

**U.S. PROGRAMS  
Democracy Fund  
Summary of Recommended Grants  
Docket I - April 12, 2012**

**U.S. Programs, Democracy Fund**

<b>Organization</b>	<b>Grant Code</b>	<b>Recommended</b>	<b>Term</b>	<b>2012</b>	<b>2013</b>
<b>Idea Generation</b>					
American Rights at Work Education Fund	T1: 21114	\$150,000	1 year	\$150,000	
Economic Policy Institute <sup>1</sup>	T1: 21114	\$125,000	1 year	\$125,000	
	T1: 21121	\$125,000	1 year	\$125,000	
New Bottom Line (Alliance for a Just Society)	T1: 21114	\$150,000	1 year	\$150,000	
People for the American Way Foundation	T1: 21114	\$700,000	18 Months	\$700,000	
<b>Voter Participation</b>					
Citizen Engagement Laboratory (New Organizing Institute Education Fund)	T1: 21113	\$150,000	1 year	\$150,000	
National Council of La Raza	T1: 21113	\$500,000	1 year	\$500,000	
Service Providers and Civic Engagement Project (State Voices)	T1: 21113	\$100,000	1 year	\$100,000	
Working America Education Fund	T1: 21113	\$400,000	1 year	\$400,000	
Youth Engagement Fund (Tides Foundation)	T1: 21113	\$400,000	1 year	\$400,000	
<b>Engagement of Key Constituencies in Open Society Advocacy</b>					
Center for Community Change	T1: 21104	\$1,400,000	1 year	\$1,400,000	
Center for Rural Affairs	T1: 21113	\$100,000	1 year	\$100,000	
Color of Change (New Organizing Institute Education Fund) <sup>2</sup>	T1: 21113	\$300,000	2 years	\$150,000	\$150,000
	T1: 21122	\$300,000	2 years	\$150,000	\$150,000
	T1: 21123	\$100,000	1 year	\$100,000	
Gamaliel Foundation	T1: 21113	\$200,000	1 year	\$200,000	
United States Student Association Foundation	T1: 21115	\$600,000	2 years	\$300,000	\$300,000
<b>Total Recommended:</b>		<b>\$5,800,000</b>		<b>\$5,200,000</b>	<b>\$600,000</b>
<b>GRANTMAKING TOTAL THIS DOCKET:</b>		<b>\$5,800,000</b>		<b>\$5,200,000</b>	<b>\$600,000</b>

Approval Signature

Date

<sup>1</sup> This grant of \$250,000 to Economic Policy Institute is co-funded by the Democracy Fund, T1: 21114 (\$125,000), and the Campaign for Black Male Achievement, T1: 21121 (\$125,000).

<sup>2</sup> This grant of \$700,000 to Color of Change (fiscal agent: New Organizing Institute Education Fund) consists of two separate grants: a project grant funded by the Democracy Fund, T1: 21113 (\$300,000) and two project grants from the Campaign for Black Male Achievement, T1: 21122 (\$300,000), T1: 21123 (\$100,000).

## MEMORANDUM

**TO:** Aryeh Neier  
**CC:** Diana Morris  
**FROM:** Bill Vandenberg, for the Democracy Fund  
**DATE:** March 27, 2012  
**RE:** Democracy Fund, April 6, 2012 Docket

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We look forward to discussing with you the next Democracy Fund docket on Friday, April 6. The grant recommendations and a docket sheet are attached here.

As you know, the Democracy Fund expands on U.S. Programs' long-time support of efforts that inspire idea generation, voter participation, and the engagement of people of color, immigrants, young people, and low-income people in open society advocacy. Via grantmaking, thought partnerships with grantees, and strategic engagement in campaigns and funder collaboratives, the Fund invests in advocacy at the local, state, and federal levels to expand and defend open society.

In this docket, we bring 14 recommendations to you totaling \$5.7 million. Among the recommendations are eleven renewals and three new efforts. One is for a U.S. Programs anchor grantee, the Center for Community Change, and another, for Color of Change, is a co-funding recommendation with the Campaign for Black Male Achievement. The latter will include work around Black male media representation.

Also in this docket, we make nonpartisan voter engagement recommendations, including five efforts that seek to expand participation from and protection of Asian American, Latino, and youth constituencies. The three new recommendations include: (1) a promising emerging advocacy campaign, called the "New Bottom Line," on financial reform, specifically to advocate for people of color and low- and moderate-income homeowners who are "underwater" with their mortgages in seeking redress; (2) a new project that seeks, similar to MoveOn or Color of Change, to build the online advocacy strength of the Asian American and Pacific Islander community nationwide, the nation's fastest growing racial or ethnic group according to the 2010 census; and (3) a rural advocacy organization that we believe will be an excellent thought partner to us in dissecting the challenges of reaching rural and white working class people in open society advocacy.

Our recommendations include:

### **USP Anchor Grantee**

#### **Center for Community Change**

*\$1,400,000/ 18 months*

To support the Center for Community Change, a U.S. Programs anchor grantee and well established resource center for grassroots social change organizations across the nation that advance economic equity, housing justice, and immigrants' rights idea generation

and advocacy campaigns. The Center for Community Change, established in 1968 as a tribute to the legacy of Robert F. Kennedy, has partnerships with hundreds of local and state-based organizations across the nation, with a particular emphasis on building the capacity of, and impact from, low-income, people of color, and immigrant communities. CCC facilitates large scale organizing, coalition building, voter participation, capacity building, and policy change work from its Washington, D.C. national office and through field offices across the country.

## **Idea Generation**

### **American Rights at Work Education Fund**

*\$150,000/ 1 year*

To support the American Rights at Work Education Fund, a national organization that advocates for equality in the workplace through coalition-building, research, public relations, policy analysis, and organizing. American Rights at Work investigates and exposes workplace discrimination and the inadequacy of U.S. labor law; stimulates debate about the state of workplace equality among journalists, policymakers, advocacy groups, and the public; researches policies that can lead to enhanced levels of unionization in the U.S.; and highlights public policy that protects workers from hostile employers and weak laws. As workers' rights have come increasingly under attack across the nation, American Rights at Work has pivoted its campaign assets and infrastructure in support of efforts to fight back in state defensive battles.

### **Economic Policy Institute, Program on Race, Ethnicity and the Economy**

*\$250,000/ 1 year*

To support the Program on Race, Ethnicity and the Economy within longtime USP grantee, the Economic Policy Institute. The Program on Race, Ethnicity and the Economy provides research and advances policies that ensure racial and ethnic minorities participate have the opportunity to fully and benefit equally as workers in the U.S. economy. The program has placed a special emphasis on documenting racial disparities in employment, drawing attention to the intersection of structural inequality and our economic system. The Program on Race, Ethnicity and the Economy is a reliable media resource on race and the economy that provides in depth reports and analysis on the economic crisis within communities of color.

### **The New Bottom Line Campaign (Fiscal Sponsor: Alliance for a Just Society)**

*\$150,000/ 1 year*

To support the launch of The New Bottom Line Campaign, a nationally coordinated initiative that seeks federal investigation and renewed regulation of the financial industry. The campaign has an emphasis on bank accountability and bringing to justice those institutions responsible for the financial collapse. The New Bottom Line Campaign has won recent victories, including pushing for the formation of the federal Financial Fraud Task Force to investigate big bank fraud, an effort co-chaired by New York State Attorney General Eric Schneiderman, who is working closely with the campaign's leadership. The New Bottom Line is organized by a coalition of community, faith-based and labor organizing groups, including several Democracy Fund and Neighborhood

Stabilization Initiative grantee partners.

**Young Elected Officials Network/Young People For**

*\$700,000/ 18 months*

To support People for the American Way Foundation's youth leadership programs, including the Young Elected Officials Network and Young People For, two projects that work together to develop young leaders to be effective social justice advocates. Young People For, a youth leadership development program, provides training and opportunities for youth to engage in advocacy training, public speaking, and strategic campaign development. The Young Elected Officials Network is the only organization of its kind, with 535 dynamic progressive elected leaders in its membership. All are 35 years of age or younger and serve as elected leaders in school boards, city councils, and state legislatures in all 50 states. The young leaders receive skills trainings to enable them to be more effective and accountable representatives for their constituents, establish issue advocacy partnerships with progressive groups and advocates, and develop model progressive policies on criminal justice reform, economic equity, educational access, housing justice, immigrants' rights, LGBT equality, and money in politics issues.

**Non-partisan Voter Engagement**

**Asian Pacific Islander Project, at Citizen Engagement Laboratory**

*\$150,000/ 1 year*

To support a new project, housed at Citizen Engagement Laboratory, an OSF grantee, that is designed to stimulate long-term civic engagement in the Asian American and Pacific Islander (AAPI) community, the nation's fastest growing racial and ethnic minority group. The project will launch an online hub, similar to Color of Change for the Black community or Presenté for the Latino community, that will serve pan-Asian communities nationally in facilitating non-partisan voter participation and protection, as well as issue advocacy engagement. This effort will work in close connection with local, on the ground advocates and organizations to identify thousands of new members, activists, and potential donors to translate the online advocacy work of this project into on-the-ground engagement.

**National Council of La Raza, Democracia-USA**

*\$500,000/ 1 year*

To support the National Council of La Raza's civic engagement program, including the ongoing integration of the Democracia-USA project. The National Council of La Raza is a leader in the civic engagement of Latino communities and conducts non-partisan voter registration, education, protection, and mobilization work, at large scale, across the nation. It also conducts leadership academies to train and educate local leaders to promote sustained civic engagement to keep Latinos engaged on issues and the political process beyond elections. Democracia-USA has registered and inspired the voter turnout of more than 100,000 new voters in each of the last two election cycles, in Arizona, Colorado, Florida, Nevada, New Jersey, Pennsylvania, and Texas. Previously a fiscally sponsored project of the National Council of La Raza, Democracia-USA has now been integrated into NCLR's broader civic engagement work. This integration unites two

models – NCLR’s 300 largely direct service-based community affiliates and Democracia’s field-based approach to engaging voters – and offers great potential to reach large scale impact while reaching deeper into communities across the nation.

### **Service Providers and Civic Engagement Project**

*\$100,000/ 1 year*

To support the Service Providers and Civic Engagement Project, an innovative pilot project to conduct state-based experiments and develop best practices for voter engagement among direct service providers and their clients. The project will work in six geographically and demographically diverse states to build service provider voter participation tables and enhance the capacity of providers to reach their community clients with voter education materials and non-partisan voter mobilization. If successful, via its partnership with another Democracy Fund grantee, Nonprofit Vote, this project will awaken the civic engagement “sleeping giant” of direct service organizations. Such service providers reach millions of Americans from diverse backgrounds each year, including large numbers of low-income people, people of color, and immigrants, and often have a more direct and close connection with their clients than do typical advocacy or voter groups.

### **Working America Education Fund**

*\$400,000/ 1 year*

To support the Working America Education Fund, a national civic engagement network with more than three million online, non-dues paying members in 22 states who take strategic action on economic issues, including tax policy, jobs and wages, and public investment. Working America has developed a particularly effective model for reaching working class white people, who are typically more conservative in their worldviews, with messages and advocacy priorities consistent with open society values. This recommendation would complement the Democracy Fund’s efforts to better understand the white working class in order to help to make it a more constructive force for the advancement of a wide range of open society priorities.

### **Youth Engagement Fund (fiscal sponsor: Tides Foundation)**

*\$400,000 / 1 year*

To support the Youth Engagement Fund, a national, non-partisan collaborative table of youth civic engagement organizations that exists to provide technical assistance and re-granting to increase youth voter registration, protection, and mobilization goals. In 2012, the Youth Engagement Fund will develop a coordinated get out the vote plan for regions across the nation; provide objective and scientific evaluation of the work of the youth sector; and raise significant funding to re-grant to partner organizations for the upcoming election cycle.

### **Engaging Key Constituencies in Open Society Advocacy**

#### **Center for Rural Affairs**

*\$100,000/ 1 year*

To support the Center for Rural Affairs, a non-partisan, non-profit based in Nebraska that represents rural interests in predominantly rural states. The Center for Rural Affairs engages

in grassroots advocacy with rural people on issues that range from economic and fiscal policies to farm, health, and immigration issues. With a national grassroots base of 30,000 individuals, and plans to add 30,000 new individuals to their national grassroots action network by 2017, the Center works to deepen the engagement of rural leaders in 12 target states so that they are able to affect changes and engage in policy debates that advance social and economic justice. The Center will place a special emphasis on engaging youth and new immigrants, and its work will also serve as a unique, field-based research opportunity to complement a new research project on the white working class, which the Democracy Fund has launched in partnership with Jewish Funds for Justice and the Nathan Cummings Foundation.

### **Color of Change**

*\$600,000/ 2 years*

To support Color of Change, an online organizing group that advocates within and for the African American community on issues that impact the community, including criminal justice, media representation, racial justice, and internet freedom. With over 900,000 internet, non-dues paying members, Color of Change is the largest online political advocacy group representing African American issues. Its campaigns have creatively and effectively elevated the priorities and plight of African Americans, such as with the Jena Six case and the Oakland based murder of Oscar Grant by law enforcement. It has held media companies accountable for derogatory actions, including successful campaigns to oust Glenn Beck from the Fox Network and Pat Buchanan from MSNBC. This recommendation includes general and project support. Co-funding from the Campaign for Black Male Achievement will support a new Black Men and Boys Culture Project to promote fair, accurate, and positive portrayals of Black men and boys in mainstream news and entertainment media.

### **Gamaliel Foundation**

*\$200,000/ 1 year*

To support the Chicago-based Gamaliel Foundation's "Faith of Fire: Rekindling Democracy" program, which engages 50 congregation-based grassroots organizing affiliates in 18 U.S. states, South Africa and the United Kingdom in civic engagement, policy advocacy and faith-based organizing. Gamaliel's 1,600 congregation, one million member grassroots network of faith-based organizations and congregations apply their faith and values to the pursuit of equal opportunity, shared abundance, and stronger more prosperous communities, including advocacy for economic equity, educational access, housing justice, and immigrants' rights. Gamaliel also houses the Transportation Equity Network, a USP grantee that advocates for public transportation policies that benefit urban communities' access to jobs and schools, high quality jobs for women and people of color, and more environmentally sensitive alternatives for transportation dollars.

### **United States Student Association Foundation**

*\$600,000/ 2 years*

To support the United States Student Association Foundation, the tax exempt arm of the United States Student Association, the nation's oldest, largest, and most inclusive student organization. Via its national network of students from hundreds of public and private universities, community colleges, historically Black colleges and universities, and

Hispanic serving institutions, the United States Student Association organizes leadership development trainings and coalition building workshops for thousands of progressive students and organizations through on-campus and summer gatherings. The United States Student Association is the only student-led national organization that represents students on higher education issues and advances successful advocacy on issues relevant to students, including economic equity, college access and affordability, and immigrant student education.

Recommendations follow this memo. We look forward to discussing them with you when we meet next week. Please let me know if there is further information that we may provide in advance of the docket meeting.

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**Grant ID:** 20035676

**Legal Name of Organization:** American Rights at Work Education Fund

**Tax Status:** 501(c)(3) public charity

**Name of Fiscal Sponsor:** n/a

**Purpose of Grant:** to provide general support

**Grant Description:** To provide renewed general support to American Rights at Work Education Fund, a Washington, DC-based national organization that advocates for equality in the workplace through research and analysis, coalition-building, public relations, and online organizing. American Rights at Work investigates workplace discrimination and exposes the inadequacy of U.S. labor law; stimulates debate about the state of workplace equality among journalists, policymakers, advocacy groups, and the public; researches policies that can lead to enhanced levels of unionization in the U.S.; and highlights public policy that protects workers from hostile employers and weak laws. This grant would advance the Democracy Fund's strategies to advance advocacy for workers and increase capacity of state-based relationships to advance economic equity at local, state, and national levels.

**Previous OSI Support:** \$450,000 from Democracy and Power Fund (2009-11)

**Organization Budget:** \$889,818

**Project Budget:** n/a

**Major Sources of Support:**

Public Welfare Foundation	\$250,000
Unitarian Universalist Veatch Program	\$ 55,000
Discount Foundation	\$ 35,000
General Services Foundation	\$ 25,000

**Amount Requested:** \$150,000

**Is this a contingent grant?** No

**Amount Recommended:** \$150,000 (T1: 21114)

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

**Matching Requirements:** n/a

**Description of Organization:**

American Rights at Work Education Fund (ARAWEF) is a Washington, D.C.-based national organization that conducts research, executes public education campaigns, and builds coalitions to help promote and guarantee the freedom of workers to organize unions and bargain collectively. American Rights at Work seeks to find solutions to critical issues affecting America's working families by exposing the inadequacy of U.S. public policy to address workplace injustice and by advocating for commonsense reforms. Since its creation in 2003, American Rights at Work has played a leading role in bringing the right of workers to organize to the national level.

