

Black Community Nonprofit Fund



Program Highlights

Mission

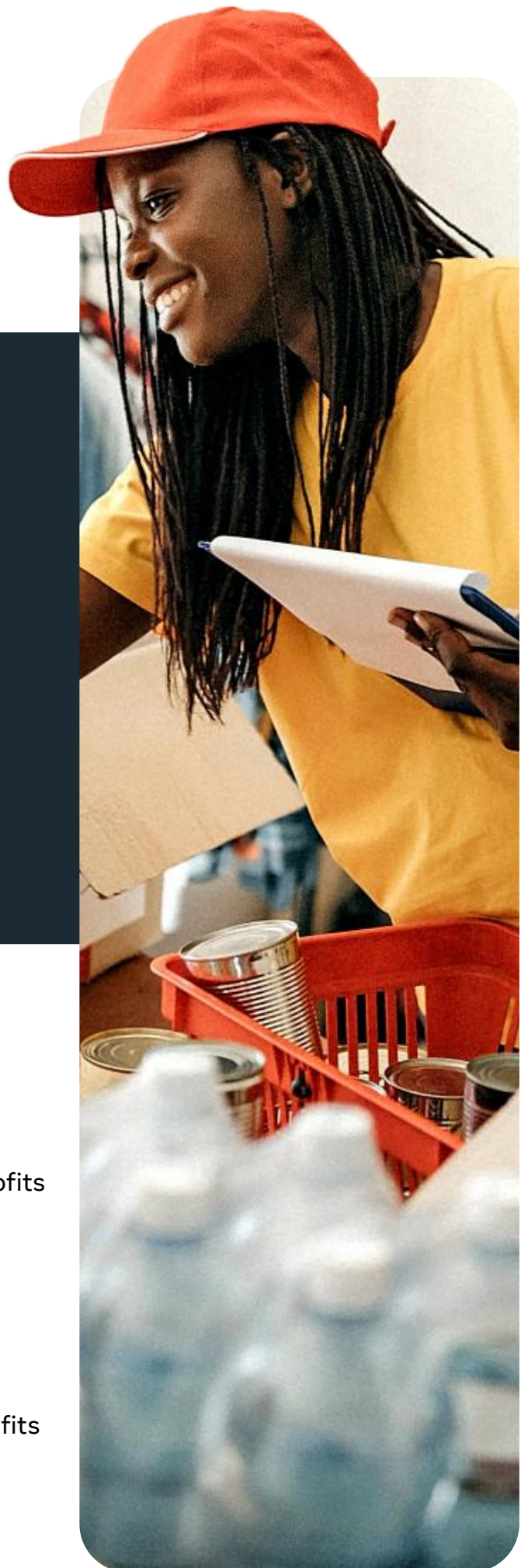
The Black Community Nonprofit Fund (BCNF) was designed to support, connect and empower Black-led and Black-serving nonprofits by increasing equitable access to digital capacity-building resources.

Overview

In June 2020, Meta announced a \$100M investment in the Black community. From this investment, \$20M was earmarked for cash grants and distributed to Black-led and Black-serving nonprofits through 20 community foundations. In addition to the cash grant, the selected nonprofits were invited to join a peer learning community to strengthen their fundraising and marketing skills. In July 2021, BCNF launched a digital capacity-building program to help Black-led and Black-serving nonprofits build sustainable marketing strategies for growth of followers and funds.

PROGRAM HIGHLIGHTS

- 260 Black-led and Black-serving nonprofits joined the program
- \$1.3M in ad credits awarded to BCNF nonprofits
- 30 live office hours sessions held to connect BCNF nonprofits with technical assistance and capacity-building support
- 70+ live and self-paced educational training materials delivered to support BCNF nonprofits build their digital capacity, including a Black Nonprofit Fundraising Guide



Program Offerings

The Black Community Nonprofit Fund program provided participants with access to Meta tools to amplify their work and increase impact in their communities. The participants in the program received access to the following resources:



Ad credits: Access to up to \$20,000 in ad credits



Peer learning community: Community-managed peer network to share ideas, resources and best practices



Educational content: Customized content modules to help partners increase visibility and impact



Creative consulting: Access to a graphic designer through Meta Business Partners to create customized creative assets



