

# THE BLACK PRINT



OUR PLAN TO ACHIEVE  
**Democracy • Growth • Power**

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Strategic Plan 2021-2024

# Commitment To Our Community

## Executive Summary

**THE EQUITY ALLIANCE (TEA)** is committed to liberating Black communities across the state of Tennessee and beyond. This call to action has been amplified by the repeated horrific events that have plagued communities of color for far too long. TEA realizes that much more must be done. Therefore, a targeted reparations policy agenda for Black Tennesseans is no longer an option, but rather a necessity. The lack of representation and also misrepresentation in the areas of education, housing, criminal justice/public safety, health care, economic opportunity, and politics/democracy will be the focus of the organization's strategies to disrupt oppressive structures and systems by building alliances to dismantle them one-by-one.

After a year of extreme growth for TEA following its inception in November 2016, **THE EQUITY ALLIANCE** Board of Directors, Co-Founders/Co-Executive Directors, and the team present an inaugural strategic plan. This framework will guide the work of the organization over the next three years. All the voices heard via different modes throughout 2020, from the Our Fair Share survey in partnership with Nashville Mayor John Cooper, volunteers, trusted partners, supporters, staff, the Board, and the Co-Founders/Co-Executive Directors, are threaded throughout the pages that follow.

We ask that you read the contents of **The BlackPrint: Our Plan to Achieve Democracy, Growth, and Power** with the purpose of rethinking and acting on how you can do more by volunteering, providing financial support, and participating in the fight for equity and justice.

In Solidarity,

**Charlane Oliver**

Co-Founder & Co-Executive Director

**Tequila Johnson**

Co-Founder & Co-Executive Director

## Board of Directors

**Kelby House Garner, Ed.D.**

Board Chair  
Public School Educator

**Andre' Anderson, Jr.**

Board Vice Chair  
The Siraj Agency

**Rob Higgins**

Treasurer  
WKND Hangsuite

**Dustin Jones**

Compassus

**Shawn Joseph, Ed.D.**

Joseph & Associates, LLC

**Chambre Malone, Esq.**

Board Secretary  
Bridgestone Americas

**Sylvia Rapoport**

Centennial Park Conservancy

**Daniel Weisman**

Alliance Bernstein

# Who We Are

The Vision, Mission, and Power Pillars displayed set the stage and direction for all the work to take place. **THE EQUITY ALLIANCE** is a Tennessee-based 501(c)(3) committed to upholding these guiding principles while moving Black communities forward today, tomorrow, and in the future.

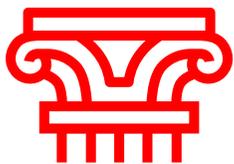
# Our Vision

We envision a world where Black communities are thriving and have equitable access to power, resources, and the freedom to choose our quality of life.

# Our Mission

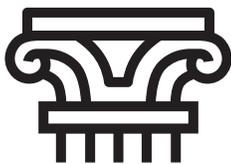
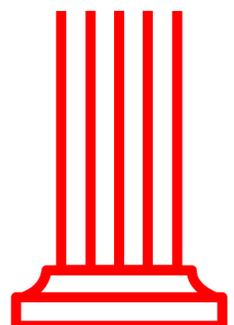
**THE EQUITY ALLIANCE** unapologetically builds independent Black political and economic power. We educate, empower, and mobilize Black people to take action and keep our government in check.

# Our Power Pillars



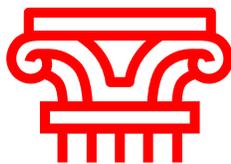
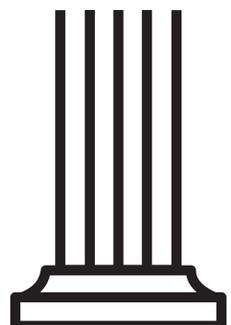
## Community & Issue Organizing

of people around issues that affect our community and encourage them to take action and make their voices heard.



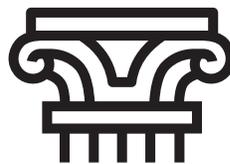
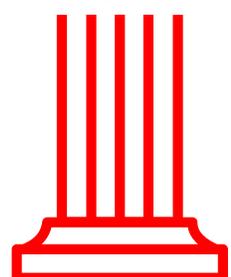
## Civic Leadership Development

to encourage people of color to take leadership roles in shaping policy on the local, state, and national levels.