American Rights at Work Education Fund has over 170,000 actively engaged internet members and has developed strong arguments in favor of workers' rights in a time of increasing economic polarization and job loss. The organization has concentrated on expanding the public discourse and the thinking of academicians and opinion leaders on workers' rights issues and, over the past year, has focused on four core areas:

- **Engaging constituencies within and outside of the labor movement.** American Rights at Work has facilitated the labor movement coming together to work on urgent, shared priorities. It built and deployed a network of national and local high-profile workers' rights champions from different segments of the community, including people of color, youth, family farmers, conservationists, consumers, librarians, public health advocates, veterans, and people of faith.
- **Promoting public policies that protect workers' rights.** American Rights at Work has become a repository for individuals and organizations dedicated to promoting public policies that raise labor standards. It has shaped and informed journalists' understanding of labor issues, including generating more than 300 articles, op-eds, and editorials about the need for policies that support the creation of good, family-supporting jobs, in prominent news sources such as the Associated Press, CBS News, CNN, *Boston Globe*, *Los Angeles Times*, *New York Times*, *Politico*, *Roll Call*, *The Wall Street Journal*, *The Washington Post*, and XM Radio.
- **Advancing corporate responsibility by proving how worker-employer partnerships are a successful business model.** American Rights at Work has broken out of the "big labor vs. big business" paradigm by promoting examples of socially responsible businesses that thrive while treating their workers with respect. It has become a source for examples of how successful labor-employer partnerships benefit businesses, workers, and society at large. It has also combated anti-union "job killer" arguments by documenting how unions are vital to the economic recovery.
- **Exposing workplace injustice to make the case for reform.** American Rights at Work seeks to expose the inadequacy of U.S. labor laws by providing case studies and qualitative data, backed by quantitative analysis, to measure the severity of employer harassment, threats, or firing of workers exercising their right to organize.

Its analysis of labor laws throughout the globe found that more than 70 countries better protect the rights of workers to organize than the U.S.

**Description of Program for Which Funding Is Sought:**

This organization seeks general support.

**Rationale for Recommendation:**

U.S. Programs, via the Democracy Fund, recommends a renewal grant of \$150,000 over one year to the American Rights at Work Education Fund for its: effective economic justice advocacy; quality research and policy analysis to forcefully respond to attacks on the right and advance pro-worker policies; and creative and large scale social media driven grassroots advocacy.

Fueled by increased partisanship, a shifting global economy, the recession, and the latitude for corporate spending made possible by *Citizens United*, corporate-backed attacks on the right of workers to organize and collectively bargain are not going away. While voters in Ohio, in 2011, resoundingly overturned their state's anti-collective bargaining law, Indiana recently became the first state in the Midwest and Northeast to adopt so-called "right-to-work" legislation. An array of anti-union/anti-worker bills are still pending in 13 states, and the anti-union front group the Center for Union Faces has resurfaced and began airing commercials during the Super Bowl, claiming that "corrupt" union bosses are taking workers' hard-earned money. Unfortunately, many Americans are buying into the narrative that lower wages, fewer benefits, less job security, the elimination of pensions, and more dangerous workplaces must be tolerated to simply have or hold onto a job. The result is that only seven percent of private sector workers now belong to unions, compared to 40 percent in the 1950s.

Anti-worker forces – which typically advocate a "pull yourself up by the bootstraps" mantra to poor people – are fighting union jobs, wages, and benefits with a vengeance. They are doing this even though unions have provided one of the best solutions to poverty and discrimination, especially for African Americans, who have the highest rates of union membership. Fueled by the anti-union network, which includes the American Legislative Exchange Council, employer opposition to collective bargaining is intensifying. According to a May 2009 study published by the American Rights at Work Education Fund and the Economic Policy Institute, another Democracy Fund grantee, during workplace organizing campaigns, 34% of employers fire workers, 47% threaten to cut wages and benefits, and 57% threaten to close the worksite.

The battle over employee rights taking place now at state legislatures across the nation may be a make or break moment for millions of workers, and American Rights at Work Education Fund, with its sophisticated research, communications and activist base is well positioned to fight back. For example, American Rights at Work is perhaps the only pro-worker organization that has consistently tracked and broadly publicized the actions of the rarely-covered National Labor Relations Board. Since its founding, American Rights

at Work has educated journalists, allies, and the public about anti-worker NLRB decisions and actions, including placing pressure on conservative appointees and forcing them to defend their actions in the media. This is invaluable as workers will need to rely more heavily on the NLRB to protect their rights. Additionally, partnerships with organizations like the Progressive States Network, a Democracy Fund grantee with a workers rights program in several states, will strengthen the work and reach of ARAWEF.

The American Rights at Work Education Fund is ably led by Kimberly Freeman Brown, who joined the organization at its inception in 2004. She served as both communications director and deputy director prior to accepting the executive director post in November 2009, when the organization's founding director took a high level appointed position with U.S. Department of Labor Secretary Hilda Solis. Now in her third year as executive director, Brown has significantly diversified ARAWEF's funding, doubled its staff size, and taken on a prominent role in workers' rights legislative efforts.

The American Rights at Work Education Fund is effectively advocating for workers in a rough economic time for millions of people. The Democracy Fund is confident that the organization will continue to build on its accomplishments, promoting advocacy for workers and increasing its capacity to advance economic equity at local, state, and national levels.

**Grant ID:** 20035677

**Legal Name of Organization:** Economic Policy Institute

**Tax Status:** 501(c)(3) public charity

**Name of Fiscal Sponsor:** n/a

**Purpose of Grant:** to provide project support to the Program on Race, Ethnicity and the Economy

**Grant Description:** To provide renewed project support to the Economic Policy Institute’s Program on Race, Ethnicity and the Economy, a project that explores and explains economic outcomes for people of color and profiles the role that race and ethnicity play in the economy. The Project on Race, Ethnicity and the Economy spotlights the crisis of un- and underemployment within black and Latino communities and advocates for job creation programs that are targeted to communities of color. This grant would advance the Democracy Fund’s goals to invest in idea generation and advocacy that support progressive social and economic policies. The grant also advances the Campaign for Black Male Achievement’s goals of: 1) promoting education equity, and dismantling the school-to-prison pipeline, to ensure that black boys have the opportunity to excel academically, to prepare for college, and to learn the skills essential to earning a living wage; and 2) expanding and ensuring family supportive wage work opportunities for black males through policy advocacy.

**Previous OSI Support:** \$6,470,750  
 \$184,350 from USJ Re-entry (1999-2003)  
 \$375,000 from Government & Politics (2000-2004)  
 \$660,000 from Strategic Opportunities Fund (2003-2005)  
 \$3,000,000 from Progressive Infrastructure (2005-2009)  
 \$601,400 from President’s Grants (2004-2010)  
 \$300,000 from Immigration Innovation (2009-11)  
 \$1,150,000 from Democracy and Power (2009-11)  
 \$200,000 from Seize the Day (2010-2011)

**Organization Budget:** \$6,330,181

**Project Budget:** \$250,000

**Major Sources of Support:**

W.K. Kellogg Foundation	\$1,200,000
Ford Foundation	\$1,120,000
Rockefeller Foundation	\$ 900,000
Atlantic Philanthropies	\$ 400,000

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

**Is this a contingent grant?** No

**Amount Recommended:** \$250,000 (\$125,000 from Democracy Fund, T1: 21114 and \$125,000 from Campaign for Black Male Achievement, T1: 21121)

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

**Matching Requirements:** n/a

**Description of Organization:**

The Economic Policy Institute (EPI or “The Institute”) is a Washington D.C. think tank that was created in 1986 to broaden the discussion about economic policy to include the interests of low- and middle-income workers. The Economic Policy Institute was among the first research organizations to focus on the economic condition of low- and middle-income people and their families and its research on the status of American workers is often cited and influential. Its *State of Working America*, issued every two years since 1988, is a comprehensive document and EPI staff researchers often testify before the U.S. Congress. The Institute’s staff is also frequently cited in the media, receiving 3,000 media hits annually that are estimated to reach 85 million Americans. EPI is a multi-issue think tank with broad reach, including deep connections with community and labor organizations.

EPI works on economic policy that contributes to debates on:

- Growing incomes across wage and demographic spectrums;
- Creating “good jobs” – those that provide high wages, sound benefits, and career paths;
- Providing income and wealth security, especially for older Americans;
- Lowering poverty rates and greater upward mobility;
- Instituting a national infrastructure that will support economic growth;
- Protecting against substantial economic risk – including job loss, illness, or other unexpected events; and
- Providing educational opportunities to ensure full participation by all in a vibrant economy.

**Description of Program for Which Funding Is Sought:**

The Economic Policy Institute established the Program on Race, Ethnicity and the Economy to ensure that race and ethnicity need to be an explicit part of economic policy discussions. The Institute finds that because low-wage labor markets are disproportionately populated with people of color, no economic analysis can be complete without a deeper analysis of the intersection between race and the economy.

The Program on Race, Ethnicity, and the Economy explores and explains economic outcomes for people of color and profiles the role that race and ethnicity play in the economy. The program includes all major racial and ethnic minority groups in its analysis and its reports address the economic condition of African Americans, Asian Americans, American Indians, and Latinos. The program's overarching goal is to ensure that Americans from people of color backgrounds participate fully in the economy and benefit equally from gains in prosperity. The program also provides broad support to the progressive racial policy community by co-hosting the Race and Economic Policy Forum. Many leading Washington policy and activist organizations participate in these forums, enabling the community to learn about policies and policymaking opportunities while exchanging information.

The project's goals are two-pronged. The first goal is to continue emphasizing the need for job creation for the nation as a whole, including public investment in job creation policies. The second goal is to advocate for job creation that is targeted to communities of color, so that the country can eliminate long-standing employment disparities. The program's core objectives are to change public perceptions, reshape the political dialogue, and produce policy outcomes that ensure communities of color will benefit from job creation by:

- Producing high quality, credible research analyses;
- Originating, and developing ideas that will take hold in the public, policy, and political discourse;
- Undertaking extensive dissemination efforts utilizing a variety of communications vehicles and outreach strategies;
- Expanding relationships and communications with other groups working on similar issues.

One step in implementing full employment policies for all racial groups is convincing the public and policymakers that this should be a goal. To this end, the Program on Race, Ethnicity and the Economy plans to conduct detailed work to estimate the benefits of full employment in communities of color in reducing poverty, increasing educational attainment, reducing crime, and addressing other social problems for African Americans and Latinos. The program will also conduct an evaluation of the American Recovery and Reinvestment Act's impact on communities of color, specifically assessing the Act's ability to create jobs for people of color.

**Rationale for Recommendation:**

U.S. Programs, via the Democracy Fund and the Campaign for Black Male Achievement, recommends a renewal grant of \$250,000 over one year to the Economic Policy Institute's Program on Race, Ethnicity and the Economy. This recommendation is made in recognition of the program's important research and analysis, education, outreach, and communications work related to the continued job crisis and the need for job creation that is targeted to communities of color.

The United States is currently facing, and just beginning to crawl out of, its worst jobs crisis since the Great Depression. In July 2010, the unemployment rate was 15.6% among African American workers, 12.1% among Latino workers, and 8.6% among white workers. An unemployment rate of less than 5% is considered economically healthy. These numbers don't include underemployment or the long term unemployed, so the crisis is much worse than it even appears. Despite some recent improvements in the overall unemployment rate, disparities between the rate for white workers and those of black and Latino workers remain significant. These numbers are particularly startling for young men of color who, in some cities, have unemployment rates of 50%.

The Program on Race, Ethnicity and the Economy spotlighted the crisis in people of color un- and underemployment earlier than most and it prioritizes advocacy for job creation that is targeted to communities of color. This includes advocacy on public jobs creation, since public employment has been a historical path to the middle class for many African Americans. This path is being wiped away by attacks on public workers across the nation and also jobs will not return to communities of color in substantial numbers without a full national economic recovery. Historically, strong job growth in communities of color does not occur without strong national job growth. However, a typical national economic recovery has never been enough to produce economically healthy African American and Latino communities.

The Economic Policy Institute has been the leading voice in an all too silent field arguing for the need for immediate job creation and is at the forefront of jobs research and advocacy work. The Institute's work on the current job crisis has been both prescient and vital and it predicted the current jobs crisis a few months prior to the official beginning of the recession in late 2007. The Institute has since provided essential research and analysis for a broad coalition of advocates and organizations. The Institute shares its expertise with all social justice oriented job advocacy constellations even when, as we learned in 2010, these constellations are not working well together. The Program on Race, Ethnicity and the Economy has done excellent research and writing on disparities in the economic crisis, maintaining a focus on the adverse impacts of the crisis on people of color communities even when the mainstream media shifted its focus on the rise of white unemployment.

Last year, PREE produced a report that found that young black men who dropped out of high school earned, on average, only 61 cents for each dollar that white, male high-school dropouts earned. The report also found that black high school dropouts were twice as likely to be unemployed as white high school dropouts. Given these statistics, the project's work will help further the Campaign for Black Male Achievement's goal of



ensuring 21<sup>st</sup> Century family supportive wage work opportunities for black males. Specifically, EPI's work will help CBMA evaluate and better understand the occupational employment of black and white male high school dropouts, and whether there are particular occupations which afford less-educated black men better opportunities.

The Economic Policy Institute is directed by Larry Mishel, an economist who first joined the Institute in 1987. Mishel, a well-regarded economist, has co-authored eleven editions of *The State of Working America*, a book which former U.S. Labor Secretary Robert Reich says "remains unrivaled as the most trusted source for a comprehensive understanding of how working Americans and their families are faring in today's economy."

The Program on Race, Ethnicity and the Economy is led by Algernon Austin, a sociologist on race relations. Prior to joining the Economic Policy Institute, he was assistant director of research at The Foundation Center, a Senior Fellow at Demos, and on the faculty of Wesleyan University. Austin is a member of the U.S. Programs Economic Equity Working Group and is a frequently sought out source for media stories on the economic crisis. We are pleased to offer this recommendation.

**Grant ID:** 20035681

**Legal Name of Organization:** New Bottom Line

**Tax Status:** n/a

**Name of Fiscal Sponsor:** Alliance for a Just Society

**Purpose of Grant:** to provide project support to the New Bottom Line campaign's strategic communications and outreach work

**Grant Description:** To provide new project support for the strategic communications and outreach efforts of the "New Bottom Line," a coalition of community organizations, congregations, labor unions, and individuals representing over two million individuals. Last year, the coalition launched an advocacy campaign to challenge big bank interests on behalf of low-income and middle-class communities. This grant would advance the Democracy Fund's goals to advance new ideas, launch advocacy campaigns, and engage key constituencies through grassroots advocacy on open society priorities, including economic equity, housing justice, and financial regulatory reform.

**Previous OSI Support:** n/a

**Organization Budget:** \$2,052,025

**Project Budget:** \$150,000

**Major Sources of Support:**

Ford Foundation	\$350,000
Arca Foundation	\$225,000
Piper Fund	\$120,000
Annie E. Casey Foundation	\$ 70,000
Unitarian Universalist Veatch	\$ 40,000

**Amount Requested:** \$150,000

**Is this a contingent grant?** No

**Amount Recommended:** \$150,000 (T1: 21114)

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

**Matching Requirements:** n/a

**Description of Organization:**

The Alliance for a Just Society (formerly the Northwest Federation of Community Organizations) is a Seattle, Washington-based coalition of ten state-based grassroots community organizations, including The Center for Intercultural Organizing, Colorado Progressive Coalition, Idaho Community Action Network, Indian People’s Action (Montana), Maine People’s Alliance, Make the Road New York, Montana Organizing Project, Oregon Action, Progressive Leadership Alliance of Nevada, and Washington Community Action Network. Building on the prior community organizing success of the Northwest Federation of Community Organizations, the Alliance for a Just Society seeks to replicate those lessons on a national level in order to meet twenty-first century challenges related to achieving the American dream of liberty and justice for all.

The Alliance serves as the fiscal agent for New Bottom Line (NBL), formed in 2011, which is a coalition of community organizations, congregations, labor unions, and individuals that work together to build a grassroots advocacy movement to challenge big bank interests on behalf of low-income and middle-class communities. It includes National People’s Action and PICO, two national grassroots advocacy networks that are co-funded by the Democracy Fund and the Neighborhood Stabilization Initiative, as well as the Alliance for a Just Society (its fiscal sponsor), the Right to the City Alliance, and the Industrial Areas Foundation of the Southeast. Together, the coalition advocates for regulations to restructure Wall Street in order to help American families build wealth, close the nation’s income inequality gap, and advance a vision for how our economy can better serve the many rather than a few.

New Bottom Line represents a combined two million people that come from 40 community-based organizations across 19 states. To enhance the grassroots advocacy capacity of its member organizations, New Bottom Line provides high quality strategic communications, research, and policy development expertise. Its national campaign focuses on: pushing the nation’s largest banks to provide relief to homeowners; advancing a narrative to document abusive corporate power; and pushing for a restructuring of the financial sector to begin to reverse the growing wealth and income divide.

