

FY2024 Buncombe County Tipping Point Grant Report

Organization Name:	Eagle Market Streets Development
Project Name:	Racial Justice Coalition of Asheville - Every Black Voice

Activities Accomplished	Annual Goal	Amount Completed
# of community members in attendance at each small-scale event	15	July 26, 2023: Lunch and Learn at Maple Crest, 6 attendees August 23, 2023: Lunch and Learn at Amerihealth Wellness & Opportunity Center, 5 attendees September 27, 2023: Lunch and Learn at Amerihealth Wellness & Opportunity Center, 7 attendees October 25, 2023: Lunch and Learn at Amerihealth Wellness and Opportunity Center, 22 attendees
# of people reached through social media posts, clicking on the website and signing pledge	800	Engaged: 2,046 Instagram followers (over 50% of our following) and 413 non-followers, 310 followers have been gained, 4.2k total followers; Facebook - 2.4k followers and 44.3% increase in likes, 55.2% of followers are located in Asheville, NC Clicking on the website and signing the pledge: 5.2k users have visited RJC's website, the Reparations are Due webpage received 2,988 views from 1,415 users, 2,601 people and 40 organizations have signed the pledge online
# of final report for EBV campaign published	1	*1 - The report was completed and finalized in November 2023, and it will be published in early 2024.

Expenses (please list all grant related expenses)	Amount Spent
Expenditures	
Payroll Expenses	
Taxes	77.85
Wages	900.00
Total Payroll Expenses	\$ 977.85
TOTAL:	\$ 978

Narrative summary of grant related activities

The Tipping Point grant was awarded to the Racial Justice Coalition of Asheville (RJC) to support and advance our Every Black Voice (EBV) campaign's community engagement and research work. During the first half of this grant period the EBV campaign hosted four Lunch and Learns from July to October 2023. These are small-scale EBV events that focus on engaging and educating community members about our work, the local reparations process that is occurring in Asheville and Buncombe County, and how they can get involved. Thus far, our Lunch and Learns have engaged a total of 40 community members. Our last Lunch and Learn of the year hosted 22 community members, the most attendees that we have had at these small-scale events thus far. This was also the first Lunch and Learn that featured a guest presenter, as local historian Priscilla Robinson educated attendees on the history and impact of Urban Renewal in Asheville. The Lunch and Learns were well received by community members and we are excited to continue hosting the events in 2024. Our first event of the new year will be hosted in January.

In addition to beginning our small-scale events, one of our major goals was to complete the EBV Research Report. The report was finalized in November 2023, and it will be published in early 2024. EBV surveys reached over 1,300 Black community members; 239 of those community members were interviewed about their experience in Buncombe County, as well as their thoughts on the local reparations process. The stories and voices captured in these interviews illuminate the truth of the Black community's experience here in Buncombe County, as the interviews offered a space for truth-telling, storytelling, and reconciliation that will inform our local reparations process. This report will be shared with the Community Reparations Commission (CRC) to inform recommendations for reparations and the process, published on our website, and, most importantly, disseminated throughout the community to ensure that every Black voice captured to produce the report is heard throughout the City and County. We initially set out to interview 1,000 of the community members that our survey reached. However, we learned that even with more online engagement, this was not a goal that we could achieve due to our small team's capacity. Our priority was to get this information out to the CRC and the community, so we utilized the 239 interviews that were achieved to form the research report.

Due to internal shifts within our organization and focus being placed on completing our EBV Research Report by the end of 2023, we found it best to hire social media canvassers in December once the report was finalized so that their work could support us in engaging as many community members as possible with the research. This decision was made to ensure that RJC can provide proper support to the social media canvassers and the social media campaign that they will work with us to launch. In the spirit of RJC's community-centered values, we are working with two social media canvassers who are being trained in media marketing by a local marketing professional whose work centers the Black community. The canvassing and documentation for social media began on December 3rd when a canvasser documented the Peak Academy fundraiser, an event where RJC provided popular education to students and parents on the local reparations process and racial justice. RJC also discussed with them future opportunities for our organization to support Black youth in Asheville. This is something that will be incorporated into our social media campaign that will be launched in early 2024. Our Lunch and Learns and social media campaign will be informed by the results of the EBV Report in order to engage our audience with its content.