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

Phase 1

Objectives
1. Build a thriving and sustainable reparations field
2. Catalyze reparations efforts at the local and state level

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

- Organizations are gaining support (e.g., 10-15X increase in dollars, 5-10 p.p. increase in public support)
- Mainstream stakeholders are acting (e.g., 50+ engaged validators)
- A strong field is working collaboratively (e.g., relationships and infrastructure built, frequent collaboration)
- Local and state-level efforts are being launched (e.g., 10-20 cities and/or states have passed reparations policies)

Timeline
- 5-10 years

Phase 2

Objectives
1. Measure impact and demonstrate success through local and state efforts
2. Pass H.R. 40

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

- Local and state-level efforts are proving impact (e.g., places that implement reparations see tangible positive outcomes)
- Public support is steadily increasing (e.g., 5-10 p.p. increase)
- Fertile ground for a federal strategy (e.g., H.R. 40 passes, democratic control)
- High-profile champions in all sectors are activated

Timeline
- 5-10 years

Phase 3

Objectives
1. Pass federal legislation for a comprehensive reparations program

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

- A reparations program that includes:
  - A public apology
  - Closing the racial wealth gap
  - Truth telling across institutions

Timeline
- 2-4 years

A society in repair
## ACTIVITIES WILL BE STRATEGICALLY SEQUENCED ACROSS EACH PHASE

**Current hypothesis: will be refined over time**

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<thead>
<tr>
<th>Phase 1</th>
<th>Phase 2</th>
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**LV Activities¹** (Described in detail on the following page)

1. **Mobilize resources**: Raise and deploy funding; co-create a field-wide grantmaking strategy
2. **Build narrative power**: co-create resources to activate the choir and base, measure change in public opinion over time
3. **Catalyze relationships**: build connective tissue across the reparations ecosystem, provide technical assistance to movement partners

**Activities prioritized by grantees and other partners**

1. **Amplify external pressure through** organizing & building a multiracial people-powered movement
2. **Build communities & curriculum** for individual capacity building, especially among white people
3. **Conduct research** (e.g., economic modeling, policy analysis)
4. **Pass and implement local and state level reparations policies** (e.g., Evanston, IL)
5. **Support the sustainability of reparations movement leaders** with wellness and healing resources
6. **Anticipate and begin to mitigate legal challenges**
7. **Study proof points and synthesize learnings** to inform a federal program
8. **Measure change in public opinion** over time; identify highest leverage change drivers
9. **Cultivate influential champions** and continue to demonstrate momentum
10. **Raise and deploy** political funding (city/state/federal)

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

- **Bottom up**
- **Top down**

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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

Inputs
- Dedicated human capital with diverse experiences, networks, & skills
- Financial resources
- Relationship building & partnership across sectors and disciplines

Activities
- Mobilize resources
  - Organize and cultivate donors & validators
  - Invest money in grassroots organizations
  - Co-create a long-term grantmaking strategy
- Build narrative power
  - Identify & test resonant narratives and messages; co-create Narrative House to activate the choir & base
  - Measure change in public opinion over time
- Catalyze transformative relationships
  - Build consistent connective tissue and enable collaboration across the ecosystem (e.g., mutual aid circles)
  - Provide technical assistance to grantees (e.g., fundraising, strategic planning, communications)

Outputs
- 2-5x increase in LV investment in the reparations field
- Co-created, field-wide grantmaking strategy developed demystifying the path forward: plan & impact metrics are accessible to potential aligned funders
- Co-created Narrative House serves as a guide to activate the choir and base and create surround sound
- Reliable methods exist to test public opinion and identify resonant messages
- Community built of reparations practitioners from across the field and outside, who have strong, mutually reinforcing relationships with each other
- Organizational infrastructure across the movement is getting stronger; LV is known as a non-financial as well as financial partner

3-year outcomes (2022 – 2024)
- Increasing funding: field is thriving and sustainable; movement organizations are growing in notoriety and scale; LV funding is catching a flywheel, and sparking larger foundations and HNWIs to invest in the reparations movement; clear demonstrations of progress are further increasing support
- Deepening knowledge base: tools and resources exist to support and amplify movement organizations in their work, and enable mainstream influencers to take action in support (e.g., thinktanks, celebrities, business leaders, politicians, and the larger racial justice field)
- Increasing narrative power: the racial justice field is telling effective, co-created stories that advance our narrative north star; public support is increasing, and reparations is a known and accepted issue in liberal circles
- Strengthening relationships: organizations are working collaboratively, and the movement is holding complexity and difference
- Shared identity: stakeholders identify as a part of the movement, and have a shared view of the landscape and path forward

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