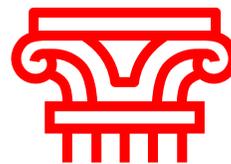
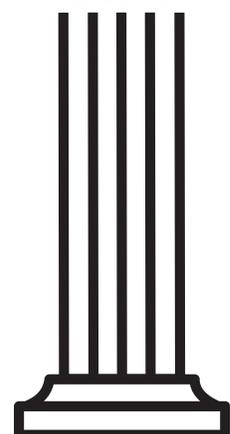
## Engagement & Education

about the political process, relevant economic, social, and political issues, and how impending legislation will impact their lives.



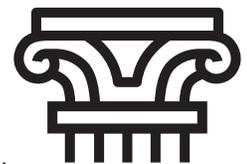
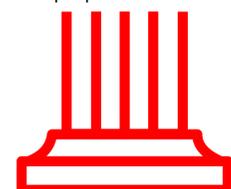
## Voter Mobilization

that moves people to vote in all local, state, and federal elections.



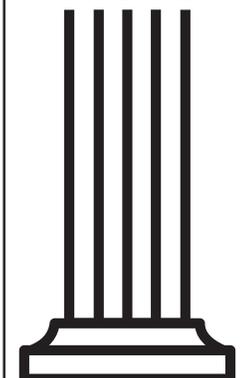
## Collective Impact Coalitions

with individuals and groups to present a united front against economic barriers seeking to marginalize, disenfranchise, or discriminate against people of color and vulnerable populations.



## Policy Advocacy Wins

by monitoring legislation and holding out state and local elected officials accountable.



# Strategic Plan 2021-2024

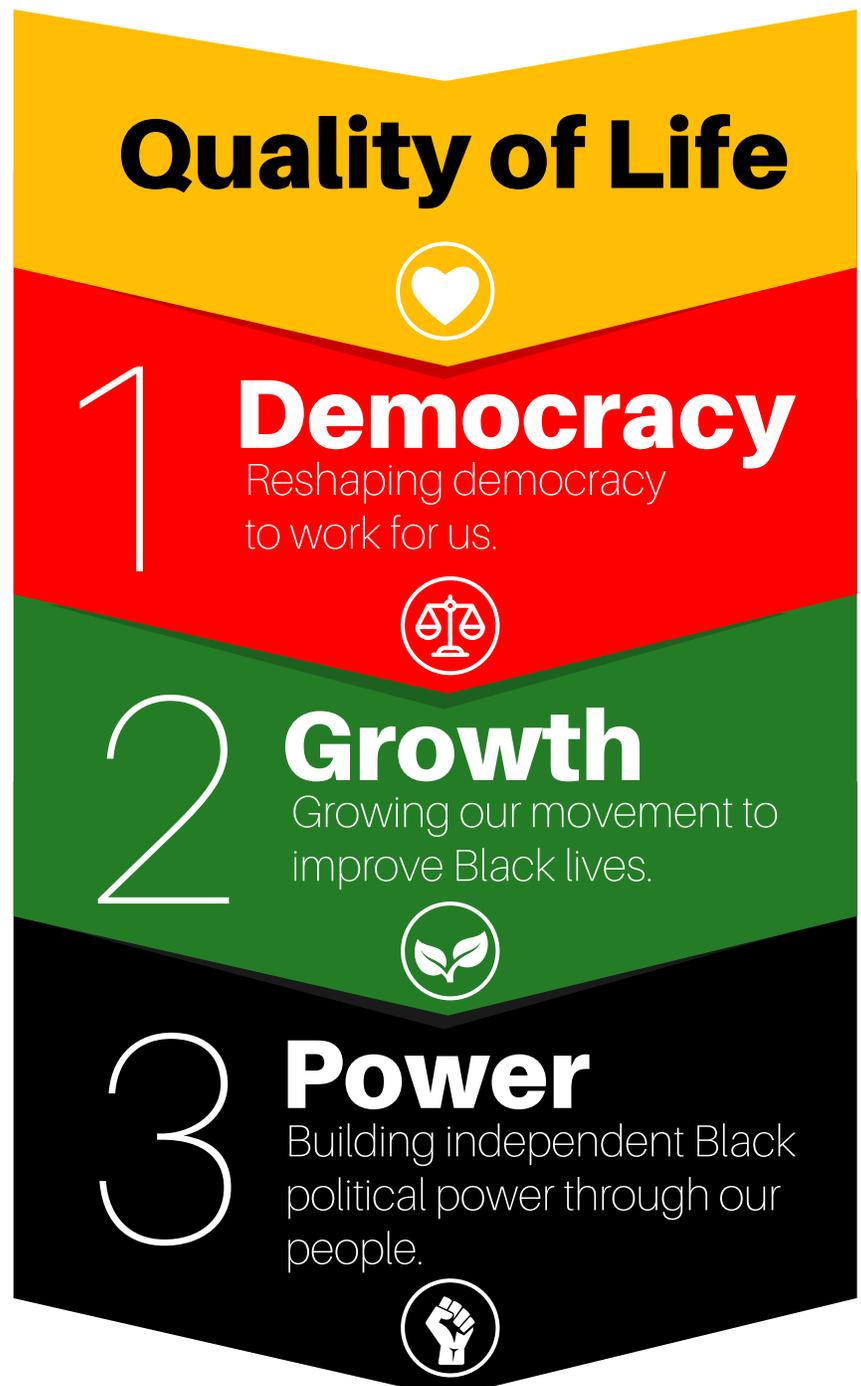
## The BlackPrint:

Our Plan to Achieve **Democracy**, **Growth**, and **Power**

**THE EQUITY ALLIANCE'S** strategic plan focuses on three key goal areas. These goals will provide stability for effectively organizing and communicating the work to achieve our mission. Our approach is unapologetic in order to build the independent political and economic power Black people deserve for creating the quality of life we want.

## Our Goals

Our efforts are focused across the goal areas of **Democracy**, **Growth**, and **Power**, which is grounded in our dedication to improving the Quality of Life for Black people. The expected outcomes for our communities intersect larger national areas including health disparities, affordable housing, safe neighborhoods, equitable educational opportunities, economic well-being, and justice for our people.

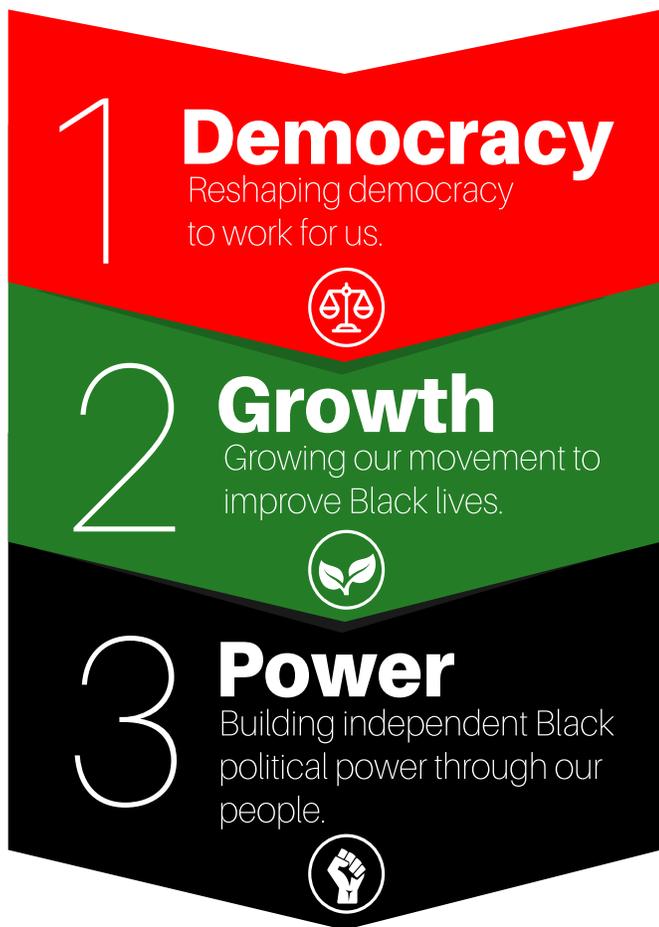


# Strategic Plan 2021-2024

## THE EQUITY ALLIANCE'S

Theory of Change to Liberate Black Communities

If we unapologetically pursue these three areas for Black people:

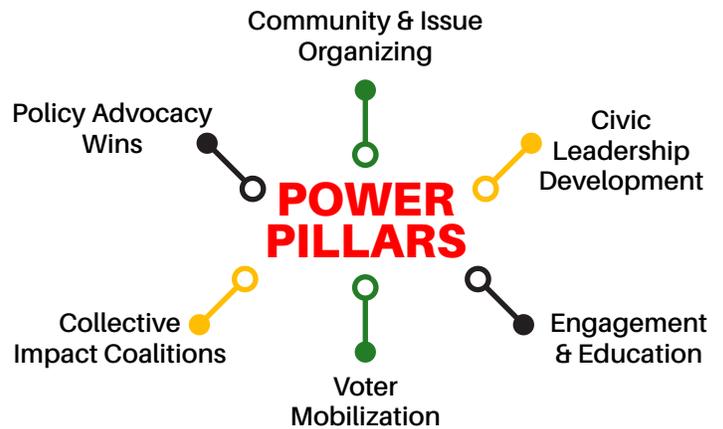


## Our mission

of building independent Black political and economic power by educating, empowering, and mobilizing Black people to take action and keep our government in check will be met.

## The Power Pillars

provide further guidance around how we execute programming, campaigns, and operational enhancements in a way that empowers and uplifts Black communities to create change.



## By moving on each Call to Action

below we align our programming strategies to reach these objectives for benefitting Black families within and outside of the state of Tennessee.

### **Democracy:**

- Increase TEAs Black voter registration roster by 80,000 annually, reducing the 55% gap between Black (20%) vs. white (75%) registrants in TN.
- Achieve 5% annual growth in Black voter turnout narrowing the 40% gap between Black (10%) vs. white (50%) registered voters in TN showing up to vote.
- Expand access to the ballot by producing a minimum of 2 democracy reforms by 2024.

### **Growth:**

- Build 6 fully staffed alliances (TEA chapters) across TN by 2024 and 2 more by 2026 in the deep South region.
- Establish a \$1M annual revenue stream decreasing reliability on foundations by 2024.

# Strategic Plan 2021-2024

## THE EQUITY ALLIANCE'S

Theory of Change to Liberate Black Communities



### Power:

- Increase the participation rate of a growing volunteer and partnership base who engages in at least 2 TEA campaigns and/or action programming annually.
- Grow the number of Black Tennesseans appointed, hired, recruited, and elected to positions of power for change because of TEA's support and/or leadership development.

**Then the communities we serve will experience our vision** of a world where Black communities are thriving and have equitable access to power, resources, and the freedom to choose their quality of life.

## Quality of Life

The BlackPrint Agenda

Amplifying past and present inequities through focused policy agenda work will be key. Improvements would minimally be expected across **national measures** such as:

➤ **Health:** 13.8% of Black or African American people of all ages are in fair or poor health.<sup>1</sup>

➤ **Housing:** African Americans make up 40% of the homeless population even though they are only 13% of the general population.<sup>2</sup>

➤ **Education:** 75 out of 100 Black students perform below reading proficiency on a national assessment.<sup>3</sup>

➤ **Employment:** 17.4% unemployment rate for African American workers.<sup>4</sup>

➤ **Justice:** Perceptions and reality shifted - 87% of Black adults see U.S. criminal justice system as more unjust towards Black people; 61% of white adults agree.<sup>5</sup>

### Sources:

<sup>1</sup> <https://www.cdc.gov/nchs/fastats/black-health.htm>

<sup>2</sup> <https://endhomelessness.org/resource/racial-inequalities-homelessness-numbers>

<sup>3</sup> <https://www.nsba.org/Perspectives/2020/black-students-condition-education>

<sup>4</sup> <https://www.epi.org/indicators/state-unemployment-race-ethnicity/>

<sup>5</sup> <https://www.naacp.org/criminal-justice-fact-sheet/>

# Strategic Plan 2021-2024

## The BlackPrint:

### Our Plan to Achieve **Democracy**, **Growth**, and **Power**

Our **Objectives** provide deeper clarity around what each goal statement means in measurable terms. As an organization, we want to see these measures moving in the right direction. If not, we will use data to inform adjustments to how we are approaching the work.



## Democracy

Reshaping democracy to work for us.

