

# UPLIFTING ORGANIZATIONS THAT FACE THE IMPACTS OF HISTORIC AND ONGOING RACISM & OPPRESSION

Equity and social justice groups often face limited budgets and staff. That's why Resource Media created the Equity Impact Program: to serve those causes and organizations, build relationships outside the scope of our existing funding, and work on issues our staff care about deeply.



# CREATING THE IMPACT WE NEED TO SEE IN THE WORLD

Resource Media dedicates two percent of revenue to our Equity Impact Program, which aims to dismantle interlocking systems of oppression and shift power to marginalized communities by leveling the playing field. The funds generated allow us to quickly respond to opportunities and needs in frontline communities.

## A GLIMPSE AT THE WORK

Our staff has served **22 organizations** and counting, with pro-bono communications services for **27 distinct projects**. Through this program, we've been able to leverage over **\$375,000** from our funders to work toward vital equity-driven communications initiatives, assisting groups working directly in under-resourced communities.



### ENVIRONMENTAL, CLIMATE, AND RACIAL JUSTICE IN THE BAY AREA

In a historic achievement, a new pollution rule was adopted in the Bay Area in 2021 to reduce refinery emissions affecting BI-POC families. This is a momentous win for environmental, climate, and racial justice. Resource Media's Equity Impact Program provided rapid online and media engagement support to Communities for a Better Environment (CBE), to help lead the charge to hold East Bay refineries accountable, elevating the public health and economic benefits of the new rule.



### A CALL-TO-ACTION FUNDRAISING CAMPAIGN TO REUNIFY FAMILIES

When the Northwest Immigrants Project faced the devastating news about the separation of families at the US-Mexico border—which sent 200 asylum seekers to the federal prison at SeaTac, WA—our Seattle staff sprang into action. Working with NWIRP through funding from the Equity Impact Program, we mobilized and created an Action Network fundraising page, a visual identity and hashtag, multimedia ads, and fundraising materials enabling anyone to get involved to support their efforts to help reunite families. The bail bond fund raised more than \$500,000 in support of NWIRP's cause.



### RAPID-RESPONSE COMMUNICATIONS AND RESTORATIVE JUSTICE FOR AAPI COMMUNITIES

Resource Media partnered with Americans Advancing Justice-Asian Law Caucus to address the ongoing anti-Asian violence in the wake of the COVID-19 pandemic. Following the mass shooting in the Atlanta area, Resource Media provided the Asian American Leaders Table—a network of over 100 groups representing Asian Americans across the country—with communications services through a restorative justice framework. This included coordination and outreach, message development, spokesperson media training, and media interviews with spokespeople across the country, resulting in dozens of regional and national stories.



# EQUITY IMPACT PROGRAM PARTNERS

## APIENC

(API Equality - Northern California)

## Asian Law Caucus

## CAUSE

(Central Coast Alliance United for a Sustainable Economy)

## Center for MultiCultural Health

## Color of Change

## Communities for a Better Environment

## Downtown Emergency Service Center

## GirlVentures

## GLIDE

## Indigenous Climate Action

## LYRIC

## Northwest Immigrant Rights Project

## Pacoima Beautiful

## Para Los Niños

## Presente

## Restore Oakland

## Rose Foundation

## Social Progress Imperative

## The People's Institute for Survival and Beyond

## The Wildfire Project

## Western Mining Action Network - Indigenous Caucus

## GROWING IMPACT

Organizations working with the most impacted communities are often under-funded or resource-constrained when urgent communications needs arise. Using funds from the Equity Impact Program, our staff provides pro-bono assistance to groups and individuals serving communities impacted by historic and ongoing racism and oppression, lending support to their identified goals and priorities. We work to provide impactful communications tools and skills-building, whether it's helping develop an impactful issue-movement strategy or long-term capacity building.

## OUR GOALS

- Support communities fighting institutional and systemic injustice; listen and learn; and make connections across issue areas.
- Provide communications tools and skill-building.
- Elevate for funders the importance of resourcing equity-driven communications work.

## OUR EQUITY COMMITMENT & JOURNEY

Resource Media staff believe equity is the cornerstone of progress toward a just and sustainable world. We fight institutional injustice in all its forms. Following [eight years of dedicated internal work](#) to address racism and become a more inclusive organization, Resource Media has changed inside and out, but we recognize the work is never finished.

We are a BIPOC- and women-led organization with a majority-BIPOC executive team, a majority-BIPOC staff, a majority-BIPOC manager cohort, and 40 percent BIPOC Board of Directors. [Our commitment to equity](#) has transformed our internal culture and focused our practice on [anchoring equity in all the work we do](#), along with how we as a team and organization operate with and for each other, as well as for our partners. Visit our website to learn more about us, our partners, and the work we achieve together at [resource-media.org](https://resource-media.org).



Resource Media's POC Caucus