**Description of Program for Which Funding Is Sought:**

New Bottom Line and its allies have consistently advocated for the Obama administration to get more aggressive on financial regulatory reform and to initiate a broad federal investigation into big bank fraud, including the foreclosure “robo signing” scandal. The campaign’s reach, via its member organizations in swing states such as Florida, Iowa, and Ohio, coupled with online organizing from Color of Change, MoveOn, and the New Organizing Institute, contributed to a successful push – and victory – for crucial federal oversight.

New Bottom Line has successfully targeted annual shareholder meetings for the nation's three largest banks, Bank of America, J.P. Morgan Chase, and Wells Fargo, drawing substantial press and thousands of people speaking their minds about their homes being foreclosed. In 2011, the campaign launched its big bank divestment campaign crafted to encourage people to put their accounts into local banks and credit unions, not the largest banks that are seen to be predatory. In the first week of what New Bottom Line calls its "Move Our Money" campaign, its members moved \$50 million from these banks.

### **Rationale for Recommendation:**

U.S. Programs, via the Democracy Fund, recommends a grant to the New Bottom Line campaign of \$150,000 over one year to support its efforts to mobilize low- and moderate-income communities to hold banks accountable for illegal practices that resulted in our current housing crisis, which has especially affected communities of color.

New Bottom Line is a promising new coalition of grassroots advocacy groups that have the capacity to engage families across racial, religious, regional, and ideological lines in order to create pro-working family policy changes at the local, state and national levels. In its short history, the New Bottom Line has shown the power of strategic collaboration, successfully engaging ordinary people in public life, building strong community-based leadership in hundreds of local communities across the country, and emerging as a leading voice in foreclosure policy and bank accountability efforts.

While it is an alliance of disparate grassroots advocacy organizations, the campaign has demonstrated that it can strategically aggregate its impact, integrating effective community-based work and strategic communications with hard-hitting advocacy and political accountability tactics. The campaign is widely credited for pressuring President Obama to create the new Federal Financial Task Force to investigate Wall Street fraud.

Last year, New Bottom Line was a major advocate in the fight to hold state Attorneys General to hold big banks accountable, designing and implementing an aggressive media outreach strategy to frame the expected \$25 billion settlement as a "drop in the bucket." The communications effort spotlighted that this was just the beginning of the fight for at least \$300 billion in principal reduction for underwater homeowners and \$50 billion in restitution for defrauded homeowners. New York State Attorney General Eric Schneiderman, who co-chairs the newly formed Federal Financial Task Force, echoed New Bottom Line's framing of the settlement as "a small step in an economy where we have \$700 billion in negative equity."

The campaign has strategic leadership from several USP grassroots advocacy grantees, including George Goehl, executive director of National People's Action, a network of 25 state-based affiliate organizations, and Gordon Whitman, policy director of the PICO congregation-based community organizing network. The campaign is nimbly co-directed by Illana Berger and Tracy Van Slyke, each of whom brings strong communications and media work to the campaign.

The current economic crisis has offered little relief to date for working families who have struggled to hold on to jobs and to keep their homes as real wages continue to stay stagnant or even to decline. Corporate profits, particularly for those in the banking and financial sectors, have once again begun to skyrocket. When this reality is coupled with the U.S. Supreme Court's devastating *Citizens United* ruling, many Americans have become disenfranchised from public life and have written off politicians as being the protectors and patrons of big business.

At a time as politically volatile as this, New Bottom Line plays a crucial role in civic society through its engagement of low- and moderate-income people, including many who have lost their homes to foreclosure, to advocate for concrete wins, including restitution for suffering home owners. The campaign engages the public and puts pressure on elected leaders, as it has with the recent pressure it placed on President Obama, and works creatively with those rare allies it can find in elected office, including state Attorneys Generals. For these reasons, we believe that this young campaign bears significant promise. We will carefully monitor the campaign as it moves forward and are pleased to offer this recommendation to support New Bottom Line's strategic communications and non-lobbying public education work.

**Grant ID:** 20035804

**Legal Name of Organization:** People for the American Way Foundation

**Tax Status:** 501(c) (3) public charity

**Name of Fiscal Sponsor:** n/a

**Purpose of Grant:** to support the Young Elected Officials Network and Young People For

**Grant Description:** To provide renewed project support to People for the American Way Foundation’s youth leadership programs, the Young Elected Officials Network and Young People For. The two programs work together to develop young people to be effective social justice leaders and policy advocates. Young People For provides training and opportunities for youth to engage in advocacy, public speaking, and strategic campaign development. The Young Elected Officials Network is the only organization of its kind, with 700 elected leaders in its membership. All are 35 years of age or younger and serve as elected leaders on school boards, city councils, and state legislatures in all 50 states. The young leaders receive skills trainings and develop model progressive policies on criminal justice reform, economic equity, educational access, housing justice, immigrants’ rights, LGBT equality, and money in politics issues. This recommendation advances the Democracy Fund’s goals of expanding participation in open society from marginalized communities, in this instance young people from diverse backgrounds.

**Previous OSI Support:** \$2,450,000  
\$1,200,000 from Progressive Infrastructure (2005-2008)  
\$1,000,000 from Democracy and Power Fund (2008 - 2012)  
\$145,000 from Neighborhood Stabilization Initiative (2010 – 2012)  
\$50,000 from Campaign for Black Male Achievement (2010 – 2012)  
\$30,000 from Transparency and Integrity Fund (2010 – 2012)  
\$25,000 from National Security and Human Rights (2010 – 2012)

**Organization Budget:** \$5,829,419

**Project Budget:** \$1,850,974

**Major Sources of Support:**

Anonymous	\$ 200,000
Ford Foundation	\$ 200,000
Evelyn and Walter Haas, Jr. Fund	\$ 60,000
David Bohnett Foundation	\$ 50,000
Gill Foundation	\$ 50,000

**Amount Requested:** \$850,000

**Is this a contingent grant?** No

**Amount Recommended:** \$700,000 (T1: 21114)

**Term:** 18 months, beginning June 1, 2012

**Matching Requirements:** n/a

**Description of Organization:**

People For the American Way Foundation (PFAWF), based in Washington, DC, works to promote and protect constitutional and American values. It fights to defend church-state separation and religious liberty, promote equality, expose and counter the Radical Right, protect the right to vote, and ensure fair and just courts. People for the American Way has been active in recent years in battles over ideas put forth by the American Legislative Exchange Council, *Citizens United*, judicial nominations, and issues including separation of church and state, civil rights, voting rights for Washington, DC, equal rights for lesbian, gay, bisexual, transgendered, and queer identified people, and promotion of civic participation.

**Description of Program for Which Funding Is Sought**

Young People For (YP4) and Young Elected Officials Network (YEO) are two innovative leadership development programs housed at the People For the American Way Foundation. Each is geared toward different phases in young people's political and professional development. Young People For is a leadership development program that identifies and trains tomorrow's leaders while they are still in college. Young Elected Officials continues the pipeline of leadership development by providing non-partisan support to federal, state, and local elected officials who are 35 and younger and progressively identified in their world views and policy agendas.

Young People For, launched in 2004 and based in DC, engages a diverse cohort of campus leaders and activists. The core of YP4 is its fellowship program, a one year

program for 150 college students, usually sophomores, in which students receive seed funding, hands-on guidance, leadership skills, and innovative strategies to implement self-designed “blueprints” for social justice on their campuses or in their communities.

Young People For runs three additional programs to provide ongoing support to fellowship alumni and new leaders:

- 1) The Leadership Academy, a ten-month paid fellowship for 20 leaders, age 21 to 30, in transitional phases of their careers; the program includes three leadership retreats in addition to one-on-one coaching, group coaching, mentorship and leadership evaluations;
- 2) The Internship Program, which places 25-35 young college leaders and activists into paid internships yearly in addition to providing one-on-one coaching, group coaching, intensive leadership training, and work with a mentor, and;
- 3) The Progressive Academy Online, six-week online seminars that teach skills relevant to careers in progressive politics or community-based organizations. These skills include how to start an organization, use the media and arts to spread a message, and use strategic communications to strengthen and disseminate your vision.

The Young Elected Officials Network, based in Tallahassee, Florida, is a one of a kind network that seeks to unite and support social justice minded elected officials ages 35 and under who are committed to building communities that reflect values of freedom, fairness, and opportunity but who may know little about navigating the political process. It offers these elected leaders a forum to exchange ideas and connect to each other, link to policy development and think tank organizations, and receive leadership and personal development skills trainings.

Currently, Young Elected Officials has over 700 members in all 50 states and, collectively, its members represent more than 20 million voters. The vast majority of the members work with budgets of more than one million dollars, including 21% who work with budgets of more than one billion dollars. The young elected leaders hold offices in city legislatures (including as mayors and vice mayors), county legislatures, district boards, school boards, state houses and senates, and the U.S. Congress. The Network also reflects diversity beyond the demographics of typical elected officials: 38% are Caucasian; 20% are African American; 10% are Latino; and the remainder include bi-racial, Native American, Native Hawaiian/Pacific Islander and Middle Eastern people.

At its national conferences, YEO offers issue briefings and skills trainings on topics identified by its membership. Recent issues include economic development, affordable housing, public education, health care, immigration policy, national security and paid sick leave. Skills trainings include media strategy, public speaking, fundraising and financial management, working “across the aisle,” and ethics of a public officials. It also holds regional and policy training summits to help its members build relationships with peers, coordinate their agendas to achieve greater regional impact, and share lessons learned.



YEO also holds policy academies designed to help its members develop and refine their political philosophy and develop replicable policies that effectively address important issues across the nation. Recent academies have been held on creating racially just public education (2008), immigration policy (2009), and, with support from the OSF Neighborhood Stabilization Initiative, foreclosures (2010). YEO is now in the process of re-organizing how it provides a network of support to members around policy issues. Building on the policy academies, it plans to convene members around five key issue areas that rank highest in their membership survey. Once the issues are identified, a policy council, made up of 12 to 16 members, will convene to strategize its agenda.

Young Elected Officials' website is a resource of news alerts, research, successful model legislation, political trends, current events, and a catalog of social justice policy best practices. Its monthly e-newsletter also highlights these policy updates and innovations. The organization also hosts bi-monthly teleconferences on issues and skills development, which are facilitated by a young elected leader or a leading advocate.

To encourage Young People For students to be involved in the political process, the two leadership programs jointly run the Front Line Leaders Academy, an intensive effort to equip young leaders with basic knowledge, skills, and tools necessary to participate in the political process either as candidates, campaign professionals, or community organizers.

### **Rationale for Recommendation:**

U.S. Programs, via the Democracy Fund, recommends a renewal grant to Young People For and the Young Elected Officials Network for \$700,000 over 18 months for their work to recruit, engage, and activate a diverse and talented next generation of progressive advocacy leaders.

Together, Young People For and The Young Elected Officials network fill a void and address the needs of emerging progressive leaders through leadership development programming, networking opportunities, and partnerships with policy organizations. The Young Elected Officials Network, with its unique niche of supporting young progressive elected leaders is greatly appreciated by advocates seeking opportunities to connect with elected officials who care about improving the lives of those communities most impacted by regressive economic, political and social policies.

Both of the leadership programs collaborate with a number of organizations and leaders that can serve as mentors or offer opportunities to build mutually-beneficial relationships. These partnerships include the United States Student Association, Center for Progressive Leadership, Roosevelt Institute, League of Young Voters, Progressive States Network, Applied Research Center, and the Center for Community Change (all are USP grantees).

The two programs are led and staffed by people aged 35 and younger. Young People For is now led by Joy Lawson, who joined the staff in 2010 and began her career as a student organizer at the University of Kansas. She previously worked at Choice USA as its

national field associate and currently serves as a coach for the New Leaders Fellowship housed in the Center for Progressive Leadership.

Andrew Gillum serves as director of the People for the American Way Foundation's youth leadership programs and as executive director of the Young Elected Officials Network. Gillum, a Florida A&M University graduate, is the youngest person ever elected to the Tallahassee City Commission, winning his election at the age of 23. He founded the young elected officials group in response to his own sense of isolation as a young, progressive-minded elected leader who could find no organization to provide support to help him develop and implement a socially just policy vision. Gillum is nationally recognized for his innovative, collaborative, and high impact leadership. He was recently spotlighted in a national magazine, ColorLines, for being one of its "top 10 innovators" and is among the most impressive grantee leaders in the Democracy Fund's grantee portfolio. He currently serves as a member of USP's Public Sphere Working Group.

**Grant ID:** 20035792

**Legal Name of Organization:** Citizen Engagement Laboratory

**Tax Status:** n/a

**Name of Fiscal Sponsor:** New Organizing Institute Education Fund

**Purpose of Grant:** to provide project support to the Asian Pacific Islander Project for its engagement work

**Grant Description:** To provide new project support to support the organizing work of the Asian Pacific Islander Project at the Citizen Engagement Laboratory. The Project, designed to stimulate long-term civic engagement in the Asian American and Pacific Islander community, will launch an online hub, similar to that launched by Color of Change for the black community or by Presenté for the Latino community. The project will serve Pan Asian communities nationally in non-partisan voter participation and protection efforts as well as in advocacy campaigns on issues such as immigration, jobs, healthcare, and racial equity. The project will design campaigns around the most relevant cultural issues for Asian American Pacific Islander communities in order to capture the energy of the nation's fastest growing racial and ethnic demographic and build an online base of hundreds of thousands of new activists. This project will work in close connection with local Asian community advocacy groups, which will translate its online organizing into on-the-ground engagement. This grant would advance the Democracy Fund's goal to enhance civic engagement and multi-issue advocacy within the most marginalized constituencies.

**Previous OSI Support:** \$645,000  
\$250,000 from Seize the Day Fund (2009)  
\$100,000 from Campaign for New Drug Policy  
\$100,000 from Equality and Opportunity Fund  
\$175, 000 from Democracy and Power Fund (2010-2011)  
\$20,000 from USP Board Initiated Special Grants (2011)

**Organization Budget:** \$7,663,207

<b><u>Project Budget:</u></b>	\$817,935	
<b><u>Major Sources of Support:</u></b>	Haas, Jr. Foundation	\$200,000
	Public Interest Projects	\$100,000
	Unbound Philanthropy	\$ 35,000
<b><u>Amount Requested:</u></b>	\$150,000	
<b><u>Is this a contingent grant?</u></b>	No	
<b><u>Amount Recommended:</u></b>	\$150,000 (T1: 21113)	
<b><u>Term:</u></b>	1 year, beginning February 1, 2012	
<b><u>Matching Requirements:</u></b>	n/a	

**Description of Organization:**

The Washington D.C.-based New Organizing Institute Education Fund is the fiscal sponsor for Citizen Engagement Laboratory. The New Organizing Institute’s mission is to build leadership within the social justice field by providing training, research, and skills development to make individuals better able to use the tools of the Internet for their advocacy campaigns. The Institute helps nonprofit groups integrate civic engagement with new technology, enabling organizations to do their work more efficiently and effectively. The Institute has built a national network of grassroots advocates, engaging and challenging social justice organizations to make social media and online organizing central to their strategies for creating change.

**Description of Program for Which Funding Is Sought:**

The Asian Pacific Islander Project (API Project) is a new initiative at Citizen Engagement Laboratory designed to stimulate long-term civic engagement in the Asian American and Pacific Islander community. This project follows on Citizen Engagement Laboratory’s success in organizing the African American community online through Color of Change and the Latino community through Presenté, two high impact efforts. Utilizing a similar model, the Asian Pacific Islander Project will launch an online hub to help Pan Asian communities nationally to conduct and participate in non-partisan voter participation and protection activities as well as advocacy campaigns across a range of issue areas, including immigration, jobs, healthcare and racial equity.

The long-term goal of this project is to build political power in and develop a national progressive voice for the Asian American Pacific Islander community, the nation’s fastest growing racial or ethnic community as identified by the 2010 Census. To create a plan that enhances the work of organizations already working with communities on the ground, the project began with extensive interviews and a needs assessment with 34 field

organizations. Based on this research, the Project seeks to fill gaps in the capacity of these organizations to engage certain segments of the Asian American and Pacific Islander community, particularly young people, and extend their reach through media production and new media deployment. The project's core target constituency will be English speaking Asian Americans and Pacific Islanders ages 16-29 and its secondary target will be ages 30-45. Together, this group represents over six million people who are technologically adept and who increasingly embody progressive political values, yet are under-engaged.