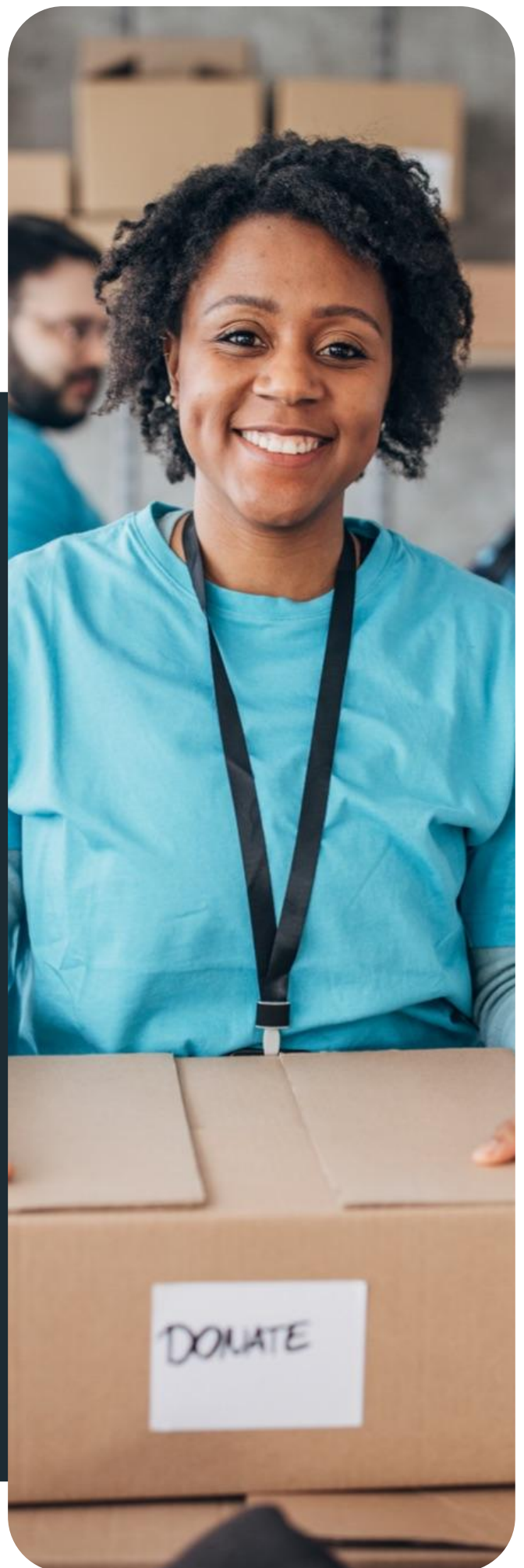
Campaign management support: Access to Meta Business Partners to help optimize ad credits and launch campaigns



Technical assistance: Expedited onboarding support and assistance with technical issues



Biweekly office hours: Live office hours sessions to discuss challenges, share successes and build digital capacity-building skills



BCNF SPOTLIGHT - HAMPTON ROADS COMMUNITY FOUNDATION

"The Black Community Nonprofit Fund grant program provided the Hampton Roads Community Foundation with a wonderful opportunity to meet 30 new partners in our community. Because of this fund, our region's residents have benefitted and our nonprofit community has been strengthened through the many resources provided."

- Linda Rice, Hampton Roads Community Foundation Vice President of Grantmaking

ECOSYSTEM PARTNERS

The Black Nonprofit Fundraising Guide

As part of our work to address disparities in fundraising for Black nonprofit organizations, we've partnered with Young, Black & Giving Back Institute and ABFE to put together an educational guide, which includes tactics and strategies for Black-led and Black-serving nonprofits to amplify their messaging and activate supporters all year long.

COMMUNITY FOUNDATIONS

The BCNF program partnered with 20 community foundations committed to support Black-led and Black-serving nonprofits in their communities. Additionally, the foundations used the funding from Meta to catalyze their impact and develop racial justice funds to support their grantees.

The Miami Foundation Racial Equity Fund was started with an initial investment of **\$1M** from Meta and has now grown to a

\$20M

fund to support Black-led nonprofits.

