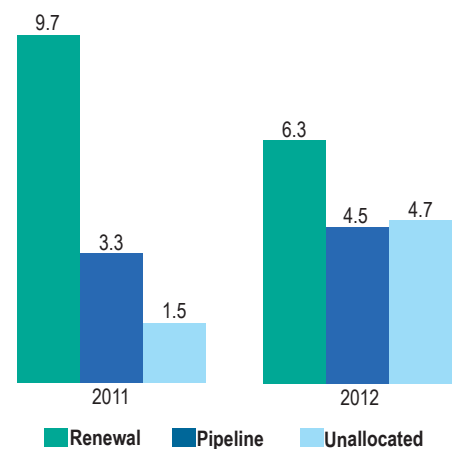
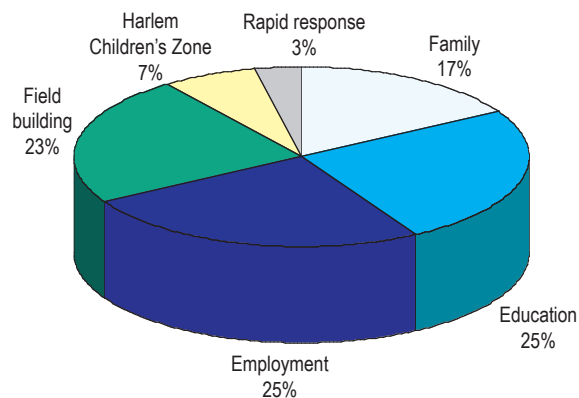
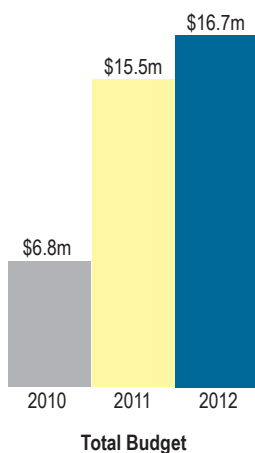


Campaign for Black Male Achievement

The Campaign for Black Male Achievement is a multi-issue, cross-fund strategy to address black men and boys' exclusion from economic, social, educational, and political life in the United States. The campaign responds to a growing body of research that reveals the intensification of black males' negative life outcomes. It builds on U.S. Programs' mission to support individuals and organizations that nurture the development of a more democratic, just society, as well as the Open Society Foundations' expertise and past work to reduce incarceration, promote racial justice, and support youth engagement and leadership development.

Goals	2010	2011	2012
Strengthen family structures Strengthen low-income black families by supporting responsible fatherhood initiatives, advocacy led by and for single mothers raising black boys, and broader policy advocacy.	\$1.1	\$2	\$3
Increase educational equity Ensure that black boys have the opportunity to excel academically, prepare for college, and learn skills essential to earning a living wage.	\$1.7	\$3.75	\$3.75
Expand work opportunities Expand and ensure 21st century family supportive wage work opportunities for black males.	\$0.8	\$3.75	\$3.75
Strengthen the field Support efforts in the following areas: (1) strategic communications; (2) philanthropic leadership; and (3) capacity-building and leadership development.	\$0.9	\$3.5	\$3.5
Harlem Children's Zone	\$1	\$1	\$1
Rapid response	\$0.5	\$0.5	\$0.5
	Grantmaking: \$6	\$14.5	\$15.5
	Program Development: \$0.8	\$1	\$1.2
	Total Budget: \$6.8	\$15.5	\$16.7



Campaign for Black Male Achievement in Context: 2010-2012

The External Climate for Reform

As a result of the “Great Recession,” the national crisis facing black men and boys is more severe today than it was in 2006 when CBMA was launched. Black males are facing historic levels of joblessness in America. The chronic unemployment and underemployment experienced by black males is compounded by their relegation to under-resourced public schools that do not prepare them for higher education or living-wage work opportunities. On the plus side, several timely federal funding opportunities, such as the Promise Neighborhoods Initiative and Transitional Jobs, have the potential to positively shift the landscape for black men and boys. For example, the 2010 federal appropriations bill provides a record \$45 million in federal funding for transitional jobs to help people facing barriers to employment, such as formerly incarcerated people and long-term welfare recipients, enter the workforce. CBMA’s mission over the next two years is to leverage these short-term opportunities while building capacity to transform the life outcomes of black males over the long term.