In its first year, the Asian Pacific Islander Project will focus on building an organizational vehicle to serve as the long-term online organizing hub for Asian Americans Pacific Islanders. At the same time, the project will utilize the 2012 election as an opportunity to capture the energy of the target constituencies to increase their political visibility and build their long-term civic engagement. The project plans to:

- customize and disseminate online, mobile, and social network-based voter registration tools
- build an online information and action center on issues related to the election and political issues of interest and relevance to the AAPI community
- mobilize voters with get out the vote and election protection messaging
- produce media with ad buys, high-production-value videos and Public Service Announcements featuring AAPI celebrities to further cultural and issue-based campaigns and voter engagement efforts
- collect data on response rates, effectiveness, and retention for future use

The project intends to launch the online community by June 2012 and grow its membership to 100,000 online members/supporters in the first year. In addition, it plans to register 40,000-50,000 new voters.

The Asian Pacific Islander Project plans to build its mass online membership through campaigns on issues that emerge for Asian Americans and Pacific Islanders. While there are a number of popular Asian American and Pacific Islander culture, news, humor, and general interest sites, there is currently no vehicle to convert the energy around cultural moments into ongoing civic engagement. Recent examples of such moments include the outrage that the Asian community expressed over the racist television campaign ad by former U.S. Representative Pete Hoekstra that aired during the Super Bowl, controversies over Asian American political donation scandals, and the enthusiasm around Jeremy Lin's emergence as a New York Knicks point guard and the National Basketball Association's only Asian American player. The cultural organizing component of the Asian Pacific Islander Project will take advantage of the momentum provided by such cultural flashpoints to turn them into national movement building opportunities.

The project will aim to strengthen the field of Asian American and Pacific Islander civic engagement by partnering with existing organizations to integrate online and offline organizing strategies. Specifically, it will promote voter education materials and events of partner organizations, direct new members of the online community to join campaigns

and organizations in their local area as activists, volunteers and donors, and produce and distribute voter engagement toolkit and training modules for partner groups.

Based on interest from initial focus groups and surveys of the Asian American community throughout the country, the project expects to achieve density in California, Hawai'i, Nevada, New York, Texas, Virginia, and Washington.

### **Rationale for Recommendation:**

U.S. Programs, via the Democracy Fund, recommends a project grant of \$150,000 over one year to support the Asian Pacific Islander Project of the Citizen Engagement Laboratory for its work to launch an online community and conduct organizing efforts designed to stimulate long-term civic engagement of Asian Americans and Pacific Islanders.

Asian Americans and Pacific Islanders are the fastest growing racial demographic in the United States yet, with rare exceptions, remain politically underrepresented and are under-organized nationally. There are currently over 16 million Asian American and Pacific Islanders in the United States, representing over 5% of the total population. This population grew 46% between 2000 and 2010, compared to 10% growth for the overall US population, and is projected to grow 161% between 2008 and 2050, compared to a 44% increase in the overall US population. By 2050, it will be over 40 million people, comprising almost 10% of the total population.

While the largest concentrations of Asians are still concentrated along the coasts, their growth in other geographic regions is notable. The population grew by more than 30% in most states between 2000 and 2009, with over 50% growth in politically influential states such as Florida and Texas. Future growth is projected in cities that have emerged as immigration gateways: Atlanta, Phoenix, Raleigh, and Salt Lake City. Led by young English-speakers, AAPIs are increasingly embodying a coherent progressive value set that is friendly to open society priorities. For example, AAPIs are poised to be stronger advocates on immigrant issues as they constitute the U.S. demographic with the highest rate of foreign born community members – 60% of AAPIs compared to 38% of Latinos – and with approximately two million undocumented individuals (or 11% of their population).

Organizing the AAPI community presents a unique set of challenges. Nearly one out of every four Asian Americans and Pacific Islanders has limited English language proficiency, and there are over one hundred different Asian and Pacific Islander languages. With nearly two-thirds of the population being foreign-born, many need education and support to navigate the electoral system and the political process, as well as protection from discrimination for civic participation to occur. There is a well-established set of AAPI legal advocacy organizations, and the community organizing infrastructure is characterized by occasional strong local work. However, there is not yet an entity working to build a strong progressive national AAPI grassroots movement that could be mobilized long-term across a range of issue areas.

Despite these challenges, young English speaking Asian Americans and Pacific Islanders are ripe to be organized nationally using new technology and social media. According to the 2010 U.S. Census, AAPIs boast the highest Internet use rates of all major demographic groups, with 80% living in a household with Internet use and 87% reporting having used the Internet in 2010. Young AAPIs, the target demographic for this project, are also especially fluent in social media. They have a strong online presence, with four of the top twenty YouTube channels being produced by young Asian Americans. By harnessing the existing energy and capacity of young AAPIs online to stimulate civic engagement, the Asian Pacific Islander Project will fill a unique need.

The Asian Pacific Islander Project was co-founded and is now led by Citizen Engagement Laboratory senior fellow Jee Kim. Kim has extensive experience in racial justice and immigrant rights activism and social media software development, and he has spent a decade in philanthropy, most recently as program director for the Surdna Foundation. The project will be guided by an advisory committee with expertise in civic engagement, organizing, technology, philanthropy, and working in the Asian American and Pacific Islander community. In addition to the able leadership of Kim and the advisory committee, this project will benefit from incubation at the Citizen Engagement Laboratory, a Democracy Fund grantee. The Laboratory's organizational design provides the infrastructure to lower start-up costs, and it can assist the project to develop its strategy, branding and marketing, conduct data analysis and research, and facilitate collaboration across issues and constituencies.

The Democracy Fund staff is pleased to recommend a grant of \$150,000 over one year to the Citizen Engagement Laboratory for its Asian Pacific Islander Project. The project is well-poised to reach thousands of new voters and activists in the Asian American and Pacific Islander community through its online organizing work. In addition to the potential for significantly increasing voter turnout, this project is likely to facilitate year-round civic engagement for this underrepresented and under-organized community.

**Grant ID:** 20035803

**Legal Name of Organization:** National Council of La Raza

**Tax Status:** 501(c) (3) public charity

**Name of Fiscal Sponsor:** n/a

**Purpose of Grant:** to provide general support

**Grant Description:** To provide renewed general support to the National Council of La Raza, the largest national Latino civil rights and advocacy organization in the U.S., which works to improve opportunities for Latinos in all regions of the country. Through its network of nearly 300 affiliated community-based organizations, the National Council of La Raza reaches millions of Latinos each year in 41 states, Puerto Rico, and the District of Columbia. Founded in 1968, NCLR is a private, non-profit, non-partisan organization headquartered in Washington, DC. It also serves as the fiscal sponsor for Democracia U.S.A.

**Previous OSI Support:** \$4,435,000  
    \$975,000 from Equality and Opportunity Fund (2011-2013)  
    \$750,000 from Progressive Infrastructure (2006-2009)  
    \$650,000 from USJ – Immigrants’ Rights (2004-2011)  
    \$300,000 from USJ – Re-entry (2000-2002)  
    \$600,000 from Democracy and Power Fund (2009-2012)  
    \$285,000 from USJ Policy & Res/Public Ed (2002)  
    \$200,000 from USP Immigration Innovation (2007)  
    \$200,000 from Seize the Day (2009-2011)  
    \$200,000 from Neighborhood Stabilization (2009 – 2011)  
    \$175,000 from US Programs General (2001-2003)  
    \$100,000 from Government Pol Dev (1999)

**Organization Budget:** \$39,105,907



**Project Budget:** n/a

**Major Sources of Support:**

Ford Foundation	\$650,000
Public Interest Projects	\$200,000
Wellspring Advisors	\$100,000
Brico Fund	\$ 62,500
HKH Foundation	\$ 50,000

**Amount Requested:** \$500,000

**Is this a contingent grant?** No

**Amount Recommended:** \$500,000 (T1: 21113)

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

**Matching Requirements:** n/a

**Description of Organization:**

The National Council of La Raza (NCLR), the largest national Latino civil rights and advocacy organization in the U.S., works to improve opportunities for Latinos. Through its network of nearly 300 affiliated community-based organizations, NCLR reaches millions of Latinos each year in 41 states, Puerto Rico, and the District of Columbia. Founded in 1968, NCLR is a private, non-profit, non-partisan organization headquartered in Washington, DC. it serves all Latino subgroups and has offices in Atlanta, Chicago, Los Angeles, New York, Phoenix, Sacramento, San Antonio, and San Juan, Puerto Rico.

In 2011, the National Council of La Raza created a new Civic Engagement Department dedicated to growing the size of the Latino voting and advocacy community. The new team was born out of the integration of Democracia USA’s (DUSA) voter engagement team with NCLR’s established public policy and advocacy shop. Building off of DUSA’s strong track record of registering hundreds of thousands of Latinos over several election cycles, the combined team has developed a 2012 electoral plan that is data-driven and results-oriented. The 2012 voter engagement plan includes:

- Voter Registration.** This work will be done through a canvass program, service provider program, and digital program. The goal is 180,000 voter registrations via:
- *Canvassing program:* large-scale field canvassing programs in Colorado, Florida, Pennsylvania, Nevada, and New Jersey and small-to-medium-scale programs in North Carolina, Texas, and Virginia.
  - *Service provider program:* a multi-state program that will train and support up to 40 community-based organizations to register their constituents to vote, with a goal of 20,000 registrations.

- *Digital program:* designed to reach potential voters who prefer social media or are beyond the reach of canvassing and service-provider programs. NCLR will experiment with a digital platform and has set a goal of 4,500 registrations.

NCLR believes that its voter registration campaign will register 180,000 people and narrow the Latino voter registration gap by 39.5 percent in its priority communities.

**Get-Out-The-Vote.** This program will encourage voters to use vote-by-mail, early voting, and Election Day voting and will include voter education and voter protection work. Working with a universe of 237,000, the goal is to turn out 160,000 voters. Specifically, NCLR will strive to have 20 percent of voters in the selected universe vote-by-mail, 30 percent participate in an early vote program, and 50 percent vote at a polling place on Election Day.

- *Voter contact:* the targeted universe will be contacted via phone, mail, door-to-door, and various digital platforms, resulting in up to 12 voter contacts per target.
- *Voter education and protection:* NCLR will provide information that explains the voting process, an individual's rights as a voter, and polling place locations as well as a mechanism for receiving reports of voting problems and for directing individuals to the appropriate place for immediate/real-time resolution.

NCLR believes that its Get-Out-The-Vote efforts, aimed at new Latino voters, will narrow the Latino turnout gap by 11.3%, a statistically significant figure, in priority states.

NCLR will incorporate research and marketing into its communication efforts in order to develop mobilizing messages and elevate the issues of importance to Latinos in the electoral cycle. Activities will include town halls and work on key issues in priority states and communities to spotlight the importance of participation and generate energy to drive voters to the polls. NCLR will work closely with colleagues at the National Latino Civic Engagement Table to coordinate plans, share information, and collaborate.

### **Description of Program for Which Funding Is Sought**

This is a proposal for general support.

### **Rationale for Recommendation:**

U.S. Programs, via the Democracy Fund, recommends a grant of \$500,000 over one year to support the National Council of La Raza.

The socio-economic status and experience of Latinos will shape the long-term outlook of the nation for a long time to come. Hit harder by the recession than whites and Blacks, Latinos have seen their median household net worth drop 66 percent from 2005 to 2009. Underscoring the significance of this economic reality is the fact that Latinos are now the

largest minority group in the U.S., with a population now exceeding 50 million as of the 2010 Census. The U.S. Census Bureau notes that the growth rate for the Latino population was 43%, compared to 5% for all non-Hispanics, 6% for non-Hispanic whites, 12% for non-Hispanic Blacks, and 43% for Asians. 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.

As a result of these demographic changes, the Latino population is at a critical juncture. The National Council of La Raza, a highly credible organization within the community, seeks to expand its leadership role in advancing a broad array of public policy and social justice goals on behalf of the nation's Latinos. A significant part of this work is focused on increasing the community's political clout through voter registration, education, protection, and mobilization. During the 2010 election cycle, Latino participation resulted in the decisive outcome of several races and sent a clear signal to all parties that this is an electorate that should not be overlooked. As such, a concerted and sustained effort to close existing gaps in Latino electoral participation and translate that participation into meaningful policy action is essential.

The National Council of La Raza works to shape policies that effectively address issues related to long-standing racial and ethnic disparities reflected in the socio-economic condition of U.S. Latinos. These disparities and poor socio-economic outcomes, resulting from years of systemic discrimination and neglect, have been exacerbated in recent years by a notable spike in anti-immigrant sentiment. Through its large scale and well run civic engagement program, NCLR involves Latinos on the issues that impact their communities – and does so with the recognition that local differences, including difference of opinions among Latinos, matter.

NCLR has strong and distinguished leaders, among them Clarissa Martinez De Castro, its director of immigration and national campaigns. Martinez oversees the organization's work on immigration and efforts to expand opportunities for Latino engagement in civic life and public policy debates. A seasoned advocate, Martinez previously managed NCLR's state policy advocacy efforts and civic engagement work and, in 2007, served as manager of the Coalition for Comprehensive Immigration Reform, a broad network of national, state, and local organizations committed to advancing policy solutions on immigration.

We are pleased to offer this recommendation for NCLR and to highlight its growing leadership in the civic engagement world, an important complement to its long-time advocacy leadership and to the direct service provision offered by its 300 affiliates at the local and state levels.

**Grant ID:** 20035802

**Legal Name of Organization:** Service Providers and Civic Engagement Project

**Tax Status:** n/a

**Name of Fiscal Sponsor:** State Voices

**Purpose of Grant:** to support the efforts of the Service Providers and Civic Engagement Project to encourage and train direct service providers to participate in non-partisan voter engagement activities

**Grant Description:** To provide renewed project support to the Denver, Colorado-based Service Providers and Civic Engagement Project, an innovative pilot project to conduct state-based experiments and develop best practices for voter engagement among direct service providers and their clients. The project will work in six geographically and demographically diverse states to build service provider voter participation tables and enhance the capacity of providers to reach their community clients with voter education materials and non-partisan voter mobilization. The project seeks to awaken the civic engagement “sleeping giant” of direct service organizations. Such service providers reach millions of Americans from diverse backgrounds each year, including large numbers of low-income people, people of color, and immigrants, and often have a more direct and close connection with their clients than do typical advocacy or voter groups. Within the voter participation field, this is a vastly underdeveloped audience for engagement and impact and this recommendation will advance a Democracy Fund goal to increase non-partisan voter engagement from diverse constituencies.

**Previous OSI Support:** \$1,895,000  
\$1,425,000 from Democracy and Power Fund (2008 - 2012)  
\$470,000 from Seize the Day (2009 - 2011)

**Organization Budget:** \$5,448,039

**Project Budget:** \$ 537,762

<b><u>Major Sources of Support:</u></b>	Tides Foundation	\$100,000
	Analyst Institute	\$ 20,000 (in-kind)
	Wisconsin Voices	\$ 18,750 (in-kind)
	Win/Win Network	\$ 9,600 (in-kind)
	General Service Foundation	\$ 5,000

**Amount Requested:** \$100,000

**Is this a contingent grant?** No

**Amount Recommended:** \$100,000 (T1: 21113)

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

**Matching Requirements:** n/a

**Description of Organization:**

State Voices is a national nonprofit and non-partisan network of 18 state-based civic engagement collaborative tables. The tables represent more than 600 diverse, constituency-based organizations that work at the community level to advocate for social and economic policy priorities and to enhance the civic engagement and voter participation within their communities. State Voices is housing and providing administrative support to the Service Providers and Civic Engagement (SPaCE) Project, a research-driven, non-partisan initiative that is dedicated to increasing voter participation among often overlooked populations. Using service providers as a point-of-entry for low-income, people of color and new immigrant communities, the project is building a model to replicate in other areas of the country where voter turnout does not represent the true spectrum of eligible voters.

**Description of Program for Which Funding Is Sought**

The Service Providers and Civic Engagement Project, in partnership with State Voices, Nonprofit VOTE, and other national partners, is seeking OSF support to develop and test effective methods for engaging traditionally disenfranchised communities through nonprofit agencies that already have their trust – health clinics, food banks, and human service agencies serving rural, low-income, and disadvantaged constituencies. The Project is a partnership between State Voices tables in six states and Nonprofit VOTE, an USP grantee. State partners include:

- Colorado: Colorado Participation Project/Colorado Civic Engagement Roundtable
- Minnesota: Minnesota Participation Project/Minnesota Council of Nonprofits
- Oregon: Oregon Civic Engagement Table
- Pennsylvania: Pennsylvania Voice
- Washington: Win/Win Network

- Wisconsin: Wisconsin Voices

The Service Providers and Civic Engagement Project will build on the resources and relationships these organizations have within the communities they serve and will provide two important contributions:

- Partnerships with non-partisan civic engagement ‘tables’ in each state, to pool energies and resources to expand the civic participation of under-represented constituencies. Tables will provide entry points to civic engagement campaigns and open the door to local service providers.
- The engagement of social and political scientists charged with rigorous testing, assessment, evaluation and feedback of all efforts.

