



**BLACK
LIVES
MATTER**



BLACK LIVES MATTER

2020 IMPACT REPORT

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BLACK LIVES MATTER GLOBAL NETWORK FOUNDATION (BLMGNF)



BLACK LIVES MATTER GLOBAL NETWORK FOUNDATION (BLMGNF)

MESSAGE FROM EXECUTIVE DIRECTOR, PATRISSE CULLORS

This past year challenged us. We don't need to recap, as Black people are intimately familiar with our societal shortcomings. This year they were especially glaring. Instead, I want to talk about how we, as the organization leading the Black Lives Matter (BLM) Movement, responded to these challenges. I want to take some time to breathe. Reflect.

2020—in the midst of a global pandemic, a growing economic divide, and a massive movement towards racial consciousness—could not be met like any other. We were challenged to reimagine the road to a world in which Black lives matter. In 2020, we realized that this world could not be met through a series of patchwork programming, half-drawn blueprints, and rapid responses that left integral members of our movement drained. This year called for deep thought, reflection, and intentionality.

This moment has been seven years in the making. A moment in which we took a look inwards and asked ourselves: *what do we need in order to fulfill our mission of Black liberation, without sacrificing the wellness of our own people?*

We need time. Energy. Breath. To pause, if only for a moment, and think strategically about how to spark the good trouble that liberation requires of us.

Our movement will be where it needs to be when our call is in the mouths of every individual, nationally and globally. “Black lives matter.” It will be where it needs to be when, collectively, our organization—as the amplifier of the movement—is looked to as a leader in radical thought and policy impacting Black communities, rather than the recipient of consistently empty promises from elected officials.

In July, we paused—for a moment—as we were inundated with a surge of interest, attention, and allies. Our network of almost twenty chapters at the time came together to ideate something different; an entity and structure that could remain true to the grassroots origins of #BlackLivesMatter. In this new iteration of the movement, our frontline activists decided to implement a chapter-driven advisement and decision-making structure that would work hand in hand with the BLM Global Network Foundation, while remaining focused on local,



grassroots level work. This assembly of chapters, today, makes up BLM Grassroots. All grassroots movement work and actions will live under BLM Grassroots, to ensure this remains one of our global movement's priorities.

BLM Grassroots is a sister organization of Black Lives Matter Global Network Foundation. BLMGNF has decided to fully lean into its capacity as a fundraising body, grantmaking entity, amplifier, and action-oriented think tank of the movement. In separating the streams of movement work across these two entities—without elimination or departure—we remain true to our origin story and our developed strengths through the growth of the movement. We affirm space in the philanthropic world, with the intention of supporting the creation of self-sustaining Black communities. Because in a future where Black lives matter, we need not rely on the groups that keep us in a state of oppression and marginalization.

We have done a lot. And though the words of the movement are now heard from the mouths of many, we remain absent from the halls of power.

Many elected officials remain fearful of the phrase “Black Lives Matter” and refuse to act with all that it takes to sustain Black life and Black joy. We will no longer wait until this moment comes. We will create it. We *are* creating it. Thus, our foray into electoral politics began, through the creation of the Black Lives Matter Political Action Committee (BLM PAC). Since its launch in October, the BLM PAC now has two elections under its belt: the 2020 General Election and the 2021 Georgia Special Senate Runoff. Politically, we are just getting started.

Legislatively, we are also getting things done. During the uprising last summer, our organization came together with Movement For Black Lives (M4BL) to introduce the BREATHE Act. It is a modern-day civil rights bill and a legislative love letter to Black

people. BREATHE reimagines public safety, community care, and how we spend money as a society. It invests in new, non-punitive, and non-carceral approaches to community safety that would incentivize states to shrink their criminal-legal systems and center the protection of Black lives—including Black mothers, Black trans people, and Black womxn. It builds public safety through investment and builds a system that actually works. Collaboratively, we're creating our own systems now.

Now, we know that more politicians, more bills and more laws are not the answer in its entirety. But we do believe in one thing: white supremacy is currently sanctioned by our systems and even some of our elected officials. By engaging directly with our different political systems—by directly challenging them—we want to communicate and affirm that white supremacy has no space in the ways we govern, cooperate, and live. Remember: this is only one piece of our movement tactics.

Lessons exist only through the passage of time, and over the last seven years, we have learned many. The through-road has not always been smooth, as is the case with any organization leading a movement; and yet, look at where we are.

Our movement's three entities, BLMGNF, BLM PAC, and BLM Grassroots, together, make up and support a multi-faceted, global movement predicated on the belief that Black lives matter. That Black policy matters. That Black organizing matters. And that Black joy matters.

I am so proud of us. I hope you are too.



Patrisse Cullors
Co-founder and
Executive Director
of BLMGNF

ONLINE ORGANIZING

WEBSITE- BLACKLIVESMATTER.COM

In 2019, there were over one million visitors to the [Black Lives Matter Global Network Foundation website](#). At the time, 20% of our views came from our “Register to Vote” webpage. Many people—particularly young people—looked to BLMGNF as a resource on voter education and resources.

While the start of 2020 followed much of the same website traffic patterns, we began to see an uptick in visitors to our website beginning end of February, the start of mass U.S. public consciousness around COVID-19.

Understanding that people were looking to us for guidance and resources, we geared up to produce a series of educational content and information-gathering— this became the first leg of our What Matters 2020 campaign.

BLMGNF was again looked to as a resource during the summer’s protest. In this second half of 2020, the BLMGNF website was visited by over 24 million people. The single most active day was June 2, 2020, with 1.9 million visitors. This is an almost 5,000% increase compared to our most trafficked day in March 2020.

The impact of our organization has reached millions across the globe, with people from the United Kingdom, Canada, Australia, Germany, India, France, Netherlands, Brazil, and Sweden visiting our website in greater numbers. Globally, our reach has increased by over 3,370%, making up about 25% of our total online presence.

BY THE NUMBERS

24 MILLION

VISITORS TO THE BLMGNF WEBSITE DURING THE SECOND HALF OF 2020 ALONE

EMAIL LIST OF

1.9 MILLION

RECIPIENTS RESULTING IN

OVER 1 MILLION

ACTIONS TAKEN AND

\$82,745.88

FUNDRAISED FOR SIX LOCAL ORGANIZATIONS BY A SINGLE EMAIL

25%

OF BLMGNF’S ONLINE PRESENCE IS INTERNATIONAL

THE BREAKDOWN

750,000

FACEBOOK FOLLOWERS

1 MILLION

TWITTER FOLLOWERS

4.3 MILLION

INSTAGRAM FOLLOWERS

SOCIAL MEDIA

BLMGNF understands the power of social media. Social media is, after all, at the core of our movement's origin story—a Facebook status update in 2013 followed by a hashtag, #blacklivesmatter.

Our Instagram following [@blkivesmatter](#) reached 4.3 million followers, our Twitter account [@blkivesmatter](#) reached 1 million followers, and our [Facebook page](#) continues to grow its following of over 750,000 people. Users on these platforms extend beyond the United States; we are an organization leading a global movement, both online and offline.

EMAIL

At the start of the year, our collective email list had 42,878 recipients. Now, our email list has 1,997,844 recipients. Over the course of 2020, we sent 127,042,508 emails. From these emails, 1,213,992 actions were taken, ranging in petition signs, donations, and calls to our elected officials. Notable actions were taken on our:

- Juneteenth petition
- Call for community co-sponsors for the BREATHE Act
- Letter opposing the nomination of Amy Coney Barrett to the U.S. Supreme Court, which was submitted to the record
- Letter to California Governor Gavin Newsom calling on him to fill Kamala Harris' soon-to-be-vacant Senate seat with a Black woman
- Letter to the Biden-Harris administration, calling for a meeting with BLMGNF

More people across digital platforms are choosing to engage consistently with BLMGNF. The average open rate for nonprofit emails is about 25%. In early June, our email providing event and safety resources to people wanting to mobilize saw a 63% open rate. Days later, our email list grew, and in an email honoring the life of George Floyd, we saw a 33% open rate.



Our email list is so committed that on a single email send on Giving Tuesday (December 1st, 2020), BLMGNF raised \$82,745.88 for six local organizations who are engaging in the type of work our Black communities need to survive and thrive: [The Urban Youth Harp Ensemble](#), [The National Queer and Trans Therapists of Color Network](#), [Lead to Life](#), [Cure Violence Global](#), [COFED](#), and [KC Tenants](#). The funds raised were dispersed equally across the six organizations.

