

# UNITED FOR RACIAL EQUITY AND HEALING FUND

United Way of  
Greater Atlanta



November 4, 2020

## Purpose of the United for Racial Equity and Healing Fund

The United for Racial Equity and Healing Fund supports United Way of Greater Atlanta's work to improve areas of low and very-low Child Well-Being to where children, families and communities can thrive. Ending disparities has been the guidepost for United Way of Greater Atlanta's Child Well-Being Agenda, which has focused on addressing the systemic issues that put Greater Atlanta at the bottom of the list of U.S. cities in terms of opportunity and mobility for low-income children and make a child's zip code of birth their destiny. For two years running, Bloomberg has called Atlanta "the capital of inequality". The purpose of the fund is to reduce and prevent racial inequities across systems that impact child well-being (education, health, housing and economic stability) across the Greater Atlanta region.

## Why United Way

For the past five years, United Way has worked closely with partners to collect data on 14 different measures related to the factors that help account for the wide disparity in Child Well-Being by race and zip code. In 2017, the data in our Child Well-Being Index illustrated that nearly 500,000 children live in communities that lack the basic opportunities and resources that all children and families need to thrive. These communities of low and very low child well-being are in zip codes where the majority of residents (55-99%) are people of color.

These are also communities where COVID-19 hit hardest, exposing the health and economic disparities resulting from years of disinvestment and structural racism. The correlation between race and zip codes with vulnerable populations and low levels of child well-being makes it critical for United Way to address place and racial equity strategically. United Way will match the first \$1 million raised.

## Why Now

The current spotlight on these disparities and recent civil unrest has created new momentum to address racial inequities and an opportunity to convert the moment into a turning point for advancing deep and widescale changes. United Way is well equipped to lead the way in partnership with leaders across the region – a role we have played over many years with the Regional Commission on Homelessness and most recently with COVID-19 relief.

## Where Funds Will Go

Funds will be invested in organizations in Greater Atlanta that are primarily focused on racial inequity challenges in their communities and on a regional level. Priority will be given to organizations:

- Led by (executive leadership, staff, board) and focused on Black, Indigenous and People of Color (BIPOC) communities most directly impacted by structural racism
- That are leading policy and advocacy efforts that intersect with on-the-ground civic engagement that is focused on people of color
- That prioritize youth voices and take a multi-generational approach
- Working on or adjacent to Racial Justice Efforts

Fund investments will be guided by an advisory committee and will utilize a racial equity impact analysis to aid in grant decisions.

## HOW TO ACCESS THE FUND

- In the first year of the Fund, we will focus on learning about the landscape of organizations that have been active and have a history of work that aligns with the purpose and priorities of the Fund.
- With support and guidance from assistance from our Advisory Committee, we are identifying organizations and inviting them to participate in the grant review process.
- Proposals for the Fund are accepted by invitation only this year.
- To express interest in the Fund and to stay informed, organizations are welcome to send a brief email introduction to [racialequity@unitedwayatlanta.org](mailto:racialequity@unitedwayatlanta.org)
  - Name of the organization
  - Contact person name and contact information (phone, email, address)
  - 2-3 sentences about your mission, programs or efforts that align with the UREHF
  - Link to your website, YouTube channel, article or other existing content so that we can learn more about your organization.
- To reduce the burden on organizations, we ask that you please do not create a new proposal or other content. Please do not attach documents to the email only links.
- There is currently no set timeline for when invitations will be issued. For the UREHF, discussions with organizations happen throughout the year. One of the United Way staff will contact you, if additional information is needed.

## HOW TO STAY INFORMED

To be added to our mailing list and informed of events, updates to the Fund and other available resources, submit your name and email with the subject line Stay Informed to [racialequity@unitedwayatlanta.org](mailto:racialequity@unitedwayatlanta.org)

## RACIAL EQUITY AND HEALING RESOURCES

Here are a few resources that have informed us on our equity journey. We hope that they will inform you and help to encourage conversation across the community about what each of us can do to promote racial equity and healing.

- **THE GROUNDWATER APPROACH** The Groundwater metaphor is designed to help practitioners at all levels internalize the reality that we live in a racially structured society, and that that is what causes racial inequity. <https://www.racialequityinstitute.com/groundwaterapproach> The Racial Equity Institute
- **THE SOUTH HAS SOMETHING TO SAY: COVID-19 AND OUR CHANCE FOR TRANSFORMATION**  
Tameika Mosley and Nathaniel Smith May 4, 2020  
<https://nonprofitquarterly.org/the-south-has-something-to-say-covid-19-and-our-chance-for-transformation/>
- **“SYSTEMIC RACISM IS AROUND US, ALL THE TIME,” ATLANTA FED PRESIDENT SAYS**  
President and CEO Raphael Bostic interview with Kai Ryssdal on Marketplace Jun 15, 2020  
<https://www.marketplace.org/2020/06/15/systemic-racism-is-around-us-all-the-time-atlanta-fed-president-says/>
- **AWAKE TO WOKE TO WORK: BUILDING A RACE EQUITY CULTURE**  
Ground yourself in the process of building a Race Equity Culture. Explore the levers that drive change and the stages that mark transformation using the Race Equity Cycle. <https://equityinthecenter.org/aww/>

## OTHER FUNDING OPPORTUNITIES

- **A GLOBAL CALL TO ADVANCE RACIAL EQUITY BY 2030**

W.K. Kellogg Foundation announces a commitment to racial equity. In the midst of a global pandemic that is disproportionately affecting people of color, we've reached a critical moment — one that requires us to reimagine the future our children deserve. If you see a pathway to create a more equitable world, let me introduce you to [Racial Equity 2030...](https://everychildthrives.com/a-global-call-to-advance-racial-equity-by-2030/) <https://everychildthrives.com/a-global-call-to-advance-racial-equity-by-2030/>

- **BOREALIS PHILANTHROPY REACH FUND**

The goal of the REACH Fund is to resource racial equity practitioners - the individuals and institutions working closely with nonprofit groups on the ground to advance their racial equity work internally and externally - who are independent consultants, a team of individual consultants, capacity building organizations, or firms. <https://www.surveymonkey.com/r/WHJ9SWV>