



Fierce

URGENCY OF NOW!
— FROM DREAM TO ACTION —



COMMUNITY PARTICIPATION GUIDE

This Black Philanthropy Month (BPM) The Community Participation Guide provides suggestions for community leaders to organize independent Black Philanthropy Month awareness, celebratory, and funding equity action activities. While BPM does not convene these events, The Community Participation Guide shares ideas and practices to help you successfully organize your own BPM-related events.



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BACKGROUND

ABOUT BLACK PHILANTHROPY MONTH

Black Philanthropy Month (BPM), observed every August, is a global celebration and intensive year-round economic justice action campaign to elevate African-descent giving and funding equity. **Dr. Jackie Bouvier Copeland** created BPM in 2011 with its historic action summit, inspired by **Reunity**, formerly the Pan-African Women's Philanthropy Network, which she also founded in 2001.

Global from its founding, BPM built on its 2003 and 2006 precursor summits to increase Black giving's visibility; promote worldwide Pan-African Unity and mutual support; as well as commemorate the United Nations Year and Decade of People of African Descent.

From its earliest inception through 2021, BPM has had approximately 30 key leaders who were instrumental in collaborating with Dr. Copeland to advance its continuing growth and impact (see BPM's historic leadership at bit.ly/39uItNR).

For example, Jean Fountain was instrumental in organizing the pivotal inaugural summit. Karen Kelley-Ariwoola, then program vice president at The Minneapolis Foundation, was BPM's first domestic sponsor. The Global Fund for Women, led by its former CEO, Dr. Musimbi Kanyoro, along with its Vice President, the late Deborah Holmes, was the first BPM international funder.

As part of Reunity and BPM, Dr. Copeland and Dr. Okome collaborated as part of BPM to write some of the pioneering studies of Black Diaspora philanthropy. BPM was an early pioneer of virtual communities, creating a Reunity online network in 2007 that increased BPM participation to eight million people in 30 countries by the 2011 Summit. These early leaders donated countless hours of volunteer support to establish BPM. Although often behind-the-scenes with little public or field recognition, many have remained involved in various capacities as key financial sponsors, global speaker recruiters, advisors, and local connectors, legitimizing BPM as a truly global movement beyond constituent social media engagement. We are eternally grateful for their pioneering contributions that made BPM possible.

Liberian-American, Kula Addy, joined BPM as a vital team support and leader with innovative contributions in 2012. BPM entered another new phase in 2013 when Valaida Fullwood, Soul of Philanthropy founder, and Tracey Webb, Black Benefactors and Black Gives founder, joined Dr. Copeland and Reunity members, adding their social media expertise and ideas. In addition to intense hands-on support, Valaida created the BPM Art Poster, and Tracey founded the Ambassadors Program; helped attract more sponsorship, and were instrumental in building U.S. Black giving circle participation. As a result of our collective effort, engagement increased from 8 million people in 30+ countries to 19 million in 60 countries.

BPM was primarily an annual social media campaign from 2012 through 2019. Then in 2020, Dr. Copeland, concerned about the converging impact of the Covid, racial violence, and climate change crises, wrote a white paper designing and reviving the original BPM action summit in collaboration with The Lilly School of Philanthropy and its Mays Center for Diverse Philanthropy at Indiana University with co-leadership from its leader, Dr. Una Osili. With buy-in and vital support from BPM leaders, including Addy, Fullwood, Webb, Okome, Osili, and Ekiyor, Dr. Copeland curated the virtual BPM 2020 action summit, “Beyond Philanthropy,” ushering in a new era of adding funding equity agenda building, more enhanced use of technology, an Africa-wide summit led by BPM Africa co-chair, Ekiyor, Afrigrants Foundation founder, as well as more year-round BPM-specific initiatives.

Dr. Copeland’s and Reunity’s vast diaspora networks, along with social media, have steadily increased BPM’s visibility, attracting international leaders from among Reunity members and new leaders, who now act as global chairs, organizing annual summits in the United States, Africa, Brazil, the Caribbean, and Canada.

BPM continues its origins from the early 2000s as a global Black diasporic and African initiative that illuminates Black generosity, ingenuity, and transformative impact globally to celebrate our collective giving while improving equitable access to private capital.

