

DALLAS FACES RACE



DFR IMPACT STORIES
OUR STEPS TOWARDS RACIAL EQUITY

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COMPILED

August 2015

CONTACT PERSON

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TITLE

Program Officer

ORGANIZATION

Dallas Faces Race

ORGANIZATION URL

www.dallasfacesrace.com



ORGANIZATION INFORMATION ON CASE STUDY QUESTIONS

- » A representative from the organization participated in a Racial Justice Leadership Institute Training sponsored by Dallas Faces Race.
- » A representative from the organization attended the 2014 Facing Race Conference in Dallas.
- » Racial equity is the organization's area of focus.
- » Over 300 Dallas-area Nonprofit Partners and 1100 Dallas-area subscribers are affiliated with the organization.
- » The organization's constituents are multicultural.
- » The organization serves the Dallas county.

THE CHALLENGE

- » Internal – Involving our organization's board, staff, constituents
- » External – Involving the people in our community
- » Racial equity capacity building and collaboration

The Embrey Family Foundation (EFF) and The Boone Family Foundation (BFF) established Dallas Faces Race (DFR) to better understand the racial equity barriers that they frequently experienced in their philanthropy work and to build racial equity capacity for their grantees. They were presented with a unique opportunity to do this work by attracting the Facing Race Conference to Dallas in 2014.

The national discourse and news environment heightened the relevance of the racial equity focus and increased the local need for information and resources.



APPROACH

In 2010, the Embrey Family Foundation (EFF) based in Dallas Texas, at the encouragement of Lauren Embrey, President, engaged with Race Forward (formerly Applied Research Center) to consider a grant on race, bias and media coverage. Though the timing was not right, they continued to explore and expand EFF's understanding of racial equity by attending the Facing Race Conference in Chicago that fall.

They felt the strength and importance of this convening and shared it with the Dallas based Boone Family Foundation (BFF). An introduction was made by Diane Hosey of EFF between Rinku Sen, President of Race Forward and Cynthia Yung, Executive Director at BFF. The discussion was on the possibility of doing an audit of Dallas' racial equity impact, but both organizations knew this was very premature.

Cynthia suggested Race Forward consider Dallas as the next site for the Facing Race Conference in 2014. Both foundations attended the 2012 conference in Baltimore, along with other invited partners and city officials to consider the possibility of making the offer a reality. Lauren Embrey and EFF stepped forward as the first host philanthropic partner. The timing was good, as Race Forward had been discussing the possibility of a southern venue, but Dallas had not been on their radar. BFF quickly followed. A meeting was held in Dallas with local nonprofits and city officials to introduce Rinku to the community and share what the Facing Race Conference was.

In addition to offering Facing Race conference attendees a Southern perspective, the 2014 conference offered the local community unprecedented access to information and resources on racial equity. Dallas Faces Race (DFR) was formed to prepare local nonprofit Partners to maximize their conference experience, build racial equity capacity and collaborate.

EFF and BFF decided to expand the DFR planning group to include a group of professional communicators with experience in multicultural campaigns and strong relationships with diverse audiences and community leaders.

After meeting with several cohorts of Dallas nonprofit organizations, Race Forward leaders agreed that there was an opportunity to build capacity for racial equity. The areas of Arts & Culture and Education offered the greatest opportunities to leverage Race Forward's unique resources. Based on this assessment, DFR started local engagement strategies. EFF led the arts and culture work, and BFF led the education work.

Local nonprofit organizations were encouraged to partner with DFR to engage in training and capacity building in preparation for Facing Race 2014. EFF and BFF grantees were approached first, then the target list was expanded. As of August 2015, over 300 nonprofit organizations have committed to be DFR Partners. The goal was to have 10 to 20 DFR Partners. Feedback from nonprofits indicated an unmet need for information and discussion about racial equity in the Dallas community.

To participate in the capacity building and training opportunities, nonprofit organizations were required to make a Partnership commitments to the following:

1. Engage in racial equity capacity building and collaboration. (Training, shared resources, racial equity event calendar and facilities)
2. Allow organization's name to be listed as a Partner on the DFR web site and materials.
3. Partners who placed the DFR "Proud Partner Logo" on their website were eligible to apply for scholarships to attend the Facing Race 2014 Conference.

Individuals were able to subscribe to DFR information. There is no financial obligation for Partners or subscribers.



Local nonprofits were encouraged to visit <http://www.dallasfacesrace.com> to learn more about local engagement opportunities and resources and to join the conversation on Facebook and on Twitter @DFaceRace.

Partners established goals to advance their racial equity agendas and collaborate with other DFR Partners. Racial Justice Leadership Institutes were offered to Partners. Over 130 Partners participated in the Institutes delivered by Race Forward.