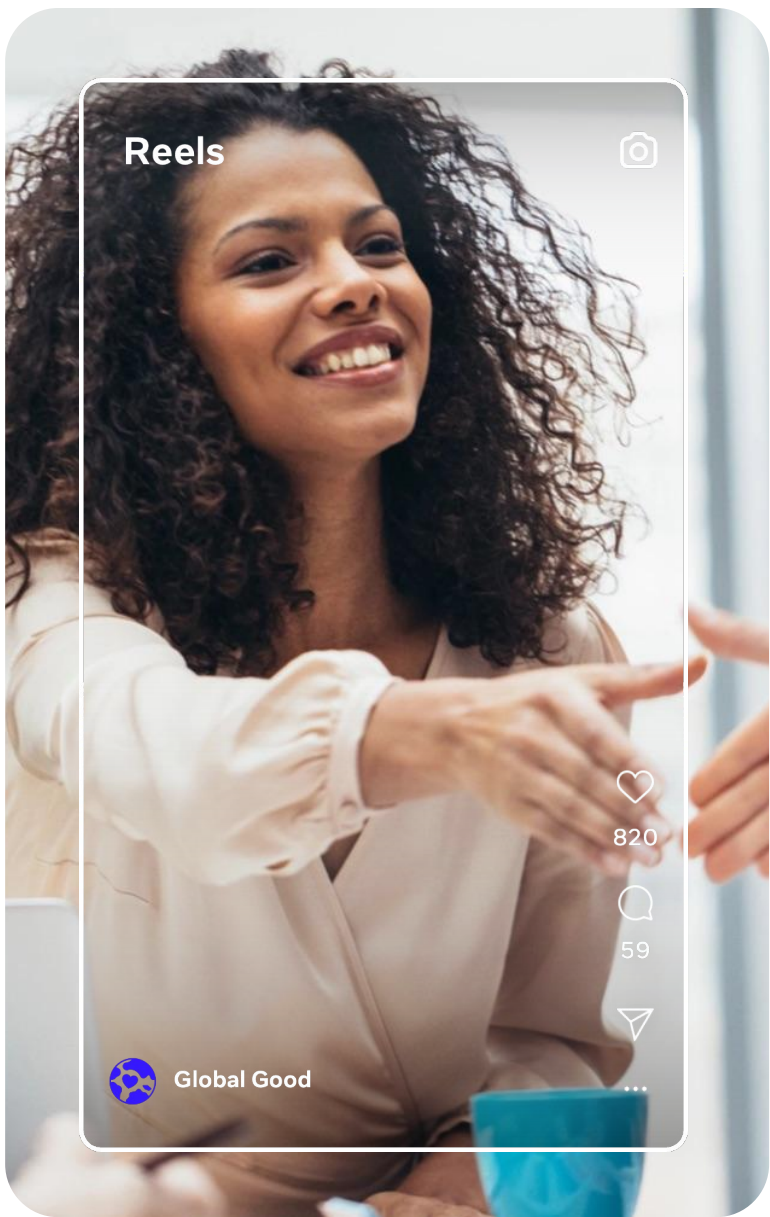


Black Nonprofit Fundraising Guide

 Meta

TRAINING PARTNERS

The BCNF program partnered with ABFE, Young, Black & Giving Back Institute, Network for Good, Qgiv, Classy and Neon One to co-develop and deliver customized capacity-building trainings.



BCNF PARTNER SPOTLIGHT YOUNG INVESTORS GROUP

Young Investors Group is a social entrepreneurial internship that helps at-risk teens with learning life skills by educating them on how to increase their emotional intelligence, hands-on training in financial management, investments in real estate and business and wealth management to decrease generational poverty in high-crime and low-income ZIP codes. Founder Kezia Hendricks began her journey after one of her siblings was incarcerated for 15 years at age 14. It was her mission to empower youth who had been incarcerated or who lived in challenging environments. In 2014, Kezia began to research ways to decrease mass juvenile incarceration and find ways to attract and inspire youth to identify the importance of personal budgeting, savings and creating a credible financial reputation to divert the trajectory of generational poverty and incarceration.





CELEBRATING CULTURAL MOMENTS

Black History Month — [Black365: Paying it forward in the Black community](#)

During Black History Month, BCNF collaborated with the Elevate program to host a roundtable discussion for Black business owners and Black nonprofit leaders. The founders of Fathers' UpLift, Inc., Wall Street Bound and Sip and Sonder shared ways they're positively impacting the Black community, how business owners can enrich the community through monetary donations, time and sharing expertise.