The primary aims of BPM are informing, celebrating, involving, inspiring, and investing in Black philanthropic and investment leadership to strengthen African-descent communities worldwide for the benefit of all people and our planet.

We invite all Black people and allies to take the month of August and beyond to support the power of giving to promote justice in these pivotal times of racial, environmental, and economic crisis. The Community Participation outlines many ways to get involved.



SPONSORSHIP

Financial supporters are vital to inform, inspire, and invest in Black Philanthropy and fund equity during August 2022. Over the years, generous individuals, collective giving groups and networks, foundations, national organizations, and corporations have contributed financially. As the vision and possibilities expand, the need for sponsorship dollars increases. You can find the BPM Sponsorship Prospectus at <https://bit.ly/382G7Wc>.

Please direct all sponsorship inquiries to info@blackphilanthropymonth.com.



Fierce URGENCY OF NOW! — FROM DREAM TO ACTION —

CONCEPTUAL THEME

From Sao Paolo to Minneapolis, Lagos, and beyond, converging crises threaten 20th-century gains in all corners of the Black World. But as givers, investors, and innovators, we can create a New Black Funding Renaissance that rebuilds our communities.

The organizing concept for 2022 is an ode to Dr. Martin Luther King’s ever-present awareness of “the fierce urgency of now,” the need for community persistence, and the rejection of apathy to achieve lasting change. The 2022 summit, *Fierce Urgency of Now: From Dream to Action*, will highlight new strategies to advance ongoing funding and racial equity in Black communities worldwide. We will be launching the first-ever global Black funding equity survey and award while continuing BPM’s international, diasporic focus on what’s working to advance funding equity.

AUGUST IS BLACK PHILANTHROPY MONTH™, & IT'S NEVER TOO EARLY OR TOO LATE TO GET INVOLVED.

For social change and a more just world, your participation is vital in expanding the global movement to inform, involve, inspire and invest in Black philanthropic leadership. Your giving should follow your best hopes and vision. Collectively, we can shape and the future we want to see.

Whether you're an individual or part of a group, institution, or community, here are some ways you can start planning.

3 THREE MONTHS BEFORE

- Determine why, how, and to what end you'd like to engage in BPM 2022
- Connect with prospective allies, collaborators, and partners with shared interests (e.g., your nearest HBCU, social justice advocates, cultural arts institution, community foundation, Black-led organization)
- Review this BPM Participant Guide and check out last year's BPM events and media stories for ideas on what you can do
- Contact BPM if you'd like to become a sponsor of the global Black Philanthropy Month campaign

2 TWO MONTHS BEFORE

- Flesh out and plan your BPM happening(s)-e.g., networking reception, fundraiser, educational program, issue forum, media campaign, "party with a purpose," community service project

TWO MONTHS BEFORE (CONTINUED)

- Pitch story ideas and interviews to local media outlets
- Pursue a BPM Proclamation with your municipality or other governmental body
- Use the national holiday of Juneteenth to promote BPM in August as another critical event in a year-round global, Black Social Justice calendar
- Answer BPM surveys and nominate a funding organization of any type or background for our annual Global Black Funding Equity Award. Complete the current survey and nomination form, due June 15th, 2022, at <https://bit.ly/3xBitdy>

1 ONE MONTH BEFORE

- Write an op-ed or blog piece focused on philanthropy, community matters, a cause of personal interest, or your perspectives on Black life and giving
- Organize a “back-to-school” drive, focusing on the needs of local students in a COVID era
- Announce and promote to your constituency that August is Black Philanthropy Month, including the BPM Summit registration links for events happening in the US, Brazil, Africa, and Canada
- Enter information on your BPM events and happenings via the online form located on the BPM website under “Get Involved!”
- Regularly check the BPM calendar to stay up-to-date and participate in BPM events happening across the world



AUGUST 3RD

Participate in the BPM Global Summit 2022—a virtual, global convening to build knowledge, connections, and shared social action with Black and allied leaders worldwide for equity and social justice in our communities everywhere. You can even organize an in-person listening sessions or watch parties with discussions sessions in your organization, classroom, or community. Learn more and look for registration information soon at blackphilanthropymonth.com.

