

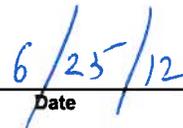
**U.S. PROGRAMS**  
**Board Special Grants**  
**Summary of Recommended Grants**  
**Out of Docket - June 25, 2012**

**U.S. Programs, Board Special Grants**

Organization	Grant Code	Recommended	Term	2012	2013
Latino Civic Engagement Fund (Tides Foundation) <sup>1</sup>	T1: 21105	\$150,000	1 year	\$150,000	
	T1: 21113	\$100,000	1 year	\$100,000	
Black Civic Engagement Fund (Tides Foundation)	T1: 21105	\$350,000	1 year	\$350,000	
<b>Total Recommended:</b>		<b>\$600,000</b>		<b>\$600,000</b>	
<b>GRANTMAKING TOTAL THIS DOCKET:</b>		<b>\$600,000</b>		<b>\$600,000</b>	



Approval Signature



Date

<sup>1</sup> This grant of \$250,000 to the Latino Civic Engagement Fund is co-funded by Democracy Fund, T1: 21113 (\$100,000), and Board Initiated Special Grants, T1: 21105 (\$150,000).

**Grant ID:** 20036819

**Legal Name of Organization:** Latino Civic Engagement Fund

**Tax Status:** n/a

**Name of Fiscal Sponsor:** Tides Foundation

**Purpose of Grant:** to support the Latino Civic Engagement Fund

**Grant Description:** To provide new project support to the Latino Civic Education Fund, a national, nonpartisan effort that was initiated by the Democracy Alliance and allied institutional donors. The Fund provides the funding and the strategic coordination to unite Latino, immigrant, and allied communities to promote social and economic justice through increased civic participation and leadership development. This recommendation would draw on support allocated by the U.S. Programs Board as part of its commitment to voter protection and engagement in the wake of national voter suppression efforts. This recommendation advances Democracy and Transparency Fund priorities to support the voter engagement, education, and protection of marginalized constituencies.

**Previous OSI Support:** n/a

**Organization Budget:** \$5,175,412

**Project Budget:** \$1,895,000

**Major Sources of Support:**

Democracy Alliance Partners	\$770,000
Ford Foundation	\$250,000
HKH	\$250,000
Stoneman Family Foundation	\$150,000
Cohen Foundation	\$100,000

**Amount Requested:** \$250,000

**Is this a contingent grant?** No

**Amount Recommended:** \$250,000 (\$150,000 from Board Initiated Special Grants, T1: 21105 and \$100,000 from Democracy Fund, T1: 21113)

**Term:** 1 year, beginning May 1, 2012

**Matching Requirements:** n/a

**Description of Organization:**

The Tides Foundation, based in San Francisco, has over 30 years of experience in social change philanthropy, helping to incubate and sponsor hundreds of organizations throughout the country. In 2011, the Tides Center fiscally sponsored over 170 projects with combined revenues of over \$111 million, making grants totaling more than \$96 million.

**Description of Program for which Funding is Sought:**

The Latino Engagement Fund, a new project of the Democracy Alliance, is seeking \$250,000 in project support from U.S. Programs. This project advances a coordinated funding strategy that builds state capacity and infrastructure for long-term Latino power in key states where shifting demographics have failed to catch up to representational power. Founded in 2005, the Democracy Alliance was created to build progressive capacity that could help counter the well-funded and sophisticated conservative apparatus in the areas of civic engagement, leadership, media, and ideas.

The Latino Civic Engagement Fund is a collaborative effort among individual and institutional donors, including several Democracy Alliance donors, the Ford Foundation, and Wellspring Advisors, whose mission is to ensure that demographic shifts in Latino communities provide greater representation and access to all levels of government through civic engagement and leadership.

The Latino Civic Engagement Fund was created to build the long-term power of Latinos through strategic investments in capacity and infrastructure building in states and alliances to promote civic engagement. Specifically, the Fund serves as a nexus for donors, thought leaders, and organizations to innovate, collaborate, and share best practices. To accomplish these goals the Fund will support the following activities:

- ***Coordinate efforts that build state capacity and infrastructure for the long-term***

Funds will be distributed to groups and field activities to reduce overlap in voter outreach and increase effectiveness through organizing turf and tactics (for example, coordinating messaging and voter identification, and planning door-to-door canvassing and phone banks), and to ensure best practices are put to use to educate Latino voters.

