



## Creating opportunities with HBCUs

FedEx believes our communities and our business are stronger when everyone has access to opportunity. Our unwavering commitment to Historically Black Colleges and Universities (HBCUs) began more than 20 years ago. It is a long-standing relationship that we are proud of as it continues to evolve over the years. As part of our enterprise-wide diversity, equity, and inclusion efforts, in 2021 we launched a new multi-year strategy in collaboration with HBCUs to help break down barriers to career opportunity for students.

We began with a new five year, \$5 million pledge to a group of HBCUs, many of which FedEx has been supporting for over a decade. In collaboration with HBCU presidents, we funded programs to prepare students for the workforce and provide financial assistance to students facing economic hardship due to the COVID-19 pandemic.

To bring awareness and additional support to the incredible programming at HBCUs nationwide, we are lending our global brand platform and marketing assets to tell their stories. We are also working with teams from across the enterprise to help students learn about careers at FedEx. Our strategy has three components: Engage, where we raise awareness about the academic and career promise of HBCUs; Empower + Educate, where we work with HBCUs to provide educational experiences that lead to career preparedness; and Connect, where we connect students to internships, mentorships, and career opportunities at FedEx and beyond.

Learn more about how FedEx is creating opportunities and delivering impact for people around the world at [fedexcares.com](https://www.fedexcares.com).



Denny Hamlin, Bubba Wallace Roundtable.

## Engage: raising awareness about the academic and career promise of HBCUs

### Creating opportunities to listen and learn

FedEx helped convene a Listen and Learn Roundtable focused on the intersectionality of sports and social justice. Participants included Denny Hamlin, driver of the #11 Toyota Camry sponsored by FedEx, fellow NASCAR driver Bubba Wallace, Jackson State University Athletic Director Ashley Robinson, Tennessee State Head Basketball Coach Penny Collins, and ESPN SportsCenter anchor Elle Duncan. The participants discussed the importance of pairing awareness with inclusivity, and how Black athletes and ally voices can use their platforms to speak out against racial injustice and inspire change.

As one way to help elevate the profile of HBCUs, FedEx created a new paint scheme for the #11 Toyota Camry driven by Denny Hamlin at Daytona in 2021. HBCU presidents were also invited to attend the race.



Above: Listen & Learn Roundtable with two of racing's best, Denny Hamlin and Bubba Wallace, along with Ashley Robinson of Jackson State University and Penny Collins of Tennessee State University.

Right: A unique creative wrap on the No. 11 FedEx Toyota Camry in support of HBCU education.



### Reflect. Listen. Act.: A conversation with HBCU presidents

FedEx hosted a Conversation with HBCU Presidents at our World Headquarters in Memphis, Tennessee that brought together four HBCU presidents to reflect on social unrest, the global pandemic, and mental health and its impact on their institutions and students. Presidents of Tennessee State University (TSU), Jackson State University (JSU), Mississippi Valley State University (MVSU), and LeMoyne-Owen College (LOC) shared how they have been adapting to changing student needs and creating spaces for students to ask for help, create or join activist movements, and map career pathways.

“ The mental health issue is something that is not talked about enough. The pandemic had a tremendous impact on their mental health, and I think all of us saw that in our students.

**Jerryl Briggs**  
MVSU President





## Empower and educate: working with HBCUs to provide educational experiences that lead to career preparedness

### FedEx-HBCU Student Ambassador Program

The Student Ambassador Program provides empowerment, engagement, and education for students, and access to resources that will help them prepare to enter the workforce after college. Through the program, students from eight HBCUs participate in virtual meetings that cover a range of topics, such as “Mastering the Job Interview” and “How to Prepare a Standout Resume.” Students gain exposure to FedEx leadership, team members, and unique learning experiences. FedEx introduces a new cohort each year of the five-year commitment to HBCUs announced in 2021. Student participants have career interests that align with our business including, accounting, entrepreneurship, information technology, engineering, logistics, marketing communications, sales, and operations.



FedEx and HBCU leaders ring the bell at the New York Stock Exchange (NYSE).

### Announcing the FedEx-HBCU Student Ambassador Program at New York Stock Exchange

On February 1, 2022, the first day of Black History Month, HBCU presidents, students and FedEx leadership rang the closing bell at the New York Stock Exchange (NYSE) to announce the Student Ambassador Program.

“ These are the unbelievable gifts that go far beyond any dollar amount. These are opportunities to open eyes and change people’s perspectives, not just about themselves, but about what is possible for them next. We appreciate FedEx and we appreciate them investing in our students.