THROUGHOUT

- Carry out your plans for BPM
- Participate in at least one of the country-wide or continental BPM Summits that The Women Invested to Save Earth Fund, BPM Summit producer, is organizing in addition to the August 3rd global kickoff in Canada, Brazil, Africa, and The Caribbean (see dates here bit.ly/3woVy4g)
- Make a financial donation to your favorite organization(s) or cause(s), for example, the recovery of The City of Buffalo, NY, after the white supremacist terrorist attack, or Ukrainian refugees jailed for being Black in Europe
- Participate in philanthropy or community-related events
- Engage in virtual or in-person service projects
- Sign a petition and/or take other collective action to support equity and justice for diverse Black people

AFTER

- Issue a report, op-ed, or blog post that summarizes what occurred, your accomplishments in August, and your future aspirations
- Support and sustain what's begun at your organization or in your community
- Begin planning a bigger, better, and bolder celebration for August 2023
- Identify a cause and then organize your individual, family, community association, club, place of worship to create its annual giving, volunteerism, and/or advocacy plan by October in time for the holiday season that you celebrate
- Strengthen Pan-African community building by sustaining your connections with BPM Black or allied contacts from a country other than your own to learn hands-on about Black lived experience, giving, history, and culture worldwide
- If you are a funder of any type, support the Global Black Funding Equity Principles by signing a pledge to adopt them at bit.ly/BPMPLedge
- Stay apprised of and support other Black philanthropy, venture funding, and funding equity organizations, initiatives, and events (see BPM speakers, coalition organizations, and sponsors)
- Organize a group to replay and discuss your favorite BPM 2022 session, answering the question: "What have I learned that can improve the impact of my giving or investment on Black communities?" Then share your answer with us at info@blackphilanthropymonth.com to add your ideas to our global collective
- Support BPM's year-round fundraiser, "Blachant: WISE Music for Change," which includes our founder's debut album and a forthcoming "Blachant Healing Journal," the proceeds of which support BPM and related WISE year-round funding equity projects (see <https://ord.co/blachant> and theWISEfund.org) Take regular, concerted steps all year to "be well, while doing good," as self - and community love in action are key aspects of Black philanthropy

CONNECTING AND ENGAGING VIA SOCIAL MEDIA



SAMPLE FACEBOOK POSTS

[@BLACKPHILANTHROPYMONTH](#)

LIKE our Facebook page, and encourage others to do the same.

I'm joining the celebration to observe [@BlackPhilanthropyMonth](#) 2022 by [add text describing your BPM actions]. To learn more, visit blackphilanthropymonth.com. #BPM2022

Join a growing, more than decade-old worldwide I movement to inform, involve, inspire, and invest in Black philanthropic and funding equity by participating in [@BlackPhilanthropyMonth](#) 2022.

Visit blackphilanthropymonth.com to learn how! #BPM2022



SAMPLE TWEETS

[@BLACKGIVING365](#)

FOLLOW us on Twitter, and encourage others to do the same.

Did you know that August is Black Philanthropy Month/[@BlackGiving365](#)? Learn more by visiting blackphilanthropymonth.com! #BPM2022

I'm joining [@BlackGiving365](#) to celebrate #BPM2022!
blackphilanthropymonth.com

CONNECTING AND ENGAGING VIA SOCIAL MEDIA



SAMPLE INSTAGRAM POSTS

[@BLACKPHILANTHROPMONTH](#)

FOLLOW our Instagram profile, and encourage others to do the same.

Post images of philanthropic people, places, and ideas that you want to acknowledge and celebrate during August, using [#BPM2022](#)



SAMPLE PINS

[#BPM365](#)

FOLLOW us on Twitter, and encourage others to do the same.

Follow Valaida's [#BPM365](#) Board or [BlackGivesBack.Org](#) Board that features 100s of inspirational quotes, stories, and images about Black giving. Or start a board for pinning relevant items that move you.