- ***Leadership Development and Training of Latinos***

Non-partisan trainings will motivate new leadership and support current Latino leaders in all levels of government. These trainings will also help equip new voices and maximize existing voices to be effective messengers against anti-Latino attacks.

- ***Research, Third-Party Testing and Evaluation.***

Research to develop best practices in messaging and field organizing tactics and to increase the effectiveness of public education efforts. This effort will also develop an independent evaluation

of efforts to ensure that the broader Latino community can benefit from lessons learned.

- ***Innovative Tools and Alliances***

The Latino Civic Engagement Fund will help seed and support the creation of new tools and alliances that engage young and hard-to-reach Latinos. This will include mapping tools to coordinate voter outreach precinct-by-precinct and ensuring new tools like voter registration applications and voter suppression social media sites are shared among Fund members.

- ***Rapid response***

Unforeseen challenges that demand a strong response will arise. The Latino Civic Engagement Fund will keep reserves on hand to respond to these unforeseen challenges. Activities may include funding groups to expand field work, purchasing media for public education, or supporting public civic events.

The Fund's new director, Eddy Morales, is a young strategist with experience working for several Latino advocacy organizations and consulting with several Fund members. Morales is housed at the Democracy Alliance and is managed by an advisory committee that guides strategy, goal setting, budget, and grant making. The Advisory Committee includes: Alicia Ybarra, AFL-CIO; Cristina Uribe, National Education Association; Cristobal Alex, Ford Foundation; Eliseo Medina, Service Employees International Union; Julie Kohler, the Democracy Alliance's chief operating officer; and Steve Phillips, a Democracy Alliance donor. Upon approval of this grant request, the Latino Civic Engagement Fund will ask USP Democracy Fund staff to serve on the Advisory Committee.

### **Rationale for Recommendation:**

The U.S. Programs Board, via the Democracy Fund, recommends a grant of \$250,000 over one year to the Latino Civic Engagement Fund in order to promote and expand civic engagement through voter education and protection.

The Fund is designed to coordinate efforts of member organizations in order to increase Latino power in 2012 and beyond. While there are many organizations with deep reach in Latino communities across the country, the field remains limited in its reach and lacking in coordination. Although there is not a single organization that is poised to conduct multi-state Latino engagement campaigns at the scale that is needed, there does appear to be an unprecedented willingness among Latino civic engagement groups to collaborate and avoid duplicative efforts in the field. The Latino Engagement Fund manages coordination, helps secure funds to cover budget gaps in civic engagement programs, and provides economies of scale through resource-sharing and technical assistance to the field.

Latinos are now the largest minority group in the U.S., with a population of 50.5 million as reported by the 2010 U.S. Census. At this time, one out of every six people in America is Latino, with Latinos currently representing 16% of the overall American population and 23% of American children under 18. With this rapid demographic growth in mind, our political system cannot continue to reflect disparate representation without compromising open society. We must

devote resources, encourage collaboration, support new leaders, and increase civic participation so leadership reflects constituencies. The Latino Civic Engagement Fund is a critical part of providing this needed infrastructure.

This effort is new, and USP staff expect it to take time to be fully operational. Nevertheless, staff remain confident that it can enhance coordination and lead to a more strategic and high impact use of resources. Despite some early bumps, Democracy Fund staff is hopeful that administrative support by the Latino Civic Engagement Fund will improve, in order to move money more quickly into the Fund and then to sub-grantees. There have been several administrative delays that have impeded the speed at which funding can be moved to the Fund, and Democracy Fund staff will pay attention to this issue and influence opportunities to increase efficiency. With strong institutional support from the Fund's advisory committee, including unions as well as Democracy Alliance representatives and growing foundation support (Ford and Wellspring are early funders), the Fund has enormous potential for reach and growth.