State Voices and their affiliated state tables bring relationships with a broad group of nonprofits representing diverse interests and constituencies with experience evaluating and measuring civic engagement. Nonprofit VOTE brings to the project a non-partisan, broad-based network and experience training service providers in providing basic civic engagement opportunities. The project will bring together the best practices from these complementary models and create coordinated, easily replicable methods for service provider to become active in promoting civic engagement.

In a 2010 study in Detroit that was commissioned by Nonprofit VOTE and funded by OSF, clients who were encouraged and reminded to vote by the service provider at the point of service were 17% more likely to vote than clients who were not reminded. This study adds to anecdotal evidence that suggests that social workers, case managers, health care workers, and front-desk staff at service agencies can be highly effective in motivating individuals to participate civically.

In 2012, Project partners will begin to answer the following questions:

- How effective are service agency staff members as agents for inspiring voter turnout among underrepresented populations?
- What are the most effective tactics that can be integrated into direct service models to increase voter participation among clients?
- What measurable value do service providers contribute to the broader civic engagement and advocacy landscape?
- Are participating service providers growing their capacity to be effective?
- How can direct service providers engage their clients to be civically participatory outside of an election year?

**Rationale for Recommendation:**

U.S. Programs, via the Democracy Fund, recommends a grant of \$100,000 over one year to the Service Providers and Civic Engagement Project at State Voices. We make this recommendation in recognition of the need to increase civic engagement among under-represented communities, including low-income, people of color, and new citizens and to support the innovation entailed in a project that is focused on service agencies.

In 2008, 58 percent of voters were not reached at home by door-knocking or phone campaigns (American National Election Studies, 2008). As an antidote, research shows that engaging clients in civic participation at the point of social services can ensure that low-income communities most often missed by traditional methods of voter engagement, namely phone or door to door contact, are reached.

The Service Providers and Civic Engagement Project has seized upon this research and, informed by the grassroots field experience of its staff, it is launching new models for engagement. The project offers large scale, measurable, and potentially replicable models to strengthen civic engagement among under-represented populations. There is a need for investing in new models of engagement. As it stands, political campaigns and advocacy-based organizations often attempt to reach out to politically disenfranchised communities, but their efforts have put little dent in the low rates of participation by our nation's poorest and most vulnerable communities.

As if this challenge was not enough, programs that provide community services that ordinarily shield our communities and most vulnerable community members are on the chopping block due to state deficits and budget cuts. Services most often cut affect poor and working people. In this climate, the goal of building a powerful civic voice among disenfranchised constituencies takes on urgent importance. Enormous damage can be done to vulnerable populations and the services, benefits and institutions they depend on if their voices are not heard, including through the vote.

The Service Providers and Civic Engagement Project offers an opportunity to engage not only marginalized populations, but also direct service providers to create unparalleled opportunities and a community-wide impact that resonates beyond clients themselves.

The Service Providers and Civic Engagement Project is ably led by Lindsey Hodel, an experienced advocate and strategist. Having seen the lack of civic engagement among rural and low-income communities while conducting field organizing in remote areas of Colorado, Hodel brings real-life experience and perspective to the project. She also directs state-based work through the Colorado Participation Project, a roundtable of nonprofits that coordinate nonpartisan civic engagement efforts – giving her the experience and understanding necessary to work with similar organizations in participating states.

Democracy Fund staff believe that the Service Providers and Civic Engagement Project can bring new groups to the table that would not otherwise be there – thus opening a door to an open society in otherwise closed off areas. The project's work has the potential to

bring in disenfranchised voices to vote and to become a part of the democratic process, creating a voice for themselves and their communities.



**Grant ID:** 20035800

**Legal Name of Organization:** Working America Education Fund

**Tax Status:** 501(c) (3) public charity

**Name of Fiscal Sponsor:** n/a

**Purpose of Grant:** to provide general support

**Grant Description:** To provide renewed general support to the Working America Education Fund, a Washington, DC-based national civic engagement network with three million supporters who take strategic action on a variety of economic equity issues, including fiscal policy, job creation and wages, and public investment. Founded in 2005 as the AFL-CIO's non-union community affiliate, Working America has developed a particularly effective model for reaching white working class people – who are often conservative in their worldviews – with messages and advocacy priorities that are consistent with open society values. This recommendation advances a Democracy Fund goal of catalyzing large scale engagement on open society priorities.

**Previous OSI Support:** \$200,000  
\$200,000 from Democracy and Power Fund (2011)

**Organization Budget:** \$4,574,686

**Project Budget:** n/a

**Major Sources of Support:**

State Infrastructure Fund	\$250,000
Public Welfare Foundation	\$200,000
Bauman Foundation	\$175,000
Ford Foundation	\$100,000
Z. Smith Reynolds Foundation	\$100,000

**Amount Requested:** \$400,000

**Is this a contingent grant?** No

**Amount Recommended:** \$400,000 (T1: 21113)

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

**Matching Requirements:** n/a

**Description of Organization:**

The Working America Education Fund (Working America), based in Washington, D.C., is a national civic engagement network founded in 2005 that reaches working class moderates and conservatives with a progressive message on economic issues. Working America is the largest organization of unemployed workers in the nation, with 500,000 supporters out of work. Together with its partner 501(c)(5) organization, Working America brings information to the doorsteps of working class people, initiates a dialogue with them, and offers ways to take action on the issues that affect their families and communities.

Working America, with its more than three million supporters, seeks to: (1) advance the ability of working class people to understand and participate in the policy debates that will affect their well-being; (2) bolster an agenda of economic fairness; (3) enhance infrastructure for civic engagement and nurture a growing number of member leaders; and (4) build a consensus around revenue and spending policies for sustainable government, robust public infrastructure, and societal well-being.

Income security is the top issue for Working America's working class supporters. That translates, first and foremost, into jobs, with Social Security, health care, living wages, labor standards, and the ability to get a good education all included in the organization's agenda for working families. The organization keeps these issues front and center, believing that the attacks on unions are a smokescreen to hide a power grab by moneyed interests.

Working America organizes via door-to-door canvasses in suburban neighborhoods to reach working class moderates under the theory that the power of personal connection can cut through the corporate spin, attack ads, and media manipulation that are often the vehicles for bringing public policy information to working people. Over the next two years, Working America expects to maintain active canvass programs in 11 states, including Arkansas, Colorado, Florida, Michigan, Minnesota, New Mexico, Nevada, North Carolina, Oregon, and Pennsylvania, and Wisconsin. Its activities will include:

- Developing a grassroots force of up to 200 trained organizers to build an ongoing infrastructure for civic engagement.
- Engaging up to 750,000 working class people in face-to-face conversations that focus on economic issues.
- Building local leadership through a 30-core member activist group in each city where a field program is in place.

- Using new technologies, such as an iPad platform, to update and maintain basic member voter data and to advance nonpartisan voter registration capabilities.
- Holding “tele-town hall” meetings that include worker rights and protection issues, as a cost-effective way to reach thousands and catalyze large scale engagement on issues.
- Growing its online activist network and presence beyond its current 600,000 online supporters. Online supporters receive regular email, Facebook, or Twitter communications on issue campaigns, opportunities to take action, and messaging.
- Testing narratives and messages through door to door conversation in order to refine what resonates on economic equity campaigns and to continue to assess how people perceive a given issue. This will allow Working America to regularly recalibrate its messages to be more effective in signing up new supporters and inspiring their engagement.

Working America will document the findings of its door-to-door conversations and subsequent follow-up phone calls in periodic “briefings from the field,” which it will distribute broadly through its website and network of partner organizations. Working America also will conduct briefings for donors, think tanks, labor allies, and progressive organizations and seek out opportunities to present its findings at conferences and allied-sponsored events.

Older workers as well as unemployed workers are a key constituency for Working America. The ‘50 and up’ category accounts for much of its current online activism, and the economic crisis presents a unique opportunity to organize supporters between the ages of 50 and 65, since they suffer longer periods of unemployment, are very worried about Social Security, and are also inclined to activism.

Working America also has a strong constituency among young people, with approximately 500,000 supporters under 35 of age. It expects to double that number over the next two years. As more young people come into Working America, they will become part of a program specifically addressed to their concerns as young workers.

### **Description of Program for Which Funding Is Sought**

This is a proposal for general support.

### **Rationale for Recommendation:**

U.S. Programs, via the Democracy Fund, recommends a grant of \$400,000 over one year to the Working America Education Fund in recognition of its unique, strategic, and large

scale work to strengthen economic equity advocacy that is consistent with open society values.

It can also be said that, with the decline of the American labor movement and a rise in upper-income social liberalism, that many working class people feel that self-identified progressives do not speak to their interests. To this end, Working America fills an important gap in U.S. Programs' priorities, functioning as a well-organized national network that is focused on educating and mobilizing working class Americans, including a key Democracy Fund constituency of interest, the white working class. While there are several large scale multi-issue networks funded through our civic engagement program, none were founded with the intention of reaching conservative and moderate people. Working America does just that and has shown great success in mobilizing an important constituency – working class people, including large numbers of working class whites – who many progressive organizations and funders ignore, disparage, or misunderstand.

Working America represents working class people who do not have the benefit of a union on the job and who often live in suburbs. It serves as a relationship builder and trusted messenger in order to reframe issues often dominated by the Fox News/Tea Party narrative and brings clarity to the real-life experiences of living during a recession. Working America serves as a laboratory for understanding working class people who are often said to voice positions that are against their own economic interests. It provides opportunities for its supporters to take civic action to support worker-friendly policies and be a part of a larger, collective effort for economic fairness on issues such as paid sick days, minimum wage increases, and pro-worker policies.

While Working America has had the greatest success reaching working class white people, it also aims to increase its outreach to workers of color. Based on years of experience around the country, Working America anticipates that three out of four contacts in historically underrepresented communities will join and participate in its information network.

Karen Nussbaum, an accomplished leader with 30 years of experience fighting for the rights of working people, is Working America's executive director. Nussbaum is a founding director of 9 to5, National Association of Working Women; the former president of District 925, SEIU; and the former director of the U.S. Department of Labor's Women's Bureau, the highest seat in the federal government devoted to women's issues. Nussbaum has also participated in a Democracy Fund co-initiated research project to examine ways to constructively engage the white working class in advocacy.

While staff is pleased to offer this recommendation for such a creative, well managed, strategic, and effective organization, our sole reservation with Working America is about an aspect of its organizing model. The organization claims to have a membership of three million, but its definition of membership seems to be include those who sign a pledge or a petition at the door. As previously discussed in a 2011 docket meeting, this definition differs from the higher bar for membership that groups such as Amnesty International or the ACLU have. We will watch Working America's continued growth

closely in order to monitor how it increases real membership engagement, including the development of membership income, leaders, and local ownership of the group's work and priorities.

**Grant ID:** 20035805

**Legal Name of Organization:** Youth Engagement Fund

**Tax Status:** n/a

**Name of Fiscal Sponsor:** Tides Foundation

**Purpose of Grant:** to support the Youth Engagement Fund

**Grant Description:** To provide renewed project support to The Youth Engagement Fund, a national, nonpartisan collaborative table of youth civic engagement organizations. The Fund provides technical assistance and re-granting to increase youth voter protection and participation. The collaborative's members and grantees include high impact organizations that work within Asian, black, Latino, immigrant, and low-income youth as well as and student communities. This recommendation advances a Democracy Fund goal of increasing nonpartisan voter registration, education, protection, and participation.

**Previous OSI Support:** \$1,075,000  
\$1,075,000 from the Democracy and Power Fund (2009-2012)

**Organization Budget:** \$6,005,387

**Project Budget:** \$2,200,000

**Major Sources of Support:**

Anonymous	\$300,000
State Infrastructure Fund	\$250,000
Ford Foundation	\$200,000
HKH Foundation	\$150,000
Hull Family Foundation	\$ 20,000

**Amount Requested:** \$400,000

**Is this a contingent grant?** No

**Amount Recommended:** \$400,000 (T1: 21113)

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

**Matching Requirements:** n/a

### **Description of Organization:**

Since 1976, the Tides Foundation has worked with donors committed to social change, bringing resources and people together towards the goal of strengthening community-based nonprofit organizations and the progressive movement through innovative grant making. Tides Foundation has offices in San Francisco and New York City and is a public charity that makes grants across the country and globe.

### **Description of Program for Which Funding Is Sought**

Since its creation in 2008, the Youth Engagement Fund (the Fund), housed at the Tides Foundation in California, has enabled coordinated, strategic investments in the youth civic engagement sector. The Fund, a collaborative effort between individual and institutional donors, has become the central vehicle for supporting youth civic engagement infrastructure. With financial support from Democracy Alliance donors and foundations, it has: supported tools and products that enhance impact; helped to leverage access to data, analytics and polling capacity; and supported online and grassroots activities that build long-term youth infrastructure.

Youth Engagement Fund goals include:

- Building long-term youth political power;
- Increasing the capacity of youth-focused civic engagement and advocacy organizations;
- Promoting purposeful coordination among groups; and
- Increasing and sustaining youth voter registration and turnout.

The Fund awards grants to groups undertaking early voter registration activities that primarily focus on youth from communities of color and non-college youth. Due to the transient nature of this demographic, constant work is needed to maintain registrants and register new applicants. The Fund places priority on funding areas of overlapping need for multiple groups, such as communications, polling, research, and testing as well as key data collection “shared tools” such as Catalist, Voter Action Network, Data Entry Consolidation Center (a one-stop shop for the data entry of voter contacts that happen via large scale voter outreach efforts), and other new technologies.

Reaching a diverse spectrum of youth is critical to the success of the Youth Engagement Fund and is an important factor in the organization’s grant-making decisions. Low-income, LGBTQ, and non-college young people, as well as young people of color, are severely underrepresented in the democratic process. The Fund expects all grantees to make extra efforts to engage these young people. The Fund tracks the demographics of the people its grantees register to vote, and grantees are expected to “over-include” these underrepresented populations in their voter registration and get out the vote activities.

The Youth Engagement Fund's priorities for 2012 include:

- Voter registration (field, online, new projects, and coalition efforts);
- Get Out The Vote activities;
- Field-based experiments and public opinion research;
- Dissemination and use of technology and tools; and
- Engagement of under-represented youth (youth of color, LGBTQ, low-income, and non-college youth)

**Rationale for Recommendation:**

U.S. Programs, via the Democracy Fund, recommends a grant of \$400,000 over one year to the Youth Engagement Fund in recognition of its work to provide coordination, technical assistance, and funding to youth voter engagement and protection organizations. This support, provided with rigorous evaluation and analysis of what strategies work, catalyzes large scale youth voter participation.

Commonly called the Millennial Generation, young people born between the late 1970s and mid-1990s rival the Baby Boomers in size and represent the most diverse generation in history. The Millennial generation is nearly 80 million strong and will be 25 percent of the voting age population in 2012. Over 35 percent of Millennials identify as non-white and 20 percent report being an immigrant or the child of an immigrant. The vast majority of young people are not in college, with only 25 percent of 18-24 year-olds attending a four-year college full time and 57 percent having any college education.

The size and diversity of the generation provides it with a potential path to future power and an impact in elections, such as was demonstrated in 2008. This size and diversity also bring complexity, with multiple constituencies requiring multiple messages, as well as a high level of transience, with the average young person moving seven times between the ages of 18 and 30. Additionally, the challenge of inspiring voter participation from non-college youth remains, with non-students voting at a rate that is nine percentage points lower than those who are in college.

The 2008 election saw record levels of young voter registration and turnout, with organizations supported by the Youth Engagement Fund registering over 1.7 million young people to vote and turning out many voters through their get out the vote efforts. The Fund invested over \$2 million in the youth sector in 2010, for voter registration, get out the vote, direct investments in technology and tools, online and offline communications work, election protection, polling, research, testing, training, and evaluation. The 2008 election saw over 23 million young people voting. In 2010, young voter turnout was 24% of those eligible to vote, comparable to previous midterm election years but only 11% of overall turnout. The work that made these successes possible began years before 2008 and continues in earnest today. The 2012 election cycle provides an opportunity to firmly establish the civic identity and voting behavior of a new generation of voters.



Despite real gains over the last two election cycles, the youth sector remains regionally fragmented and has not yet achieved scale. Nevertheless, the Fund is well-positioned to address the youth vote drop-off, support the registration of several hundred thousand new voters, and build on its prior success in increasing collaboration among its members. The Fund does this through supporting critical early work in the youth sector, focusing on collaborative voter registration efforts, the development of new technology, testing, experiments, and research to further hone best practices.

The Youth Engagement Fund provides a unique and effective vehicle not only for donors who wish to act strategically but also for voter engagement organizations. Organizations focused on the youth vote are often led by young people, who are often marginalized; being young is not always an asset, particularly when soliciting money. Youth-oriented groups often lack sophisticated fundraising strategies or professional fundraising staff and often struggle to compete for fundraising dollars. The Fund bridges the gap and provides youth organizations access to new resources within a structured, collaborative fund that allows donors to invest with confidence. Consequently, the Fund provides a valuable “center of gravity” to this diffuse field, helping incentivize coordination and collaboration and ensuring coverage of politically relevant geographies and demographics.