Madam C.J. Walker
<https://pin.it/65KAWuC>

Mary Mcleod Bethune
<https://pin.it/3XWfNKv>

CONNECTING AND ENGAGING VIA SOCIAL MEDIA



PODCASTS

[The Black Fundraisers Podcast, Kia Croom](#)

[Nonprofit Build Up, A. Nicole Campbell](#)

[Nonprofit Lowdown, Rhea Wong \(BIPOC podcast\)](#)

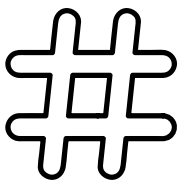
[Possibility Project, BIPOC YouTube Channel focused on the social impact sector](#)



LINKEDIN

[#BPM365](#)

LinkedIn is an excellent platform for sharing op-ed pieces, news, and stories about Black professionals in philanthropy, institutional resources and initiatives, and Black-led, Black-benefiting organizations.



HASHTAGGING

[#BPM2022 / #BPM365](#)

Let others worldwide know how you're observing Black Philanthropy Month by using #BPM2022 in your social media posts during August. Using the hashtag also allows others to find, share and amplify your BPM events and efforts.

While #BPM2022 is the primary hashtag during August, additional ones include #BlackPhilanthropy, #GivingBlack, #WeGiveBlack, and any you might create for a specific local or organizational effort.

To sustain Black philanthropy momentum beyond August, you can use #BPM365 year-round.

You also can visit and like the social media pages of the BPM Team on page 1.



BPM GLOBAL SUMMIT KICKOFF

On Wednesday, August 3rd, make plans to participate in a high-tech, virtual convening to kick off the month from 11 AM to 2 PM EDT featuring keynote Ayo Tometi, Black Lives Matter co-founder and noted journalist Bakari Selkers.

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Join people from around the globe to celebrate together, learn together, and shape our future together.

Information on the Summit's program topics and other featured speakers and registration will be available soon. For now,

SAVE THE DATE!

WAYS TO OBSERVE BLACK PHILANTHROPY MONTH



- **Participate in online philanthropy or community focused event. On August 3rd, we're kicking off the month with an 11 AM (EDT) virtual global summit!**
- **Be responsive to local relief and recovery efforts and proactively address anticipated gaps and opportunities—e.g., basic needs, health, learning, economic, social, mental, and digital.**
- **Lean into the (and hindsight lessons from the COVID-19 crisis) to plant seeds and make investments that yield essential gains in social justice and racial equity.**



MORE WAYS TO OBSERVE BLACK PHILANTHROPY MONTH

- **Write an op-ed piece for a local or national publication inspired by this year's theme and focused on philanthropy, community issues, and African-descent people.**
- **Join or start a giving circle in your community. Read *The Sweetness of Circles* and reach out to [PhilanthropyTogether](#) for support on [Medium.com](#) to learn more.**
- **Set up interviews with local broadcast, print, and digital media to discuss your charitable fund, nonprofit organization, community project, or research data. Promote generosity and advocate getting informed about philanthropic tools, planning, and best practices and causes impacting Black communities.**
- **Become a mentor. Explore options for mentoring virtually.**
- **Host virtual civic engagement via digital platforms for live presentations and teleconferencing. Present one or a series of issues forums, panel discussions, community conversations, talks with philanthropic experts and luminaries, and workshops around topics of local interest.**
- **Engage in an online service project to benefit your community or a cause.**
- **Amplify #BPM2022 efforts via social media during August and #BPM365 the rest of the year.**