The real strength of the Fund is in its organizational membership. The groups, several of which are USP grantees, have joined the Fund with an agreement to coordinate and collaborate nationally and in target states. Groups represented include: Center for Community Change, Mi Familia Vota, National Association of Latino Elected Officials, National Council of La Raza, Voto Latino, Hispanic Federation, and League of United Latin American Citizens. It will remain to be seen how collaboration and leadership develops, but early indicators show that the groups are being transparent with each other and are eager to coordinate their activities in order to maximize their impact in 2012 and beyond. The Fund will utilize its resources to provide staffing and coordination, fund research and evaluation of organizational efforts, and support re-granting to national, state, and local organizations in critical regions. Target states include: Arizona, Colorado, Florida, Maryland, Nevada, New Mexico, North Carolina, Virginia and Texas. Coordination will occur through national organizational Fund members, state-based membership and affiliated groups, and through state tables.

Democracy Fund staff believe this effort is critical to promote Latino civic engagement and to build a body of best practices for future work. We are pleased to offer this recommendation to promote and protect open society values through civic engagement and voter protection work.

**Grant ID:** 20036490

**Legal Name of Organization:** Black Civic Engagement Fund

**Tax Status:** n/a

**Name of Fiscal Sponsor:** Tides Foundation

**Purpose of Grant:** to support to the Black Civic Engagement Fund

**Grant Description:** To provide new project support to the Black Civic Engagement Fund, a national collaborative that unites leading national, state, and local organizations representing African American communities to build lasting advocacy capacity and conduct voter education and protection. This recommendation has been greenlighted by the U.S. Programs Board as part of its commitment to voter protection and engagement in the wake of national voter suppression efforts. The Black Civic Engagement Table's leadership includes the NAACP, the Urban League, League of Young Voters, Color of Change, and other leading groups. This recommendation advances Democracy and Transparency Fund priorities to support the voter engagement, education, and protection of marginalized constituencies.

**Previous OSI Support:** n/a

**Organization Budget:** \$5,175,412

**Project Budget:** \$6,500,000

**Major Sources of Support:**

Service Employees International Union	\$1,000,000
Ford Foundation	\$ 700,000
Tides Foundation	\$ 20,000

**Amount Requested:** \$350,000

**Is this a contingent grant?** No

**Amount Recommended:** \$350,000 (T1: 21105)

**Term:** 1 year, beginning May 1, 2012

**Matching Requirements:** n/a

### **Description of Organization:**

The Tides Foundation, based in San Francisco, has over 30 years of experience in social change philanthropy, through its incubation and sponsorship of organizations. In 2011, the Tides Center fiscally sponsored over 170 projects with combined revenues of over \$111 million and the Tides Foundation made grants totaling more than \$96 million. Tides will administer the grant-making of the newly formed Black Civic Engagement Fund (BCEF).

### **Description of Program for Which Funding is Sought:**

The Black Civic Engagement Fund, established in 2011, seeks to build long-term infrastructure and coordinated work through bringing together established national organizations representing African American communities in partnership with state and local level tables. These organizations include the NAACP, Service Employees International Union, Advancement Project, A. Phillip Randolph Institute, National Urban League, National Action Network, National Coalition on Black Civic Participation, Color of Change, League of Young Voters, and the Respect My Vote Campaign.

The Black Civic Engagement Fund will support core strategies for engaging and mobilizing the African American vote in 2012 in several states with large African American populations. This work will include voter registration, voter education, get-out-the-vote work, and voter protection. The Table will also focus on building permanent organizational capacity that extends beyond the election in order to increase the advocacy impact of Black-led organizations. Functionally, it will provide accountability for donors who seek to increase the resources available for civic engagement activities at the national, state, and local levels. Specifically, BCEF seeks to:

1. Raise and coordinate sustainable resources by expanding a donor base committed to, and invested in, Black civic engagement infrastructure;
2. Deepen coordination among strategic funding partners and allies in the donor community to develop and implement funding strategies for Black communities;
3. Build a vehicle for collaboration and share capacity amongst national Black organizations that can coordinate voter education and protection and policy advocacy in multiple geographies; and
4. Resource a network of state and local anchor organizations that can function as permanent infrastructure to engage and mobilize the Black community, and build capacity through skills, technology and leadership.

The ultimate goal of this work is to build long-term civic infrastructure at the national, state, and local levels that can mobilize and engage African American communities to build political and economic power. To do this, civic engagement activities must be coordinated, expanded, and enhanced for 2012, but also be a part of a long-term strategy to create the capacity and scale to carry out this work in a sustained and systematic way. State-based anchor organizations will be integrated into this strategy and will sit at the national table.

