

FY2024 Buncombe County Tipping Point Grant Report

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|---------------------------|-----------------------------------------------------------|
| 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 | 50-100 |
| # of people reached through social media posts, clicking on the website and signing pledge | 800 | 4000+ |
| # of final report for EBV campaign published | 1 | 1 |

| Expenses (please list <u>all</u> grant related expenses) | Amount Spent |
|----------------------------------------------------------|--------------------|
| Advertising & Marketing | \$ 135.00 |
| Child Care | \$ 325.00 |
| Food & Meals | \$ 754.55 |
| Gift Cards | \$ 200.00 |
| Payroll Wages | \$ 3,300.00 |
| Payroll Taxes | \$ 285.45 |
| TOTAL: | \$ 5,000.00 |

Narrative summary of grant related activities

The Tipping Point grant was awarded to the Racial Justice of Asheville to support and advance our Every Black Voice campaign and community engagement research. On June 19, 2024, intentionally chosen to coincide with Juneteenth, we published the Every Black Voice report on our website and disseminated it to key community stakeholders. The initial phase of distribution targeted the 246 community members interviewed in the report, followed by the Community Reparations Commissioners to inform their final recommendations to the Asheville City Councilmembers and Buncombe County Commissioners. The report has since been widely shared, reaching over 8,000 community members and partners in Asheville and Buncombe County, and extending statewide through our partners at NC Blueprint and nationally with representatives in the Reparations movement. Our two social media interns have documented over a dozen events, significantly boosting engagement and awareness on our Facebook, Instagram, and ActionNetwork platforms. Moving forward, we plan to expand to TikTok and revamp our YouTube page to share live and recorded events, catering to COVID-conscious community members seeking connection from a distance. Despite our Facebook page being compromised in early 2024, we have effectively utilized Instagram, Coalition supporters, ActionNetwork, flyers, personal social media shares, and word-of-mouth to keep the community informed and engaged. We have experienced a 63% increase in website visits and surpassed our goal of 800 engagements on all active social platforms. On ActionNetwork alone, we generated over 1,000 email responses supporting the continued operation of the Christine Avery Learning Center, ultimately securing a contract extension for another year due to our advocacy efforts. Our Facebook engagement also exceeded expectations, generating over 2,500 engagements within a year, even before the account was compromised, and our Instagram continues to thrive, surpassing the 800 engagements goal with more frequent postings. Additionally, we have seen an increase in registrations for our Lunch and Learns on Eventbrite, growing from 10-20 registrants last year to 50-100 in 2024. We look forward to enhancing security measures and reintroducing our newly created Facebook page in July/August 2024. We also surpassed our initial goal of 2,000 signatures on the Reparations are Due Campaign, securing 2,195 signatures in support of the following pledge: "I know that Reparations are due to all Black people in the United States through federal, state, and local action." - "I stand with the Community Reparations Commission and have faith in their leadership and vision for our local Asheville and Buncombe County Reparations process." - "I will encourage local elected representatives to take action once the Recommendations for the Community Reparations Commission are finalized." Over the past year, RJC implemented more than 11 small-scale events. Our Lunch & Learns, Barbershop Conversations, and tabling events provided opportunities to share information about the reparations process and engage in meaningful discussions centered around the five impact focus areas (IFAs) of the Reparation Commission: Healthcare, Housing, Education, Criminal Justice, and Economic Development. The monthly Lunch and Learns have become highly requested. In January, the hosting venue was closed. In February, we hosted two Lunch and Learns: one focused on Black Men's Mental Health Wellness with Michael Hall of Be Alive Ministries, attended by 25 Black men, and another on Criminal Justice System 101, featuring a veteran public defender and professionals answering questions about the court system and available resources for system-impacted individuals. In March, 43 attendees learned about community-based doulas and their impact on Black lives through the SistasCaring4SSistas session. April's Lunch and Learn featured Operation Gateway's Change Agents, who discussed reducing recidivism by addressing social determinants of health for returning citizens, with 16 people attending. In May, the Reparations Stakeholder Authority (RSAA) connected with the community to discuss economic development, with 46 attendees. June's Lunch and Learn was the largest yet, with over 100 youth and adults attending a session with Dr. Lavender from the YWCA, focusing on youth experiences in education and related mental health and racial discrimination issues. Additionally, we have tabled several events, reaching over 1,000 people total, who've subscribed to our listserv to remain engaged in the reparations process in our city and county. A few of those events include: The Reparations Summit - The UNCA farmers market and tailgate - RJC/YWCA community conversations on Reparations - AmeriHealth Open House, alongside 12 other organizations - United Way's United for Youth Network - Beyond Walls Talk Back with Building Bridges - Building Bridges Potluck and conversations - First Repair National Conference on Reparations - A panel discussion at Warren Wilson College, to be shared on our social media platforms in Fall 2024. Due to the \$5,000 in funding from Buncombe County, we were able to hire social media canvassers, provide food, childcare, and marketing at events, and finalize, publish, and disseminate our Every Black Voice (EBV report) in and with the community. Thank you.