RESOURCES

Collaboration with other organizations for capacity building, i.e. Race Forward, Alliance for Justice, Border Crossers, Move The Crowd.

- » Leveraged EFF and BFF as original conveners. Their vantage point as local family foundations provided existing relationships with nonprofits and clear goals in target areas like education and arts and culture. This reduced the political and business dimensions that would have occurred if elected officials or business leaders took the lead.
- » Staff – A full time Program Officer was hired Q4 2014
- » Alignment with EFF and BFF histories and missions
- » Data and analysis
- » Organized volunteers/activists
- » Support from EFF and BFF boards of directors
- » EFF and BFF foundation funding

STRATEGY

To promote across DFR Partnerships, a two-year communications strategy was developed which included:

- » Hired a team of communications consultants with strong reputations in diverse markets.
- » Communication with potential Partners, utilizing foundation relationships with grantees and community relationships to promote participation.
- » Monthly eblasts to Partners and subscribers describing opportunities for capacity building and collaborations, updates on racial equity efforts by Partners, Facing Race conference information.
- » EFF social media campaign on implicit bias called “[What You Don’t Know Will Limit You](#)”.
- » EFF partnered with a national research firm to conduct a poll on race in Dallas.
- » Locally funded scholarships offered to Partners for Racial Justice Leadership Institutes and a Race in the Classroom program for teachers.
- » Funded scholarships for DFR Partners to attend Facing Race Conference. This helped support a large Texas cohort at conference.
- » Co-hosted learning events, i.e. film screenings, Dallas Institute for Humanities and Culture programs, Millennial Call To Action, an interactive organizing session.
- » Recruited Facing Race Host Committee members who created Arts and Culture Tour for conference attendees, Strong Leader/Strong City Leadership Program and the beginning stages of a faith-based initiative on race in Dallas.
- » Hosted four Racial Justice Leadership Institutes presented by Race Forward. One RJLI was held for education and one for arts and culture Partner cohorts, and two RJLI’s were open to all Partners.
- » Held discussions on race where Partners could disaggregate their data and talk about it.
- » Hosted annual convenings of DFR Partners held at Partner facilities throughout the city vs. traditional business meeting venues, like hotel meeting rooms.
- » Move The Crowd was implemented as a racial justice capacity building program for artists and art organizations of color.
- » BFF and EFF grant applications now require race and gender demographics for nonprofit boards, staff and constituents to demonstrate inclusion.
- » Dance Exchange Summer Institute 2014: Stepping Toward Racial Equity. The Summer Institute served as an incubator taking the Dance Exchange toolkit and using it to explore concepts of racial justice.

For more examples of DFR tactics, copies of the eblasts, etc. please visit <http://dallasfacesrace.com/news/>

CASE STUDY INFORMATION : TIMELINE

OCT 16, 2012	Initial meetings with Rinku Sen and Dallas community
NOV 2012	Facing Race National Conference in Baltimore, MD
MAY 16, 2013	DFR Kick off meeting at Dallas Black Dance Theatre
JUL 23, 2013	Racial Justice 101 Webinar
SEP 18-19, 2013	Racial Justice Training Institutes - Arts & Culture
NOV 14, 2013	Racial Justice Training Institutes - Education and Nonprofits
JAN 28, 2014	Racial Justice Training Institutes - Arts & Culture, Education, Nonprofits
APR 2014-NOV 2015	"Bricks and Bones"- dance exchange commissioned engagement on race in Dallas
MAY 15, 2014	DFR Partner survey data presentation and Partner convening at Latino Cultural Center
SEP 3, 2014	Earned Social Media Training
OCT 2014-NOV 2015	Implicit Bias Social Media activist campaign "What you Don't Know Will Limit You"
OCT 10-11, 2014	Move the Crowd training for racial and social justice artists and art organizations
OCT 29, 2014	Earned Social Media Training
NOV 6, 2014	Earned Social Media Training
NOV 8, 2014	Young Leaders, Strong City Youth Summit
NOV 12, 2014	Boone Family Foundation Talking About Race in the Classroom teacher training
NOV 13, 2014	Embrey Family Foundation's Poll on Race in Dallas and Ben Zelenko panel
NOV 13-15, 2014	Facing Race Conference - Dallas Host committee's City bus tour, Arts & Culture local performances, Mayor Rawlings welcome message, local media coverage
NOV 16, 2014	Move the Crowd training for racial and social justice artists and art organizations
JAN 16, 2015	Facing Race Conference Debriefing with Rinku Sen and Rosana Cruz
FEB 9, 2015	"Facing our Truth"- 7 readers theater plays on Trevon Martin murder and verdict (7 Dallas Theaters participated)
MAR 27-28, 2015	Move the Crowd training for racial and social justice artists and art organizations
APR 3, 2015	Dallas Public Voices Greenhouse program on race and gender
APR 16, 2015	Post conference DFR Partner convening and roundtable discussions at Sammons Center for the Arts
APR 16, 2015	Lift Your Voice Advocacy Fund announced and grants made in 6/2015
MAY 7, 2015	Racial Justice Training Institute open to public
MAY 15, 2015	Dallas Public Voices Greenhouse program on race and gender
JUN 6,8,& 9, 2015	Stand For Children/ Border Crossers - Talking About Race in the Classroom teacher trainings
JUN 26, 2015	Dallas Public Voices Greenhouse program on race and gender
SEP 2015	Launch of New Online Partner Portal

