

Raise[®]
2021

Integrating a Social Justice Framework into Strategic Partnerships & Resource Development

DEBORAH BARGE



Welcome



Deborah Barge

She/Her/Hers

Chief Development Officer

Big Brothers Big Sisters of America



Your Organization

Where does your organization lead for your values as they relate to your mission?
A few examples include:



HOPE

Is your organization leading inspiring actions, services and support? Are you a social change organization?



EQUITY

Do you address issues of equity and inclusion? Do you represent underserved communities and voices?



NATURE

Are you focused on our environment, our climate, and the shared living experiences of our planet?



RESEARCH

Does your team support the discovery to solve complicated diseases and health related issues?

POLL

WHO IS WITH US TODAY?

What is Social Justice?

For our conversation we will define Social Justice as:

A philosophical concept of fairness for people along various social dimensions including wealth, opportunities, and social privileges.

The widely adopted principles of social justice include access to resources, equity, participation, diversity, and human rights.

OUR VISION



Every kid graduates with a plan for their future and a mentor for life.



OUR WHY

What's the purpose that aligns and fuels us?

INSPIRING

YOUTH

EQUITY & EMPOWERMENT



ROOTED IN JUSTICE

Big Brothers Big Sisters was founded as an innovative alternative to the juvenile justice system to create equity and empowerment for young people who needed us most. Today, this spirit drives us to become the foremost JEDI youth empowerment organization.



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JEDI - JUSTICE, EQUITY, DIVERSITY & INCLUSION

Our Language

Language is power – a tool to learn and handle with care



JUSTICE

Dismantling barriers to resources and opportunities in society so that all individuals and communities can live a full and dignified life



EQUITY

Allocating resources to ensure everyone has access to the same opportunities



DIVERSITY

All the differences between us that are based on the advantages or barriers to opportunities we experience



INCLUSION

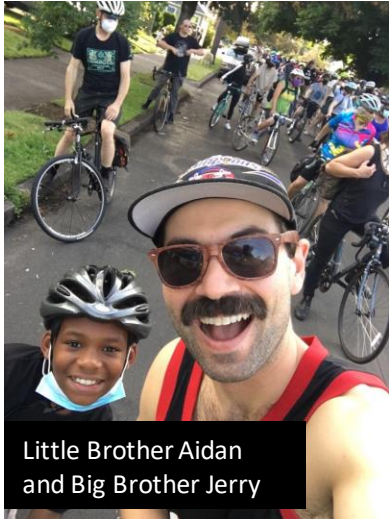
Fostering a sense of belonging by centering, valuing, and amplifying the voices, perspectives and styles of those who experience more barriers based on their identities



OUR WHY: JEDI WORK IN ACTION

In June 2020, Little Brother Aidan wanted to lead a family-friendly march in his Portland, Oregon community, and enlisted his Big Brother Jerry to help bring his youth led protest to life.

Hi all! My partner's little brother, Aidan, from Big Brothers Big Sisters is organizing a BLM protest/march for this Wednesday. It would mean a lot to Aidan to have a crowd of people show-up in support! The protest is family-friendly and the weather is looking great so far. Please feel free to pass on to your networks as well. 😊



Little Brother Aidan and Big Brother Jerry



JEDI

CORPORATE ENGAGEMENT

ALIGNING OUR BRAND WITH THE RIGHT PARTNERS



- | | |
|---|---|
| <p>Youth/Program Impact & Outcomes</p> <p>Employee Engagement/Giving</p> <p>Internships/Career Experiences</p> <p>National /Local Board Involvement</p> | <ul style="list-style-type: none"> • Thought Leadership & Influencers • Media, PR, & Storytelling • Shared Stage & Event Experience Business • Expertise & Innovation Sharing |
|---|---|

Shared Authentic Platform
Youth Equity & Empowerment



Big Brothers
Big Sisters.
OF AMERICA

PARTNERSHIP CASE STUDIES

THE BIG DRAFT 2021

INSPIRE CHANGE

WHILE THE NFL IS DRAFTING THE NEXT GENERATION OF PLAYERS, WE'RE DRAFTING THE NEXT GENERATION OF BOYS.

There are over 100 million young boys in need of mentors. We're looking for men that want to make a difference in the lives of young boys that don't have the opportunity to be a reading first.

It's Big Draft season. Become a Big, and you can help give the growing third class a ball in the game.

OUR WHY

GET OFF THE SIDELINE AND GET IN THE GAME.



Starbucks News @StarbucksNews · Mar 18
A \$5 million investment from The Starbucks Foundation will support nonprofits focused on programs that advance equity and inclusion for BIPOC youth.

MERRELL Big Brothers Big Sisters.

Big Brother Dave and Little Brother Corey

Big Brothers Big Sisters. OF AMERICA

MERRELL

Big Brothers Big Sisters.

BEYOND SCHOOL WALLS

COMCAST NBCUNIVERSAL



HOW DO I BRING PARTNERS IN?



CLARITY

What do you need a partner to do or support?



AUTHENTICITY

How does your mission uniquely lead?



COMMITMENT

What can you commit to by when?



ZOOM BREAKOUT ROOMS

How do you bring partners
into your values-based work?

How do you bring partners into your values-based work?

FACILITATOR

Person with the
LAST NAME closest
to the LETTER A

3-5
min

WARM-UP

Did your
organization take a
stand in 2020 to
publicly support
BLM and the social
justice movements?

How did your
leadership,
volunteers and
donors respond?

5-8
min

QUESTION

Have you engaged
corporate partners
in your values-based
work?

Has it been
effective? Why/Why
Not?

SHARE

Choose one story to
bring back to the
group to share in the
CHAT.



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Share Your Learnings

≡ Our Golden Circle

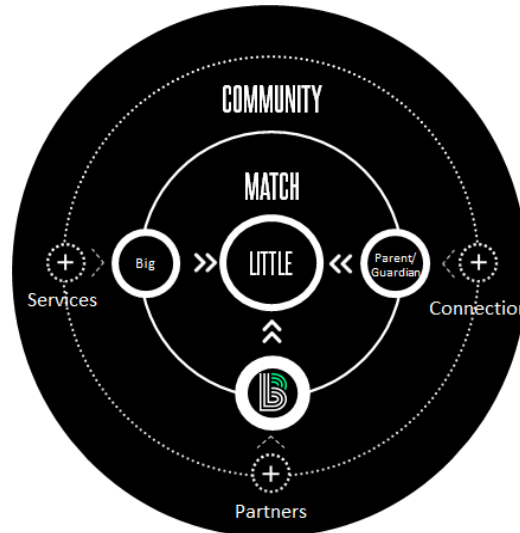


WHY

- ✓ JEDI-focused youth empowerment organization

HOW

- ✓ 1 to 1 plus mentorship-based, collective impact model



VISION

- ✓ To empower every kid on the path to graduate with a plan for their future a mentor for their lifetime

Big Sister Angie and Little Sister Alexa



THANK YOU!

