

A Second Chance, Inc. and Millions. Billions. Trillions. Partner to Uplift Youth in Care

FOR IMMEDIATE RELEASE
Date: November 18, 2025

Contact:
Melissa Brock
412-834-3116
melissab@asecondchance-kinship.com

PITTSBURGH - A Second Chance, Inc. (ASCI), the nation's leader in kinship care, founded by President and CEO, Dr. Sharon McDaniel, is pleased to announce a groundbreaking partnership with global lifestyle and empowerment movement Millions. Billions. Trillions. (MBT), founded by Grammy-nominated artist and entrepreneur, Travis Malloy.



This partnership bridges two missions rooted in faith and transformation – Dr. McDaniel's commitment to restoring families and Travis Malloy's vision for the MBT brand as a movement of consciousness, elevation, and generational empowerment.

"Our children deserve to feel seen, supported, and empowered. This partnership with the MBT brand reminds them that greatness isn't something they have to search for – it already lives within them," said Dr. McDaniel.



Since its founding in 1994, ASCI has transformed the lives of more than 31,000 children, 10,000 kinship caregivers, and 30,000 birth parents, becoming the only organization in the nation solely dedicated to kinship care. Its trauma-informed, culturally grounded approach ensures that children are raised by relatives in stable, loving environments that honor family and community. It has served as a beacon of hope and empowerment in the Pittsburgh region – impacting countless young lives through education, care, and opportunity.



This partnership holds deep personal significance for Malloy who grew up surrounded by the spirit of service. His mother, Lanita Iverson, worked in childcare for more than 30 years with Children, Youth and Family Services in Pittsburgh, Pennsylvania – instilling in him a lifelong commitment to uplifting other and making a difference in a child's life.



As part of the initiative, Malloy will personally visit ASCI to speak to the children in an uplifting motivational session centered on mindset, purpose, and self-belief – reminding each child that they are already equipped with everything they need to win. Additionally, more than 600 children in ASCI's care will receive exclusive Millions. Billions. Trillions. shirts – each one representing elevation, identity, and conscious empowerment.

For these young people, it's not just apparel – it's a mindset that says no matter where I come from, I can still rise.



“This collaboration represents everything the MBT brand stands for,” said Malloy. “Millions. Billions. Trillions. is more than fashion – it’s a lifestyle of belief, resilience, and elevation. These kids are the future, and we want them to know they are Millions. Billions. Trillions. in value and possibility.”

Vonjana Knight shared, “As CEO of the MBT brand and someone who has worked in the kinship care space for more than 13 years, this partnership is especially meaningful to me. It’s inspiring to join forces with A Second Chance, Inc. to continue impacting children and families through empowerment and elevation – the very essence of what the MBT brand stands for.”

What makes this partnership even more meaningful is the deep, personal connection between Dr. McDaniel and Malloy. Dr. McDaniel has been a guiding influence in Malloy’s life since childhood – helping shape his faith, character, and sense of purpose long before his rise in music and entrepreneurship.



That foundation became the driving force behind his journey from humble beginnings to becoming an ASCAP award-winning and Grammy-nominated songwriter and producer known for his work with Missy Elliott, Faith Evans, Tank, Jamie Foxx, The Color Purple soundtrack, and more.



Now through the MBT brand, Malloy continues to build on that same legacy of empowerment and elevation – making this collaboration a full-circle moment between mentor and mentee, rooted in love, legacy, and purpose. Together, the MBT brand and ASCI are transforming inspiration into impact – turning fashion into a vehicle for consciousness, healing and generational change.



For more information, visit:

www.TheTravisMalloy.com

www.ASecondChance-Kinship.com

About A Second Chance, Inc.

A Second Chance, Inc. (ASCI) empowers kinship families and communities through programs, resources, and advocacy. From initiatives like Boys II Men, LIL SIS, YES, and FACT, ASCI fosters creativity, confidence, and connection in youth and families.

About Millions. Billions. Trillions.

The MBT brand is a lifestyle and motivational movement created to empower individuals, to elevate their self-confidence and be inspired to fearlessly believe and pursue every dream with a mindset of limitless possibilities.