LIMITATIONS

- » Funding Limitations
- » Competing Priorities
- » Understanding racial justice
- » Other: Responding to Partner needs for information and consultation.

SOLUTIONS

- » Relied on expert counsel from the professionals at Race Forward.
- » Internalized Rinku Sen's advice to focus on small victories.
- » Emphasis on Racial Equity Impact Analysis tool from Race Forward.
- » Retained local communications experts to plan and implement strategies.
- » Requested financial support from other funders.
- » Created an Advocacy Fund to provide funding for Partners to do advocacy work for their organizations and promote racial justice. We provided training from Alliance For Justice on advocacy.
- » Engaged in a strategic planning process.
- » Hired a program officer to support Partner engagement and serve as an external symbol of DFR's commitment to sustain the forum on race in Dallas. The Program officer's work will support transition from DFR 'owning and doing' to Partner organizations 'owning and doing' racial justice work. At the March 2015 Partner Convening and Conference Debriefing, Partners articulated their next steps, the following are a few examples of their focus areas:
 - *Inclusion as primary focus, organizing and mobilizing communities of color.*
 - *Creating spaces for dialogue amongst clients receiving services AND board of directors, staff.*
 - *Challenging role of churches to extend beyond charity and relief to engaging in policy and race issues.*
 - *Advocacy for Spanish translation of racial justice tools..*
 - *Reviewing curriculum with questions as a guide on using an equity lens.*
 - *Student workshops on school to prison pipeline and colorism/ masculinity*
 - *Build equity strategies into organization*

BEST PRACTICES

Partnering with Race Forward – a smart, fearless, 30-year-old national racial justice leader with experience in building local engagement. Race Forward’s mission is to build awareness, solutions and leadership for racial justice by generating transformative ideas, information and experiences. Race Forward defines racial justice as the systematic fair treatment of people of all races, resulting in equitable opportunities and outcomes for all and works to advance racial justice through media, research, and leadership development.

Establishing a scope of work that was aligned with the missions of EFF and BFF as the founding Partners, i.e.

- » Being very intentional about inviting the broadest possible list of nonprofits to participate. This included veteran activists and advocates as well as those who were new to racial equity work.
- » Respecting all historical perspectives. The racial justice movement in Dallas is not new. Understanding personal and institutional history is important in order to move forward.
- » Working with grantees/nonprofits to build their capacity and encourage collaboration
- » Research to determine Partner needs, focus areas, challenges related to racial equity work. DFR 2014 Partner Survey Results are available [here](#).
- » Conducting a poll on race in Dallas. Video presentation on poll results is available [here](#).
- » Making resources available to Partners on the DFR website and YouTube channel
- » DFR branded promotional items
- » Sharing content on social media via [Facebook](#), [Instagram](#), [YouTube](#) and [Twitter](#), including infographics created by EFF
- » Making a decision to minimize DFR interaction with the news media based on:
 - *The traditional ‘behind the scenes’ positioning of EFF and BFF as family foundations;*
 - *News media channels were not needed to reach DFR Partners*
- *Our strategy did not include direct communication with the larger Dallas audience.*
- *The risks related to media relations work were greater than the potential return. However, DFR did develop a crisis communications strategy.*
- » Although DFR did not have a proactive media relations campaign, local media was aware of increased focus on race in Dallas. News coverage related to DFR and Partners was posted on the DFR website.
- » Securing buy-in from Mayor Mike Rawlings
- » Informing other funders about DFR
- » Promoting the Facing Race Conference and supporting the conference planning process as a host city which led to record-breaking attendance and new alliances with organizations in the South.
- » Maximizing DFR and Partner participation in Facing Race 2014 Conference. DFR provided 100 conference registration scholarships for Partners.
- » Creating a safe space for difficult conversations about racial equity by using public spaces, expert facilitators and an inclusive welcome/ invitation.
- » Sharing important definitions and language through Racial Justice Leadership Institute Trainings.



