goals and helping at-risk youth

Sacramento, CA (February 02, 2022) – FITRAH today announces its partnership with SMUD as a 2022 Shine Award winner! Each year, SMUD awards those organizations that stand out and “shine” by positively contributing to the social well-being, environment, economy, and ease of mobility across the Sacramento region. FITRAH is honored to be a part of this diverse, impactful group of 2022 partners.

The \$5,000 SMUD Shine Award will enable FITRAH to purchase necessary equipment for its youth-managed ecommerce stores, with a goal of full operational capacity. Equipment includes a laptop computer, Motorola handheld scanner, a Star printer, digital scale, shelving units to store 20,000 books, a conveyor belt and much more.

The SMUD funding also allows for proper research into finding the most cost-effective equipment at the most competitive pricing available. It also allots crucial time for formatting the equipment (downloading software, ensuring functionality), so that everything is up and running and our youth can begin work smoothly and as quickly as possible.

This valuable funding also puts FITRAH one step closer to attaining a much-needed 7,000-square-foot climate-controlled storage facility to house merchandise.

Opportunity for Those Most at Risk

Right now in Sacramento, 40 percent of youth aging out of the foster care system will end up homeless, out of school, or court involved. This translates to approximately 200 kids aging out each year, putting around 80 youth at risk.

By giving these incredibly vulnerable youth real skills, real-world experience, a paid position, and one-on-one mentoring, FITRAH hopes to create solutions that will profoundly impact their lives and give them the tools they need going forward.

Operated and run entirely by Sacramento-area at-risk youth, the kids run, manage, and operate FITRAHeCommerce stores, empowering them with an invaluable cache of skills that they can carry well into adulthood, informing future jobs, their education, and even interpersonal relationships.

“We are so honored to be recognized by SMUD in this way. But more than that, it’s about the kids. It’s about actually giving them time, sharing what we know, passing on to them tools no one else ever took the time to share,” says FITRAH founder and executive director, Nadia Niazi. “This funding furthers that goal. I’m so grateful for the generosity of SMUD and that they recognize how important our mission is.”

Regards,

Nadia Niazi
Executive Director

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About FITRAH

Taking its name from the Arabic word, fitrah, which means a state of innocence or purity, Nadia Niazi founded FITRAH in 2017. Operating on the belief that all children are born pure, innocent, and deserving of a future in which they thrive, Nadia applied the word to her nonprofit: Foster-youth In Transition Rise Above Hope (FITRAH).

While FITRAH may not be able to undo the years of trauma sustained by many of these youth, it aims to provide mentorship and advocacy in order to empower them with the necessary tools to enter adulthood successfully.

Visit fitrah.org for more information, to make a donation, or to volunteer.



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