STORY OF IMPACT
DAVID ROJAS EMPOWERS YOUTH IN LITTLE VILLAGE

Little Village is home for David Rojas Jr. The Southwest Side neighborhood of Chicago, often called the "Mexico of the Midwest," is a gateway to vibrant art, cuisine, and shopping.

Born and raised in "La Villita," David was deeply influenced by the rich culture—and challenges he experienced growing up there. He witnessed the effects of historic disinvestment—unemployment and violence—and saw an opportunity to support the community he loves.

David founded The Alliance 98 (TA98), a nonprofit that primarily works with young adults, ages 16-24, who identify as Latiné/a/o/x and/or Black and live in Little Village. TA98 aims to reduce unemployment and violence in the area by providing a platform and safe space for teens and young adults to explore professional and creative career paths.

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> **DAVID ROJAS JR.**
> **Founder and CEO,**
> The Alliance 98

"I truly believe in the power of a job and the power of an opportunity," David said. Through TA98, David's goal is to help teens and young adults develop a strong sense of identity and community—ultimately cultivating more unity and connection for residents in Little Village and beyond.

"If you can give a young person an opportunity to test their ideas, activate their mind, and build creative confidence around projects that they want to see, and put resources around that, they're going to actively change their community," David said. "They're co-creating a new reality not just for themselves, but for the community."

Since its start in 2018, TA98 has positively impacted more than 500 teens and young adults. Under David's leadership, TA98 is seeing real success—and helping young people pursue brighter futures. More than 90% of TA98 participants have secured a job, pursued a career in the trades, enrolled or re-enrolled in college, or started a business.

"We understand the importance of intentionality in our lives and what it means to be a good neighbor," David said. "Through my experiences, I've learned that if we do the ordinary things, the extraordinary will follow."

JOIN US!

Donate today and help build a stronger, more equitable Chicago region where all our neighbors can thrive.

David Rojas Jr. and TA98 are a part of the third cohort of United Way of Metro Chicago's United Neighborhoods Equity Fund. The initiative provides up to $50,000 of unrestricted funds over two years to small, local nonprofits located in historically disinvested neighborhoods on Chicago's South and West Sides and in the south suburban region.

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