



CAMPAIGN FOR BLACK MALE ACHIEVEMENT



OPEN SOCIETY
FOUNDATIONS

CAMPAIGN OVERVIEW & GUIDING PRINCIPLES



THE CAMPAIGN FOR BLACK MALE ACHIEVEMENT (CBMA) was launched in June 2008 to address the economic, political, social, and educational exclusion of black men and boys from the American mainstream. Over the past three years—in the midst of an economic downturn that further pushed black males to the fringes of society—the Campaign has laid the foundation for work that can create lasting change in the lives of black men and boys in America. Our philanthropic strategy focuses on attaining educational equity, strengthening family structures, and increasing family supportive wage work opportunities for black men and boys. We also work to strengthen the field of black male achievement through partnerships and investments in philanthropic leadership, strategic communications, leadership development, and organizational sustainability.

CBMA seeks to create an alternative narrative about black men and boys that emphasizes the need for systemic policy changes to promote their educational attainment, family stability, and quality employment. This alternative narrative is asset-driven and highlights black males' vast untapped potential to be productive citizens. CBMA believes that investments in direct services and structural reforms to encourage black male achievement advance a more open and equitable society for all Americans. This first edition of our Impact Index provides a snapshot of the Campaign's initial investments, innovations, and impact.

CAMPAIGN FOR BLACK MALE ACHIEVEMENT GUIDING PRINCIPLES

BUILD THE BRAND OF BLACK MALE ACHIEVEMENT using strategic communications and arts and culture to keep the issue of improving the lives of black men and boys at the center of philanthropic, policy, and public discourse.

CULTIVATE STRATEGIC PARTNERSHIPS to help leverage additional resources and opportunities for the field.

INVEST IN LEADERSHIP DEVELOPMENT and organizational sustainability to ensure a generational commitment to eradicating the barriers that prevent black men and boys from realizing their full potential.

MEASURE IMPACT AND PROMOTE what is working in the field.

SUSTAIN THE CAMPAIGN'S WORK at the Open Society Foundations and within the broader field of black male achievement.

CAMPAIGN GOALS

- 1** Ensure that black boys have the opportunity to excel academically, to prepare for college, and to learn skills essential to earning a living wage.
- 2** Strengthen low-income black families through responsible fatherhood initiatives, policy advocacy, and supporting efforts that lift barriers facing single mothers and LGBTQ parents raising black boys.
- 3** Expand and ensure 21st century family supportive wage work opportunities for black males through policy advocacy and investing in labor best practices.
- 4** Strengthen the field of black male achievement by supporting efforts in strategic communications, philanthropic leadership, capacity building, and leadership development.

Because many of the policies that perpetuate black male exclusion are state and local policies that affect people in specific places, the Campaign has adopted a city-based approach for the bulk of its grantmaking—originally targeting Chicago and Milwaukee in the Midwest; New Orleans and Jackson in the Gulf Coast; and Baltimore and Philadelphia in the mid-Atlantic. Moving forward, the Campaign will focus its investments in more concentrated areas to increase its impact and the development of replicable models in other cities across the country.



“CBMA has taken an unblinking assessment of the state of black men and boys in America, and mounted an equally unflinching battle plan to bring the promise of an open society to our most marginalized citizens.”

SHERRILYN IFILL
UNIVERSITY OF MARYLAND SCHOOL OF LAW
US Programs Board Chair
Open Society Foundations

THE CHILDREN'S DEFENSE FUND engaged over 300 young black men through CDF Freedom Schools and Youth Advocate Leadership Training to develop advocacy action plans to respond to issues such as the "school-to-prison" pipeline.

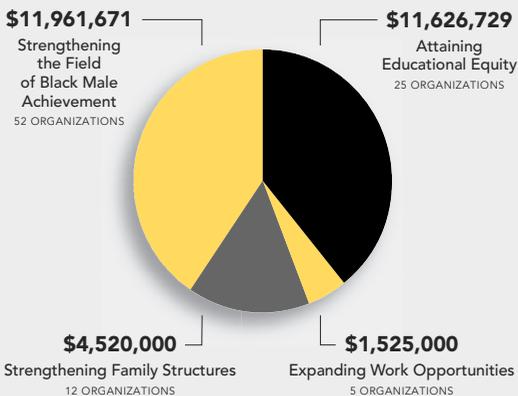
SUSTAINING & BUILDING A MOVEMENT

ACROSS THE COUNTRY, organizations working in the field of black male achievement are facing structural barriers to sustaining their work. A recent Root Cause study of CBMA grantee partners found that 75 percent of those surveyed operated with annual budgets of under \$3 million, and that 70 percent identified financial sustainability as a critical or major issue facing the organization.