As we move forward into 2021, we're focused on creating synergy between each of our platforms to drive millions of actions on our priority demands. In the first part of 2021, we've built a 20,000 and growing opt-in SMS list.

GIVING TUESDAY - DECEMBER 1ST

\$82,745.88 FUNDRAISED FOR SIX LOCAL ORGANIZATIONS BY A SINGLE EMAIL



CAMPAIGNS & INITIATIVES

WHAT MATTERS 2020

In February 2020, Black Lives Matter Global Network Foundation launched its What Matters 2020 campaign. This campaign aimed to maintain public awareness on contemporary issues affecting Black communities and include a roadmap for what it takes in 2020 to get closer to Black liberation. The campaign adapted as the year progressed, as BLMGNF continued to be seen as a resource center and had to respond to the current needs of the time. In an effort to educate, inform, and mobilize during such a whirlwind of a year, we ran ad campaigns on Facebook, Twitter, YouTube, Instagram, Spotify, Pandora, and Tumblr across the two phases of the campaign. Total impressions for digital ads alone, across both phases, were at 51,895,161. People were listening and envisioning with us throughout the year. The campaign took place in the following two phases:

Phase 1:

February 2020 - August 2020

In the early stages of COVID-19 in the U.S., Black communities looked to Black Lives Matter Global Network as a resource center. BLMGNF responded by hosting a [live informational web series](#) with Dr. Cedric Dark, Medical doctor and professor at Baylor College of Medicine, and creating an online resource center on our webpage that was visited by thousands of people.

This resource center included general information, testing locations, and national and local updates. Later videos within the What Matters 2020 web series responded to a demand for education from the greater public, following the murder of George Floyd and renewed attention on the murder of Breonna Taylor. Videos included: a [conversation with BLM South Bend members](#) on the lasting impact of the 2019 murder of Eric Logan, a [conversation with NASCAR driver Bubba Wallace](#) on what it's like being the only full-time Black NASCAR driver, and an [episode with Mysonne Linen](#), Hip Hop artist, actor, and activist from the Bronx, who discussed his liberation work and how the murders of Breonna Taylor, George Floyd, and Rayshard Brooks sparked more actions around the world.

BY THE NUMBERS

51,895,161

TOTAL IMPRESSIONS FOR BLMGNF DIGITAL ADS

2.5 MILLION

IMPRESSIONS ON TWITTER FOR BLMGNF PETITION AD TO END SYSTEMIC RACISM

177,000

TOTAL IMPRESSIONS AND OVER 10% ENGAGEMENT RATE ON DEFUND THE POLICE AD

As part of this campaign, BLMGNF also created a video ad, “[Now We Transform.](#)” This video went live on BLMGNF’s YouTube page and was launched as a YouTube ad from June 24 to July 17. Total impressions were 325,944, with views currently standing at 141,000. One of the most prominent demands coming out of Freedom Summer was a call to defund the police. Black Lives Matter, as a movement, seeks to eradicate the white supremacy that is behind the violence inflicted on Black communities by the State and vigilantes. This summer, many others joined us. In late May, we started a petition in which we called for an end to the systemic racism that made corruption and State violence permissible. This petition ad had 2.5 million impressions on Twitter.



Black Lives Matter @Blklivesmatter · May 30, 2020

We call for an END to the systemic racism that allows this culture of corruption to go unchecked and our lives to be taken. See the Demands. Sign the Petition. [#DefundThePolice](#) [#blacklivesmatter](#)

BLACK LIVES MATTER

WE CALL FOR
SUSTAINABLE TRANSFORMATION
IN OUR COMMUNITIES

SEE THE DEMANDS

SIGN THE PETITION

SIGN THE PETITION: [#DefundThePolice](#)

Now, more than ever, we call for sustainable transformations in our community that reflect the value of contributions and our lives. 1. We ...

[actionnetwork.org](#)

296 1.9K 3.5K

Many others, however, misunderstood or misconstrued what a world in which the police was defunded looked like. BLMGNF engaged in this national conversation by creating an infographic on how to defund the police. This ad had 177,000 total impressions, with an engagement rate of over 10% (the industry average is between .06% to 0.08%).

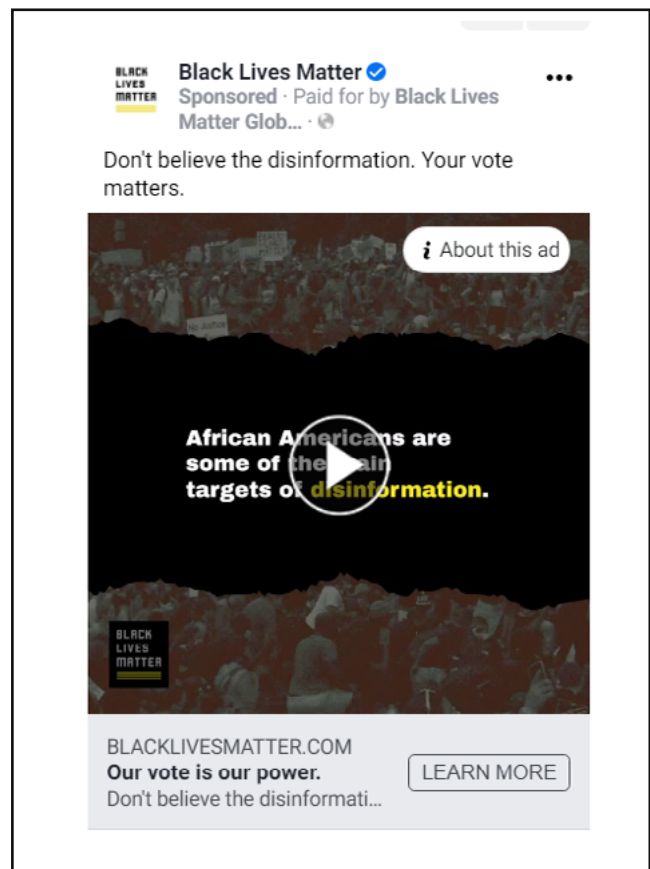


In calling to defund the police, BLMGNF was also demanding greater investment into our education, mental health, and non-carceral and non-punitive community-led systems and programs. This was our vision. Thousands joined us as we imagined what a nation with alternative options for community safety could look like.

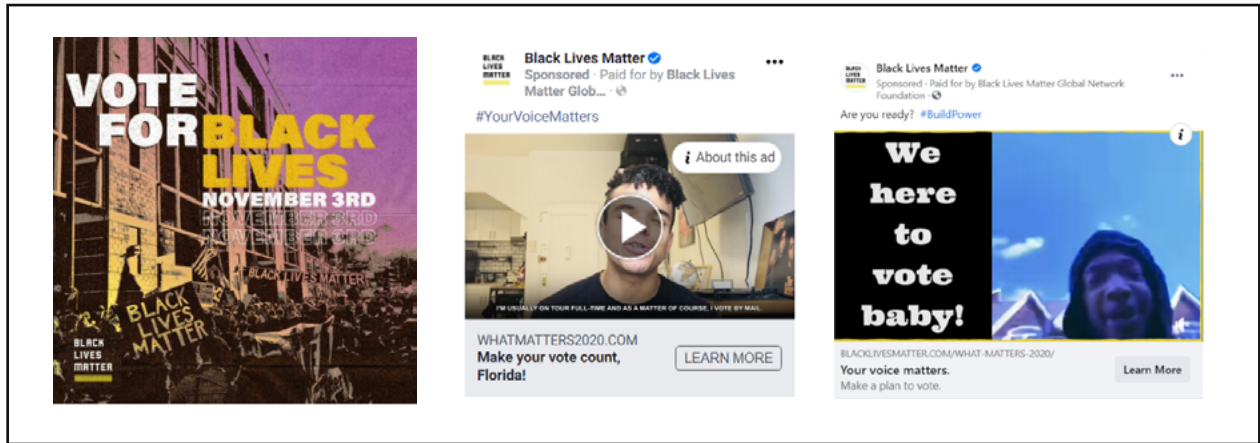
Phase 2:

October 2020 - November 2020

As we shifted into the Fall, the general election was on our minds. With 2020 holding the most consequential election of our lifetime, BLMGNF aspired to increase voter turnout among all eligible voters. Black communities have been historically disenfranchised, both by law and by fear and disinformation. BLMGNF sought to ensure potential voters of color had the information they needed to exercise their right to vote. We cannot change what we do not know. Many Black voters did not know they were key targets of public disinformation tactics. Thus, our first wave of digital ads highlighted this reality.



