



## OUR 25-YEAR, THREE PHASE PLAN

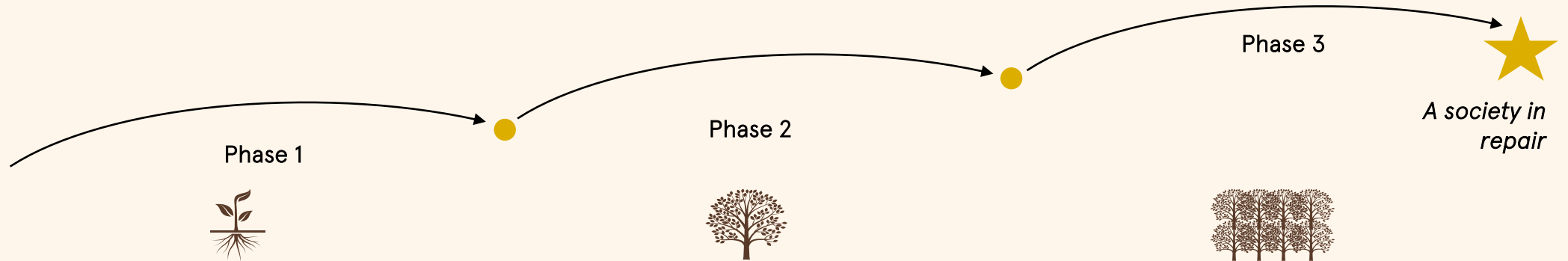
Because our work is so long term, we have broken down the activities in our theory of change into three phases. Phase I and II, the longest phases, prioritize building a groundswell of public support from the bottom up. This approach is informed by learnings from many successful culture and policy change movements across the globe.

We are currently in the beginning of Phase I, and our three-year strategy articulates the three discrete activities that LV is prioritizing over the next three years: mobilizing resources, building narrative power, and catalyzing relationships.

We know that the work of the movement – as well as our specific role – will evolve as it grows. In late 2024 we will revisit our short-term priorities and update them according to movement needs.

# OUR 25 YEAR VISION: A THREE PHASE PLAN TO WIN

Current hypothesis; will be refined over time



**Objectives**

- |   |  |  |
|---|--|--|
| <ol style="list-style-type: none"> <li>1. <b>Build a thriving and sustainable reparations field</b></li> <li>2. <b>Catalyze reparations efforts</b> at the local and state level</li> </ol> | <ol style="list-style-type: none"> <li>1. <b>Measure impact and demonstrate success</b> through local and state efforts</li> <li>2. <b>Pass H.R. 40</b></li> </ol> | <ol style="list-style-type: none"> <li>1. <b>Pass federal legislation</b> for a comprehensive reparations program</li> </ol> |
|---|--|--|

**What success looks like** (“launch criteria” for the following phase)

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>• <b>Organizations are gaining support</b> (e.g., 10-15X increase in dollars, 5-10 p.p. increase in public support)</li> <li>• <b>Mainstream stakeholders are acting</b> (e.g., 50+ engaged validators)</li> <li>• <b>A strong field is working collaboratively</b> (e.g., relationships and infrastructure built, frequent collaboration)</li> <li>• <b>Local and state-level efforts are being launched</b> (e.g., 10-20 cities and/or states have passed reparations policies)</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Local and state-level efforts are proving impact</b> (e.g., places that implement reparations see tangible positive outcomes)</li> <li>• <b>Public support is steadily increasing</b> (e.g., 5-10 p.p. increase)</li> <li>• <b>Fertile ground for a federal strategy</b> (e.g., H.R. 40 passes, democratic control)</li> <li>• <b>High-profile champions</b> in all sectors are activated</li> </ul> | <p><b>A reparations program that includes:</b></p> <ul style="list-style-type: none"> <li>• <b>A public apology</b></li> <li>• <b>Closing the racial wealth gap</b></li> <li>• <b>Truth telling across institutions</b></li> </ul> |
|---|--|--|

**Timeline**

- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"> <li>• 5-10 years</li> </ul> | <ul style="list-style-type: none"> <li>• 5-10 years</li> </ul> | <ul style="list-style-type: none"> <li>• 2-4 years</li> </ul> |
|--|--|---|

# ACTIVITIES WILL BE STRATEGICALLY SEQUENCED ACROSS EACH PHASE

Current hypothesis; will be refined over time

*We expect some level of cycling between phases as we build momentum*



1. Activities prioritized by Liberation Ventures vs other stakeholders are not mutually exclusive; some activities will be done by both

# OUR SHORT-TERM STRATEGY DRIVES TOWARD PHASE 1 OBJECTIVES



**Phase 1 Objectives: Build a thriving and sustainable reparations field & Catalyze reparations efforts at the local and state level**

**Note:** Outcomes were drawn from The Bridgespan Group's Strong Field Framework and Manuel Pastor's Transactions, Transformations, Translations: Metrics that Matter for Building, Scaling, and Funding Social Movements