The Black Civic Engagement Fund has identified seven states as its priorities for this year: Florida, Michigan, North Carolina, Ohio, Pennsylvania, Virginia, and Wisconsin. These states were selected based on several factors, including the overall concentration of the Black population, the share of the Black vote in each state, 2008 and 2010 registration and turnout gaps, states where the voter suppression environment can be effectively impacted, and states where building strong infrastructure in Black communities is possible and necessary to advance progressive advocacy priorities.

### **Rationale for Recommendation:**

The U.S. Programs Board, via the due diligence of the Democracy Fund, recommends a grant of \$350,000 over one year to the Black Civic Engagement Fund in order to promote and expand civic engagement through voter education and protection. The Table will also facilitate the building of a more effective and strategically aligned community of African American led advocacy organizations that seek to expand their advocacy impact in 2013 and beyond. Specifically, the Table will provide funding to enhance coordination among organizations, provide shared civic engagement tools, develop evaluation mechanisms, and regrant to national, state, and local organizations in priority communities across the nation.

Thirty-seven percent of African Americans who are eligible to vote are not registered, representing twelve percent of all unregistered citizens. There are multiple and distinct factors that present barriers to voting among African American populations, but three strategies have gained widespread use in an attempt to decrease the power of the African-American vote: voter ID laws, felony disenfranchisement, and significant restrictions on the ease with which someone can register and vote. Each strategy represents an organized effort to intimidate or otherwise suppress voting and is related to entrenched and sanctioned institutional racism.

Voter mobility, for example, is impacted by high foreclosure rates among the African American community and the highest unemployment rates since 1983. Estimates show that up to 60% of 2008 registrants will have moved and will need to be re-registered to be eligible to vote in 2012. The NAACP, in partnership with the Voter Participation Center, a Democracy Fund grantee, will target unregistered and low-propensity voters to give Black Civic Engagement Table partners access to data and strategies to develop comprehensive voter education and protection efforts.

Democracy Fund staff recognize there is a distinct need for collaboration and coordination among organizations promoting African American civic engagement, and an equally compelling need to promote the work through funding tables. Black voters have largely been overlooked – or taken for granted – by civic engagement funders this election cycle, except for Ford and OSF, as compared to 2008, when donors invested more than \$50 million in non-partisan voter registration over-all and independent organizations successfully registered 4.1 million voters.<sup>i</sup> In 2010, however, the opposite impact occurred as both investment and capacity decreased and the

registration gap grew. This also follows a trend within philanthropy that has led to a significant disinvestment in African American led civic engagement organizations.

Civic engagement tables represent an opportunity to target investments in civic engagement, making them more robust and providing a nexus for organizations to focus, in this case, on what is needed to effectively and efficiently educate, protect, and mobilize voting in African American communities. The Democracy Fund recognizes the need to fund a common space, such as the Black Civic Engagement Table, to share resources, strategies and tactics that will minimize duplication of effort, bring together scarce resources, and build collaboration that can extend beyond the lifetime of the election cycle.

The Black Civic Engagement Fund is led by the NAACP and the Service Employees International Union. SEIU brings respect, trust, members across the nation, and resources. NAACP leaders Roger Vann and Marvin Randolph serve as lead conveners, with strong leadership among table members, including Rashid Robinson of Color of Change, Judy Brown of Advancement Project, and Eric Marshall of the Lawyer's Committee.

Staff had initial concerns that the Black Civic Engagement Fund got a late start in forming. The late start, however, has not kept the partner organizations from launching their civic engagement programs. The late start can be overcome if leadership can raise needed money from other sources and keep state-based partners involved and at the table during decision-making. This will require an internal infrastructure that includes all groups: national, state, and local. OSF's investment will assist in leveraging other resources and to fill gaps in funding that larger, national organizations are unable to fill.

Staff is pleased to make this recommendation, as disparities between the voting population in the U.S. and the population of those not taking part in voting undermines the concept of a representative democracy and weakens efforts to promote an open society. A demographically skewed electorate results in governance and public policy that are equally skewed towards those whose voices are most heard in the voting process. These disparities in the electorate are a significant and systematic impediment to democracy, promoting institutionalized racism and perpetuating continued inequality.

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<sup>ii</sup> Ethan Roeder, New Organizing Institute, Voter Registration Analysis '08 (2009). Investment estimate based on conversations with practitioners.