

solidaire

FIVE-YEAR ALIGNED GIVING STRATEGY

PARTICIPANT BRIEF

PURPOSE

Since our founding in 2013, Solidaire has focused on developing a unique three-pronged grant-making framework that divides the funding we provide into an agile and effective system purpose-built for the movement-centric nature of the organization. Our Rapid Response funding supports organic movement moments. Solidaire members have given nearly \$1.5 million in rapid response dollars toward direct action needs and movement moments. Our Movement R&D Fund supports experiments and innovations in movement building. Solidaire members have moved nearly \$2 million in one-time seed grants for innovations in movement building. In September 2016, Solidaire launched our Aligned Giving Strategy designed to allow members to collectively move at least \$1 million a year for five years, a total of \$5 million over five years, toward the Movement for Black Lives (M4BL), one of the most critical social movements of our time, committed to justice and freedom for all. In the first year, in addition to moving \$1M from Solidaire members, we will work to move an additional \$4M from partner donor communities, and high-net worth individuals, for a total of \$25M over five years, by the summer of 2017. *Ultimately, we will work to leverage this strategy to generate sustained, long-term investments in frontline organizations to be able to move \$100M over five years, or \$20M a year.*

OVERVIEW

Our Aligned Giving Strategy focuses our funding on the Movement for Black Lives; specifically, on increasing core staff capacity of member organizations, strengthening the activist-led shared movement infrastructure and rapid response funding for the Movement, and building up the infrastructure necessary for organizational independence.

The Movement for Black Lives has developed over the past two years, and includes a strong set of connected movements, including intersections with gender rights, economic inequality, education, immigration, climate change, and politics. In its short existence, this vibrant social movement has transformed the American conversation about race, galvanized many thousands of participants, shifted political priorities, and impacted policy discussions at all levels of government. It is a prime example of the type of transformative social movement that Solidaire was founded to support. At this juncture, significant funding is required to sustain, mature, and grow the movement and the M4BL has issued a call to philanthropy for \$100M. We believe that Solidaire's support is important, can contribute to additional substantial victories for the M4BL, and can provide valuable lessons for investment strategies in other vital social movements we hope to support in the coming years.

Over the past three years, since Solidaire was founded, we have been investing in Black-led organizing efforts and organizations within the Movement for Black Lives through our Rapid Response and Movement R&D Fund. Beyond supporting organic movement moments, responding to urgent needs, and providing seed funding to innovations, we are excited to provide long-term support to movement infrastructure that will support the Movement for Black Lives network to achieve lasting change. As we designed the Aligned Giving Strategy we engaged in dozens of 1:1 interviews with advocates, activists, and donor allies, worked closely with the M4BL leadership team, and listened to advocates on panels, at briefings, and at conferences to define our Aligned Giving Strategy and design the four strategies for participants to collectively move their resources to make a lasting impact on the M4BL.

I WANT IN!

How do I join the Aligned Giving Strategy?

If you are a donor who is interested in making a five-year commitment in the Aligned Giving Strategy for the Movement for Black Lives, please email aligned@solidairenetwork.org. If you already have a username and password for the **Aligned Giving Participant Portal**, please visit the Strategy (or Strategies) pages that interests you and set your intention(s). You will see your total commitments on the “My Summary” page. To change an intention, just go back to the Strategy page(s) and reset your intentions. If you aren't sure yet how you would like to participate and would like to discuss options with an advisor, please contact: aligned@solidairenetwork.org and we will set up a time to connect with you.

Please note: Participation in the Aligned Giving Strategy for all Solidaire Network members is free. For participants interested in joining the Aligned Giving Strategy who are not Solidaire Network members, we ask that you make a one-time contribution to Solidaire in the amount of 10% of your total first year commitment. (e.g. If you are setting an intention to contribute \$50,000 a year for five years, you would also contribute \$5,000 to Solidaire Network). This contribution will help cover our campaign management costs, which include: campaign design, campaign support to organizations, campaign support to participants, website design and maintenance, and on-going political education including webinars, salons and in-person workshops/trainings.

FUNDING STRATEGY: FIVE-YEAR INTENTIONS

STRATEGY 1: ORGANIZATIONAL INFRASTRUCTURE

PROVIDE DIRECT GENERAL SUPPORT TO ORGANIZATIONS IN THE M4BL ECOSYSTEM

Who might be interested?

This strategy is prime for campaign participants already interested in a specific group's work, or who would like to develop a deeper major donor relationship with a group or groups over time through long-term general operating support gifts. We recommend all campaign participants who make a commitment in this option commit to grant sizes of at least \$15K annually toward each group for their five-year intention. If you are interested in this option but are unable to move \$15K annually, we can try to combine your commitment with those of other participants to reach a \$15K annual target. See “How do you make a grant?” below.

If a campaign participant chooses to move \$30K or more toward this option in any single year, we recommend identifying a national organization within the M4BL ecosystem and a state or local organization connected to the movement to distribute resources at both the local/state and national levels.

What are participants supporting?

We recommend participants focus their funding to stabilize 15 organizations providing key leadership within the M4BL and that meet the following additional criteria:

1. Organizations with predominantly Black board, staff leadership or membership;
2. Organizations whose primary purpose is explicitly stated in their mission to work to build power with and for the Black community; and
3. Organizations with budget sizes under \$2M.