Supporting the Field

Strengthening the field is a major goal of CBMA in 2011 and 2012, in several key areas: 1) establishment of a CBMA Fellowship Program in the Campaign’s targeted states to cultivate new individual field leaders and seed innovation; 2) creation of a national Organizational Leadership and Sustainability Institute to strengthen the capacity of organizations working in the field of black male achievement; and 3) an increase in investments in strategic communications, arts and culture, and technology to increase positive framing and media messaging. To increase support for its mission and for the broader field, CBMA will prioritize outreach to key constituencies, including faith-based groups and the business sector.

Collaborating with Other U.S. Programs

Because CBMA was conceived as a cross-fund initiative that implicates a range of U.S. Programs’ priorities, a third of its investments have been in collaboration with other funds. These include partnerships with the Criminal Justice Fund to respond to the criminalization of black males, challenge aggressive policing practices, and dismantle the “school-to-prison pipeline.” In close collaboration with EOF’s gender-justice portfolio, CBMA will advance shared priorities of addressing single mothers’ needs and reducing violence against women. With the Democracy and Power Fund, CBMA will support organizing networks that engage the African American community and youth. CBMA and the Special Fund for Poverty Alleviation will work together to advance employment and education opportunities for all Americans while specifically supporting the needs of black men.

Black Male Achievement and Open Society

Nothing is more antithetical to the spirit of open society than a racial caste system. Yet, such a system exists in America today. Black boys and men in the U.S. are stigmatized, criminalized, and face systemic barriers when they seek to excel in work, education, and other areas of civic life. Recognizing that conversations about the “plight” of black males often become stuck in narratives focused on negative statistics, stereotypes, and the failure of individual responsibility, CBMA develops a counter-narrative that emphasizes the need for systemic policy changes to promote educational attainment, family stability, and quality employment for black males. This counter-narrative is asset-driven as opposed to deficit-driven. It also relies on Lani Guinier’s and Gerald Torres’ analysis when they argue that “[i]f black males do indeed represent a miner’s canary for an embattled American democracy, addressing the needs of African American males represents an opportunity to promote open society values for all.” While the operational lens of CBMA is focused on improving the life outcomes of black males, its wide-angle lens seeks to encourage structural reforms that will benefit society as a whole.

Variations from 2010 to 2011-12

The recent scale-up plan approved by the U.S. Programs Board enables CBMA to increase its investments over the next two years to \$30 million. This additional funding will significantly strengthen planned grantmaking and make it possible to launch new initiatives (such as fellowships and a leadership institute).

Additional \$4.1 Million for Education

Strengthen state-based investments in education reform; parent organizing; youth mentoring strategies; and cross-fund investments.

\$5.9 Million Increase for Employment

Increase investments in replication of workers’ centers in CBMA regions; increase the capacity of organizations to leverage federal funding; and invest in AmeriCorps partnerships that provide youth with job-development skills.

Additional \$2.8 Million for Strengthening Families

Expand investments in responsible fatherhood advocacy and research; parent organizing; and support of single mothers raising boys.

\$5.2 Million Increase to Strengthen the Field

Establish an organizational leadership development institute; launch a fellowship program in each of the CBMA six cities; advance positive frames and messages in the media about black men and boys; and support philanthropic partnerships to leverage additional resources for the field of black male achievement.

Goals	Lead Grantees	2010 Accomplishments and Program-Development Activities
<p>Strengthen family structures</p>	<ul style="list-style-type: none"> • Center For Urban Families • Center for Research on Fathers, Children and Family Well-Being • The Black Star Project • Urban Leadership Institute/Raising Him Alone Campaign • Children’s Defense Fund 	<ul style="list-style-type: none"> • Grantees participated in White House Faith-based and Neighborhood Partnerships Task Force that helped craft the Fatherhood, Marriage, and Healthy Families Innovation Fund. • White House launched new Fatherhood & Mentoring Initiative. • Children’s Defense Fund recruited and trained 67 black males in its Youth Advocate Leadership Training curriculum. Participants developed state-based advocacy action plans to respond to issues such as the “school-to-prison pipeline.”
<p>Increase educational equity</p>	<ul style="list-style-type: none"> • Schott Foundation for Public Education • Young People’s Project • Coalition of Schools Educating Boys of Color • The Eagle Academy Foundation • Congressional Black Caucus Foundation • Charles Hamilton Houston Institute for Racial Justice 	<ul style="list-style-type: none"> • Black Male Donor Collaborative made first grants totaling \$500,000 to New York City organizations working to dismantle the “school-to-prison pipeline.” • Hosted briefing on Capitol Hill highlighting best practices for improving academic outcomes for black male students.
<p>Expand work opportunities</p>	<ul style="list-style-type: none"> • UC Berkeley Center for Labor Research and Education • Center for Law and Social Policy • Public Allies • Hip Hop Caucus 	<ul style="list-style-type: none"> • UC Berkeley Center launched Black Jobs Reports and published policy brief, <i>The State of Black Workers before the Great Recession</i>. • The Hip Hop Caucus partnered with the Alliance for Climate Protection’s Repower America campaign and the National Urban League Clean Energy Bus Tour to amplify voices of youth of color advocating for a clean energy economy.
<p>Strengthen the field</p>	<ul style="list-style-type: none"> • Youth Communication, Inc. • Youth Line America • Washington Koen Media Productions, Inc. • Opportunity Agenda • Association of Black Foundation Executives • 21st Century Foundation • Community Investment Network 	<ul style="list-style-type: none"> • <i>Real Men</i>, an anthology of writings by teenage boys of color with companion curriculum and videos, was published. • Documentary “Beyond the Bricks” used in community forums to activate local organizing efforts for school reform. • CBMA recognized as a leader and innovator in <i>Essence</i> magazine and with the ABFE 2010 President’s Award for leadership in field of black male achievement. • Working group of education grantees formed to inform Knight Foundation’s planning process for its African American Boys Education Initiative.