**Michael Sorrell**  
*President, Paul Quinn College*

“ We get a chance to learn how a Fortune 500 company works and prepare ourselves to be in this type of field. I’m really, really excited and looking forward to what this great program has to offer.

**Shaun Wimberly Jr.**  
*Student, Tennessee State University*



Student Ambassadors meet with FedEx Leadership in California, including Bobby Willis, VP of AGFS West at FedEx Express.



FedEx HBCU student ambassadors at the 54th NAACP Image Awards.

### Year two cohort heads to West Coast for career and leadership experience

The second cohort of the FedEx-HBCU Student Ambassador Program kicked off in February 2023 with a career exposure experience and a chance to meet with company leadership and team members in California. During their visit, the students also attended the 54th annual NAACP Image Awards, sponsored by FedEx.

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HBCU Career Insights students at Richmond Raceway with FedEx pitcrew.

## Connect: providing a bridge to career opportunities at FedEx and beyond

### Expanding professional networks and opportunities for HBCU students

Through our sports sponsorship portfolio, we are helping students from our partner HBCU schools to grow their professional networks and experience. The FedEx-HBCU Career Insights Program connects HBCU students who have an interest and passion for sports with professionals in the sporting industry. The program launched in spring 2022.

On Sunday, April 3, Denny Hamlin took the checkered flag in the Toyota Owners 400 at Richmond Raceway. It was his first win of the 2022 NASCAR Cup Series and featured a “HBCU” decal on the rear bumper.

The FedEx Ground Career Expose College Pathways is another initiative to provide students from selected HBCUs the opportunity to speak directly with company leaders and learn about different career paths available at FedEx Ground. Program topics include transitioning from college to FedEx Ground careers; “A day in the life” in Safety, Engineering, Finance, Human Resources, Logistics/Supply Chain, and Operations; resume writing; and interview tips.



HBCU Career Insights Program students celebrating Denny Hamlin's win at Richmond Raceway in the Toyota Owners 400 on April 3, 2022.



HBCU Career Insights Program engineering students looking under the hood of the No. 11 FedEx Toyota Camry TRD.

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Mississippi Valley State University (MVSU) alumnus and NFL Hall of Famer, Jerry Rice, joined MVSU graduating senior and FedEx HBCU Student Ambassador program participant, Chanelle Houston, for the delivery of the Vince Lombardi Trophy during Super Bowl LVIII in Las Vegas.

### Collaborating with the NFL and the Thurgood Marshall College Fund to provide needs-based scholarships

For more than 20 years, FedEx has given fans the opportunity to recognize top-performing quarterbacks and running backs through the FedEx Air & Ground NFL Awards every week of the season. Since 2021, FedEx, the Thurgood Marshall College Fund (TMCf), and the NFL have joined forces to support HBCUs across the country with needs-based scholarships. Each week, football fans nominate the top quarterbacks

and running backs for the FedEx Air & Ground NFL Players of the Week. FedEx and TMCf then provide \$2,000 grants in those players' names to HBCUs. At the end of the season, fans choose two lucky players as the FedEx Air & Ground NFL Players of the Year and two deserving HBCUs receive \$20,000 each. Grants total \$100,000 over the course of the season.



Jackson State University student Ezra Snell participates in interview discussing the importance of HBCUs.



HBCU student ambassadors were surprised and delighted at an NFL stadium.

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Students participate in the Boardroom Experience with FedEx Freight.

### Hands-on learning and career development

FedEx Logistics established a satellite office on the Mississippi Valley State University (MVSU) campus to provide students with part-time jobs and the potential for full-time employment upon graduation. FedEx Logistics and Supply Chain are also hiring students from LeMoyne-Owen College for part-time employment, while providing full-time benefits and tuition reimbursement.

The FedEx Freight Boardroom Experience introduced students of color to career possibilities at FedEx through a

simulated boardroom meeting. Students discuss topics such as personal branding, the value of mentors and sponsors, and the value of culture in the workplace.



We are thrilled FedEx Logistics has chosen MVSU for its HBCU campus satellite office program. Our students' response to joining the FedEx Logistics team during their matriculation at MVSU has been tremendous.

**Dr. Jerryl Briggs, Sr**  
*President of MVSU*



Students working at FedEx Logistics satellite office on the campus of Mississippi Valley State University gather with Joy Ferreira, HR Manager, FedEx Logistics and Rose Flenori, Manager, DEI HR & Citizenship.

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