

MEMORANDUM

To: Aryeh Neier
From: Ann Beeson and Bill Vandenberg, for the Seize the Day Initiative
Date: September 17, 2010
Re: Seize the Day Initiative Docket

We look forward to discussing with you these two write-ups for grants recommended by the Seize the Day Initiative. The recommendations, attached here, support advocacy on the American jobs crisis, high un- and underemployment, and structural inequality in the economy. The write-ups and a docket sheet are attached here.

The U.S. is in its worst jobs crisis since the Great Depression – with unemployment rates of 15.6% for African-American workers, 12.1% for Latino workers, and 8.6% for white workers. These numbers are significantly higher for African-American men and young people of all races and, as evidence that the crisis is much worse than even these statistics indicate, the numbers do not include those who are underemployed or long-term unemployed.

With un- and underemployment stubbornly continuing at these high levels and a jobless (and largely anemic) recovery all that's likely for the foreseeable future, economic anxiety has exploded among Americans over the past 18 months. This anxiety now dominates the policymaking environment in which U.S. Programs' grantees exist, weakening President Obama's leadership and making advocacy on every OSF priority much more complex and less likely to achieve results. This anxiety has also created strategic openings for the conservative coalition, deflated after the 2008 elections, to once again be ascendant as it exploits the crisis for political gain.

The Seize the Day Initiative, ending this year, has narrowed its grantmaking focus from the broad priorities we sought to advance in the weeks after the Obama inauguration. Most Seize the Day grants to date in 2010 have been made as complements to other recommendations from USP core programs, with many grants supporting transparency, equity, and accountability in the economic recovery. Other grants seek to support the continued expansion of strategic advocacy on OSI priority issues from people of color, low-income, and immigrant communities.

For distinct Seize the Day grantmaking in 2010, our two principal goals are to: 1) provide funding for advocacy that strengthens the U.S.'s tattered safety net; and 2) expand federal advocacy around job creation while increasing public participation and advocacy from un- and underemployed people. We do not harbor delusions that today's very different American civil society can replicate successful efforts from prior economic crises – via the activism of unemployed workers' councils, a more robust labor movement, and the welfare rights movement – but we believe that unemployed people ought to have more promising vehicles for their participation than the Tea Party.

In this docket, we bring two recommendations to you totaling \$350,000. The recommendations are for projects related to the jobs crisis. They are:

Economic Policy Institute: a long-time OSF grantee, EPI is confronting the jobs crisis through high level research, production of well received and broadly disseminated reports, effective media outreach, advocacy on public jobs creation and federal assistance to state and local governments, and work to confront structural inequality in employment and unemployment through its unique and well conceived Program on Race, Ethnicity, and the Economy.

PowerPAC Foundation: a recent Seize the Day grantee for work to advance transparency, equity, and accountability in the economic recovery via its leadership in a California-based state alliance, Power PAC Foundation – founded by Steve Phillips, son in law to Herb and Marion Sandler – is building a promising new jobs advocacy alliance among national racial justice organizations. This alliance, called the New Majority Campaign, links the NAACP, NCLR, LCCR, and others to build a racial justice pole within the DC advocacy community that is closely aligned with the interests of the national labor movement. While an emerging effort at present, the groups have united to sponsor what will likely be the largest public manifestation of frustration about congressional obstructionism on the jobs crisis, a large scale national and non-partisan march to occur in October.

We look forward to discussing these recommendations with you when we meet next week. Please let us know if there is further information we may provide in advance of the docket meeting.

Name of Organization: Economic Policy Institute

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

Purpose of Grant: project support

FPOS Grant Description: to support the Economic Policy Institute’s research and analysis, education, outreach, and policy recommendations.

Previous OSI Support: \$5,020,750

\$300,000 from Four Pillars Fund (2009-2011)
 \$3,000,000 from Progressive Infrastructure (2005-2008)
 \$501,400 from Global Policy Fund (2004-2008))
 \$660,000 from Strategic Opportunities Fund (2003-2005)
 \$375,000 from Gov + Pol Dev/Effective Gov’t (2000-2002)

Organization Budget: \$6,800,000

Project Budget: \$200,000

Major Sources of Support:

Rockefeller	\$550,000
Ford Foundation	\$500,000
Annie E. Casey Foundation	\$150,000

Amount Requested: \$200,000 over one year

Amount Recommended: \$200,000 over one year

Term: One year, beginning September 1, 2010

Description of Organization

The Economic Policy Institute (“EPI”) 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. EPI 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 has become the gold standard. Its *State of Working America*, issued every two years since 1988, is a powerful, comprehensive, and well-used document, and EPI staff researchers often testify in Congress. They are also frequently cited in the media, receiving 3,000 media hits annually that are estimated to reach 85 million Americans. In short, EPI, a current Democracy and Power Fund grantee, is a high functioning multi-issue think tank, with broad reach, that also has deep connections with community and labor organizations.

