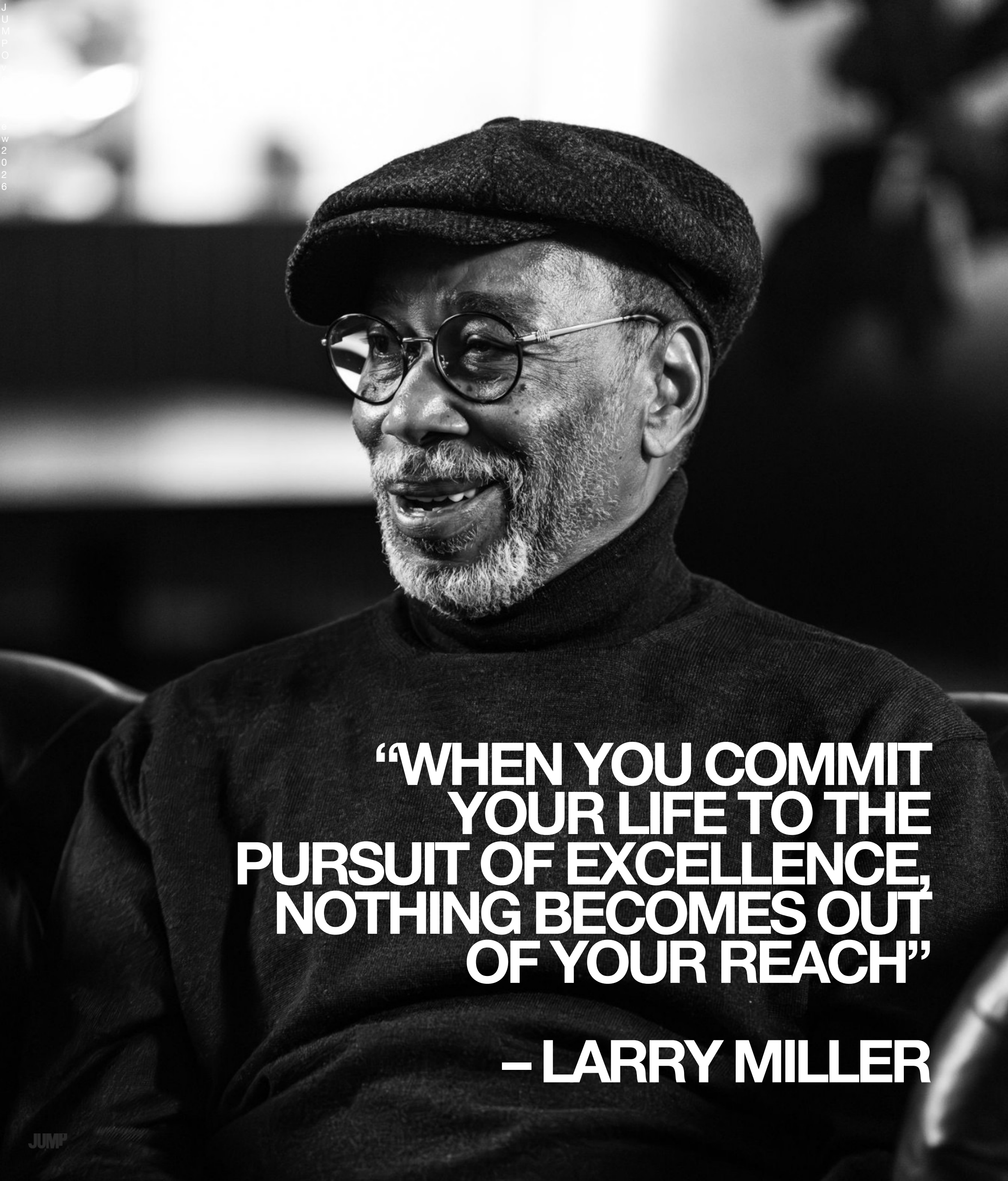


**JUMP**

**JUSTICE & UPWARD MOBILITY PROJECT**



**“WHEN YOU COMMIT  
YOUR LIFE TO THE  
PURSUIT OF EXCELLENCE,  
NOTHING BECOMES OUT  
OF YOUR REACH”**

**– LARRY MILLER**

The Legacy



**WHAT HE BUILT  
CHANGED CULTURE.  
WHAT HE BUILDS  
NOW CHANGES LIVES.**

Larry Miller built the Jordan Brand into a global icon. He sat at the table with the most powerful names in sports and business and he ran the NBA's Portland Trail Blazers.