The remainder of our ads redirected audiences to our [webpage](#), where people could use our Election Center box to check the status of their registration, request an absentee ballot, find early voting locations, or find ballot drop box locations. These ads asked audiences if they were registered to vote, promoted the idea that every vote matters, and tried to create excitement around voting.



DEAR WHITE PEOPLE

Many view the movement through a lens of threat and violence. To respond, our Dear White People campaign sought to humanize the experience of being Black in America for non-Black people. As BLM experienced greater allyship this year, BLMGNF also more felt intense racist, diminutive, and violent rhetoric directed at the movement's leaders and its mission. The start of this campaign in 2020 came at a time when millions of people looked to us to shape and impact public discourse and policy. Step one was to address the misinformation around the movement.

Our flagship video, [These Three Words](#), ran as a digital ad on YouTube (with over one million impressions) and as a paid TV ad in Midwestern media markets. It ran 117 times on TV. This brought BLM into the homes of hundreds of thousands of Americans and attempted to combat extreme right-wing rhetoric about BLM in the minds of voters.

BY THE NUMBERS

117 RUNS
ON TV IN MIDWESTERN MEDIA MARKETS



USPS CAMPAIGN: WRITE BLACK LOVE LETTERS

Guided by the curatorial vision of artist-curator Noni Limar—and the commissions of a talented group of Black artists—Write Black Love Letters was a creative intervention encouraging us all to fund the USPS by buying stamps and sending Black love letters and postcards. BLMGNF centered love, connection and beauty in a time of isolation, tension, and change.

Recognizing that the USPS has historically employed countless Black folks, we also celebrated our collective historic contributions to the USPS and demanded that our legacy be protected. This campaign positioned BLMGNF for further economic justice work.

Under our What Matters 2020 campaign and USPS campaign, we produced a video: [Black Love Letters](#). This was sent to our email list of over 2 million people and garnered thousands of views.

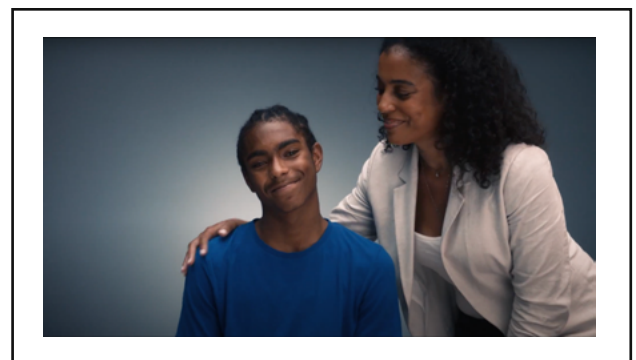
Our social media assets earned 5,444,451 impressions across platforms. Engagement was particularly strong with our flagship video, [the final Jessi Jumanji stamp](#), and our recorded Black love letters. Engagement across the campaign averaged 6.5%, well above the industry standard. The campaign successfully earned press coverage. Essence Magazine [wrote a full feature piece](#) highlighting the stamps in the campaign, as well as the flagship video.

Influencers and activists like [Yara Shahidi](#), [Richie Reseda](#), and [Adrienne Maree Brown](#) also championed this effort by contributing videos of their own Black love letters.

AT A GLANCE

BLACK LOVE LETTERS CAMPAIGN EARNED A FULL FEATURE PIECE IN ESSENCE MAGAZINE

THE CAMPAIGN WAS CHAMPIONED BY INFLUENCERS AND ACTIVISTS LIKE YARA SHAHIDI, RICHIE RESEDA, AND ADRIENNE MAREE BROWN



SUPREME COURT REPLACEMENT INITIATIVE

We lost the legendary and honorable Justice Ruth Bader Ginsburg this year. Following her passing, Black Lives Matter called for the consideration of a Black woman to fill this seat. Through a social media and email push, we delivered a [video](#) to the public that was viewed over 160,000 times.

Our demands were ignored: Amy Coney Barret was nominated to the Supreme Court as Justice Ruth Bader Ginsburg's replacement. Though our efforts did not reap the outcome we sought, BLMGNF made history when we submitted to the Congressional record [a letter of opposition](#) to Amy Coney Barrett's nomination. This letter was signed by over 18,000 individuals.

This push was one of BLMGNF's first efforts at leading the fight for democracy reform.



2020 ELECTIONS

IMPACT

AT A GLANCE

**HOSTED GOTV
DRIVE-IN EVENTS IN
2 STATES AND DJS
AT THE POLLS IN 3
STATES**

**FACILITATED NEARLY
6 MILLION
CONVERSATIONS WITH
BLACK YOUTH VOTERS**

Gearing up to help create the largest voter turnout in history required BLM's full attention in the latter half of the year. Our central campaign in the Fall was our GOTV (Get Out The Vote) push. Along with the digital campaigns we ran under our What Matters 2020 campaign, we put out several initiatives to get out the vote:

- Our texting campaign had nearly **6 million conversations with Black youth voters** to ensure they turned out and returned their mail-in ballots on time.
- **The GOTV drive-in events also brought key GOTV messaging to [Michigan](#) and [Georgia](#)**, two states that have historically had a history of low voter turnout and high voter disenfranchisement
- On Election day, BLMGNF brought **DJs to the polls in 3 states (North Carolina, Nevada, and Florida)** that were experiencing long wait times. Our Votes And Vibes event kept spirits up during in-person voting.



GOTV DRIVE-IN EXPERIENCE X MALCOLM REVISITED

"This is why I say it's the ballot or the bullet. It's liberty or it's death. It's freedom for everybody or freedom for nobody." - Malcolm X

In the lead up to the general election, we produced a series of drive-in "Ballot or the Bullet" get-out-the-vote events to organize folks across the country for early voting, especially since voting safely (via absentee or early in person voting) was critical given the impacts of COVID-19 on our community. We engaged with creatives like Tessa Thompson and Richie Reseda, who both spoke of [art's role in moving culture](#), which can subsequently change policy. We also had the honor of hosting a drive-in event at the King Center, which featured [a talk back with Bernice King](#).



PARTNERSHIPS

Black Lives Matter takes pride in our yearly roster of partners. When choosing partners, we look for entities that are actively engaging with issues affecting Black communities or have committed to donating a large amount to racial justice initiatives. We will zoom in on two partners that engaged with BLMGNF in the context of GOTV:

- **Hamilton: The Musical** - BLM partnered with Hamilton's rapid-response and action team, composed of cast members across the country. They created instructional videos on mail-in ballots for a collection of states. These videos were shared on social media and [lived on our Election Center/What Matters 2020 webpage](#), which was visited by 5 million people.



- **Sprite** - BLM partnered with Sprite to create and launch the [Create Your Future](#) campaign. This campaign encouraged young voters to participate in the 2020 election. Six young Black creators that we partnered with shared their reasons to vote through their art. These artists were: Bluboy, Yvette Glasco, Dorothy Lawes, Neka King, Foremost, and Sage Guillroy. This page also served as a resource center with a voter information button that allowed folks to identify the status of their registration and location of their nearest polling center.

As our scope and capacity expands, we look forward to partnering with more institutions to creatively imagine how we can work together towards achieving Black liberation.

BREATHE ACT

The drafting of the [BREATHE Act](#) this summer marked BLMGNF's gradual entry into the legislative advocacy space. Under the coalition of the Movement For Black Lives—which includes organizations like the National Conference of Black Lawyers and the Ella Baker Center For Human Rights—BLMGNF supported the unveiling of the act in June.

This federal bill calls for a divestment from our policing systems in order to invest in new forms of public safety. Our policing system is fundamentally poisoned; reform is not the answer. In proposing new visions of public safety, we are calling for community investment across education, housing, mental health, food safety, and the environment.

This is our century's civil rights bill and a legislative love letter to Black people.

Three months after the introduction of the bill, we collectively organized BREATHE Day on September 29, 2020, the day of the first Presidential Debate. This was a full day of Black programming, with the goal of introducing the basic vision of the BREATHE Act to the wider public. At its capstone event, BLMGNF Co-Founder and Executive Director Patrisse Cullors was joined by singer-songwriter Janelle Monáe to talk about the importance of Black voices in the election cycle and tackled some common critiques about the concept of Defund The Police.

In 2021, we will be pushing elected officials at the federal and local level to pass the BREATHE Act.

