



AKONADI  
FOUNDATION

**2007 Strategic Plan:**  
Movement Building for Racial Justice



*The Akonadi Foundation's mission is to support the development of powerful social change movements to eliminate structural racism and create a racially just society.*



## What does the Akonadi Foundation mean by “structural racism”?

Defining racism as “structural” means:

- ⦿ Recognizing how history and culture have allowed the privileges associated with “whiteness” and the disadvantages associated with “color” to endure, adapt and accumulate over time;
- ⦿ Understanding how public policies and institutional practices intersect and produce inequitable racial outcomes; and
- ⦿ Examining how the assumptions and stereotypes embedded in U.S. dominant culture serve to legitimize and popularize racial disparities.

## What values guide the Akonadi Foundation?

- ⦿ **Leadership of communities of color:** Efforts to achieve racial justice must be defined and led by the communities of color most effected by structural racism;
- ⦿ **Intersectionality:** Efforts to achieve racial justice must be synergistic with efforts to achieve economic, gender, and other forms of justice;
- ⦿ **Leadership from the field:** Foundations must support and be led by the ideas, innovations, and needs of organizations directly involved in the work of racial justice.

## What are the goals of the Akonadi Foundation’s Strategic Plan?

- ⦿ **Increase the use and practical application of a structural racism framework** by social justice organizations across the country that are committed to racial justice.
- ⦿ **Foster a shared vision for racial justice** across diverse movement sectors and strategies.
- ⦿ **Transform the national public discourse on race** from a color-blind framework to a common sense understanding of structural racism.
- ⦿ **Spark innovation in racial justice movement building** through cross learning, alliance building, and strategic initiatives.
- ⦿ **Inspire and inform racial justice movement building by elevating innovative place-based racial justice efforts.**
- ⦿ **Increase funders’ use of a racial justice lens in all areas of grant making** and increase the financial resources for racial justice movement building.
- ⦿ **Broaden public awareness of racial justice** as a crucial and achievable social justice goal.

# How does the Akonadi Foundation define its role in racial justice movement building?

The Akonadi Foundation believes we need a social movement to overcome structural racism. Building a social movement means moving a large base of people to action united by shared strategy, principles and goals. To help build a social movement, the Akonadi Foundation is:

- ⑤ **Making racial justice an explicit and direct focus.** Organizations and foundations need to deepen their collective understanding of structural racism and develop a more strategic collective approach to racial justice. We need shared and precise language to describe structural racism and challenge societal reluctance to talk directly about race.
- ⑤ **Providing long-term investments in organizations that are developing or advancing an analysis of structural racism and that are committed to pro-active racial justice action.** Movements are built in stages, as are the organizations involved in movement building. Organizations range from those just beginning to work towards racial justice to those with a long track record of racial justice accomplishments. Organizations need foundations to partner with them over the long term so they can develop their thinking and action on racial justice.
- ⑤ **Encouraging local innovation and success.** Movements are anchored by local stories -- the Birmingham bus boycott, the Stonewall rebellion, the Delano grape strike, the Soweto uprisings -- that capture popular imagination and demonstrate impact.
- ⑤ **Helping people come together to share how they think, talk, and strategize about racial justice.** Today, the field of racial justice is made up of groups with many ideologies, strategies, and issues -- groups that may not even see themselves as part of a cohesive movement. These organizations are often seeking a clear unifying vision, yet funders often separate them into issue silos.
- ⑤ **Supporting the interconnected strategies of building power, shaping policy, and transforming culture.** Social movements thrive on the strength and synergy of community organizing, policy advocacy, and creative expression and engagement. No movement can flourish without all three.
- ⑤ **Nurturing cross-generational leadership.** Young people are vital to the burgeoning racial justice movement, often bringing an explicit and intersectional race analysis to their work. Youth organizing and cross-generational organizing are critical components to both movement-building and racial justice organizing.

# Akonadi Foundation

## Programs & Strategies

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### **RAP Race and Place Fund: Building Racially Just Communities**

RAP's goal is to inspire and inform racial justice movement building by elevating innovative place-based racial justice efforts. Over the next five years, RAP's grant making will seek to strengthen Oakland-based cultural work, community power building, and policy creation and advocacy that contributes to racial justice movement building; build regional alliances for racial justice that contribute to racial justice in Oakland, and enhance Oakland's local discourse on race and elevate it beyond Oakland. RAP's grant making includes general support grants as well as capacity building grants to organizations already receiving RAP grants.

### **BAM Building A Movement Fund: Racial Justice Movement Building**

BAM's goal is to increase the use and practical application of a structural racism framework by social justice organizations that are committed to racial justice. BAM supports organizations across the country whose core work is deepening an understanding of structural racism; disseminating an explicit racial justice theory; and advancing strategic action toward racial justice. These organizations, found across all areas of social justice work, encourage a diversity of ideas and approaches that together make up the building blocks of a vibrant racial justice movement. These groups are advancing racial justice in connection with multiple issue sectors and affecting the discourse on race in the larger society.

### **SOS Strategic Opportunity Support (SOS) Fund: Movement Building Innovation**

The goal of the SOS Fund is to encourage innovation in racial justice movement building through cross learning, alliance building, and strategic initiatives. The SOS fund will provide small one-time grants to timely efforts as they emerge on a local, regional and national level. SOS Funds are available to grant partners as well as racial justice organizations not currently funded by the Akonadi Foundation.

### **Racial Justice Philanthropy**

Akonadi understands that its resources alone cannot achieve the vision it seeks and that it must bring in more partners, more resources and more commitment to the effort of creating a racially just world.

### **Racial Justice Communications**

Akonadi will help tell the story of today's exciting and inspiring racial justice work, thus increasing understanding and funding to the field.