For decades, he's been one of the most powerful executives in sports and culture.

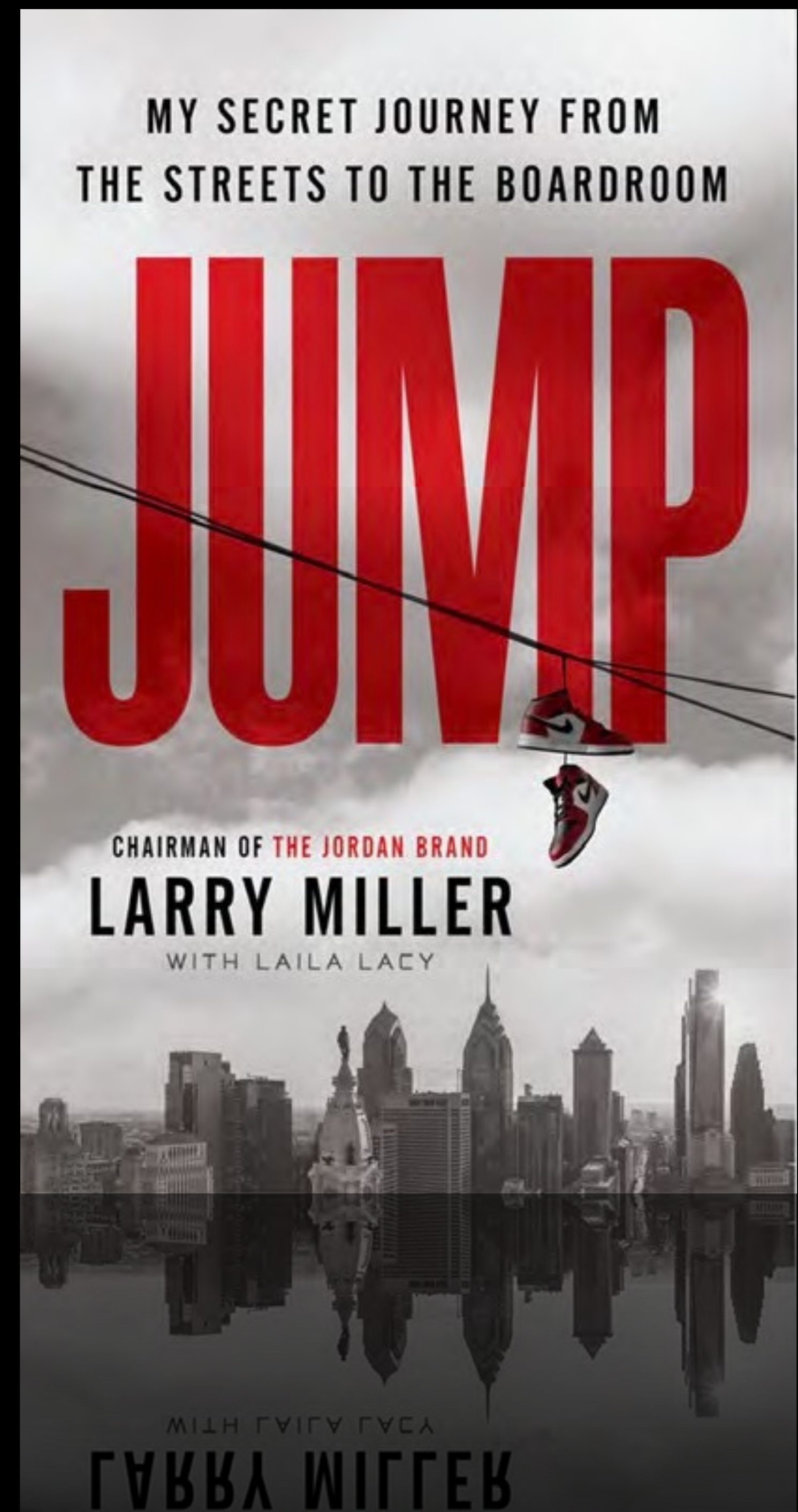
# THE MOMENT THAT CHANGED EVERYTHING

In 2022, he told the world where he started. A teenager in West Philadelphia. A mistake that cost a life. A cell where he decided his story wasn't over.

He carried that past for 40 years. Through every boardroom, every championship, every handshake.

The response to his story was overwhelming. He thought he was the exception.

Turns out, he was one of 80 million Americans with barriers due to their past.



The Problem

# 80 MILLION AMERICANS HAVE AN ARREST RECORD

That number is expected to grow to 100 million by 2030.



## THE UNEMPLOYMENT RATE FOR AMERICANS WITH RECORDS IS NEARLY 30% — NEARLY 10 TIMES THE NATIONAL AVERAGE.

This exclusion costs the American economy more than \$87 billion annually.

# THE COST ISN'T ONLY FINANCIAL

- 01 Families become destabilized.
- 02 Untapped talent and potential go unrealized and are wasted.
- 03 Communities become locked into cycles of systemic poverty.
- 04 Recidivism and crime become cyclical and decrease community safety.



## MORE THAN 44,000 COLLATERAL CONSEQUENCES

That includes restrictions on jobs, licensing, and education, and creates a lifelong sentence of exclusion.

**THE PROBLEM  
ISN'T TALENT.  
IT'S STIGMA.**

The real barrier facing people who have arrest records is not lack of talent. **It is the narrative.** The story our culture has told itself about the value of people who have experienced justice involvement and about who deserves a second chance.

That stigma or “scarlet letter” has real consequences for our communities.

Families destabilize. Talent goes unrealized. Individuals get locked into cycles of poverty. Recidivism becomes cyclical and undermines community safety.