The Fund has competent leadership, thoughtfully engages a broad variety of leading youth organizations, has a culture of experimentation and evaluation, has demonstrated results in previous elections, and is supported by a board of experienced advisors, including funders, political strategists, and youth field experts. As a long-time leader in supporting youth engagement, the Open Society Foundations is represented on the board by Democracy Fund program director Bill Vandenberg, who has helped the Fund to identify new resources to support its work.

This recommendation advances the goals of the Democracy Fund to increase the voter participation and civic engagement of young people, particularly from within people of color, immigrant, and low-income communities. According to most public opinion research, the majority of Millennials, even those who conservatively identified, have opinions on racial justice, criminal justice, marriage equality, climate change, and foreign policy that track closely to open society perspectives. We are pleased to offer this recommendation.

**Grant ID:** 20035612

**Legal Name of Organization:** Center for Community Change

**Tax Status:** 501(c)3 public charity

**Name of Fiscal Sponsor:** n/a

**Purpose of Grant:** to provide general support

**Grant Description:** To provide renewed general support to the Center for Community Change, a national organization that develops the capacity of low-income people, especially people of color, to have a significant impact on improving their communities and the policies and institutions that affect their lives. The Center for Community Change operates under the theory that the people most affected by policies should have a voice in creating them – and this can only happen if grassroots advocacy organizations have the ability to engage community residents in civic life. Considered an “anchor grantee” by U.S. Programs, this grant would advance multiple priorities: expanding immigrant rights; building the power of marginalized populations; increasing voter participation; protecting the integrity of the ballot; and advancing economic equity for low-income people, especially people of color and immigrant communities.

**Previous OSI Support:** \$15,837,000  
\$2,400,000 from US Welfare Reform (1997-1998)  
\$50,000 from US Political Campaign Reform (1999)  
\$2,000 from US Programs General (1999)  
\$2,350,000 from Government & Political Development (1999-2003)  
\$1,230,000 from Strategic Opportunities Fund (2004-2008)  
\$3,200,000 from Progressive Infrastructure (2005-2007)  
\$25,000 from USJ Immigrant Rights (2006)  
\$2,650,000 from USP Immigration Innovation (2007-2011)  
\$3,480,000 from Democracy and Power Fund (2008-2010)  
\$200,000 from Seize the Day Fund (2010)

\$250,000 from Equality and Opportunity Fund (2011)

**Organization Budget:** \$10,423,986

**Project Budget:** n/a

**Major Sources of Support:**

Ford Foundation	\$1,350,000
JPB Foundation	\$1,300,000
Marguerite Casey Foundation	\$ 380,000
Charles Stewart Mott Foundation	\$ 305,000
MacArthur Foundation	\$ 150,000

**Amount Requested:** \$1,400,000

**Is this a contingent grant?** No

**Amount Recommended:** \$1,400,000 (T1: 21104)

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

**Matching Requirements:** n/a

**Description of Organization:**

Founded in 1968 to honor the life and values of Robert F. Kennedy, the Center for Community Change (“CCC” or “The Center”) is a well-established resource center for grassroots social change organizations across the nation. Its mission is to develop the capacity of low-income people, especially low-income people of color, to change their communities and public policies for the better. The Center for Community Change focuses on strengthening low-income grassroots organizations and helps them join forces nationwide to raise a political and moral voice for social change.

Since its founding, the Center for Community Change has assisted thousands of low-income, grassroots advocacy organizations to improve their communities and shape the public policies that affect their lives. Through its Washington, D.C.-based headquarters and several staffed field offices across the country, including smaller cities where there is limited funding or organizational development support for building a strong social change ecosystem, the Center pushes a policy agenda and works to build the capacity of grassroots organizations.

Recently, CCC has played a major role in several historic advocacy victories, including by:

- Playing a lead role in policy development and large-scale national field efforts to secure health care reform, including humanizing the debate through personal stories.

- Staffing a national coalition that persuaded the Obama administration to issue new directions on deportation cases, leading to a decrease in deportations.
- Building state-level capacity for grassroots groups to pursue job creation programs and defend federal safety net programs, including Child Tax Credit and creation of the Temporary Aid to Needy Families (TANF) Emergency Contingency Fund in the American Recovery and Reinvestment Act.
- Supporting grassroots groups in eight states to engage low-income people and people of color in the public debate over preservation of Social Security, Medicaid, and Medicare.
- Helping generate hundreds of millions of dollars for affordable housing by providing expert assistance to approximately 60 campaigns seeking to create or expand local and statewide housing trust funds.
- Leading advocacy efforts, with the Center on Budget and Policy Priorities, to successfully integrate a number of anti-poverty provisions into the 2009-10 federal budget (said by many experts to be the best and largest budget for fighting poverty in decades).

The Center for Community Change plans to build on this progress and will continue to advance national campaigns on issues that affect its constituency by strengthening and uniting grassroots groups so they can increase their impact in local communities and in the public debate. Over the coming year, the organization aims to reach large numbers of people who are currently uninvolved in civic life; engage them on the basis of shared values rather than interest in a particular issue and equip them with the training, tools, structures and alliances to improve economic prospects for themselves and their communities. The Center will work to build and enhance grassroots capacity at the state level to increase civic participation and to leverage support for national issue campaigns impacting immigration, jobs and the economy, and retirement security.

A critical piece of CCC's work is to make advances toward securing comprehensive immigration reform; help immigrants navigate the process to become citizens; and increase the number of immigrants who vote and participate actively in civic life. These are key priorities for the Equality and Opportunity Fund. In the fight for the long haul, the Center will continue to coordinate and staff the Fair Immigration Reform Movement (FIRM), one of the only national immigrant rights coalitions involving diverse immigrant constituencies as well as multi-ethnic, multi-issue organizations with substantial white and African American membership. FIRM will advance strategies toward comprehensive immigration reform, including using personal stories to humanize the experience of immigrants and bolstering the capacity for local and state groups to block anti-immigrant policies, such as those that have recently passed in Arizona and Alabama.

In 2012, CCC plans to increase FIRM's membership from its current 24 states to at least 30 states, seeking to expand membership in states that are rural and in which immigrant populations are fairly new and lack strong advocacy partnerships. The Center will also provide technical assistance to groups in at least five states that are dealing with policy proposals that affect immigrants, including Alabama.

Another major priority for the organization will be to engage grassroots constituencies in confronting the economic crisis, particularly as it is experienced in communities of color, where joblessness has long been profound and entrenched. CCC will pay particular attention to building the advocacy capacity of African-American and immigrant led community-based organizations and is engaged in a promising pilot effort to enhance African-American grassroots organizational development, an effort that is of interest to both the Democracy Fund and the Campaign for Black Male Achievement.

The Center will have a long-term focus on creating good jobs that will expand the economy and establish a foundation for sustainable growth. The federal government has a pivotal role to play in making this happen, through critical investments to spur economic growth in both the public and private sectors. This will require revenue, and CCC has identified several options which restore fairness to our tax code and provide revenue through job growth that helps families and communities and puts the country on a path to long term deficit reduction. This job creation strategy includes building local campaigns that promote diverse job creation strategies while sharing common structural elements that support a unified national message. Policy recommendations will include: dedicating local funds for job creation projects that promote sustainable economic growth; targeting job opportunities to those who need them the most; and calling for revenue growth by taxing wealth holders.

Understanding that these campaigns cannot take place without the active involvement of a growing constituency, CCC works to increase voter participation and civic engagement in the communities it supports. CCC's Community Voting Project is a nonpartisan initiative with a proven track record of boosting civic participation in low-income communities and communities of color. The project recognizes that short-term mobilization drives are simply not enough to promote a culture of voter engagement. It thus works to equip communities of color and low-income communities with the skills, values-based motivations, and resources to stay engaged year-round.

In 2012, CCC will use a volunteer-driven model to mobilize voters who might not otherwise cast a ballot, especially newly registered or "occasional" Latino, African American, and immigrant voters. CCC, via its network of partner organizations, will conduct outreach in multi-racial, low-income, and working class neighborhoods, focusing either statewide or in particular regions. The goal is for partner groups to register 154,000 new voters and mobilize a total of 228,000 voters to make their voices heard, at the ballot box and beyond. As in past years, the Center will contract with an independent evaluator to assess the results of its voting project.

Most of this year's Community Voting Project program will be coordinated through member organizations of FIRM, its immigrant rights network. Local work will be coordinated through state decision-making committees, or civic engagement "tables" funded by the Democracy Fund. Recognizing the dangerous efforts now underway to suppress the votes of low-income communities and communities of color – a key area of focus for the Transparency Fund – the Center is also partnering closely with the Lawyers' Committee for Civil Rights under the Law and the Election Protection Coalition.

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

This organization seeks general support.

## **Rationale for Recommendation:**

U.S. Programs, via its anchor grants process, recommends a \$1,400,000 grant over one year to the Center for Community Change for its work to expand public participation through grassroots advocacy, coalition building, and nonpartisan voter engagement. The Center builds advocacy capacity through bolstering campaigns on multiple open society priorities at the state and national levels and through developing new and innovative engagement methods to grow and strengthen its constituency, including low-income populations, people of color, and immigrants.

The Center for Community Change remains well-positioned to make a difference both in the communities it serves and in the halls of power in Washington. It has already played an important role on advocacy efforts, from healthcare to ensuring major benefits and funding for low-income people and families through the federal budget. CCC's role is especially critical now, at a time when immigrant rights are under attack and activities in the states have the capacity to set federal efforts back for years to come.

CCC's successes include implementing the strategies needed to make an impact in long-term campaigns for change. For example, in 2011, CCC helped the Fair Immigration Reform Movement (FIRM) launch a national initiative to urge the Obama administration to use its executive authority to make humane changes in the ways existing policies are implemented. Since there is currently little opportunity to advance comprehensive federal immigration reform, the goal was to secure administrative changes, which do not require Congressional approval, to improve the quality of life for immigrant families. Already, this ongoing initiative has led to two important administrative changes:

*Prosecutorial Discretion:* In August 2011, the Obama administration announced that it intends to no longer process low-priority deportation cases.

*Family Unity Waivers:* Due to public pressure from FIRM and allies, in January 2012 the Obama administration proposed a new process allowing the spouses and children of U.S. citizens to file for a visa while remaining in the U.S., rather than face family separation.

CCC is in the unique position of having both an "inside" and "outside" game in Washington and uses this position to leverage work in the states. Having the Center's participation in immigrant rights fights at local, state, and federal levels is critical to holding back anti-immigrant forces and advancing comprehensive immigration reform. CCC recognizes the importance of providing national strategic, technical assistance, and financial support to work on the front lines, in battles like H.B. 56 in Alabama and the upcoming DREAM Act ballot fight in Maryland. The power that CCC brings to local grassroots groups is critical to the long-term success of the immigrant-rights movement.

CCC is similarly well positioned to be a force for change to organize the unemployed and underemployed to create a movement for good jobs. Through strong working

relationships with community groups representing these constituencies, CCC has the ability to leverage grassroots organizing support at the local level while pushing Congress on progressive job growth and revenue policies.

The Center sees its role as a network and movement builder, not an empire builder, and demonstrates this commitment in many ways. It provides technical assistance and funding, including re-granting roughly 10% of its annual budget to smaller and lesser known local and state organizations. The grants, usually ranging from \$5,000 to \$50,000, support participation in national campaigns, general operating costs for smaller groups, and paid fellows in local organizations. This is a particularly effective strategy because many local organizations are central players in their region's policy change landscape and maintain important relationships with national elected leaders.

The Center for Community Change is one of the longest-standing champions for low-income communities and communities of color, and one of the few national social change organizations whose executive leadership, staff, and board are largely people of color. The Center is led by OSF board member and Democracy Fund board advisor, Deepak Bhargava.<sup>1</sup> Prior to becoming CCC's director in 2002, Bhargava served as CCC's Director of Public Policy since 1994. He is extremely well regarded by funders, elected leaders, Washington, DC advocates, and grassroots leaders across the nation and is seen as a visionary thinker on advocacy and social movements. He is a strong policy strategist and an affirming, but critical, thinker on the state of grassroots advocacy in the United States. He is supported by a talented and dedicated staff with vast experience in civic engagement, leadership development, and local, state, and federal issue advocacy.

The Center for Community Change plays a key role in advancing OSF's vision by connecting deeply rooted grassroots advocacy to policy advancement. The grant is justified by the Center's continued institutional strength and effectiveness, and by its more than decade-long relationship with OSF. We are pleased to make this recommendation.

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<sup>1</sup> To maintain a grantee/funder relationship that is as free from conflicts of interest as possible, Deepak Bhargava, a U.S. Programs Board member, does not maintain direct contact with OSF's assigned program officer and has assigned a senior staffer at CCC to undertake all grantmaking activities and communications.

**Grant ID:** 20035678

**Legal Name of Organization:** Center for Rural Affairs

**Tax Status:** 501(c)(3) public charity

**Name of Fiscal Sponsor:** n/a

**Purpose of Grant:** to provide project support for the Rural Action Network

**Grant Description:** To provide new project support for the Rural Action Network of the Center for Rural Affairs, a national organization based in Lyons, Nebraska, with 30,000 supporters across the country. The Center is committed to advocating for: policies that support rural communities, reduce poverty, reward stewardship, and strengthen small farms and businesses; creating opportunities to earn a living in rural communities; and advancing communities by working to develop leaders, create innovative new approaches and provide resources for those working in small towns. The goal of the Rural Action Network is to build the power of active citizens across rural America to engage on issues impacting rural people, communities, and the nation. This grant would advance the Democracy Fund’s strategy to identify, engage, and amplify the perspectives of marginalized and overlooked voices in open society advocacy, in this instance bringing family farmers, new immigrants, and small business owners into the space of civic participation.

**Previous OSI Support:** n/a

**Organization Budget:** \$3,294,006

**Project Budget:** \$225,000

**Major Sources of Support:**

SBA Technical Assistance	\$400,000
Kresge Foundation	\$210,000
Nathan Cummings Foundation	\$210,000

**Amount Requested:** \$100,000

**Is this a contingent grant?** No



**Amount Recommended:** \$100,000 (T1: 21113)

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

**Matching Requirements:** n/a

**Description of Organization:**

The Center for Rural Affairs, based in Lyons, Nebraska (population 851), was founded in 1973 and has grown to become a national organization with 30,000 supporters from all 50 states. Its staff members live in towns of less than 5,000, ensuring that they interact with rural people and the issues that concern them on a day-to-day basis. The Center for Rural Affairs (The Center) aims to build a constituency of “ordinary” rural people – small business owners, employees in small businesses, family farmers, and new immigrants – and engage them in debates that shape the future of their lives and their communities, ranging in issues from farm policy to health, tax, and economic equity issues.

In recent years, the Center has been quoted in more than two dozen nationwide Associated Press stories, the primary national news source for the rural media. Its work is covered by regional media and by small rural weeklies and it distributes releases and weekly columns to more than 4,000 small papers nationwide. The Center’s leaders also appear regularly in prominent media outlets, including the *New York Times*, *Washington Post*, *The Economist*, *Reuters*, *National Public Radio*, *Los Angeles Times*, *Congressional Quarterly*, *U.S. News and World Report*, *Time*, Clear Channel (radio news), and on other radio networks and newspapers across America.

The Center for Rural Affairs delivers services to help rural constituents develop their leadership skills, open small businesses, and implement sustainable farming practices. Its microenterprise assistance program has assisted over 10,000 rural entrepreneurs since 1990, including many Latino and low-income women entrepreneurs. Driving all of this work is a mission to establish strong rural communities, social and economic justice, and environmental stewardship, while engaging people in decisions that affect the quality of their lives and the future of their communities.

The Center for Rural Affairs’ largest constituency currently lies in an age demographic of over 35 and is largely white. With fast-growing immigrant populations in rural areas, both new immigrants and rural youth are key target groups for ongoing recruitment. The Center plans to use on the ground and online strategies to place more emphasis on engaging these two groups and making them a more sizable constituency for its work.

**Description of Program for Which Funding Is Sought:**

The goal of the Center for Rural Affairs’ National Rural Action Network project is to build the power of active citizens across rural America to shape the future of economic and social policies impacting rural people, communities, and the nation. Maintaining a long-lasting level of engagement among the Center’s supporters is a high priority. To

ensure enduring success, the Center will combine grassroots and social media engagement strategies to create stronger relationships with supporters and, ultimately, allow for more effective and efficient engagement of rural advocates. The project will assess its effectiveness by determining whether it achieves the following outcomes:

- At least 6,000 individuals added to the national grassroots action network. These new supporters and the existing network of 30,000 individuals will be engaged in policy action and education on multiple social and economic justice issues, including tax and fiscal policy priorities.
- A core group of individual supporters in each of three target states engaged at a deeper level and developed into grassroots leaders.
- Stronger and better coordinated action with other state and national advocacy organizations working on similar efforts to build the power of everyday people to engage in democracy and create change.
- An updated website, email and online presence, able to serve as a hub for news, information and advocacy opportunities on issues effecting rural people.