AT A GLANCE

**BLMGNF ENTERED
THE LEGISLATIVE
ADVOCACY SPACE
WITH THE
BREATHE ACT**

**THE BREATHE ACT
CONTINUES TO BE
A FOCUS OF BLMGNF
IN 2021**

ART & CULTURE

As a movement, Black Lives Matter knows that without the activation of art and culture, we would not be witnessing the changes we are seeing today. Art and culture paint a vision of the world we dare to dream of for our people. This year, we sought to feature artistic work across our campaigns and social media, to encourage a collective visioning of a world where Black lives matter. Art sparks change, and we want to continue sparking creative ideas and world imaginings.



(1, 2) Nikkolas Smith (3) Oto-Abasi

Through BLMGNF-sponsored and affiliated events and activations, we engaged with creatives including: Janelle Monáe, Richie Reseda, Tessa Thompson, Kendrick Sampson, adrienne maree brown, Yara Shahidi, Regina King, Ellie Goulding, and many more. These celebrities and influencers have a reach of millions and our movement is leveraging their platforms to reach millions more. We're grateful for their solidarity.

Our USPS Write Black Love Letter campaign, as well as our Create Your Future campaign with Sprite, featured commissioned artwork from Black artists.

Our continued push to center artistic and cultural spaces also carried into our [merchandise store](#). Responding to the needs of the time, we launched a [“Justice” and “Freedom” branded mask](#) to encourage public safety and activism. Our hope in partnering with artists to produce new materials for our store is to spark conversations among the general public out in the streets. Our movement need not only arise in conversation in the context of Black death or protest; we want a daily affirmation that our lives matter.

FINANCIAL SNAPSHOT

Black folks have waited over 400 years—to be seen, to be heard, to live in a world where their lives are fundamentally valued. Despite the strength of our movement, this has yet to happen. Our demands continue to go ignored. As the organization supporting this movement, we've decided that we will wait no longer. The transformation and new focus of Black Lives Matter Global Network Foundation starts here: with the end of a centuries-long waiting game. Given the traumas of the last year, it's important to call out that our experience is about more than the deaths we protest and the pain we hope to heal. Black life is so much more than that. We are not only triumphant and resilient, we deserve to be celebrated and valued.

Our minds, our bodies, and our spirits are worthy of real investment. We want to uplift Black joy and liberation, not just Black death. We want to see Black communities thriving, not just surviving. These realities were not achieved in 2020, nor will they be achieved in the next year. We know systemic change takes time, so we're in it for the long haul. In the meantime, we need to immediately support our Black communities through our own forms of funding and grantmaking. We are now an organization that intervenes on philanthropy, which is typically an anti-Black space full of bureaucratic hoops of white supremacy. In addition, one of our thematic emphases in 2021 and beyond will be economic justice, in the wake of the devastating socioeconomic effects of COVID on Black working class communities. But these projects will not be standalone instances; to carry them out until the day we reach our vision, we will need fiscal sustainability.

Beginning in 2020, BLMGNF began to build out its endowment, with the goal of using investment in our communities as a way to improve the conditions of Black life. As BLMGNF grows its reach and scope, we will continue expanding our internal

BY THE NUMBERS

\$90 MILLION
RAISED IN 2020

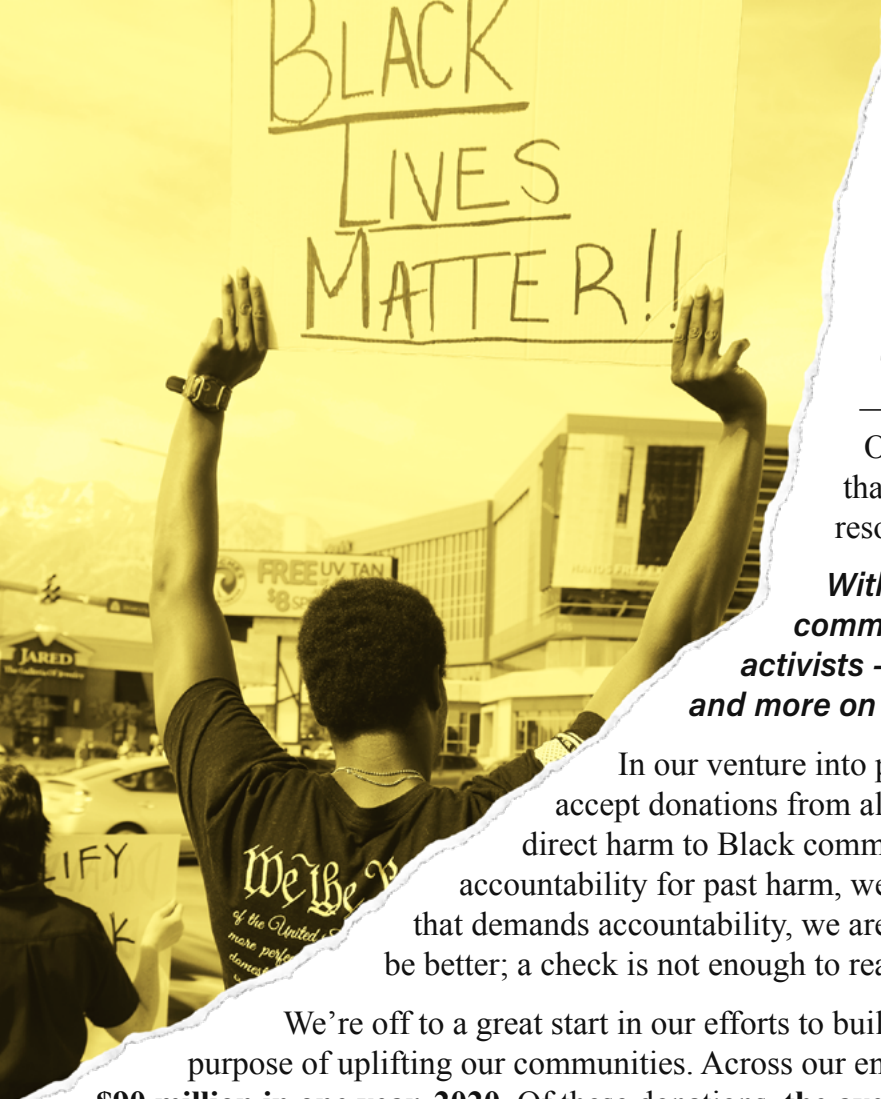
THE AVERAGE DONATION WAS **\$30.64** AND **MORE THAN 10%** OF DONATIONS WERE RECURRING

THE BREAKDOWN

\$8.4 MILLION
IN OPERATING EXPENSES

\$21.7 MILLION
IN GRANTS DISBURSED TO MORE THAN 33 ORGANIZATIONS – 23 OF WHICH ARE LED BY LGBTQIA PEOPLE – AND BLM CHAPTERS

23% OF TOTAL ASSETS DISBURSED, COMPARED TO THE INDUSTRY AVERAGE OF 5-8%



capacity to best meet the needs of Black communities. Likewise, the direct impact and scope of our work will stretch into new geographic and thematic areas, thus necessitating a greater pool of resources to fund projects that are more and more expansive.

The point of abolition is to build a better future — one that goes beyond “Black Lives Matter.” Our foundation will set out to achieve just that. We want to ensure that we are a dependable resource.

With an endowment, Black people — Black-led community organizations, Black organizers, Black activists — will worry less about access to funding and more on how to best center Black life.

In our venture into philanthropy, we decided that we would not accept donations from all entities. If a potential donor demonstrated direct harm to Black communities and showed no active efforts to take accountability for past harm, we did not accept. In creating this litmus test that demands accountability, we are calling for our potential donors to do better and be better; a check is not enough to reach our ultimate vision of Black liberation.

We’re off to a great start in our efforts to build a sustainable fundraising body for the purpose of uplifting our communities. Across our entities and partners, **we have raised just over \$90 million in one year, 2020.** Of these donations, **the average donation via our main fundraising platform was \$30.64** and more than 10% of donations were recurring. This has been a record-breaking year for fundraising, which has been matched with just as historic an amount in campaign budgets and grant disbursements.

Our plans, strategies and infrastructure had to catch up to the speed of funding that suddenly increased exponentially in several months. **Now, we are suddenly at liberty to do #SoMuchMore** than we had ever imagined.