EPI works on sound economic policy that will contribute 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.
- Providing educational opportunities to ensure full participation by all in a vibrant economy

In addition to its national work, EPI also serves as the hub of the Economic Analysis and Research Network (EARN), which has 54 groups in 42 states. Aggregated, they have staff of about 350 and budgets over \$30 million, with some overlap with the State Fiscal Analysis Initiative network based at the Center on Budget and Policy Priorities. EARN groups do research and policy work on a broad range of issues, including economic development, education, health care, minimum wage, and corporate accountability. EPI assists EARN groups with policy development and economic analysis, organizational development, and training. It also organizes collaboration, strategizing, and information sharing among EARN groups and between state groups and national organizations. For example, it orchestrates communications campaigns that utilize EARN groups as local outlets for national messages on issues as the state of the economy, the minimum wage, and Social Security.

Description of Program for Which Funding Is Sought

EPI recognizes that race, ethnicity, and structural inequality need to be an explicit part of economic policy discussions. Because low-wage labor markets are disproportionately populated with people of color, no economic analysis is complete without a deeper analysis of the intersection between race and the economy.

Into its third year, EPI’s Program on Race, Ethnicity, and the Economy (PREE) explores and explains economic outcomes for people of color and profiles the role that race and ethnicity play in the economy. PREE views all the major racial/ethnic minority groups as its constituency. As such, its reports address the economic condition of Latinos, African Americans, Asian Americans and American Indians and the program’s overarching goal is to ensure that people of color participate fully in the economy and benefit equally from gains in prosperity. PREE also provides broad support to the racial justice community by co-hosting the Race and Economic Policy Forum. Many leading D.C. policy and activist organizations participate in these forums and the events allow the community to learn about policies and policymaking opportunities while exchanging information.

Spotlighting the crisis in people of color un- and underemployment much earlier than most, PREE advocates for job creation that is targeted to communities of color. Jobs will

not return to communities of color in substantial numbers without a full national economic recovery and, historically, we've not seen strong job growth in communities of color without strong overall national job growth.

The project goals are two-pronged: 1) to continue emphasizing the need for job creation for the nation as a whole and 2) to advocate for job creation targeted to communities of color so that the country can eliminate long-standing unemployment disparities. PREE's core objectives are to change public perceptions, reshape the policy dialogue, and produce outcomes that ensure communities of color will benefit from job creation. It will do this 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; and
- 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, PREE will do work to detail and estimate the benefits of full employment in communities of color. PREE will document the benefits of full employment in reducing poverty, increasing educational attainment, reducing crime, and addressing other social problems for Latinos and African Americans. PREE will also conduct an evaluation of the Recovery Act's impact on communities of color, specifically on its ability to create minority jobs.

Rationale for Recommendation

The Seize the Day Initiative recommends a \$200,000 project support grant, over one year, to the Economic Policy Institute for its Program on Race, Ethnicity, and the Economy. Specifically, Seize the Day seeks to support PREE's two key objectives: 1) to emphasize the need for job creation for the nation as a whole and 2) to advocate for job creation targeted to communities of color so that the country can eliminate long-standing unemployment disparities. This recommendation is consistent with one of Seize the Day's two funding priorities for 2010: job creation advocacy.

The United States is currently facing 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, particularly for African-American men and young people of color.

EPI's work on the current job crisis has been both prescient and vital. It predicted the current jobs crisis a few months prior to the official beginning of the recession in late

2007 and has since provided essential research and analysis for a broad coalition of advocates and organizations. EPI shares its expertise with all social justice oriented job advocacy constellations even when, as we're increasingly (and unfortunately) learning, these constellations are not yet working well together. EPI has provided support for the Jobs for America Now coalition and to the New Majority Campaign (also recommended in this docket) and has developed its own American Jobs Plan, a five point strategy to create 4.6 million largely public jobs in one year. Its work to compile research on joblessness, catalogued by race and ethnicity and now down to the state level, has provided advocates with essential information to enhance their work in the field. EPI's Program on Race, Ethnicity, and the Economy has done excellent research and writing on disparities in the economic crisis and it has been out in front of the fight to extend unemployment insurance.

EPI is a current Democracy and Power Fund general support grantee that received a much smaller grant award last year (\$550,000 over two years) than it had grown accustomed to during Progressive Infrastructure days. While EPI also received another grant from the USP immigration portfolio (for research on economics and immigration) it is operating with much less funding than it needs and it has stepped up its jobs advocacy without new funding in order to fill a void that had been left by the dysfunction of the DC jobs advocacy universe. In a recent meeting, we asked EPI to provide an explanation of why social justice advocates are missing so many opportunities to organize, educate, and advocate for job creation. EPI's response was that too many DC advocacy groups' egos were getting in the way and that the turf fights were hurting overall efforts and impact.

