

External Goals

Beneficiary and Granting-Related Outreach

The goals for beneficiary-related outreach, granting programs and connecting to social movements are interrelated but distinct. We aim to increase awareness of the RFC within activist communities and those who serve them throughout the United States. We also want to ensure that RFC grant funding is as relevant and accessible as possible to those who are eligible. Finally, we are committed to fostering a strong community among grantees, RFC staff and Board.

Donor and Supporter-Related Outreach

This category of outreach creates the public “face” and “voice” of the RFC through communications materials; fundraising campaigns; public events; media coverage; RFC blog, website, and social media; staff and Board participation in non-RFC events; and other vehicles (e.g., the Exonerate Ethel campaign). To best maintain current donors, attract new donors, add other types of supporters, and increase our connections to activist movements, the RFC aims to target approximately 75% of our outreach to our primary constituency (our current donors and those demographically similar to these donors), and 25% to secondary constituencies (potential supporters and our broader progressive community).

"Thank you for the grant to cover my son's academic & sports activities. As I'm sure you know, it is difficult working for social change. To me, the grant is a gift and a form of validation and encouragement." — Targeted activist parent



Rosenberg Fund for Children's Strategic Plan, 2019-2023

(Approved January 22, 2019)

Executive Summary

Mission

The Rosenberg Fund for Children was established to provide for the educational and emotional needs of children whose parents have suffered because of their progressive activities and who, therefore, are no longer able to provide fully for their children. The RFC also provides grants for the educational and emotional needs of targeted activist youth. Professionals and institutions will be awarded grants to provide services to beneficiaries.

The RFC has four guiding principles: All people have equal worth, people are more important than profits, world peace is a necessity and society must function within ecologically sustainable limits. As with our guidelines, the RFC applies these principles broadly rather than narrowly. Our policy is to be supportive of all progressive groups, formations or projects, without being connected to or endorsing the program of any one of them. This enables the RFC to be generally supportive of the broadest possible array of progressive groups, formations and projects without engaging in sectarianism.

The RFC recognizes the unique systemic inequities faced by historically oppressed populations, and we stand with those who seek to transform or eradicate those systems. We are committed to fostering an organizational culture that takes these structural inequalities into account and aligns with the liberation of all people.

In 2019, the RFC made 149 grants to 109 families and 222 children (including 21 families and 48 children from three group grants) totaling \$379,632. This brought the total granted in the history of the RFC to almost \$7.5 million.



Supporting the Children of Resistance Since 1990

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Vision

The Rosenberg Fund for Children envisions a world where no child suffers alone when their family faces repression. Instead, we seek to create community between our staff, Board, beneficiary families, consultants, donors, funders, supporters, ally organizations and the broader progressive community. Board and staff draw upon their experience, commitment and expertise to support children of targeted progressive activists and targeted activist youth in a way that serves these individuals' needs and empowers and fulfills our beneficiaries, Board and staff.

We seek to demonstrate to the activist families we support that a broad progressive community stands with them while simultaneously connecting our donors with contemporary activist movements. By raising the funds necessary to meet requests for our support from thousands of progressive donors, most of modest means, and bringing together staff, beneficiaries, Board and providers through our *Gathering* programs, we build community and counteract the isolation that increases activist families' vulnerability. At the same time, we prioritize protecting our beneficiaries' privacy and allowing them to be "just kids." Thus the RFC usually does not publicly identify its beneficiaries and we do not have "poster children."

We want our application procedures and guidelines to meet the needs of activist families, rather than serve as hurdles that potential beneficiaries must surmount. The RFC Board believes that it holds the funds we have raised in trust for activist families' benefit and applies our guidelines expansively rather than mechanically.

Funding Philosophy

The RFC was created to echo the type of support that our founder and his brother received from the extended progressive community after their family was targeted and their parents were killed. In designing our granting programs, we drew from their experiences and the knowledge of the needs, both met and unmet, of prior generations of families who faced targeting and repression. Today, we make grant decisions based on the knowledge that services like summer camp, art or cultural lessons, therapy, attending a progressive school, or traveling to visit a parent in prison, are vital for children and families experiencing political repression.

Internal Goals

Finances

Our financial goal remains the same as it's been for at least the last decade: to achieve sufficient financial strength to guarantee both our continued operation and donor involvement. The strategy for reaching that state has been, and remains, to build reserve accounts that generate enough income to cover half our annual expenses, and a donor base that contributes the other half.

"Your work with these wonderful young people awakens my heart like nothing else...I say YES! to your vital healing and community-building work."

— RFC supporter

Staff Recruitment, Retention, and Development

The RFC aims to attract and retain excellent, committed, diverse staff, and provide them with a supportive, rewarding work environment where each staff member has a stake in the organization and opportunity for meaningful professional growth. This plan includes both conceptual and concrete strategies to implement over both the short and long term, targeted to achieving these staffing goals.

Board Recruitment and Retention

At its June 2018 meeting, the RFC Board authorized the establishment of a Board Development Working Group to function over the life of the Strategic Plan. This group, comprised of the executive director, one current board member and one additional staff member, will be expected to actively recruit new board members. It's charged with focusing on advancing the racial, generational, socio-economic, and professional diversity of the Board, and to propose ideas to the Board and staff for enriching the role of Board members. [A full list of RFC Board and Advisory Board members is available at www.rfc.org/staffandboards.]

2019 GRANTS BY ACTIVISM