Our expenses encompass internal operational needs, as well as campaign and project expenditures. Across BLMGNF and BLM Grassroots, **we have accrued approximately \$8.4 million in expenses.** This number represents dollars spent on staffing, operating and administrative expenses, civic engagement, programs and field expenses, rapid response, and crisis intervention. Our general election GOTV campaign alone, for example, had a budget of close to \$2 million.

In 2020, we selected 30 local organizations (not part of our grassroots apparatus) to be our first cohort of official BLMGNF grantees. As several communities were thrown into heightened political, socioeconomic, and medical vulnerabilities through COVID-19, BLMGNF sought to ensure the survival of some of society's most vulnerable: Black LGBTQIA folks. Of the 30 organizations selected, 23 of them are led by Black LGBTQIA folks and/or directly serve these communities in places like Chicago, New York, New Jersey, DC, and Alabama. Our selected organizations are listed below. We have committed a six figure grant to each of these organizations.

- [Okra Project](#)
- [TGI Justice Project](#)
- [T.A.K.E. Birmingham](#)
- [Trans United](#)
- [Audre Lorde Project](#) — [Trans Justice](#)
- [BreakOUT](#)
- [Black Trans Circles](#)
- [BLMP](#)
- [Solutions Not Punishment Coalition](#)
- [Marsha P. Johnson Institute](#)
- [The Transgender District](#)
- [Black Trans Travel Fund](#)
- [For The Gworks](#)
- [House of GG](#)
- [Highlander Center](#)
- [BOLD](#)
- [Eat Chicago](#)
- [PANA](#)
- [Africans Rising](#)
- [Haitian Bridge Alliance](#)
- [Trans Justice Funding Project](#)
- [Trans Housing Coalition](#) — [Homeless Black Trans Women Fund](#)
- [Black Trans Media](#)
- [House of Pentacles](#)
- [House of TULIP](#)
- [Black Trans Femmes in the Arts](#)
- [Brave Space Alliance](#)
- [Black Visions Collective](#)
- [Brooklyn Boihood](#)
- [BYP100](#)

BLMGNF also remains firmly committed to our grassroots network. After all, our movement was born at this level. We have committed funding to the following chapters, some of which have officially been on-boarded during our earlier point of transition, and others who we remain aligned with in our ultimate goal of Black liberation but are no longer holding in our official network:

- Boston
- Canada
- Chicago
- DC
- Denver
- Detroit
- Lansing
- Memphis
- Philadelphia
- South Bend
- Nashville

The total amount that's been committed to the 30 local organizations and BLM chapters is approximately **\$21.7 million**. That is \$21.7 million that will go towards the sustenance of Black communities and Black movement-building—towards creating a world in which Black lives matter. Just to put that in context, foundations typically grant between 5-8% of their assets in disbursements. In 2020, BLMGNF committed **23% of its total assets** in disbursements and charitable giving. That is almost three times the industry norm.

After our expenses and grant disbursements, **we are left with an approximate balance of \$60 million**. Returning to fiscal sustainability, it is important that an organization not end its year at a balance of \$0. Few foundations will disburse more than 8% of their total assets; **for BLMGNF to have committed 23% of its assets is groundbreaking.**

We are no longer a small, scrappy movement. We are an institution. We are mature. We are a growing entity developing its stake in the philanthropic world. We are entering spaces previously unimaginable. We want to show folks that we have a voice here, and that our voice carries weight. For BLMGNF, not having an account of reserves would prevent us from engaging rapidly alongside the #BlackLivesMatter movement. Having an account of reserves is what has allowed us to respond in 2020 in the ways that we have, and it is what has allowed us to imagine and plan for what we can accomplish in 2021 and beyond. Strategically, our sights are set on diving into work at the levels of policy, community investment, arts and entertainment, and research. Such expansive work will require the security that fiscal sustainability provides.



**BLACK LIVES
MATTER
POLITICAL
ACTION
COMMITTEE
(BLM PAC)**

BLACK LIVES MATTER POLITICAL ACTION COMMITTEE (BLM PAC)

MESSAGE FROM CO-FOUNDERS, MELINA ABDULLAH, ANGELA AUSTIN, & PATRISSE CULLORS

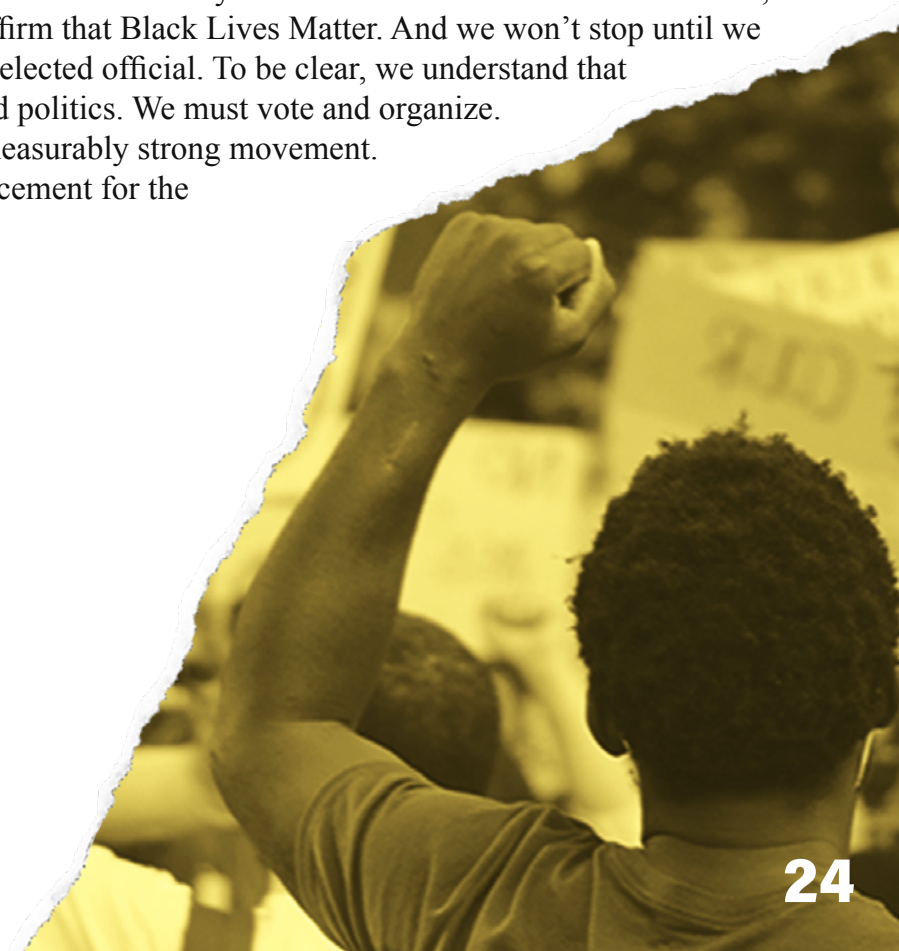
This year, the Black Lives Matter movement grew tired of waiting for a seat at the table. So, like Shirley Chisholm, we brought a folding chair and started inching it closer and closer to the table. We are done waiting.

We're done waiting for our elected officials to decide it is a "good time" to fight for Black lives. Our vision with this latest leg of the movement is to support the candidates who align with the movement's foundation— these are the candidates who we trust will go to bat for what is right for Black communities and what is needed for their survival and joy. These are the folks we want to represent us in the halls of power. Folks that are movement-born and led.

On October 9, 2020, we took our vision public and [announced the launch](#) of our political action committee, Black Lives Matter PAC. We had less than one month to raise funds to actively engage in the general election. And we did it. We took our first foray into electoral politics, and made it known that BLM PAC was a powerful force, here to stay.

The people crave a radical, Black-led movement within our body of elected officials. We want loud folks, strong folks, folks who unabashedly, proudly affirm that Black Lives Matter. And we won't stop until we get Black Lives Matter into the mouth of every elected official. To be clear, we understand that transforming the world requires both protest and politics. We must vote and organize.

The BLM PAC is an additive to an already immeasurably strong movement. Electing movement folks to office is not a replacement for the on-the-ground movement; it is in addition to it.



2020 ELECTIONS

ENDORSEMENTS

For BLM PAC's inaugural list of endorsements, we sought candidates who we believe get us one step closer to the vision of the world we want to see. One that values Black life, not attacks it. We included several candidates on our inaugural list of federal and local endorsements and would like to uplift the following for winning on a platform that invested in Black lives:

- Jose Garza | TX District Attorney 53rd District
- Shayla Adams-Stafford | MD Prince George's Board of Education District 4
- Cori Bush | MO CD 1
- Jamaal Bowman | NY CD 16
- Nikema Williams | GA CD 5

After conducting a poll of undecided voters of color in key target states, we found a high discrepancy in decidedness across gendered lines. For this reason, some of our core messaging focused on the engagement and turnout of Black male voters.