EVEN MORE WAYS TO OBSERVE BLACK PHILANTHROPY MONTH

- **Focus on a specific aspect of philanthropy to educate the community about it; this might include in-depth learning on endowments, social impact investing, planned giving, scholarship funds, donor-advised funds, collective giving groups, etc.**
 - **Share news and stories with newcomers to the concept of philanthropy and traditions of Black giving.**
 - **Host an immersive 30 virtual exhibition of The Soul of Philanthropy for multimedia interactivity and learning.**
-
- **Organize a virtual museum tour of local or national institutions that present Black art, culture, and history. Access their digital resources to facilitate an online group discussion.**
 - **Schedule a watch party, perhaps weekly, with friends, colleagues, and stakeholders via video platforms and streaming services. Choose a movie, documentary, or TED Talk with authentic depictions of Black people, our cultures, and our concerns, locally and globally. After watching, lead an online discussion to explore the implications on African-descent giving today and into the future.**
 - **Create and roll out a month-long social media campaign to promote knowledge and share ideas.**
 - **Spotlight local Black donors and givers whose impact and exemplary generosity can inspire others.**
 - **Donate to a cause of interest, and challenge friends and colleagues to do the same.**
 - **Request a proclamation from one or more of your governmental bodies recognizing August as Black Philanthropy Month.**
 - **Socialize virtually with a “Happy Hour” meet-up. Schedule the event, email invitees, and choose a discussion topic, e.g., “how is your giving changing due to the current climate?” To recreate a real-life cocktail party, you can ask guests to tune in from home wearing cocktail attire and enjoying their favorite drinks and hors d’oeuvres.**

**LAST
BUT
NOT
LEAST . . .**

- **Please keep it simple and in the family by engaging family members in identifying interests, setting philanthropic priorities and goals, and making a plan for giving back. Write up a year-long plan, review the status monthly, and hold each other accountable.**
- **Take August to announce and promote related events and initiatives plans later this year or in 2023.**



GLOBAL PARTNER'S ENGAGEMENT

Aug 4th Brazil - 7:30 - 9:30AM(EDT) / 9:30 - 12:00PM(BRT)

Aug 10th- Africa- 10AM(EDT) / 3:00PM(WAT)

Aug 11th Canada 1-3PM(EDT) / 11AM-1PM(MST)

Aug 17th- The Caribbean 12:00-2:30PM(EDT)/1:00 -3:30PM(AST)

August 31st Reunity- 11:00-6:00PM(EDT)

ART AND GRAPHICS

The BPM Art Poster serves as a visual representation of the year's theme. Each inspired piece advances the ideals of our movement, which seeks to shape 21st-century philanthropy and strengthen Black communities everywhere.

In late July, an online announcement will reveal the BPM 2022 featured artist and unveil the newest art poster. Stay tuned to BPM social media for the time and date of the 2022 unveiling!

Below, we have listed our featured artists and their posters from past years.

By June, brand collateral, including banners and badges, that you can use in your social media, promos, and website will be available via a Dropbox folder. Again, stay tuned to BPM social media for the release.

31 WAYS TO GIVE FOR 31 DAYS

1. Giving a hand
2. Giving time
3. Giving advice
4. Giving a chance
5. Giving grace
6. Giving talent
7. Giving two cents
8. Giving credit
9. Giving testimony
10. Giving a second look
11. Giving a pat on the back
12. Giving a heads-up
13. Giving a try
14. Giving benefit of doubt
15. Giving a leg up
16. Giving voice
17. Giving treasure
18. Giving a damn
19. Giving a little
20. Giving a lot
21. Giving back
22. Giving love
23. Giving credence
24. Giving a go
25. Giving thought
26. Giving a green light
27. Giving your word
28. Giving inspiration
29. Giving shelter
30. Giving a break
31. Giving joy

WATCH AND LEARN

Below is a starter list of documentaries and other film pieces to consider if planning a BPM film fest or watch party. These films illuminate various issues and facets of Black life around the globe. Use this list as a guide as you search to find one that suits your interests and audience.

13th (2016) | Filmmaker Ava DuVernay explores the history of racial inequality in the United States, focusing on how the nation's prisons are disproportionately filled with African-Americans.

America To Me (2018) | Docuseries takes an insider look at two Chicago-area schools, examining decades-old racial bias and educational inequities.

American Son (2019) | Dramatic film where time passes and tension mounts in a Florida police station as parents await news of their missing teenage son. Starring Kerry Washington.

August 28th (2016) | Documentary film by Ava DuVernay on events that happened on August 28th in African-American history. Featuring Angela Basset, Don Cheadle, and Regina King.

Black Sheep (2018) | Oscar nominated British short documentary about a Black teen and his family moving out of London to meet more racism in an Essex estate run by a racist gang.

The Boy Who Harnessed The Wind (2019) | Drama about a 13-year-old boy thrown out of the school he loves when his family can no longer afford the fees. He sneaks into the library and learns how to build a windmill to save his village from famine.