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LEARNED PRACTICES

This was an organic process, based on shared values for human rights. There was no road map. We were shaping and implementing simultaneously. It was a challenge to help Partners understand the role and purpose of DFR. DFR is not an 'organization' with a board of directors, members and action agendas. The action is to be driven by the Partner organizations. We promoted the phrase "Partner is a verb" to underscore that fact. But, due to their traditional experiences, Partners often asked "what will DFR do?" DFR wants Partners to ask, "How can my organization increase our mission-driven impact on racial justice?"

In addition to awareness about DFR's mission and purpose, there was a tremendous challenge related to branding DFR. In 2013 and 2014, there were at least four groups using similar names in Dallas, and the Applied Research Center changed its name to Race Forward. All of this was happening at the same time.

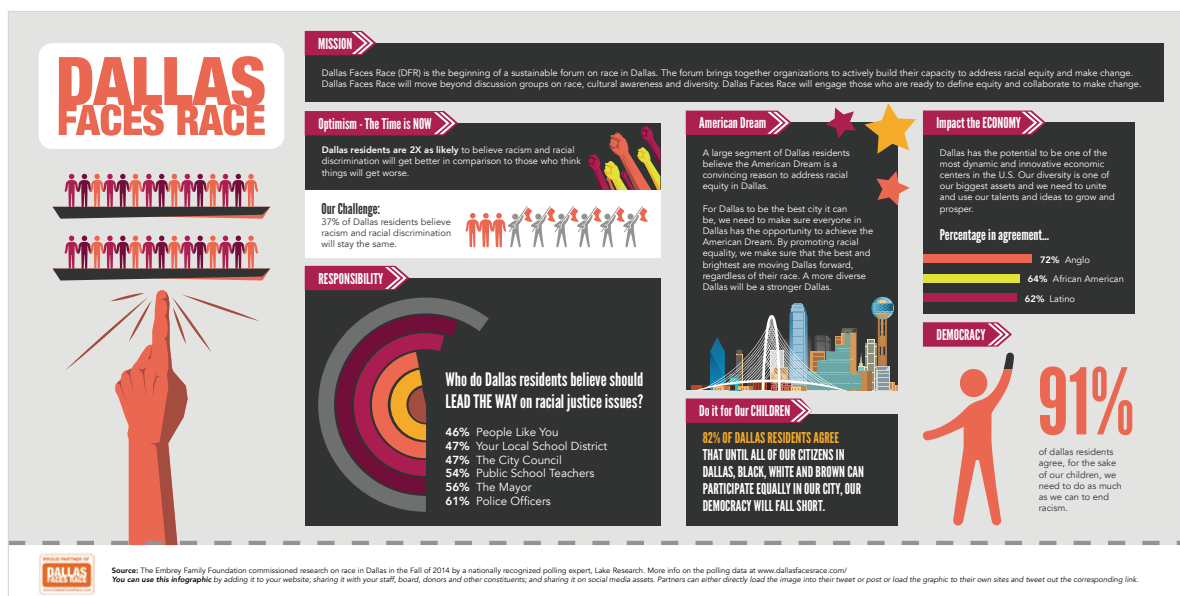
The DFR Team determined that the marketing investment required to distinguish the DFR brand was not a smart investment. So, the confusion was tolerated and it did not adversely impact DFR results. An infographic was created by DFR to distinguish the competing brands.

It was important to create a brand for the initiative as an asset and as part of the solution. We were very

intentional about calling this by its own name—Dallas Faces Race, and not using a name that related to the foundations.

Then we built a culture around the brand by having community ambassadors talk about race, first in the videos created at the 2013 kickoff event and then with the "[Memories that Changed Us](#)" video series with leaders from business, philanthropy and community. And finally, the faces and voices of participants from the training institutes and workshops were added. The videos were compiled on the DFR YouTube Channel and promoted through DFR eblasts and social media. All of this was critical to creating a brand identity. DFR was created in Dallas for Dallas.

The expanded relationship with the host city was an ambitious experiment for Race Forward. Their team interfaced much more with Dallas than it did with previous conference cities. This was a challenge for Race Forward and for the very newly formed DFR Team. But, everyone involved embraced the challenge, knowing there was great potential in building attendance for the first Facing Race conference held in the South, and great potential in maximizing the impact for local nonprofit participants and Dallas in general. All of these goals were met and exceeded. Race Forward has embraced the DFR model for local engagement at their next Facing Race Conference in 2016.



NEXT STEPS

1. Sustaining and growing racial equity work by DFR Partners
2. Supporting DFR Partners as they move into true racial justice advocacy.
3. Removing systemic and institutional barriers to racial justice, e.g. All children of color have access to quality education; Smaller and minority arts organizations flourish while impacting culture.

NEEDED RESOURCES

- » Capacity building, e.g. consultation, coaching and training for DFR Team and DFR Partners
- » Training and resources to cascade racial justice education and awareness from Partners to their constituents
- » Engagement strategies for Partners
- » Continued public will and advocacy for racial equity work in Dallas