They took a risk with us, after we'd told them there may not be any additional funding, and shared blunt assessments of the various jobs advocacy players (calling the field "lots of elephants thrashing"). Their refreshing candor led us to a conclusion that to help bring some order to this universe it would be wise to provide EPI with a one-time special grant to allow for an expansion of its jobs related advocacy, research, and education work since this work serves all camps and is extremely well regarded.

EPI 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. In addition to providing national organizations with its research and expertise, EPI also sits on the steering committee of the Jobs for America Now coalition. A \$200,000, one-time Seize the Day grant to EPI – to support research staffing, public education on jobs creation challenges and solutions, and advocacy – would go a long way toward strengthening a very weak field in a time of urgency. We are pleased to offer this recommendation.

Name of Organization: PowerPAC Foundation

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

Purpose of Grant: to support the work of the New Majority Campaign

FPOS Grant Description: To support PowerPac Foundation’s work to launch a new national coalition to address the country’s unemployment and underemployment crisis.

Previous OSI Support: \$500,000
\$500,000 from Seize the Day (2009-2011)

Organization Budget: \$1,079,000

Project Budget: \$3,956,575

Major Sources of Support: Public Welfare Foundation \$150,000
Marguerite Casey \$100,000

Amount Requested: \$150,000 over six months

Amount Recommended: \$150,000 over six months

Term: Six months, beginning September 1, 2010

Description of Organization

PowerPAC Foundation (PPF), founded in 2004 by Democracy Alliance donor and former San Francisco school board member Steve Phillips, directs financial and human resources to key advocacy campaigns and ballot initiatives by organizing donors who are committed to social justice politics. It works for non-partisan voter engagement in African-American and Latino communities in southern and southwestern states and conducts advocacy, directly or via collaborative efforts, on economic recovery, job creation, and racial justice issues.

Description of Program for Which Funding Is Sought

The New Majority Campaign is a multi-year, collaborative effort to build capacity and unlock the potential power that is latent in African-American, Latino, immigrant, and youth constituencies which can, together, comprise a new American majority for justice. The groups in this partnership – the national NAACP, National Council of La Raza, Center for Community Change, Leadership Conference on Civil Rights, PowerPAC Foundation, and United States Student Association – met in spring 2009 to explore how to more effectively inject a racial justice perspective into the national public debate on pressing policy issues, including health care reform and the unemployment crisis. Many

pieces of a new foundation for a social justice majority have already been put in place through the decades of work carried on by the participant organizations. As a result of this history of organizing, this current infrastructure already exists:

- National Council of La Raza has nearly 300 affiliate organizations in 41 states and a young adult network that spans 600 groups in 39 states;
- The NAACP has over 2,000 chapters spanning every state in the country and many campuses;
- The U.S. Student Association is the leading political youth network in the states;
- The Leadership Conference on Civil and Human Rights consists of 250 organizations across the country, and the membership groups have active networks in 21 cities;
- The Center for Community Change has for years supported a network of 250 community-based organizations in 16 states;
- The leaders of PowerPAC.org have worked across California for decades organizing and mobilizing voters of color, and in 2008, coordinated a large independent voter participation program in 18 states.

The purpose of the New Majority Campaign is to embark on a multi-year initiative to strengthen existing capacity, build bridges between groups, and galvanize these emerging constituencies to become a powerful force in local, state, and national civic life.

Over the past few months, the New Majority Campaign Groups have taken the lead in pulling together a promising new national coalition called One Nation Working Together (“One Nation”). One Nation is uniting dozens of organizations from the labor, peace, environmental, immigration, and civil rights movements in a common quest for a far-reaching social justice policy agenda focusing on creating jobs, stopping foreclosures, winning immigration reform, and achieving a more democratic and green economy. Launched at a June 8th national organizing meeting, One Nation will coordinate nonpartisan civic engagement and organizing efforts, highlighted by a massive mobilization for a march on Washington on October 2, 2010 that will prioritize the need for increased attention to the nation’s job crisis.

One Nation Working Together has the following goals for its inaugural year of activities:

- Take meaningful strides towards strengthening a multi-racial base for advancing social justice policies in America;
- Broaden the leadership of the national advocacy community to more accurately reflect the demographic trends and opportunities in the country (thereby surfacing new leadership and perhaps different issue priorities, too); and

- Foster greater civic participation in the democratic process by historically underrepresented groups and communities

The signature event of the One Nation campaign this year will be the October 2nd march, a non-partisan event that is projected to draw between 100,000 and 250,000 participants and could serve as the largest and highest profile event of the year on the jobs crisis.