The Campaign for Black Male Achievement has invested \$29,633,400 in 94 organizations working to improve the lives of black men and boys—one of the largest philanthropic investments ever made specifically for black males. This initial investment has already had a dramatic impact on the strength and sustainability of efforts that have long been underfunded and overlooked.



BREAKDOWN OF TOTAL GRANTMAKING BY ISSUE AREA



COSEBOC

The Coalition of Schools Educating Boys of Color (COSEBOC) is a national network of schools and education reform activists devoted to lifting barriers that prevent boys of color from academic success. Through its network, COSEBOC advocates at the federal, state, and local level to improve schooling practices; promote promising school reforms and innovations; and convene education advocates to develop and share best practices to improve academic outcomes for black males.

www.coseboc.org

“Just as Harriet Tubman moved hundreds through the railroad from slavery to freedom, so we hope to move thousands of black boys and young men from the shackles of underachievement and low expectations to the solid soil of academic success and social and emotional stability.”

RON WALKER
COSEBOC

INVESTING IN INNOVATION

A KEY STRATEGY of the Campaign for Black Male Achievement has been to reserve a portion of our annual grantmaking budget to respond to innovative opportunities that will serve to advance the field or score national policy wins.

Raising Him Alone Campaign



The Urban Leadership Institute's Raising Him Alone Campaign (RHA) engages and supports single mothers raising boys. Initially a two-city initiative, RHA has leveraged Cam-

campaign for Black Male Achievement funding to expand to Baltimore, Chicago, Newark, and Philadelphia. Through strategic partnerships, public forums, online tools, and national media presence, RHA has built a successful model for bringing individuals and organizations together to address parenting and other issues facing single mothers raising boys. It now serves as a national clearinghouse for parenting information and engages 13,000 single mothers across the country.

www.raisinghimalone.com

Los Angeles Black Worker Center



The Los Angeles Black Worker Center was founded in 2010 at the UCLA Center for Labor Research and Education in response to high unemployment rates within the

black community. The center supports greater access to quality jobs in the black community through education, research, advocacy, and promoting racial justice in the workplace. The center has proven to be a high-quality and transferable model and is currently preparing for replication in Chicago, Illinois.

www.labor.ucla.edu/programs/blackworkercenter.html

National League of Cities

The National League of Cities Institute for Youth, Education and Families (NCLI) recruits and organizes municipal leaders to develop initiatives and policy changes that advance black male achievement. In 2011, NCLI partnered with Philadelphia Mayor Michael Nutter to convene mayors to launch a national strategy called Cities United: Building Communities to Reduce Violent Deaths Among Black Males. NCLI will disseminate a municipal toolkit with strategies and best practices to inform the efforts of local governments across the country.

www.nlc.org

Question Bridge: Black Males



The Question Bridge: Black Males project took a simple concept—one black man asking another a question—and expanded it into a community transmedia engagement

project. The innovative format upends pervasive stereotypes, demonstrating that black males are complex, unique, and multidimensional individuals. In 2012, the Oakland Museum and the Brooklyn Museum will display the Question Bridge public media exhibitions, and the Atlanta and Oakland Public School Districts will use the Question Bridge curriculum.

www.questionbridge.com

Oakland Unified School District

The Oakland Unified School District's Department of African American Male Achievement has initiated several pilot programs to eliminate disparities in school discipline policies and to improve the educational outcomes of the school district's black male students. One program, Read 2 Lead, focuses on improving literacy for black male students by recruiting black men from the community to come to classrooms to share their love of reading with students.

www.thrivingstudents.org/5

“Working with African American males' families is critically important if we want to improve academic and social outcomes.”

