

"Project TRY Executive Director, Jahaira Roldan, founded the grassroots organization in response to the May 30th riots on the South End of Albany. She grew concerned that the protests against systemic racism earlier that day would be diminished by the property damage that occurred in the riots to follow presented in the media. She formed Project TRY to address the extreme hurdles minority business owners faced in applying for improvement grants. The goal is to distribute unrestricted grants up to \$3,000 individually to the participating business owners on Central Ave and South End districts of Albany. Jahaira strongly believes in amplifying these districts as they have been impacted severely since the May 30th events and revenue losses due to COVID-19. She feels personally tied to these communities as she grew up on the South End of Albany and worked on Central Ave for many years while attending the University at Albany."