There are currently more than 30 organizations serving on various tables within the M4BL and at least 100 in the M4BL national ecosystem. The list of organizations at the local, state and national levels is growing daily and will be updated for participants as the Solidaire becomes aware of additional organizations. While we recommend priority funding to 15 organizations, grants made to any organization in the M4BL ecosystem will be counted toward this strategy's goal.

How do you make a grant?

On the Aligned Giving Participant Portal – alignedgiving.org – we have provided organizational profiles with more information, including how to send a check or wire funds directly. If desired, Solidaire will help make the introduction to organizational leaders. Solidaire will be working directly with groups in Strategy 1 on reporting back to the Solidaire Network on impact, and will share those reports with participants.

If a participant wants to fund a group in this option, but does not want to choose a group themselves, has less than \$15K to contribute annually, or wants to make the gift anonymously, you may contribute to the Proteus Fund GAF “Solidaire-Aligned Giving” and we will make a grant for you after assessing needs from groups, identifying the largest revenue gaps, and pooling additional resources. Our recommendation, however, is for participants to fund groups directly, build long-term relationships with the leaders, and help advocate for that group’s need within our larger donor network.

STRATEGY 2: SHARED MOVEMENT INFRASTRUCTURE INVEST IN M4BL SHARED INFRASTRUCTURE NEEDS

Who might be interested?

Campaign participants who want to share power with activists to make decisions about how to build the shared infrastructure necessary to support their movement, support critical emerging needs in the field, and to be able to plan, coordinate, collaborate, and continue working together to identify policy changes, resource needs, and direct actions.

What are participants supporting?

Campaign participants may make a grant to one of two organizations: the Movement for Black Lives Fund, housed at the Alliance for Global Justice, or Center for Media Justice to support the following shared infrastructure needs in the M4BL:

- Shared staff in the form of table coordinators
- Convening costs for the tables
- Travel/transportation/lodging costs for groups related to annual convenings
- Cyber security needs for the ecosystem

In 2016, the M4BL launched a collective Fund run by movement activists who make collective decisions about resourcing the M4BL. The Aligned Giving Strategy commitments will resource the following: staffing the Movement for Black Lives tables (Policy Table, Direct Action Table, and the Resource Strategy Table), paying for convenings and travel for organizations.

The Center for Media Justice launched Securing Freedom in 2016 – a five-year national digital security training collaborative delivering skill-building events, security tools, rapid response, and continuous wrap around support to organizations in the M4BL. The Securing Freedom initiative also provides groups with related issue education and tools and opportunities to move the needle on racially biased surveillance for targeted activists, organizations, and communities of color. Securing Freedom is part of a larger racial justice initiative to resist racially biased surveillance called the Color of Freedom, hosted by CMJ.

How do you make a grant?

Please make checks payable to M4BL/AFGJ and mail to:

Alliance for Global Justice
225 E. 26th Street, Suite 1
Tucson, AZ 85713

Please make checks payable to Center for Media Justice and mail to:

Center for Media Justice
436 14th St, Suite 500
Oakland, CA 94612

STRATEGY 3: ECONOMIC INDEPENDENCE

SUPPORT INNOVATIONS THAT WORK TO ACHIEVE GREATER FINANCIAL INDEPENDENCE FROM PHILANTHROPY

Who might be interested?

Campaign participants who want to take a risk and support organizations to be able to diversify their revenue streams through fees or other revenue generating sources, or campaign participants who want to help organizations build equity through purchasing land or space, with the ultimate goal of building their own economic power by reducing dependence on philanthropy.

What are participants supporting?

Solidaire is currently working with groups interested in building revenue generating models. As an idea is generated, participants interested in this strategy will be notified and will have the opportunity to fund the organization directly. Participants may also move resources into a shared fund at Solidaire if you want to move resources to this strategy to be disbursed to organizations when projects are launched. Current ideas under consideration include: developing a membership model, building fee-generating services, and purchasing a building to convert into a retreat center.

How do you make a grant?

Email aligned@solidairenetwork.org for new projects you can support directly.

To support the general strategy, please make checks payable to Proteus Fund and mail to:

Proteus Fund

15 Research Drive, Suite B

Amherst, MA 01002

Memo: Solidaire M4BL Revenue Innovations

STRATEGY 4: POLITICAL POWER | C4 STRATEGY BUILD INDEPENDENT POLITICAL POWER IN PLACE

Who might be interested?

Campaign participants interested in helping Black-led groups build long term independent political power. Independent political power building work includes c4 work to lobby and advocacy for elements of a progressive agenda as well as engage voters around key issues and ballot measures. 501c4 resources are some of the hardest for groups to raise, so supporting Black-led independent political power provides support for one of the widest ranges of potential strategies.

What are participants supporting?

In this option, we recommend participants partner with the following national c4 organizations and statewide organizations that are focused on shifting from protest to power, by working to build lasting political infrastructure in cities and states around the country. We recommend campaign participants move funding toward any of the seen statewide organizations already vetted by the Black Civic Engagement Action Fund, Color of Change, or BYP100. BCEAF was established in 2013 to support Black-led independent, state-based, political organizations, and invests in strategic civic engagement and voter mobilization efforts to support the people and organizations that have the greatest chance to advance progressive change in the lives of African Americans at the state level.

How do you make a grant?

Please visit alignedgiving.org – Strategy 4 – for all donation information.

For a username and password to access the site and set intentions, please email aligned@solidairenetwork.org.