- Increase **TEA's** Black voter registration roster by **80,000 annually**, reducing the **55% gap** between Black (20%) vs. white (75%) registrants in TN.
- Achieve **5% annual growth** in Black voter turnout narrowing the **40% gap** between Black (10%) vs. white (50%) registered voters in TN showing up to vote.
- Expand access to the ballot by producing a minimum of **2** democracy reforms by **2024**.



## Growth

Growing our movement to improve Black lives.

- Build **6** fully staffed **alliances** (TEA chapters) across TN by **2024** and **2** more by **2026** in the deep South region.
- Establish a **\$1M annual revenue** stream decreasing reliability on foundations by **2024**.



## Power

Building independent Black political power through our people.

- Increase the **participation rate** of a growing volunteer and partnership base who engages in at least **2 TEA** campaigns and/or action programming **annually**.
- Grow the **number** of Black Tennesseans **appointed, hired, recruited, and elected to positions of power for change** because of TEA's support and/or leadership development.

# Strategic Plan 2021-2024

## The BlackPrint:

Our Plan to Achieve **Democracy**, **Growth**, and **Power**

### Our Programming Strategies

The Programming Strategies pyramid provides a summary view of the activities that will be carried out to achieve the identified measurable objectives within the Strategic Plan, while also ensuring controls are in place to address any critical success factors and identified barriers.



**THE EQUITY ALLIANCE'S** vision statement is depicted by the upper portion of the pyramid and is restated here:

"We envision a world where Black communities are thriving and have equitable access to power, resources, and the freedom to choose our Quality of Life."

#### THE BLACKPRINT:

Our Plan to Achieve **Democracy**, **Growth**, and **Power**, 2021-2024 strategic plan, includes the development of The BlackPrint Agenda. The agenda is a programming strategy leading to the production of a cohesive reparations policy agenda for Black Tennesseans.



# Strategic Plan 2021-2024

## The BlackPrint:

Our Plan to Achieve **Democracy**, **Growth**, and **Power**

### Our Programming Strategies

The success of the overall strategic plan will be supported by holding ourselves accountable for regular progress monitoring and reporting out to the community about how each programming strategy is helping **THE EQUITY ALLIANCE** achieve its measurable objectives and related goals. The **Programming Strategies** are briefly described below:

<b>The BlackPrint Agenda</b>	A reparations policy publication to illuminate issues impacting the Quality of Life within the communities we serve and provide a platform to celebrate wins in the democracy space, growth in the movement, and the building of independent black political power through our people.
<b>Democracy Hub</b>	A programming strategy to ensure fair and equitable redistricting in our communities and expanding ballot access by passing rights restoration legislation to repeal legal financial obligations.
<b>TN Black Voter Project</b>	A programming strategy to increase civic engagement and voter participation in Black communities in Tennessee.
<b>Capital Campaign</b>	A programming strategy to raise capital for funding the purchase of land and a building for office space, social enterprise, and workforce development.
<b>TEA State License Plate</b>	A programming strategy to design and launch a state license plate to produce revenue for programming, operational stability, and increase our presence to deepen support.
<b>Pledge 21</b>	A programming strategy to build alliances which extend the impact of our efforts for Black families beyond the state of Tennessee.
<b>National Exposure &amp; Partnerships</b>	A programming strategy using relational organizing and various communication channels to retain current donors and solicit new commitments of support.
<b>TEA Alliances</b>	A programming strategy to grow our network of equity partners.
<b>Black Women &amp; Men for TN</b>	A programming strategy to build a coalition of Black women and men leaders to engage their networks and communities in THE EQUITY ALLIANCE movement.
<b>#DontSellOutNorf</b>	A programming strategy to keep Black homeowners in their homes mitigating foreclosures resulting from the COVID-19 pandemic, encouraging homeownership and generational wealth, and to love on our people by providing economic relief.
<b>The Plugin</b>	A programming strategy to list build around BlackPrint issue areas, increase statewide presence, and educating the community on how to plug in (build power).
<b>Community Mobilizers</b>	A programming strategy to conduct canvassing and community outreach activities that will capture the voices and opinions of Black Tennesseans in targeted districts.
<b>LiberTEA Collective</b>	A programming strategy to create a statewide talent pipeline for the next generation of civic leaders and democracy defenders in Tennessee.

**THE**  
**BLACK**  
**PRINT**

STRATEGIC PLAN 2021-2024