I Am Not Your Negro (2016) | Oscar-nominated documentary by Raoul Peck, based on a James Baldwin manuscript. Narrated by Samuel L. Jackson, the film explores the history of anti-Black racism in the United States.

Just Mercy (2019) | Legal drama based on Bryan Stevenson's memoir about America's broken criminal justice system. Starring Michael B. Jordan, Jamie Foxx.

Last Black Man in San Francisco (2019) | American drama centered on the efforts of a young man to reclaim his childhood home, a now-expensive Victorian house in a gentrified neighborhood.

Left Field: What Happened to All the Black Farmers? (2019) | Black farmers once made up 14 percent of America's farmers. Today, they account for less than 2 percent. This NBC short documentary explores how racial discrimination and unjust practices affect farming families.

Lionheart (2018) | Nigerian comedic drama produced by Chinny Onwugbenu and directed by Genevieve Nnaji. Looking to prove her worth, a woman steps up to the challenge of working with her crude and eccentric brother when her father is forced to take a step back due to health issues.

Miss Virginia (2019) | Story of a struggling inner-city mother who sacrifices everything to give her son a good education and launches a movement. Starring Uzo Aduba and Vanessa Williams.

Moonlight (2016) | Oscar-winning drama by Barry Jenkins about a young African American man grappling with his identity and sexuality while experiencing the everyday struggles of childhood, adolescence, and burgeoning adulthood. Starring Mahershala Ali, Trevante Rhodes, Naomie Harris.

Mother of George (2013) | Nigerian drama directed by Andrew Dosunmu tells the Story of newly-wed immigrants in New York and their struggle with fertility. Starring Danai Gurira, Issach de Bankole.

My Father's Land (2016) | Bahamian/Haitian documentary exploring the life of a Haitian gardener living in a marginalized community in the Bahamas called the Mud. The socio-economic complexities of immigration, culture, and identity.

Queen of Katwe (2016) | Biographical drama from Disney depicting the life of a young girl from an impoverished area of Kampala, Uganda becoming a renowned chess prodigy. Starring David Oyelowo

Radical Brownies (2017) | See what happens in this short documentary when young girls embrace activism. Not without controversy, the Radical Monarchs of California earn badges, not for sewing or selling cookies but for completing challenges on social justice.

Selma (2014) | Oscar-nominated, historical drama based on the 1965 Selma to Montgomery voting rights marches in Alabama, led by Southern civil rights movement leaders.

Through A Lens Darkly (2014) | Documentary by Thomas Allen Harris explores how African American communities have used the camera as a tool for social change from the invention of photography to the present.

Time: The Kalief Browder Story (2017) | Docuseries advocates the criminal justice reform as it traces the tragic case of Kalief Browder, a Bronx, New York teen who spent three horrific years in Rikers Island jail awaiting trial after being arrested for allegedly stealing a backpack.

Resist (2018) | Docuseries by Patrisse Cullars, co-founder of Black Lives Matter, explores SLM grassroots efforts in Los Angeles for prison reform, giving a behind-the-scenes look at their powerful activism in action.

Rosenwald (2015) | Documentary about a remarkable philanthropic partnership between Jewish businessman Julius Rosenwald, Black educator Booker T. Washington and African American communities across southern states.

She Did That (2020) | American documentary that goes inside the lives of Black female entrepreneurs as they discuss building legacies and pioneering a new future for the next generation. Featuring Melissa Butler, Luvvie Ajayi, and Renae Bluit.

When They See Us (2019) | Oscar-nominated dramatic miniseries by Ava DuVernay based on the true Story of five teens from Harlem trapped in a nightmare when they're falsely accused of a brutal attack in Central Park, New York City. Starring Asante Black, Caleel Harris, Ethan Herrise, Jharrel Jerome.

Wilmington on Fire (2015) | Documentary by Christopher Everett, chronicles the racial terrorizing and massacre of African Americans by a white mob in Wilmington, North Carolina, in 1898. It marks the only successful coup d'état in American political history.



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THANK YOU!

CONTACT US

info@blackphilanthropymonth.com | blackphilanthropymonth.com