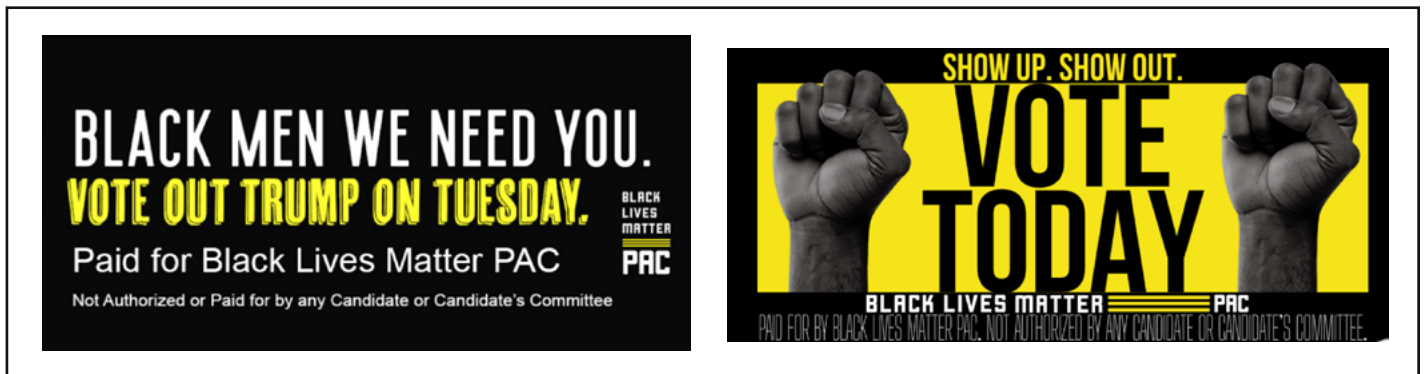
AT A GLANCE

GENERAL ELECTION

**6,000 BLM VOLUNTEERS
SIGNED UP FOR 10,000
SHIFTS AND CALLED/
TEXTED 5.4 MILLION
VOTERS IN SWING STATES**

**15 MILLION TOTAL
IMPRESSIONS ACROSS
PLATFORMS OF BLM PAC
GOTV ADVERTISING**

**44 OF BLM PAC-
ENDORSED CANDIDATES
AND MEASURES WERE
SUCCESSFUL**





DIGITAL AND PAID ADS

For this race, BLM PAC produced one video ad for paid TV and social media: [The Finish Line](#). This video nods to those who have run before us in our movement for Black liberation, like Representative John Lewis, and those who did not get to finish their run, like Ahmaud Arbery.

BLM PAC also ran ads on [Instagram](#), Facebook, and digital radio. Scope of ads varied, with some encompassing a larger geographical area and others being geo-targeted to smaller areas around event locations.



GENERAL ELECTIONS IMPACT

The 2020 General Election was BLM PAC's entry into electoral politics. Our impact:

- In partnership with the Working Families Party, **6,000 BLM PAC volunteers signed up for almost 10,000 shifts** as part of a GOTV effort that **called and texted 5.4 million voters in Arizona, Colorado, Florida, Georgia, North Carolina, Pennsylvania, South Carolina, and Wisconsin.**
- In Fort Lauderdale and the Greater Fort Lauderdale area in Florida, a team of **30 canvassers knocked the doors of 2,826 African American voters** that were recognized as having not voted. They had **555 conversations.**
- Focusing our final efforts on Pennsylvania, this partnership also yielded **195 Shifts, 2,674 conversations, 2,635 pledges to vote, 1,902 pledges to text friends & family, and 25 E-Day poll sites covered in Philadelphia.**
- Advertising took the form of billboard, radio, and digital, with nearly **15 million combined impressions across platforms.**
- Several candidates used our endorsements in their final GOTV push and **44 of our endorsed candidates and ballot measures were victorious.**

BY THE NUMBERS

**INCREASED BLACK
VOTER TURNOUT BY
50,000, INCLUDING
FIRST-TIME VOTERS**

**112% INCREASE IN
TURNOUT BY BLACK
VOTERS OVER
60 BEFORE
ELECTION DAY**

**133,000 MORE BLACK
VOTERS IN FULTON
COUNTY THAN IN
2016**

GEORGIA SENATE RUNOFF

When both of Georgia's U.S. Senate races headed to a runoff, we knew we needed to participate in the fight to ensure both Reverend Raphael Warnock and Jon Ossoff were victorious. Having them in office would mean replacing two Senators who served corporate interests and big donors with two Senators who would serve our communities. After Georgia turned blue during the general election, we knew it could happen again.

Georgia reached historic turnout fueled by Black voters over age 60 who exceeded their 2016 turnout by 112% before Election Day, by Black voters under 30 who supported Joe Biden by an 86% margin, and by Fulton County voters where 133,000 more Black folks voted than in 2016. These strides show the overwhelming power of Black voters to flip a state like Georgia where 43% of all Democratic votes are cast by Black people.

However, replicating this success during the holiday season and increasing Black voter turnout by another 50,000 voters was an incredibly difficult task that required us to scrape the political sidelines for Black

voters that are disaffected by the political system. The goal was to reach low-propensity voters that were mobilized for the first time this cycle in order to determine how to get them back and to explore the barriers that still prevent infrequent voters from participating.

BIG Table:

To effectively engage and leverage local Georgia resources, BLM PAC served as a convener and facilitator for the BIG (Blacks In Georgia) Table, a coalition of Black-led organizations doing work for the Georgia Senate Runoff, which included Black Voters Matter, Color of Change PAC, Working Families Party (WFP), and many more. Recognizing the risk of large, outside groups not coordinating with local groups, BLM PAC also did event planning with local groups throughout GA. Events included collaborative phone-banking, text campaigns, volunteer canvassing, and events with live music. To ensure cross-collaboration, resource-sharing, and avoid duplicated efforts, BLM PAC led weekly BIG Table update meetings and created a calendar of events for members to be aware of when and where events were occurring.

BLM PAC also helped secure influencers to promote and attend events. For example, we recruited local micro-influencers as part of our GLEAM Team (Georgia League of Engagement, Activism, & Mobilizing) to join WFP phone and text banks, Rick Ross to perform for Election Defenders’ “Joy To The Polls” event, and DC Young Fly to join and post BLM PAC and Black Men Build’s “Pack The Polls” challenge. BLM PAC also created a “Georgia (Runoffs) On Our Minds” Spotify playlist with 23 songs that exemplify Georgia heart and culture — one song for every day from the first day of early voting on December 14th through election day on January 5th.

Additionally, in partnership with HIT Strategies, BLM PAC commissioned a [poll of Black voters in Georgia](#) to reveal key information and trends to help inform our GOTV strategies for the Senate Runoff.



FINANCIALS

On October 9th, 2020, the BLM PAC was [publicly announced for the first time](#). Our launch came as we were preparing to roll out our GOTV campaigns. While we launched our GOTV work through our C3 entity, Black Lives Matter Global Network Foundation, founding a PAC allowed us to run the kind of voter awareness campaign we felt was necessary for this cycle.

From our public announcement to the end of the year, we raised a total of \$1.05 million. From this \$1.05 million, we have spent just over \$746,000 across our campaigns in the general election and the Georgia Senate Runoff.

**AT A
GLANCE**

**RAISED
\$1.05 MILLION
FROM
OCTOBER 9, 2020-
DECEMBER 31, 2020**

**SPENT
\$746,000
ACROSS
CAMPAIGNS IN THE
GENERAL ELECTION
AND GEORGIA
SENATE RUNOFF**



BLACK LIVES MATTER GRASSROOTS



BLACK LIVES MATTERS GRASSROOTS

MESSAGE FROM GRASSROOTS

Our movement started at the grassroots level, was built up at the grassroots level, and will continue to be tied fundamentally to the power that lies in grassroots organizing. Our movement began as #BlackLivesMatter on social media. Our growth over the past seven years has been fueled by love: a love for Black life, Black joy, and a vision for a world in which we collectively love on Black communities. A movement driven by love will never falter; it can only grow, as ours has. Though our movement in its entirety continues to be driven by a deep sense of purpose and commitment, BLM Grassroots will remain fundamentally connected to our work on the frontlines — where it all started.