DAVID MILLER

URBAN LEADERSHIP INSTITUTE

The documentary *BEYOND THE BRICKS* has been used in community forums across the country to bring together over 2000 community members to activate local organizing efforts for school reform.

STRENGTHENING THE FIELD

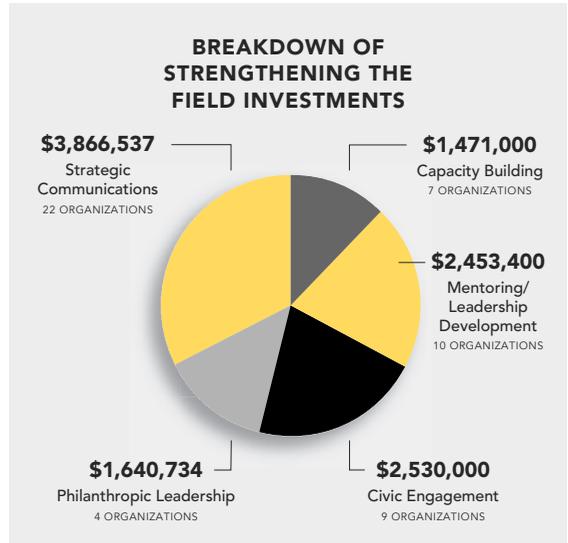
OVER THE PAST THREE YEARS, the Campaign for Black Male Achievement has learned that the challenges black males face are compounded by the relative underdevelopment and inconsistent funding of organizations dedicated to addressing black male achievement, the lack of cohesion of organizations in the field, and the absence of an established leadership pipeline.

There is sound evidence that providing leadership and organizational capacity-building support can help develop strong and sustainable nonprofit organizations. Since 2008, the Campaign has invested over \$11 million in 52 organizations working to strengthen the field of black men and boys in the areas of civic engagement, mentoring/leadership development, capacity building, strategic communications, and philanthropic leadership.

The campaign has targeted investments in 22 organizational efforts that challenge negative perceptions and stereotypes of black men and boys through the use of traditional media, social media, new technology, the arts, and film to ensure that the issues facing black men and boys remain at the center of philanthropic, policy, and public discourse.

“The reward for this work is shaping black men as world citizens who are globally competent, globally cooperative, and globally compassionate.”

PHILLIP JACKSON
BLACK STAR PROJECT



Black Star Project

The Black Star Project has used media activism, grassroots organizing, and direct service programs to promote parental and father engagement, most notably through its Million Father March, which engages fathers in the education of their children and their schools. The Million Father March has become an integral part of official back-to-school activities in school districts across the country—in 2011, 760 cities participated. It has expanded into a year-round movement that includes achievement community organizing summits, fathers clubs, literacy activities, school-based tutoring and mentoring, and a take a black boy to worship initiative.

www.blackstarproject.org

Through national and regional convenings, the ASSOCIATION FOR BLACK FOUNDATION EXECUTIVES has reached approximately 335 philanthropic leaders in an effort to increase philanthropic support for black male focused initiatives.

GROUNDBREAKING COLLABORATIONS

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| NYC YOUNG MEN'S INITIATIVE | A public/private partnership with New York City to improve outcomes for young men of color in the areas of college and career readiness, responsible fatherhood, mentoring, and the criminal justice system. |
| LEADERSHIP & SUSTAINABILITY INSTITUTE | A partnership with Root Cause, Inc. to plan and launch an institute to strengthen the capacity and leadership of CBMA's grantee partners and the broader field of black male achievement. |
| OPEN SOCIETY BLACK MALE ACHIEVEMENT FELLOWSHIP | A partnership with Echoing Green to invest in emerging leaders committed to generating new ideas and innovative strategies in the field of black male achievement. |
| BLACK MALE ENGAGEMENT INITIATIVE | A partnership with the John S. and James L. Knight Foundation to highlight the positive impact black males have on their neighborhoods and communities through civic engagement. |

"Perception is reality. If we perceive our black men as something to fear, we'll never be able to move our collective hearts and minds to transform the lives of black men and boys."