Rationale for Recommendation

The Seize the Day Initiative recommends a \$150,000 grant, over six months, to PowerPAC Foundation to support the New Majority Campaign's work to build a national advocacy campaign to address the country's un- and underemployment crisis. This recommendation is consistent with one of Seize the Day's two major priorities for 2010: confronting the nation's jobs crisis through advocacy, particularly as it relates to people of color, immigrants, and young people, and via organizing un- and underemployed people to strengthen their collective voice for public and private job creation.

The 18 months since Barack Obama took office have been a roller coaster ride of epic proportions. The hope that accompanied his arrival in Washington, the historic triumph in a nation still dealing with its legacy of racism, the pain of the health care fight, the highs of several historic advocacy victories and the lows of continued economic suffering, important issues like immigration not being advanced, and two wars abroad have left the nation in a very divided place. Many who believe in "common good" oriented, public investment focused policies are demoralized, anti-government forces and xenophobes are emboldened, and we are cruising toward an especially contentious election that promises to throw even more of our nation's policymaking into a morass.

OSI has been asked - by the NAACP, NCLR, CCC, LCCR, and USSA – to provide funding for the New Majority Campaign, a promising new coalition uniting dozens of organizations from the labor, peace, environmental, immigration, and civil rights movements in a common quest for a broad-based policy agenda focusing on jobs, foreclosures, immigration reform, and a more democratic and green economy. The coalition plans to draw attention to the jobs crisis, spotlight the particular impacts of joblessness on people of color, immigrant, and youth communities, and to engage Americans in a conversation on jobs and the economy.

The organizations mentioned above have already been joined in partnership by 170 local, state, and national endorsing organizations in support of the aforementioned October 2nd march. The event has picked up momentum and created buzz as the largest public, social justice focused expression of frustration on the economy and the jobs crisis to date. We've all read countless stories about how the Tea Party "movement" has captured the public imagination (and indeed now 20-25% of Americans in recent national polls say that they identify as Tea Party supporters). Social justice organizations and the DC advocacy community have not effectively marshaled public anger over the economy in a way that focuses on a pro-public investment message. This oversight and missed opportunity has set all aspects of OSI's interests back considerably.

The One Nation campaign creates a unique opportunity to weave together the far-flung ethnic-specific media print, radio, and television networks in Black and Latino communities with on-the-ground communications staffing that the AFL-CIO is building in 24 cities, an online platform of outlets such as Huffington Post and Think Progress, and with cable stations such as MSNBC. The New Majority principals have already had promising discussions and offers of partnership from all of these entities.

The One Nation campaign has created new avenues for collaboration: out of the national partnership flows a network of local organizers from the civil rights groups and labor unions in 30 key cities and states nationwide. Working from a common One Nation office in those cities, a cross-constituency “table” will be formed through joint mobilizing work, with the participants at that table driving local organizing after the march.

It has been a long time, likely back to the days of A. Phillip Randolph, since a powerful collaboration between the civil rights community and labor was initiated by the civil rights groups. These two movements for change are now closely cooperating in a way that has not happened in many years. At the national level, a strengthened alliance has already developed between the heads of the New Majority groups and the top ranks of the AFL-CIO, SEIU, Communications Workers of America (CWA), United Automobile Workers (UAW), American Federation of Teachers (AFT), National Education Association, and others.

Historians have identified networks of trusted relationships as a key component of the success of the Civil Rights Movement of the 1950s and 1960s. Encouragingly, the context of the One Nation campaign has already helped accelerate significantly enhanced levels of communication, coordination, and relationship-building between the country's top civil rights and labor leaders. AFT has agreed to cancel a planned Washington, D.C. demonstration in order to join the march on 10/2 and the presidents of CWA, UAW, and SEIU have all expressed great enthusiasm for partnering with the civil rights groups. AFL-CIO President Rich Trumka convened a small dinner in early July with the Presidents of the NAACP and NCLR to build ties and discuss a long-term partnership.

Like any endeavor of this magnitude, obtaining the resources to properly staff the effort is an anticipated challenge, but not one that can't be overcome with the investment of partners, both old and new. Further, scaling the field operations across the multiple cities and states will no doubt present challenges, as will reconciling multiple policy priorities into a narrow and coherent narrative and agenda at the march and afterwards. Given that the One Nation campaign brings together some of the most significant organizations in the advocacy arena for a common purpose is formidable and inspiring, but the true measure of success will be seen in the years to come, when the seeds of the relationships wrought will hopefully come to bear.

We are pleased to recommend a \$150,000, one-time Seize the Day grant to support the launch of the New Majority Campaign.