

We recently partnered with Give Merit, the philanthropic arm of Detroit-based fashion brand Merit Goodness, to support its [FATE program](#) that aims to keep Detroit students engaged in school and help them develop professional skills. In addition to a financial contribution, which will help ensure scholarships for graduates of the program for years to come, we're also supporting the program with our business.

We're so confident in the FATE program that we're carrying an exclusive line of products its students designed in two of our Detroit stores. The collection of shirts and sweatshirts show off Detroit pride, reading "Detroit Ain't Done" and "This City is Ours."

"We're very pleased to partner with Merit Goodness in support of the FATE program that encourages Detroit students to fulfill their education and learn valuable business skills," said Meijer President & CEO Rick Keyes. "The designs embody the spirit of the city of Detroit and we are proud to carry them."

Our Detroit team members are excited by the partnership as well.

"We're able to tell the story, and it's become more of a talking piece now for our team member base. It's just become a point of pride," said Adrian Lewis, Detroit Market Director at Meijer.

According to Give Merit, one in four Detroit youth will not graduate high school on time. The FATE program provides resources and opportunities for underserved youth to embrace education and become "world-class citizens." The program also provides encouragement and motivation for the students to stay in school and pursue higher education.

The FATE students learn professional skills through year-long team-based projects, including creating marketing campaigns for Merit Goodness, organizing community service events and even designing the apparel Merit Goodness sells.

The goal of the partnership, said Matt Craig, Meijer Eastern Region Vice President, is to provide a pathway for students.

"It's all about having kids be able to say, 'I was part of Merit, and Meijer supported me,'" Matt said.

Additional assets available online: _____ (1) _____ (1)

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