ALEXIS MCGILL JOHNSON
AMERICAN VALUES INSTITUTE



American Values Institute

The American Values Institute's Black Male Re-Imagined campaign was originally conceived from a 2010 convening designed to explore the power of narrative to change negative perceptions of black males. Since then, the institute has built relationships among the philanthropic, academic, and media communities, resulting in key partnerships with organizations such as BET Networks, the Knight Foundation, and the Campaign for Black Male Achievement.

www.americansforamericanvalues.org

GRANTMAKING BY ISSUE AREA



“ We know the problems and they are devastating. Finally, we are working on the solutions. It couldn’t come at a better time for our country.”

GEOFFREY CANADA
HARLEM CHILDREN’S ZONE
US Programs Board Member
Open Society Foundations

ATTAINING EDUCATIONAL EQUITY

- Advancement Project
- Alliance for Educational Justice
- Black Alliance for Educational Options
- Building Educated Leaders for Life Foundation
- Children’s Defense Fund
- Coalition of Schools Educating Boys of Color
- Community College of Philadelphia Foundation
- Congressional Black Caucus Foundation, Inc.
- DOME Project, Inc.
- Eagle Academy Foundation
- Education Law Center of Pennsylvania
- Families and Friends of Louisiana’s Incarcerated Children
- Greater New Orleans Afterschool Partnership
- Harlem Children’s Zone
- Harvard University–Charles Hamilton Houston Institute for Race and Justice
- Institute for Responsible Citizenship
- NAACP Legal Defense and Educational Fund, Inc.
- Oakland Unified School District
- Philadelphia Student Union
- Schott Foundation for Public Education
- Southern University System Foundation
- University of Mississippi–William Winter Institute for Racial Reconciliation
- Young People’s Project
- Youth Empowerment Project
- Youth United for Change

STRENGTHENING FAMILY STRUCTURES

- Black Star Project
- Center for Family Policy and Practice
- Center for Urban Families, Inc.
- Chicago Jobs Council
- Columbia University in the City of New York–Center for Research on Fathers, Children, and Family Well-Being
- Metropolitan Area Group for Igniting Civilization, Inc.
- New Orleans Fatherhood Consortium
- New York University Women of Color Policy Network
- Public/Private Ventures
- Urban Institute
- Urban Leadership Institute
- Women in Fatherhood, Inc.

EXPANDING WORK OPPORTUNITIES

- Center for Law and Social Policy
- Kenwood Oakland Community Organization
- Public Allies, Inc.
- UC Berkeley Center for Labor Research and Education
- UCLA-Los Angeles Black Worker Center

STRENGTHENING THE FIELD

Strategic Communications, Leadership Development, Civic Engagement, Philanthropic Leadership, Mentoring

- Allied Media Projects
- American Values Institute
- Art on Purpose, Inc.
- Association of Black Foundation Executives
- Brotherhood/Sister Sol, Inc.
- Community Investment Network
- Echoing Green Foundation
- Educational Video Center, Inc.
- Firelight Media, Inc.
- Forward Ever Media
- Gathering for Justice
- Grantmakers for Children, Youth, and Families

- Grantmakers for Education
- Gulf Coast Funders for Equity
- Hip Hop Caucus Education Fund, Inc.
- Junebug Productions, Inc.
- League of Young Voters Education Fund
- Men Can Stop Rape
- Men to Boys, Inc.
- Mentoring USA, Inc.
- Miami Foundation–Black Male Engagement (BME) Initiative
- National Association for the Advancement of Colored People
- National Center for Civic Innovation
- National Coalition on Black Civic Participation
- National League of Cities Institute
- Ohio State University Foundation
- Operation REACH, Inc.
- Opportunity Agenda
- Optimum Institute for Economic Empowerment
- People for the American Way Foundation
- Philadelphia Leadership Foundation
- PolicyLink
- Rada Film Group
- Rap Sessions
- Renaissance Project
- Robert C. Maynard Institute for Journalism Education
- Root Cause, Inc.
- Samuel DeWitt Proctor Conference, Inc.
- Smiley Group, Inc.
- Songha & Company/Question Bridge
- The Foundation Center
- Third Wave Foundation
- Third World Press
- Twenty-First Century Foundation
- U Want Game
- University of Chicago–Black Youth Project
- Urban Institute
- Urban Underground, Inc.
- Washington Koen Media Productions, Inc.
- Youthline America/iMap America
- Youth Communication
- Youth Work Center/Youth Today



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