

THE MOVEMENT FOR BLACK LIVES

Date: June 15, 2020

To: Interested Donors

From: Movement for Black Lives

Re: Overview & Funding Needs

The Current Moment

In the last two weeks, millions have taken to the street in honor of George Floyd, Breonna Taylor, Tony McDade, and countless other Black people who have been killed at the hands of vigilantes or law enforcement. The explosion of protest is in response to a pattern of killings, piled onto the deadly impacts of COVID-19 and four years of Trump. The demand is clear: to end police violence and defund police—and to win a massive shift in resources into healthy, sustainable communities.

Last week, hundreds of thousands of you participated in our week of action in defense of Black lives, standing alongside those taking action in the streets and speaking out online. Together, we are achieving real wins toward defunding police and building new visions of community safety, infrastructure, and recovery. To name a couple: a veto-proof majority in the Minneapolis city council pledged to take steps to disband the Minneapolis Police Department, and the mayor of Los Angeles announced that the city's police budget would be cut by \$100-150 million to reinvest it in programs to better conditions for Black residents.

The public perception of policing and racism has shifted dramatically, with 54 percent of Americans supporting the uprisings. This shift in mass consciousness has the potential to create a new political reality, greatly widening the scope of possibility for our growing movement.

About the Movement for Black Lives

The Movement for Black Lives (M4BL) formed in December of 2014. It was created as a space for Black organizations across the country to debate and discuss current political conditions; develop shared assessments of what political interventions are necessary in order to achieve key policy, cultural, and political wins; and convene organizational leadership in order to debate and co-create a shared movement wide strategy—all under the fundamental idea that we can achieve more together than we can separately.

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M4BL is an ecosystem of 150+ organizations creating a shared vision and policy agenda to win rights, recognition, and resources for Black people. In doing so, the movement makes it possible for us, and therefore everyone, to live healthy and fruitful lives. Currently, our movement is driven by leadership anchored to 6 tables: Policy, Organizing / Base Building, Electoral Justice, The Rising Majority, Culture, and Resource. Our movement's structure is decentralized yet cohesive. Each table is part of this multi-functional, highly adaptive hub and is responsible for a different strategy and programming that feeds into our larger long-term visions.

Project 2024: Black Power Rising 5-year Plan

Mass Engagement: We will engage 10 percent of (4 million) Black people within the United States, by providing: political education, training, and cultural events encouraging and supporting individuals to engage in small scale organizing in their communities. We will launch a number of distinct efforts and deliver regular, carefully crafted content to our folks in meaningful and innovative ways.

Local Power: We will establish self-determined Black communities where Black people are in governing power in at least 5-10 localities over the next five years. We must have the ability to create, shape, and influence agendas, and use state power and governmental resources to advance this agenda. We will engage in experimentation and clearly demonstrate what our vision looks like in practice. We will create and operate spaces that serve as innovation hubs to deepen our base building, electoral organizing, and mass engagement strategies.

Building Across Movements / Multiracial Strategy: We will align the left across issues, sectors, and identity with a particular desire to maintain an intersectional analysis that elevates and centers anti-Black racism. At a moment when the left is realigning, we will exert the logic, strategy, and vision of our movement as a leading force. We will work across communities and reach outside the organizer class to build and engage majorities ready to organize, resist, vote, and build alternatives.

Leadership Development: We will train 50,000 Black organizers, activists, strategists, and people in other essential roles to accomplish our five-year strategy. We will engage people outside of our orbit who are regularly in relationship with large numbers of Black folks, such as social service providers. We will align preexisting leadership development infrastructures on the frontlines and support capacity building of local organizations.

Electoral Strategy: We will engage a strategy that captures clear electoral victories with an eye toward preventing the rise of white-nationalist and authoritarian rule. We will recruit electoral strategists; challenge the existence of the Electoral College; engage in local races that position us

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to govern; target Congressional races to shift the balance of power federally; advise key elected officials that may advance our agenda; and identify, recruit, and train candidates.

Funding Need

M4BL exists within a diverse ecosystem of committed movement leaders, activists, collectives, and organizations who make decisions together about how M4BL's resources are deployed. These decisions are informed by what resources are available, and where those resources are needed based on emergent and existing actions, campaigns, and policy battles. As of today, M4BL has raised \$12M towards its \$50M fundraising goal.