The Center for Rural Affairs collaborates with a number of partner organizations on specific efforts, including the National Farmers Union. The Center also works with organizations such as the National Rural Health Association, National Association of County Organizations and similar rural-oriented organizations when interests align. However, unlike the Center, these organizations are not seeking to build a broad grassroots base of rural people to engage throughout the year.

### **Rationale for Recommendation:**

U.S. Programs, via the Democracy Fund, recommends a grant of \$100,000 over one year to support the Center for Rural Affairs' work to engage rural people – small business owners, employees in small business, family farmers, community leaders and new immigrants – in open society advocacy.

Among U.S. Programs generally, and consistently within the realm of progressive advocacy work, the concerns of rural people are largely overlooked, understudied, or completely written off as being “lost causes.” Critical to an open society is including *all* members, and the Center for Rural Affairs aims to bring in voices that are unique within progressive advocacy and USP circles. The Center engages overlooked people and unheard voices from within rural America, a place that can receive disproportionate attention from conservatives due to early presidential nominating elections in rural states and an often romanticized notion of the nation's heritage (witness Sarah Palin's 2008 remarks that rural America is “the real America”).

In much of rural America, large farm interests – connected with large corporate interests – are extraordinarily well organized and politically funded. These interests drive a political narrative and demand the attention of federal policymakers. There are other organizations engaging family farmers in farm policy and sometimes in economic, energy, and related debates, but the Center for Rural Affairs is the sole national

organization that has a mission that is expressly dedicated to building a national grassroots base of rural people engaged in their communities to create change across social and economic issues.

Rather than harkening back to a bygone era, the Center for Rural Affairs brings small business owners, new immigrants, and family farmers into the space of civic participation in order to advocate for a new rural reality. With its 40 year understanding of the issues and concerns that impact its neighbors, the Center is uniquely qualified to advocate for and empower Americans whose participation will add value to our democracy and which also could provide valuable information for OSF and our grantee partners as we seek to build support on complex issues from what is often seen as a deeply conservative group.

Economic disparities remain significant in rural America, where incomes are below average. For 50 years, rural poverty rates have exceeded urban rates, and poverty continues to grow. The 2010 census revealed that the number of rural households living in poverty climbed to nearly 17 percent, with nearly 25 percent of rural children living in poverty. Though the constituency in rural America is largely a white working class one, immigrant populations are increasing and rural communities have become more diverse. The rural Latino population, typically driven by agribusiness needs, has doubled since 1980, and is now the most rapidly growing demographic group in rural America. While Latinos made up just five percent of the rural population in 2000, they accounted for 50 percent of the population growth in rural areas between 2000 and 2005. As with the African American rural population of the Deep South, rural poverty is stark among this population. Poverty rates are as high as 56% among rural black children and 40% among Latino children – up to ten percent higher than their urban counterparts.

Engaging new immigrants is a key focus in the Center for Rural Affairs' work in Nebraska. In its small business development program, Latinos now account for 25 percent of all clients. The next critical step is to engage this community in advocacy and civic activity. Another challenge is one of access to greater economic, cultural, and political resources, often made more limited due to the lack of rural broadband accessibility. This creates insular pockets in which rural citizens have fewer opportunities to partake in democratic processes when compared to those having broadband access. The Center seeks to overcome these technological barriers through grassroots engagement to build a political base and to connect people from far-flung communities. It seeks to bring education and advocacy to new rural doorsteps, thus helping rural people exert their right to influence the policies that will affect them and their communities.

Brian Depew is the Center's acting executive director. Depew is the former program director and comes highly recommended by Marcy Westerling, an OSF Global Fellow and the founder of the well-regarded Rural Organizing Project in Oregon. Should it be approved, staff looks forward to monitoring the progress of this grant both to assess the Center for Rural Affairs' growth and to learn more about how it uniquely and effectively engages rural people and communities in advocacy.

**Grant ID:** 20035683  
20035799

**Legal Name of Organization:** Color of Change

**Tax Status:** n/a

**Name of Fiscal Sponsor:** New Organizing Institute Education Fund

**Purpose of Grant:** to provide project support to Color of Change for its work to promote civic engagement and analyze media images of black men and boys

**Grant Description:** To provide renewed project support to Color of Change, a leading online advocacy voice for the African American community, with 900,000 online supporters, for its work to promote civic engagement and analyze media images of black men and boys. Through its focus on several open society priorities, such as criminal justice reform, voter protection, civic engagement, media freedom and accountability, and government transparency, Color Of Change elevates and advances issues with a racial justice framework. This recommendation advances a Democracy Fund goal to support innovative approaches to catalyze large scale civic engagement from key constituencies on multiple open society priorities. This recommendation would advance a Campaign for Black Male Achievement goal to strengthen the field by supporting strategic communications, philanthropic leadership, capacity building, and leadership development. The grant also advances CBMA’s strategy of challenging negative perceptions and stereotypes of Black men and boys through the use of traditional media, social media, new technology, the arts, and film. Lastly, the grant recommendation includes additional support to Color Of Change’s rapid response activities surrounding the Trayvon Martin death in Sanford, Florida. Specifically, this increased support would allow Color Of Change to raise public awareness and mobilize its base to take action on the issues tied to the Martin killing and to engage in a concerted public education drive around legislative efforts led by the American Legislative Exchange Council (ALEC), which have disenfranchised women, people of color, poor people

and immigrants.

<b><u>Previous OSI Support:</u></b>	\$20,000 from Board Initiated Special Grants (2011) (note: prior support for Color of Change occurred via general support grants to the Citizen Engagement Laboratory, the entity that incubated it)
<b><u>Organization Budget:</u></b>	\$7,663,207
<b><u>Project Budget:</u></b>	\$300,000 for Civic Engagement Project \$350,000 for Black Men and Boys Culture Project \$150,000 for Trayvon Martin killing and ALEC initiatives
<b><u>Major Sources of Support:</u></b>	Atlantic Philanthropies           \$166,650 Threshold Foundation           \$ 60,000 Raddick Foundation           \$ 50,000 Proteus Fund                   \$ 30,000 Mitchell Kapor Foundation   \$ 20,000
<b><u>Amount Requested:</u></b>	\$300,000 for Civic Engagement Project \$300,000 for Black Men and Boys Culture Project \$100,000 for Rapid Response Public Education Project around the Trayvon Martin killing and ALEC initiatives
<b><u>Is this a contingent grant?</u></b>	No
<b><u>Amount Recommended:</u></b>	\$700,000 (\$300,000 from Democracy and Power Fund, T1: 21113, \$300,000 from Campaign for Black Male Achievement, T1: 21122, \$100,000 from Campaign for Black Male Achievement, T1: 21123)
<b><u>Term:</u></b>	2 years, beginning March 1, 2012, for Civic Engagement Project 2 years, beginning May 1, 2012, for Black Men and Boys Culture Project 1 year, beginning April 1, 2012, for Rapid Response Public Education Project around the Trayvon Martin killing and ALEC initiatives
<b><u>Matching Requirements:</u></b>	n/a
<b><u>Description of Organization:</u></b>	

New Organizing Institute Education Fund, based in Washington, D.C., is the fiscal sponsor for Color of Change. Its mission is to build leadership within the social justice field by helping advocates, through research and training, to use the tools of the Internet for their campaigns. The Institute trains nonprofit groups support their civic engagement activities with new technology, enabling organizations to do their work more efficiently and effectively. It has built a national network of grassroots social justice organizations, engaging and challenging them to make social media and online organizing central to their strategies for creating change.

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

Color of Change was founded in 2005 in the aftermath of the failed government response to Hurricane Katrina. Founded by James Rucker, former director of grassroots mobilization for political and civic action at MoveOn, and by Van Jones, a well-known civil rights activist and environmental advocate, Color of Change became part of the Citizen Engagement Laboratory network of organizations in 2009. Seeking to elevate the advocacy voice of the African-American community, Color of Change has effectively leveraged organizing moments through national and local examples, such as Hurricane Katrina and the Jena Six case. It has also targeted prominent media figures, including Glen Beck and Pat Buchanan, to remove hate speech from television. Color of Change is now the largest online Black advocacy organization, with over 900,000 online supporters. Using a structural racism lens, its campaigns seek to shift opinion and policy through broad-based education on issues of concern to Black Americans. Color of Change conducts large scale public and civic education campaigns, holds coordinated events around the country, runs TV and print advertisements, and engages members in rapid response actions. Its campaigns include:

**Media accountability:** Color of Change has built a reputation as a media watchdog, with multiple high-profile campaigns to call out race-baiting, selective editing, and legitimizing of conspiracy theories and pseudo-science in furtherance of an anti-black media narrative. Recently, Pat Buchanan identified Color of Change as being responsible for his ouster from MSNBC. In addition, Color of Change members sent 197,373 petitions to Fox Network and 127,843 petitions to Glen Beck's advertisers calling out Beck's repeated on-air race-baiting and demanding an advertiser boycott. More than 300 sponsors pulled their ads from the show before Fox fired Beck.

**Voting Rights/Civic Engagement:** Color of Change has engaged in voter protection since its inception, participating in prior election protection efforts as well as leading its own campaigns. These include a member-driven program to ensure the readiness of election infrastructure at the local level and campaigns targeted at local and state officials where there have been attempts to suppress votes from communities of color.

**Criminal Justice:** Color of Change works closely with USP grantees Juvenile Justice Project of Louisiana, Drug Policy Alliance, and Campaign for Youth Justice to deepen the engagement of its membership with criminal justice campaigns. Its membership has become vocal on inequality in the criminal justice system, drawing international attention

to specific cases such as the Jena Six, the Oscar Grant shooting by Oakland police, and the exoneration of five Black men in Cook County, known as the Dixmoor 5, who had been serving prison time for a 1991 murder they did not commit. Thousands of Color of Change supporters also demanded an end to the New York City Police Department's racially-biased marijuana arrest crusade, contributing to Commissioner Ray Kelley issuing an order in September 2011 requiring police to abide by the state's decades-old decriminalization law. Last year, 102,786 Color of Change members contacted the Georgia State Board of Pardons and Parole to request clemency for Troy Davis.

New project support from the Campaign for Black Male Achievement would allow Color of Change to build on its existing media accountability work to develop and implement its Black Men and Boys Culture Project, which promotes fair, accurate, and positive portrayals of Black men and boys in mainstream news and entertainment media. The proposed project would educate the public and the media industry about the impact that negative media images have on promoting systemic inequality and racism.

Color of Change's project will include the following objectives:

- 1) Engaging its 900,000 supporters through online and grassroots mobilization efforts to track breaking media developments regarding black males;
- 2) Strengthening relationships with existing media watchdog organizations, such as Think Progress, to address instances of implicit as well as explicit racial bias towards black males;
- 3) Working closely with the Maynard Institute and other CBMA grantee partners to ensure that media monitoring and accountability campaigns incorporate a rigorous racial justice lens, with a specific focus on the issues of black men and boys
- 4) Promoting shared messages around racial bias in the media, in close partnership with the American Values Institute and Opportunity Agenda; and
- 5) Creating opportunities for local citizen reporting of both negative and positive media portrayals, via ColorOfChange.org's media website, mobile applications, and other social media platforms.

The objectives outlined above will also allow Color of Change to equip advocates to identify which audiences and media targets— sports and/or entertainment media, ethnic media, etc.—should be pursued for ongoing targeted advocacy campaigns.

Rapid response support from the Campaign for Black Male Achievement would also allow Color Of Change to: 1) create and maintain a stand-alone website dedicated to the issues surrounding the Trayvon Martin case, to allow advocates and community members to upload and share information on the case and planned events; 2) support a national network of organizations seeking to create movement through its existing campaign and communication infrastructure; 3) place op-eds for its members with compelling stories to share, particularly in the case of mothers talking about their murdered or racially profiled sons; 4) support thought leaders, such as Phil Goff at the Consortium for Police Leadership and Equity, by helping to promote research on racial bias, racial profiling, and the use of force by law enforcement; and 5) engage in a concerted public education drive

around the substance and impact of legislative efforts led by the American Legislative Exchange Council (ALEC) such as the “Stand Your Ground” laws in Florida and 16 other states that incentivize police and prosecutors not to investigate or affect arrests.

### **Rationale for Recommendation:**

U.S. Programs, via the Democracy Fund and the Campaign for Black Male Achievement, recommend a three-part grant to Color of Change: \$300,000 over two years to support its ongoing civic engagement and multi-issue advocacy work; \$300,000 over two years for its Black Men and Boys Culture Project; and \$100,000 over one year in rapid response funding to support its campaign to engage communities and use the Trayvon Martin murder as a “teachable moment” to address the negative perceptions of Black male youth. OSF funding will help Color of Change to continue its engagement of African Americans online to address criminal justice, media representation, and civic engagement issues and hold government, corporations, and the media accountable to the African American community.

Color of Change’s success is due to its expertise in leveraging social media to effectively reach its technologically savvy community. It has countless examples of high impact work, including being one of the first groups to mobilize its membership in support of Kelley Williams-Bolar, an Akron, Ohio single mother and teacher’s aide who was sentenced to five years in prison for registering her two daughters for school in neighboring Copley Township under her father’s address, after her own home was burglarized and she sought a better school for her children. More than 69,000 Color of Change members signed online petitions, and Williams-Bolar ultimately was granted executive clemency, with her felony convictions reduced to first-degree misdemeanors.

Color of Change is already planning for election protection work, having worked in the past with Video the Vote, Advancement Project, CREDO Action, and the Lawyers’ Committee for Civil Rights under Law. In several states, right wing political forces, including Tea Party activists, are preparing to intimidate people from going to the polls. New voter identification laws have catalyzed a level of fear that could keep people from exercising their right to vote. Color of Change will educate and mobilize its 900,000 supporters to play an active role in spreading accurate information, documenting abuses and voter suppression, and connecting people to financial and other support for obtaining requisite voter identification.

Color of Change’s Black Men and Boys Culture Project will be a multi-year effort to monitor and engage with local and national news and entertainment media to demand inclusive coverage and fair portrayals of black men and boys. The Project will highlight exemplary reporting in order to incentivize responsible use of imagery by the media.

With CBMA support, The Opportunity Agenda recently published a report entitled “Opportunity for Black Men and Boys: Public Opinion, Media Depictions, and Media Consumption.” The report examines the perceptions of black men and boys and their relationship to the media. A key highlight from the research was that black men and boys



are underrepresented in several roles, such as “talking head” news experts and computer users in TV commercials. To no one’s surprise, the report also found that black men and boys are overrepresented in stories and depictions tied to criminality and poverty. The report calls for efforts to hold media accountable for its negative depiction and portrayal of black males. Color of Change’s work picks up where this report leaves off, and its Black Men and Boys Culture Project will directly address the issue of representation and advance CBMA’s strategy to use strategic communications to strengthen the field of black male achievement by promoting positive frames and messages.

Over the past month, Color of Change has also served as one of the lead national organizations rapidly responding to the growing concerns surrounding the Trayvon Martin death in Sanford, Florida. After increasing public outcry, Color of Change organized a petition signed by nearly 168,000 supporters that led to the U.S. Department of Justice opening an investigation into the circumstances surrounding the Martin case. Color of Change has also used this “teachable moment” surrounding the Martin case to highlight the legislative activities of the American Legislative Exchange Council (ALEC). Since December, Color of Change has been reaching out to major corporations to divest and disassociate their brands from ALEC because of its attack on voting rights and its support of other legislation such as the “Stand Your Ground” laws that led to the circumstances surrounding Trayvon Martin’s death. Last week Coca-Cola, PepsiCo, Kraft Foods, and Intuit, Inc. all pulled their support from ALEC due to Color of Change’s efforts.

USP staff is impressed with Color of Change’s creativity, technical expertise, and strategies to generate large scale engagement on racial justice fights. The organization is ably led by Rashad Robinson, who joined the organization in May 2011 after a successful tenure at the Gay and Lesbian Alliance Against Discrimination conducting political advocacy. Robinson is a recognized expert on how popular culture impacts American attitudes and values and appears regularly on BET, CNN, and MSNBC to discuss civil rights issues. We are pleased to make this recommendation.