Continuing Challenges

High unemployment of black fathers will increase instances of low-income men entering the illegal economy to provide for their families, increasing risks of criminal justice system involvement. Punitive child support policies discourage fathers from seeking legitimate employment and actively participating in the lives of their children.

Black male high school graduation rates are on the decline; there is persistent underinvestment in public schools; and zero-tolerance push-out policies disproportionately impact and criminalize black boys for minor offenses.

Black males have been particularly hard-hit by the recession. Before the recession, black males already experienced a job crisis characterized by persistent unemployment and under-employment, poor job quality, and structural racism. The jobless recovery will leave a disproportionate number of black males on the economic fringes.

Foundations and other non-profits committed to black male achievement are scaling back their investments in this field. Meanwhile, media stories continue to paint a picture of hopelessness, dysfunction, and despair for black males, which feeds into assumptions that black males are destined to underachieve.

2011-12 Forecast

Strategies

- Develop placed-based strategy for responsible fatherhood initiatives
- Fund advocacy to address the needs of single mothers
- Invest in advocacy to expand use of the Earned Income Tax Credit
- Invest in child support reform to account for non-custodial fathers, custodial mothers, and their children
- Help regional fatherhood groups access federal funding

- Invest in mentoring and other models that ensure school success and increase learning out of school and during the summer
- Invest in ongoing federal policy advocacy for educational reform
- Invest in technical assistance for organizations applying for funding through federal programs to ensure a focus on black male achievement
- Invest in the development of innovative education models

- Invest in placed-based school-to-work initiatives and workforce development opportunities for black males ages 16 to 24
- Invest in the development of workers' centers in targeted communities that can serve as models for national replication in CBMA's placed-based sites
- Leverage CBMA funding to increase federal investment in job training and workforce development programs.

- Implement plan to meet the field's communications capacity needs
- Support efforts to challenge negative perceptions through media and social marketing campaigns, including youth-led initiatives bridging new media to organizing
- Lead and support affinity groups, convenings, and donor collaboratives
- Partner with corporate philanthropy to increase funding from the business community

Impact

- Adoption of balanced child support policies that forgive arrears and are scaled to take into account the father's earning power
- Expanded EITC access for non-custodial fathers who are up-to-date on their child support payments
- Strengthened capacity to exchange strategies and document best practices of emerging responsible fatherhood initiatives

- 100,000 middle school youth matched with adult mentors by 2015
- Narrowing of achievement gap for black males in CBMA regions
- Increased high school graduation rates for black males in regions
- Decreased reliance on zero-tolerance school discipline policies in CBMA regions
- Strengthened network of school and community partnerships for improved educational outcomes

- Decreased unemployment rates in CBMA regions
- More collaboration between immigrant and native-born low-wage workers to advance workers' rights
- Increased involvement of the Obama administration's Office of Urban Policy and the Department of Labor in developing urban work opportunity initiatives
- Replication of Los Angeles Black Worker Center model in 2-3 CBMA target states

- Increased capacity and sustainability for 25-30 organizations across the CBMA target states
- Increased number of partnerships with national and local funders to improve the image of black men and boys through a campaign-style communications effort
- Increased coordination and information exchange among local, state, regional, and national funders working on this issue