**In 2025, LARRY MILLER LAUNCHED THE  
JUSTICE and UPWARD MOBILITY PROJECT  
TO CHANGE THAT**

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OUR BELIEF

At the core of JUMP's work is a simple **immutable truth:**

**EVERY YOUTH AND ADULT IMPACTED BY THE JUSTICE SYSTEM HAS THE POTENTIAL TO ATTAIN EXCELLENCE.**

OUR VISION

# A WORLD WHERE **EVERYONE** HAS THE OPPORTUNITY TO **FLY.**



# OUR MISSION

To harness the cultural influence of sports, business, and entertainment **to reshape narratives** and unlock access to education, employment, and economic mobility for youth and adults impacted by the justice system.

# WE KNOW

SPORTS, ENTERTAINMENT AND TRUSTED BRANDS HAVE THE POWER TO **CHANGE THE WORLD.**

THEY HAVE THE **POWER** TO INSPIRE.

THEY HAVE THE **POWER** TO UNITE.

THEY HAVE THE **POWER** TO INFLUENCE US IN WAYS FEW OTHERS CAN.




# WHO WE SERVE

JUMP exists for two populations. First Chance youth and Second Chance adults because those are the two points where intervention has the greatest impact.

- **First Chance** Youth ages 18 to 25 who have family members impacted by the justice system. They are at risk of following a path that leads to the system. JUMP meets them before that happens.
- **Second Chance** People who have an arrest record. They have been through the system and are navigating what comes after. They are carrying a lifelong sentence long after their time was served.

Prevention at the front end reduces the number of people who enter the system. Restoration and access to meaningful opportunity at the back end reduces the number who return.



This elevator  
is reserved for  
**SENATORS**  
**ONLY**  
at all times

CORE VALUES



**COMMIT TO  
EXCELLENCE**

Pursue the highest standards in ourselves and unlock excellence in others.