**Grant ID:** 20035685

**Legal Name of Organization:** Gamaliel Foundation

**Tax Status:** 501(c)(3) public charity

**Name of Fiscal Sponsor:** n/a

**Purpose of Grant:** to provide project support to the "Fire of Faith: Rekindling Our Democracy" campaign

**Grant Description:** To provide renewed project support to Gamaliel Foundation, a national congregation-based grassroots advocacy network with over a million members nationwide. Gamaliel's new "Fire of Faith: Rekindling Our Democracy" project will focus on catalyzing intensive conversations among faith and lay leaders in order to modernize the organization and strengthen its work on criminal justice reform, immigrants' rights, and economic equity. The campaign seeks to engage faith and lay leaders from across the nation in order to enhance national advocacy campaign coordination, training and technical assistance programs, congregational base building, and strategic communication strategies. This grant would advance the Democracy Fund's goals to engage key constituencies, people of faith in this instance, in open society advocacy.

**Previous OSI Support:** \$1,396,500  
\$40,000 from Strategic Opportunity Fund (2004)  
\$206,500 from Progressive Infrastructure (2006-2007)  
\$850,000 from Democracy and Power Fund (2008-2011)  
\$250,000 from Seize the Day Fund (2009)  
\$50,000 from Equality and Opportunity Fund (2011)

**Organization Budget:** \$3,475,073

**Project Budget:** \$1,789,247

**Major Sources of Support:**

Marguerite Casey Foundation	\$550,000
Carnegie Corporation	\$250,000
John S. and James L. Knight Foundation	\$100,000

Arca Foundation	\$ 50,000
Barbara Streisand Foundation	\$ 50,000

**Amount Requested:** \$200,000

**Is this a contingent grant?** No

**Amount Recommended:** \$200,000 (T1: 21113)

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

**Matching Requirements:** n/a

**Description of Organization:**

The Gamaliel Foundation is a Chicago-based confederation of 60 local and regional grassroots affiliates, in 18 states, South Africa, and the United Kingdom that comprises roughly 1,600 dues paying congregations, which represent more than one million clergy and laypeople of multiple faiths.<sup>2</sup> Gamaliel’s mission is to assist local community leaders as they create, maintain, and expand grassroots faith-based community organizations so that ordinary people can have an impact on the political, social, economic, and environmental decisions that affect their lives.

Gamaliel’s local affiliates have traditionally worked on a range of economic and social justice issues, including affordable housing, quality education, job creation, health care access, immigrants’ rights, and criminal justice reform. A decade ago, Gamaliel also adopted a “metro-equity lens” that identifies urban sprawl, abandonment of core cities, and a fragmented tax base as root causes of the “seemingly endemic and intractable urban problems” faced by its affiliates. Gamaliel staff and organizers provide the local affiliates and congregations with leadership training programs, consultation, research and analysis on social justice issues while working to promote a network for mutual learning, coalition building, and collective power achieved through advocacy campaigns.

**Description of Program for Which Funding Is Sought:**

Under the leadership of its new national director, Ana Garcia Ashley, a long-time community organizer and grassroots advocate, Gamaliel will seek to launch its new campaign, “Fire of Faith: Rekindling Our Democracy.” Fire of Faith was developed to reinvent Gamaliel, a long-time grassroots advocacy network, to improve its ability to organize under the altered landscape of globalized power and the dual challenges of a shifting economy and shifting demography. The new campaign will reorganize Gamaliel in all aspects of its work: governance, training, interfaith base-building, coordination of national campaigns, and development and communication strategies. The campaign

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<sup>2</sup> The 18 states include California, Georgia, Hawaii, Illinois, Indiana, Iowa, Kansas, Maryland, Michigan, Minnesota, Missouri, New Hampshire, New York, Ohio, Pennsylvania, Tennessee, Virginia, and Wisconsin.

involves intensive values-based conversations among its member congregations and faith and lay leaders and will contribute to the development of a more compelling narrative to guide the development of the organization's advocacy campaigns.

Since its founding more than 25 years ago, Gamaliel and its local affiliates have employed a model of congregation-based community organizing that is characterized by local control and the independence of its 60 local affiliates. This method drew attention during the 2008 presidential campaign, for Barack Obama received his community organizing training from Gamaliel and worked for its South Side Chicago affiliate. The model has led to many victories against red-lining and for neighborhood revitalization.

Gamaliel also recognizes that to build power it increasingly needs greater coordination among the local, state and national levels to effectively address its priority issues of job creation, health care, immigrants' rights, educational justice, and transportation equity. An example is its "Civil Rights of Immigrants" campaign, where the organization realized that there were county systems in place that needed to be addressed, but those systems were tied into state policies that individual congregations had less political clout to address on their own. By building up the ability of its local affiliates to impact state level policies, it found that it became more capable of addressing fights for in-state tuition, driver's licenses for immigrants, and translators at medical facilities. This built the network's ability to move to the national level to play an active role in comprehensive immigration reform fights. Through its "Fire of Faith" campaign, Gamaliel seeks to transform how it can address other issues in a similar fashion in order to maximize the impact of its 1,600 member congregations and one million members.

### **Rationale for Recommendation:**

U.S. Programs, via the Democracy Fund, recommends a project grant of \$200,000 over one year to the Gamaliel Foundation to support its Fire of Faith: Rekindling Democracy campaign. This recommendation seeks to continue OSF's support for this important congregation-based, grassroots advocacy network and to strengthen its ability to advance criminal justice reform, economic equity, immigrants' rights, and racial justice.

Gamaliel has a long tradition of smart and effective, congregation-based community organizing and grassroots advocacy. Its local affiliates have won important victories for economic equity and have been on the leading edge in confronting the challenges of shifting demography within congregations and neighborhoods. This includes an early focus on metropolitan equity, exploring the "fault lines" of increased suburban diversity and developing innovative urban/suburban partnerships. Gamaliel incubated the Transportation Equity Network, for example, an USP grantee that has built a dynamic national coalition of more than 300 public transportation, sustainable growth, civil rights, and low-income advocacy groups to monitor and analyze state and federal transportation funding and advocate for more mass transit, less highway construction, and enhanced transportation contracting and employment for women and people of color.

Gamaliel is showing signs of its age, however, and over the past two years it has faced deep challenges. Its founding director, Greg Galluzzo, a fiery, antagonistic organizer who led the network for more than 25 years – and seemed to thrive in a climate of internal dissent and upheaval – stepped down last year, two years before his expected leave in 2013. He has been replaced by a dynamic woman of color, Ana Garcia Ashley, who formerly served as the network’s associate director. Garcia Ashley has assumed control over all U.S. operations of the organization, making Gamaliel the only national congregation-based organizing network that is led by a woman of color.

Gamaliel has made noteworthy progress in its work to diversify its staff and volunteer base and modernize its organizing model to reflect the new realities of the communities in which it works as well as the changing policymaking climate. Noted for having a complex and confrontational internal culture, it has not shied away from taking on difficult internal challenges, including conducting a report in 2008 on its own practices and policies related to inclusion and racial equity. The report, authored by John Powell, the Kirwan Institute founder and noted scholar on race and equity, emerged from a comprehensive process of internal dialogue, private interviews, and candid, and sometimes contentious, conversations. The report revealed ways in which Gamaliel failed to live up to its own ideals and made a series of recommendations to help the organization become a thoroughly inclusive, democratic and anti-racist organization.

We reference Gamaliel’s transition here because many grantees undergo transitions and few are smooth or free of drama. This, of course, affects Gamaliel’s and other grantee partners’ ability to carry out their work. Democracy Fund staff have noted that Gamaliel has managed to continue its effective organizing and advocacy during this bumpy time. Its local affiliates have expanded health care eligibility and access for low-income people in Michigan through Michigan Rx, a new program that saves \$130,000 per month and serves 50,000 poor children and low-income adults. In Missouri, Gamaliel’s local affiliate restored health care funding for 90,000 low-income children. In Detroit, its local affiliate built a racially diverse coalition and worked closely with the police to secure model “anti-profiling” ordinances that protect citizens and provide guidelines for policing. Additionally, Gamaliel continues to play a leading role in the national grassroots advocacy coalition for comprehensive immigration reform and in the Transportation Equity Network.

While three of its 60 affiliates left during the transition, USP staff believe that the worst disruptions from the transition are likely over. Gamaliel’s new director has now been in the position for a year and has stopped the affiliate flight. She has built or deepened important relationships with the Center for Community Change, NAACP, OMB Watch, Riverside Church, the Amalgamated Transit Union, and the American Federation of Teachers. In the past, OSF staff has made two year funding recommendations for Gamaliel. This recommendation is for one year in order to enable us to carefully monitor its progress. The organization, and its large base of congregations and people of faith who are engaged in a variety of open society fights at the local, state, and national levels, is an important contributor to U.S. civil society. We are counting on it to continue to

weather a difficult transition and emerge stronger than ever. With these concerns noted, we are pleased to offer this recommendation.

**Grant ID:** 20035937

**Legal Name of Organization:** United States Student Association Foundation

**Tax Status:** 501(c) (3) public charity

**Name of Fiscal Sponsor:** n/a

**Purpose of Grant:** to provide general support

**Grant Description:** To provide renewed general support to the United States Student Association Foundation, the tax exempt arm of the United States Student Association, the nation’s oldest, largest, and most diverse student organization. Via its national network of students from public and private universities, community colleges, historically Black colleges and universities, and Hispanic serving institutions, the United States Student Association organizes leadership development trainings and coalition building workshops for thousands of progressive students and organizations through on-campus and summer gatherings. The United States Student Association is the only student-led national organization that represents students on higher education issues and advances successful advocacy on issues relevant to students, including economic equity, college access and affordability, and immigrant student education. This recommendation advances a Democracy Fund goal of increasing the civic participation and advocacy impact of diverse constituencies, in this instance, young people.

**Previous OSI Support:** \$2,669,000  
\$210,000 from Strategic Opportunity Fund (2004-2006)  
\$659,000 from Progressive Infrastructure (2005-2008)  
\$1,200,000 from Democracy and Power Fund (2008-2012)

**Organization Budget:** \$823,645

**Project Budget:** n/a

**Major Sources of Support:** Ford Foundation \$150,000

American Federation of State, County & Municipal Employees	\$118,500
Veatch Foundation	\$ 40,000
Tides Foundation	\$ 30,000
American Federation of Teachers	\$ 20,000

**Amount Requested:** \$600,000

**Is this a contingent grant?** No

**Amount Recommended:** \$600,000 (T1: 21115)

**Term:** 2 years, beginning November 1, 2012

**Matching Requirements:** n/a

**Description of Organization:**

United States Student Association Foundation (USSAF), based in Washington D.C. is the tax-exempt arm of the United States Student Association (USSA), the oldest, largest, and most diverse national student organization. The latter represents 4.5 million students at over 400 campuses throughout the country. Since its founding in 1947, USSA has advocated for civil rights, social justice and access to higher education for all. USSAF believes in the importance of education for all students, regardless of their socio-economic background and identity, and believes that people directly affected by issues of access to higher education should be the ones identifying the solutions that make education accessible to them. Therefore, it is dedicated to training, organizing, and developing a diverse base of student leaders who are prepared to advocate for expanded access to higher education and advancing the broader movement for social justice.

The United States Student Association Foundation plays a crucial leadership role in the youth organizing field. Its work falls into three main categories: 1) leadership development training and coalition building workshops for promising students; 2) nonpartisan voter education and voter registration drives; and 3) technical assistance to state Student Associations.

The organization's training programs focus on issue education, message development, and infrastructure creation. Mainstay trainings include:

- GrassRoots Organizing Weekends (GROWs), which teach students how to strategically address issues on their campuses and in their communities. In the last two years, USSAF trained 545 students from 25 campuses in ten key states (Arizona, California, Florida, Kansas, Massachusetts, North Carolina, New York, Pennsylvania, Washington, and Wisconsin).
- Electoral Action Trainings (EAT), which train students in nonpartisan issue-based electoral organizing. In the last two years, USSAF trained 2,700 students to



become electoral organizers on 46 campuses in eight states through 23 weekend – long trainings, three statewide summits in Colorado, Florida and Pennsylvania, and trainings held during conferences sponsored by USSA and other youth organizations.

- Leadership Empowerment Trainings, which teach students to successfully win student government elections through a series of presentations, exercises, role-plays, and interactive discussions and through ongoing peer-to-peer mentorship.

These trainings have been created and are led in conjunction with Young People For and Wellstone Action (both are Democracy Fund grantees). Through its membership in non-partisan statewide voter networks, USSAF also connects college students with progressive organizations that provide them with access to databases and other tools that they otherwise could not afford.

For the historic 2008 election, USSAF conducted intensive voter education and non-partisan get out the vote activities to register 110,827 students on 54 campuses in ten states. In 2012, USSA’s goal is to register 237,000 students in eight target states. USSA will create diverse, nonpartisan student vote coalitions on its priority campuses. These coalitions will typically include 6-8 student organizations from among students of color and multi-cultural organizations, women’s groups and centers, organizations for students with disabilities, LGBTQ organizations and resource centers, residential hall associations, service clubs, and political organizations. Coalitions will be responsible for planning and implementing comprehensive peer-to-peer, issue-based voter registration, education, and get out the vote activities on their campus with an emphasis on reaching underrepresented communities. Stipends will be paid to each student vote coordinator.

Lastly, USSAF also provides technical assistance and the above trainings to Statewide Student Associations, which are permanent statewide coalitions of student representative bodies connected under the premise of collectively addressing issues that affect students on a statewide basis. Well-developed statewide student associations, most notably in Oregon and Wisconsin, have an established and staffed infrastructure and are able to create and deliver sustainable on-the-ground organizing in university/college systems and states nationwide. Statewide student associations are permanent vehicles for enhancing student leadership development, increasing student civic participation, and building student power. USSAF works to build and strengthen these associations in order to support viable statewide campaigns that can win real victories. Currently, USSAF has a network of 15 developed, developing, and emerging State and Statewide Student Associations in California, Colorado, Florida, Massachusetts, Michigan, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Washington, and Wisconsin. Wisconsin’s statewide association played a vital role in the pushback against Governor Scott Walker’s efforts to gut public employee collective bargaining, including for college and university workers.

### **Description of Program for Which Funding Is Sought**

This is a proposal for general support.

**Rationale for Recommendation:**

U.S. Programs, via the Democracy Fund, recommends a renewal grant of \$600,000 over two years to the United States Student Association Foundation in recognition of its work to catalyze youth engagement in open society advocacy, including around educational access and economic equity.

The United States Student Association Foundation emphasizes the importance of life-long leadership and outreach to underrepresented communities. Aware of the struggle that minority serving colleges and universities currently face amidst the cuts to education funding, USSAF is launching *Color the Vote*, a pilot effort to implement targeted leadership development opportunities for students of color on minority serving campuses. In partnership with the Asian Pacific American Labor Alliance Education Fund and Black Youth Vote, both current Democracy Fund grantees, USSAF will provide Electoral Action Trainings training to leaders on ten Historically Black College and University campuses as well as five Asian American and Native American Pacific Islander serving institutions. This collaboration has the ability to reach out to underrepresented communities who might not normally be as directly engaged in election related work. USSAF will coordinate efforts in states including, but not limited to: California, Florida, Georgia, Hawai'i, Maryland, Massachusetts, New York, North Carolina, Oregon, Texas, and Washington.

USSAF's work is rooted in expanding the diversity and impact of student advocacy and engagement and it actively pursues partnerships with national organizations around education, civil rights, and youth issues. To increase voter participation, USSAF is collaborating with Student PIRGS, Rock the Vote, the League of Young Voters Education Fund, and various state civic engagement tables. Additionally, USSAF is partnering with the Fair Elections Legal Network to aid students and administration in voter education by developing, editing, and providing toolkits to institutionalize election protection work on campuses. It is also collaborating with current Democracy Fund grantee Black Youth Vote to implement a poll watching program to counter voter suppression tactics at the polls on Election Day.

USSAF encourages activism around a range of issues that are relevant to college students - such as labor rights, affirmative action, the DREAM Act, college access and affordability - and then engages activists in the political process by encouraging them to run for student government. By working on USSAF campaigns and serving on its governing board, students develop leadership skills and policy expertise that prepare them for professional roles in social change organizations. The organization has an impressive alumni roster, including leaders such as: Sarita Gupta, the executive director of Jobs with Justice; Mary Beth Maxwell, a high level appointed advisor to U.S. Secretary of Labor Hilda Solis; Donna Brazile, a well-known political strategist and CNN commentator; and Rea Carey, the executive director of the National Gay and Lesbian Task Force.

USSAF is a student-led organization and student delegates elect its president, vice president, and board of directors and determine the organization's agenda. Its current President, Victor George Sanchez, Jr., a first-generation Chicano/Latino of Mexican and Costa Rican descent, is a recent graduate of the University of California, Santa Cruz. Sanchez began his involvement in 2006 by signing a postcard for the Federal Dream Act on his campus.

USSAF's work is core to the Democracy Fund's mission and shares the Fund's vision of an integrated civil society, a goal that cannot be achieved unless young people are ready and able to take leadership in important advocacy fights. USSAF is paving the way to ensure that young people, including those who come from underserved and neglected constituencies, are ready to make the change they wish to see.