As official chapters connected to BLMGNF, we envisioned a set of guiding principles and processes to ensure our relationship to the Foundation and the movement remain true to our core values. While we stay true to our guiding principles, we are also growing into a new iteration of our collective movement.

Growing into a movement that can reach millions globally—rather than primarily domestically—has not been easy. While we have always acted with a lens of liberation for all Black people, our timeline for expansion has quickened over the past year.

But we remain committed to showing up for Black folks at the most intimate levels, because we are the ones who keep us safe. As BLM Grassroots, we can do that. We are patient. We are excited. We are moved by love.

In this section, you will find our 2020 year in review. We've provided our chapters' accomplishments in 2020 across the areas of: political activation, community engagement, and chapter development.

Today, we have gathered five chapter reports. In future years—as we continue to integrate more chapters into our official network—you will be reading from dozens more.

POLICY & LEGISLATION

Black Lives Matter's various entities work in tandem. The Global Network Foundation's efforts to enter the halls of power were supplemented by BLM Grassroots. Collectively, we have much to be proud of with the progress made at the legislative level.

RACISM IS DECLARED A PUBLIC HEALTH CRISIS

Three counties in Michigan adopted resolutions that declared racism a public health crisis. This sets an important precedent for finding new ways of systematically responding to racism. The current practices of racial bias training and additional funding for law enforcement are simply not working. This resolution gets us towards new potential practices.

COMMUNITY POLICE REVIEW BOARD & POLICE OVERSIGHT

Our ultimate goal is abolition. The system cannot be reformed. On the road to abolition, we have sought interim ways to better protect our communities from law enforcement harm and seek justice for that harm. In Indiana, we successfully established a Community Police Review Board with investigatory subpoena powers. This board is the only police review board in the country held in the office of the City Clerk.

In other cities, we are successfully pressuring city councils to replace law enforcement officials with community-based, unarmed emergency responders in instances of non-violent calls for service.

FUNDING SECURED FOR COMMUNITY INVESTMENT

When we call for defunding the police, we also call for community investment. We want the money that is taken out of law enforcement budgets to go back into the communities that have been historically harmed by these systems.

In 2020, we leveraged the wave of public support and attention on racial justice to further pressure our cities to cut their law enforcement budgets. In one year, we successfully pressured several cities (both in the US and Canada) to commit to moving nearly \$170 million out of law enforcement budgets and into community services, focusing particularly on mental health and community health services. For some of these cities, it is the first law enforcement budget cut implemented in several years. \$170 million may not seem like a lot; but it is a start, and we will continue pushing for more—pushing for better.

We also wanted to hone in on the presence of law enforcement in our schools. Apart from this \$170 million collective budget reduction at the city level, we successfully won a pledge from Los Angeles Superintendent Austin Beutner to cut \$25 million from the school police budget. Students Deserve, a local student activist group, are continuing to push LAUSD to use the \$25million to #FundBlackFutures and invest in support and services for schools with large Black student populations. As the second largest school district in the country, the progress set forth by LAUSD can set a strong precedent in favor of our movement.

MEASURE R, LOS ANGELES

The passing of Measure R in 2020 set an important precedent for community investment and defunding the police. Reform LA Jails, along with a coalition of community organizations including Black Lives Matter-Los Angeles, championed a ballot measure for the March 3, 2020 election. This measure demanded more accountability, transparency, and fairness to the criminal justice system. Measure R passed, granting the Civilian Oversight Commission (the independent body that oversees the LA County Sheriff's Department) subpoena power to effectively and independently investigate misconduct; establish a plan to reduce jail populations; offer alternatives to incarceration; and increase access to mental health services and drug treatment services. This measure also requires at least 10% of locally controlled tax revenue to be invested into communities, like housing, mental health, youth development, job training, small business development, and alternatives to incarceration. According to Supervisor Sheila Kuehl, 10% of locally generated L.A. County revenue could vary between \$600 million to \$900 million annually.

Envisioning a world without police or the criminal system as we know it can be hard. Measure R was born from a collective imagining of the steps we can take to get closer to that vision of Black liberation. And we passed it. This is a movement for community investment that we seek to spark across the country and around the world.



CAMPAIGNS, DEMONSTRATIONS & ACTIONS

Our movement's strength is in its numbers. Our magnitude allows us to exert tremendous pressure. Social distancing did not end our push to collectively demonstrate; rather, it challenged us to be creative, targeted, and even louder in our demonstrations, activations, and campaigns.

REMOVAL, RESIGNATION, OR CAMPAIGN TERMINATION OF PUBLIC OFFICIALS

One by one, we want to let elected officials know that racism will not be sanctified by law and policy. One by one, we are removing and forcing resignation from some of the most violent elected officials. One by one, we're showing politicians that a track record of endangering Black life will no longer earn you a promotion.

- **Jackie Lacey, Former Los Angeles District Attorney:** As a network, we are all proud of the tremendous work and commitment of our Los Angeles chapter in their fight to oust District Attorney Jackie Lacey. For 3 years, Black Lives Matter Los Angeles and allies protested outside of the Hall of (In)Justice with the call of #JackieLaceyMustGo. The popularity of weekly Jackie Lacey protests educated the public on the role of the District Attorney, systemic racism in the justice departments, and encouraged other cities to examine their DAs as well. In California, prosecutors started lobbying the state bar to ban district attorneys from accepting money from police unions. As a result of

BLMLA's organizing, Jackie Lacey was voted out of office and became an example of the people's power to make change.

- **Eric Garcetti, Mayor of Los Angeles:** Our L.A. chapter is all too familiar with the shortcomings of their elected officials. Black people consistently witness these shortcomings first-hand. So when L.A. mayor Eric Garcetti was rumored to be considered for a federal position as Secretary of Housing or Secretary of Transportation under the Biden-Harris administration, BLMLA began their campaign to #BlockGarcetti.

In response to the idea of Garcetti's local policy making being promoted to national policy making, Black Lives Matter LA organized early morning protests outside of Mayor Eric Garcetti's mansion (aka the People's Mansion) to shine a light on Garcetti's failures, muddying his reputation nationally. They successfully #BlockedGarcetti from being promoted to a national position.

- **Pete Buttigieg, Former South Bend Mayor:** As our collective movement begins its work into electoral politics, we do not forget that far too many times politicians have delivered empty promises. Like many Democratic politicians, former South Bend Mayor Pete Buttigieg took the Black vote for granted when he began his presidential campaign. His grave miscalculation cost him the nomination and provided a platform for BLM-South Bend to educate the public about how he perpetuated and was complicit in structural injustices against Black people.

MAKE OUR SCHOOLS SAFER

We need not relitigate that Black and brown people are targets of the police. This is no different within schools. Our kids cannot learn if they constantly worry about experiencing harm at the hands of school police officers. For this reason, we also look to our schools when thinking through our abolition practices and immediate goals. In 2020, we successfully cut — and in some cases removed the presence of police officers in several public schools, domestically and in Canada.

Our babies and young adults deserve to learn in environments they feel safe in.

RALLIES & DEMONSTRATIONS IN SUPPORT OF #DEFUNDTHEPOLICE

In the first eight months of 2020, [police killed 164 Black people](#). Prior to May 25th, we had already seen far too many. So when George Floyd was murdered, in a way far too similar to what we had seen six years prior in the case of Eric Garner—it was a breaking point for people everywhere.

Suddenly we had thousands—millions—of people across the country and globe calling for change. Demanding that Black Lives Matter. Dozens of marches, caravans, and vigils were organized across the country and globe. Collectively, our chapters led thousands of people in these demonstrations. Our chapters organized socially distanced events, caravans, and even online gatherings. In times of stress and hardship, we turned to each other. Because we know that *we keep us safe*.

ECONOMIC JUSTICE

The effects of COVID-19 have disproportionately impacted the economic stability and financial wellness of Black communities. By some estimates, for example, [COVID-19 has wiped out nearly half of all domestic Black small-businesses](#). In an effort to garner attention around this and funnel dollars into the hands of our Black business owners and families, our chapters pushed #BlackXmas forth. This annual campaign took on a new level of urgency in 2020.



COMMUNITY ORGANIZING & EDUCATION

We keep us safe. A movement that is born from love will never fail its people. As a grassroots network, we seek to build upon our people-power and strategize and organize towards our shared goal of Black liberation. In the process, we also seek to educate our community on the issues that matter most for Black people.