**REDEFINE  
POSSIBLE**

Shatter expectations and create new realities for what's possible.

**WIN  
OR LEARN**

Pursue victory in everything. When we fall short, we take every lesson and come back stronger.

**LIFT AS  
WE CLIMB**

Bring others with us as we rise.

## OUR MODEL

**JUMP's work moves through four integrated flywheels. Each one reinforcing the other. Together, they create a compounding impact that will force multiply our impact.**



### **EDUCATION & EMPLOYMENT**

We create model education and employment initiatives that catalyze access to livable wage employment and economic mobility.



### **COALITION BUILDING**

We build local coalitions and mobilize community stakeholders to develop ecosystems that create First and Second Chance employment opportunities.



### **ADVOCACY & POLICY**

We advance thought leadership with local, state, and federal policy makers to further education and workforce legislation that drives systemic change.



### **MEDIA & NARRATIVE**

We reshape public narratives through powerful storytelling, film, and media campaigns.

# EDUCATION & EMPLOYMENT

## **JUMPStart** — *The On-Ramp*

Career readiness and credentialing. Graduates earn the JUMPStart badge — JUMP's signal to employers that this candidate is job-ready. No degree required.

## **JUMP Registered Apprenticeship** *The Bridge*

Paid, career-track employment with vetted employer partners. Built to become the national standard for First and Second Chance employment pathways.

## **Getting Talent Back to Work** *The Employer Track*

Training employers on inclusive hiring practices, local and state ban the box laws, modernizing internal HR policies, individualized assessments, and change management.

# COALITION BUILDING

CHANGE DOESN'T SCALE WITHOUT AN ECOSYSTEM

JUMP builds local coalition ecosystems that make First and Second Chance opportunities sustainable.

Employers, universities, philanthropists, workforce boards, community organizations, and policymakers aligned around one goal: an inclusive economy where people who are justice-impacted have a real path forward and communities become stronger and safer.

# POLICY & ADVOCACY

44,000+ collateral consequences restrict access to jobs, licenses, and education for people with arrest records. Most have no real connection to community safety. All of them have a cost.

JUMP works to advance bipartisan policy reform at the local, state, and federal level of government to remove barriers that inhibit access to education and employment.

# MEDIA & NARRATIVE

## The Other Side of the Story

JUMP works to reshape harmful narratives that limit and define individuals based on the worst moment of their life. Through the cultural influence of sport, entertainment, and brands we activate media and storytelling campaigns to catalyze First and Second Chance employment opportunities.



**TALENT IS EQUALLY  
DISTRIBUTED, BUT  
OPPORTUNITY IS NOT**

**EMPLOYING A PERSON AT A  
LIVABLE WAGE:**

- Adds \$105,000 to the economy
- Reduces recidivism and crime by 69%
- Restores dignity to someone who has already paid their debt to society
- Builds stronger, safer communities for everyone

# 2040 NORTH STARS

- Catalyze **one million jobs**
- Reduce recidivism by **50%**



**THERE ARE 80 MILLION  
PEOPLE IMPACTED BY THE  
JUSTICE SYSTEM IN AMERICA**





**IMAGINE  
IF WE HAD  
80 MILLION  
LARRY MILLERS**

**THAT IDEA  
REALLY  
EXCITES US**



A black and white photograph of a diverse group of people, including men and women of various ethnicities, clapping and cheering enthusiastically. They are wearing various casual clothing, some with logos like 'SUPPLY' and 'LEADERSHIP'. The background is a textured wall. Overlaid on the right side of the image is large, bold, white text.

**AND WE THINK  
IT SHOULD  
EXCITE YOU  
TOO**



# JOIN THE MOVEMENT

[WWW.JUMPPROJECT.ORG](http://WWW.JUMPPROJECT.ORG)

[INFO@JUMPPROJECT.ORG](mailto:INFO@JUMPPROJECT.ORG)

IG [#jump\\_theproject](https://www.instagram.com/jump_theproject)

**JUMP**