"I started G.I.R.L.S CLUB when I was a teacher and I saw a need for mentorship and support for the girls in my community. I have been doing this work since 2005, but I became a nonprofit in 2015 because the girls needed more. I have recruited 98 mentors and built partnerships with college students who want to support young girls. The pandemic has been hard on everyone, but it has especially impacted young girls. We have seen an increase in need for mentorship over the past two years."

— Chekesha White, Executive Director, G.I.R.L.S CLUB



BLACK MATERNAL HEALTH WEEK

Black women are

3X

more likely to die during childbirth than women of other races.¹ Two BCNF nonprofits are leading the charge to create equity and support for Black mothers in their communities. Arkansas Birthing Project and Birth Detroit launched campaigns during Black Maternal Health Week to achieve the following goals:

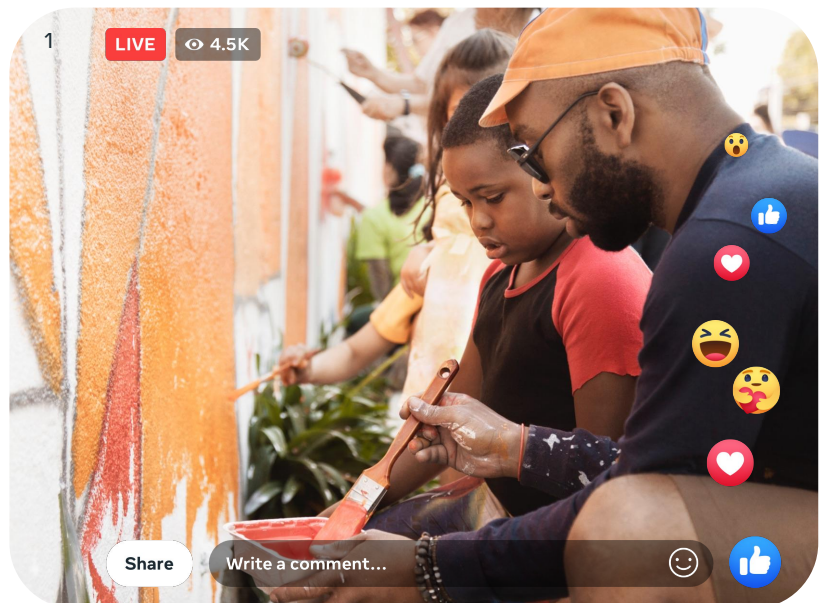
- Deepen the national conversation about Black maternal health in the US.
- Amplify community-driven policy, research and care solutions.
- Center the voices of "Black mamas," women, families and stakeholders.
- Provide a national platform for Black-led entities and efforts on maternal health, birth and reproductive justice.
- Enhance community organizing on Black maternal health.

Juneteenth

Racial bias in philanthropic giving has resulted in an underfunding of Black communities by \$2 billion. Additionally, Black-led organizations have

45%

less revenue and 91% less unrestricted net assets than white-led organizations.² On Juneteenth, Meta launched the Black Nonprofit Fundraising Guide to center Black giving. The purpose of the guide is to support nonprofits serving Black communities in developing year-long giving strategies and prepare for culturally relevant giving moments.



Source - 1.National Diaper Bank Network

2. Black Funding Denied: Community Foundation Support for Black Communities Overcoming the Racial Bias in Philanthropic Funding
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Black Philanthropy Month

In August, BCNF celebrated Black Philanthropy Month by hosting a roundtable with Ebonie Johnson Cooper from the Young, Black & Giving Back Institute and BCNF nonprofits. During the discussion, BCNF nonprofits shared their challenges and success stories supporting Black communities. Ebonie shared her experiences launching Give 8/28D Day, the only giving day dedicated to supporting Black-led nonprofits.



"This organization was dormant before I took over last year. The BCNF program has made me look good as a new young leader in front of my board. I am showing them what we can accomplish with ad credits. I have convinced the board to let us add Meta advertising into our budget for next year due to the success of this program. We have been able to generate hundreds of leads for volunteers for our mentoring program."

— Raymond Long, CEO, Big Brothers Big Sisters of Central Arkansas¹



