

## OUR 25-YEAR, THREE PHASE PLAN

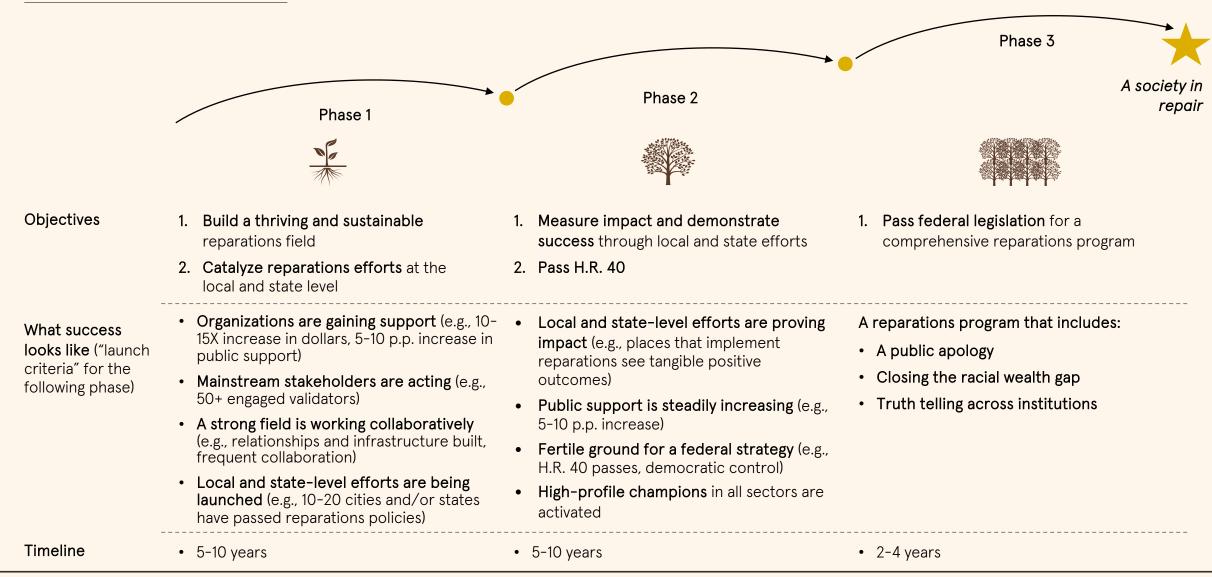
Because our work is so long term, we have broken down the activities in our theory of change into three phases. Phase I and II, the longest phases, prioritize building a groundswell of public support from the bottom up. This approach is informed by learnings from many successful culture and policy change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



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## ACTIVITIES WILL BE STRATEGICALLY SEQUENCED ACROSS EACH PHASE

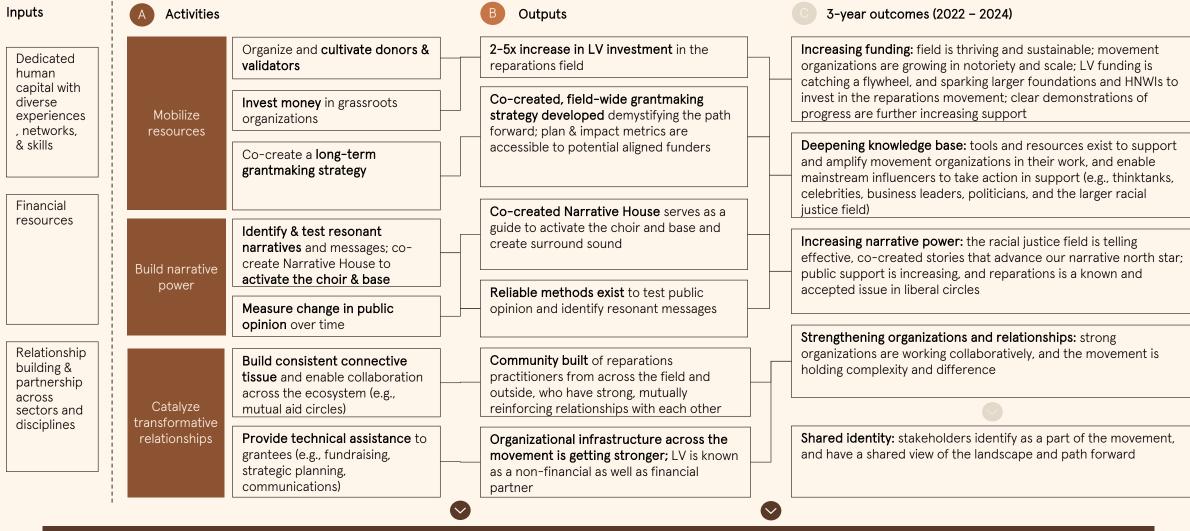
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We expect some level of cycling between phases as we build momentum Bottom up Top down Phase 1 Phase 2 Phase 3 Measure impact and demonstrate success Objectives Build a thriving and sustainable reparations field Pass federal legislation for a comprehensive through local and state efforts reparations program that acknowledges past and Catalyze reparations efforts at the local and state present harms and seeks to repair them, including 2. Pass H.R. 40 level closing the racial wealth gap • Mobilize resources: Raise and deploy funding; co-create a LV Activities<sup>1</sup> Study proof points and synthesize learnings to Raise and deploy political funding (federal) field-wide grantmaking strategy inform a federal program (Described in Orchestrate collective, mainstream expressions • Build narrative power: co-create resources to activate the Measure change in public opinion over time; identify detail on the of support (e.g., letter signed by corporations) choir and base, measure change in public opinion over time highest leverage change drivers following Conduct scenario modeling on forms of backlash • Catalyze relationships: build connective tissue across the page) • Cultivate influential champions and continue to and develop plans for each scenario (e.g., lawsuits, reparations ecosystem, provide technical assistance to demonstrate momentum court appeals) movement partners Raise and deploy political funding (city/state/federal) • Amplify external pressure through organizing & building a Activities Implement and evaluate impact of local and Advocacy & lobbying in support of a reparations multiracial people-powered movement prioritized state-level policy; demonstrate success and program by grantees feasibility • Build communities & curriculum for individual capacity Support political campaigns for people who and other building, especially among white people Begin laying groundwork for an electoral demonstrate support partners strategy in Phase 3 • Conduct research (e.g., economic modeling, policy analysis) Conduct an at-scale, message-tested cultural & · Pass and implement local and state level reparations policies media campaign (e.g., ads, influencers, social (e.g., Evanston, IL) media, film, sports, etc.) • Support the sustainability of reparations movement leaders with wellness and healing resources Phase 2 and 3 activities will likely include most activities in Phase 1 Anticipate and begin to mitigate legal challenges

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

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## 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; Metrics that Matter for Building, Scaling, and Funding Social Movements

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