PUBLIC EDUCATION AROUND #DEFUNDTHEPOLICE

We cannot assume that every individual understands #DefundThePolice. For some, this is an entirely new concept. For others, they have heard of it but still do not understand what it means or what it can mean. Our efforts towards educating the larger public on our ideological ambition to #DefundThePolice manifested in a few ways:

[Defundthepolice.org](https://defundthepolice.org), launched by BLM-Canada aims to:

- bring together complex arguments in support of defunding the police using easy-to-understand language that could be shared broadly;
- make the arguments on the website broad enough to apply to several jurisdictions;
- generate new audiences

While the use of concrete data traditionally adds validity to an argument, art allows us to envision new possibilities; it is a fundamental vehicle towards creating a world where Black lives matter—we do not rely solely on data and what is known, but also what we have yet to imagine. When words cannot reach people, we look to art to paint that vision for us. Across several cities in both the U.S. and

Canada, we engaged Black artists to create art that would aid our movement's mission and support communities learning about what it means to defund the police. In one city, for example, our BLM chapter and local artists came together to create a 7500 square-foot mural.

GET OUT THE VOTE

In the U.S., we had one of the most important elections of our lifetime. For four years, our communities were routinely attacked and the violence often had the cover of law. We saw it most clearly in efforts at voter disenfranchisement and intimidation. In response, several of our chapters activated their network to organize their communities and get out the vote.



In one chapter, members passed out thousands of informational flyers and had over 200 hours of conversations with potential voters and media. A handful of our chapters were also featured on different news platforms, demonstrating the collective weight and impact we have as a network. Our chapters registered new voters and engaged residents and neighborhood associations in Black neighborhoods. They organized teach-ins and even rides to the polls. Some, like BLM-Michigan, even tailored fellowships that were designed to gain hands on experience in digital education and organizing, in service of greater electoral participation.

BLACK ORGANIZER & BLACK LEADERSHIP TRAINING

As we worked to change the electoral landscape through protests, demonstrations, and voter engagement, we also realized we could train our own representatives—folks who are movement-born. In this vein, some of our chapters launched their own programs. One such program is BLM-Michigan’s Freedom Summer Organizing School. This virtual program explored the history of Black liberation and electoral justice movements.

RECLAIMING PUBLIC HISTORY

What we collectively choose to memorialize matters. Monuments, statues, and murals reflect how a city identifies itself, its history, and its trajectory. Many of us in the larger public can surely point to a monument in our city that commemorates slavery or colonialism. To maintain these structures is to maintain that such instances of racism and violence deserve to be memorialized. For this reason, our network targeted a few racist monuments, specifically two in Canada. In Toronto, our local chapter engaged in a

demonstration aimed at addressing the monuments to slavery and colonialism present in our city, including the ever present police and prison system—the largest monument of them all. In Montreal, our local chapter, along with other local activists, successfully took down a statue of John A MacDonald, prime minister of Canada in the late 1800s who created a culture of violence against Indigenous people living in Canada.

MUTUAL AID

2020 saw a rise in mutual aid—never before have we seen as wide a recognition and participation in the practice of mutual aid. Let's remember: we saw this uptick in mutual aid out of necessity. Thousands of Black people lost their jobs, their business, their home, and were at greater risk of not having access to personal protection equipment.

SURVIVAL FUNDS

Black Lives Matter- Canada launched a COVID Support Fund, with particular emphasis on LGBTQIA, disabled, or migrant people. Fundraising over \$130k, the chapter disseminated onetime stipends of \$125 - \$250 to Black community members in need.

MASK DISTRIBUTION

We distributed thousands of PPE masks to support protests and families in one of our cities with a high population of Black people being disproportionately impacted by COVID-19.

SUSTENANCE

Through partnerships with food brands, some of our chapters were able to provide food to Black communities and people experiencing homelessness. Collectively, we distributed over 1000 lbs of protein bars and locally produced fresh food.



INTERNAL DEVELOPMENT

As the #BlackLivesMatter movement continues to grow and spread throughout the world, our grassroots network also takes new shape. Currently, we are primarily a domestic grassroots network. Our long-term vision is to further cement our presence across the country, as well as expand internationally. Together, we can create a powerful movement that has one goal in mind: Black liberation.

PHYSICAL HUBS

#BlackLivesMatter began as a digital movement. Largely, this is what has propelled the growth of the movement, since we live in a digital world. However, the power of gathering cannot be ignored. When we are in community, the ideation potential and energy is unmatched. A few of our chapters, for this reason, are in the process of developing a physical hub for the work of our movement.

Domestically, one chapter is developing a restorative organizing place to gather and connect, while keeping this space embedded into the community they serve. In Canada, our chapter is creating a center that focuses on the relationship between art and activism. Heavily inspired by Octavia Butler, this artist-run center aims to be fertile ground for Black creativity and organizing. This space was birthed by Black Lives Matter activists who hope to build an enduring space that can cultivate the most transformative and radical ideas from Toronto's diverse Black communities.

HISTORICAL PRESERVATION

Our movement is considered a threat by many. It is consistently misrepresented, centered in false narratives, and presented through a lens of violence. But this is not us.

It is not us, nor do we want to be remembered as such. So we seek to write our own story—to write ourselves into history as we know it is, not as others wish to paint us. In several of our grassroots locations, the local movement has already begun the work of documentation. In one area, we have a documentary in the works. This documentary profiles the founding members of the chapter and the local events that were part of the global uprising against police brutality. Local youth were given the opportunity to shadow the professional producers, cameraman, and audio engineer and participated in the filming of b-roll to be used in the production.

In another chapter, the local network was approached by a press agency to write a book about their experiences. The result has been a collection of works of prose, essays, poetry, photo essays, and theoretical discussions. The works are contributed by visual artists, dancers, teachers, scholars, writers, mothers, disabled folks, Black Indigenous folks, incarcerated people, and migrants.

Another chapter has partnered with a research center that is committed to the long-term documentation, preservation, and access to materials related to historic and contemporary actions for justice. In partnering with our local chapter, the center seeks to provide support in creating the vehicle to share this story with the current generation and generations yet to come.

RESEARCH & DATA

Access to data is vital, and everyday we amass more and more. The problem, however, arises when this data is misconstrued—either because of implicit bias or overt bigotry. We see this across reports and findings related to Black communities. BLM Grassroots seeks to take ownership of the research process as it relates to issues impacting Black people—not only do we have the cultural intimacy needed to situate the data, but we also know the stakes.

DATA FOR #DEFUNDTHEPOLICE

Reform will not work. We have already tried more racial bias training, more body cameras, and bigger teams. One cannot reform what is fundamentally poisoned. We seek to uplift this argument through data, both quantitative and qualitative. As a network, we are collaborating to provide original research on municipal, state/provincial, and country-wide expenditures on policing when compared to other services that would provide safety and security to communities. We want to leave no room for doubt and help paint a collective image that can get us one step closer to our goal.

One way we're doing this is through the creation of ProsecuteKillerCops.org, launched by BLM-LA. This platform exposes the 683 killer cops who were not charged for murder during Jackie Lacey's tenure as District Attorney. The goal of the site is to spotlight these killer cops who are still on the streets, and demand that they be held accountable and prosecuted. This website presents an option of what public research can look like.

POLICY & BUDGETARY RESEARCH SUPPORT

As the movement gains people-power, we force our way into the conversations that impact Black livelihood. For example, as cities began budget talks, several BLM chapters organized with local activists to provide data-informed decisions on how a people's budget should be crafted.

Separately, through community conversations about topics like policing, BLM chapters gained valuable insight and qualitative data into community issues that could lead to policy recommendations.



**WE'VE BRAVED THE BELLY OF THE BEAST,
WE'VE LEARNED THAT QUIET ISN'T ALWAYS PEACE,
AND THE NORMS AND NOTIONS
OF WHAT JUST IS
ISN'T ALWAYS JUST-ICE.
AND YET THE DAWN IS OURS
BEFORE WE KNEW IT.
SOMEHOW WE DO IT.**

"THE HILL WE CLIMB," AMANDA GORMAN

**WORDSMITH. CHANGEMAKER.
NATIONAL YOUTH POET LAUREATE**



JOIN THE MOVEMENT

**TEXT 'BLM' TO 24365
TO STAY UP TO DATE
ON ALL THINGS
#BLACKLIVESMATTER**

**BLACK
LIVES
MATTER**
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**BLACK
LIVES
MATTER**
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PAC

