



## Bread & Roses *community fund*

2009, Issue 1

### Behind the Headlines: The Power of Community Organizing

“Change does not happen from the top down, it happens from the bottom up.”

President Barack Obama

President Barack Obama put community organizing in the spotlight during last year’s campaign. And while Sarah Palin took to mocking his community organizing credentials in her acceptance speech, there is no doubt that Obama’s experience as an organizer was at the heart of the powerful grassroots movement that got him elected.

At Bread & Roses, supporting activists and organizers at the community level has been our approach to change for over 30 years. Every grant we make supports community-led efforts to strengthen our neighborhoods, our workplaces and our schools.

But we realize that just making grants is not enough by itself. We also have a responsibility to help the amazing groups we fund to cultivate the expertise they need to continue their drive for progress. That’s why our Barbara Smith Community School offers workshops and training to help grantees become even more effective.

Last Fall, 32 grantees joined us for an intensive weekend-long training retreat. Facilitated by Jackie Kendall from the renowned Midwest Academy, the training

was designed to strengthen our grantees’ skills and help them think more strategically about their organizing work.

As Kendall explains, “Some of these activists have years of experience and victories under their belt. But they also need a common language and framework so they can pass on their knowledge and be even more effective.”

Over three days, Bread & Roses grantees worked in small groups to develop recruitment, mobilization and media strategies for mock organizing campaigns. These strategies serve as critical tools for activists to take back and put into action in their own efforts.

In the words of Jorge Rivera, a representative from Proyecto SOL who attended the retreat, “I am taking away a lot of knowledge, techniques and information that I will use daily,” in efforts to advocate for Philadelphia’s Latino community.

Many of our grantees are facing shrinking budgets this year and training is often one of the first casualties. That’s why Bread & Roses is more committed than ever to



Jackie Kendall, of the renowned Midwest Academy, trains Bread & Roses grantees in community organizing techniques at our Barbara Smith Community School.

offering low-cost training opportunities like this to all our grantees.

It’s just one more way that your support for Bread & Roses helps strengthen the movement for social change in our region. ↙

***We don’t just write checks.  
We help train people to  
change our world.***

Casey Cook

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Casey Cook

JANET GOLDWATER

**LETTER FROM THE EXECUTIVE DIRECTOR**

Dear Friend,

I've never been more proud to call myself a community organizer. Not only because our nation has now elected its first Organizer-In-Chief,

but also because last year's election got millions of people to wake up and understand their own power for making change.

That fundamental belief in everyday people having the power to shape their community—its laws, its values and its priorities—is what Bread & Roses Community Fund has been about for more than 30 years.

You'll see that our cover story in this newsletter is about community organizing. But really, every Bread & Roses story is about community organizing, because the power of constituent-led movements is the common thread that runs through everything we do.

I am incredibly proud of our work in the movement here in the Delaware Valley to build a more just and more equitable world. Every day, Bread & Roses grantees are taking important steps forward toward ending poverty, fighting racism and stopping violence and war.

Now we must harness our nation's renewed excitement about grassroots power... because change begins right here at home. You know that and I know that... let's make sure all of our neighbors, friends and co-workers know it too.

Yours in solidarity,

Casey Cook  
Executive Director

**Thanks to Our Volunteers**

Bread & Roses extends our heartfelt thanks to our volunteers who make incredible contributions to our Community Grantmaking Committee, Board of Directors, Tribute to Change and other initiatives. For a full list of our incredible volunteers, please visit our web page at [www.breadrosesfund.org/go/volunteers](http://www.breadrosesfund.org/go/volunteers).

**MEET OUR BOARD MEMBERS: ARUN PRABHAKARAN**

For some people, being arrested and shackled to a metal bench might feel like a high price to pay for their beliefs. But for Arun Prabhakaran, it was a turning point that made his commitment to social justice even stronger. "I was chained to a bench... but I realized that by taking an act of civil disobedience and standing up for my values, I was freer than I'd ever been."

Arun dedicates his time as a Bread & Roses Board member because few other funders are willing to stand behind controversial work that challenges the establishment as Bread & Roses has and continues to do. As a long time grassroots organizer and political activist, he understands first-hand how hard it is to come by funding for social change.

Arun was a Bread & Roses grantee when he worked with the Kensington Welfare Rights

Union. That funding supported education projects on issues of gentrification and drugs, including the Drug War Reality Tour, which looked at the impact of the global drug war on Philadelphia's poor. Today, Arun is with the Greater Philadelphia Urban Affairs Coalition as their Corporate and Foundation Manager.

For Arun, a commitment to advancing real freedom and liberty for all people is at the heart of his activism. His wisdom and thoughtfulness make Arun a valued member of the Bread & Roses Board and an incredible champion for "change, not charity."



DENISE PERRI

Arun Prabhakaran

## Unwavering Commitment: Steve & Barbara Gold

CONNIE DELLMUTH



For Steve and Barbara Gold, supporting Bread & Roses has always been a political act.

Steve was one of the founders of the People’s Fund, Bread & Roses’ predecessor. Even in those early days, spurring social change was his passion. Steve was frustrated that traditional funding sources like the United Way

weren’t willing to support groups that were agitating for social change.

Barbara and Steve believe that changing the system is the only way to really change our community and our world. Even when their assets were significantly hit by the stock market last year, they made a deliberate decision that they would not cut back their giving. “We realized what would happen if everyone starts cutting back. And we want to be sure the few groups we care about most stay strong. Bread & Roses was at the top of our list.”

Bread & Roses is grateful to the Golds for their strong commitment to Bread & Roses and to the grantees that are out in our community fighting for change every day. ↙

### Steve & Barbara Gold

**Supporters Since:**  
**1977**

**Occupation:**  
**Disability Rights Attorney  
& Physician**

**Why We Give:**  
**“We’ve always asked ourselves, ‘Do we want to live in a country that’s more aligned with our values?’ If we do, that’s something we have to make an investment in.”**

## GRANTEE UPDATE

### Ending Environmental Racism in Chester

One of the worst examples of environmental racism in the United States is right here in our region. Chester, a low-income, predominantly black community, is saddled with nearly all of the polluting industries in the Delaware Valley. But the DelCo Alliance for Environmental Justice is organizing Chester residents to improve the environment and their community’s health.

Created in 2007 and completely volunteer-led, DelCo Alliance has already achieved some important victories. Most notably, they thwarted a proposal to build the world’s largest tire incinerator in their community before plans even got off the ground. And when they learned the incinerator was shifting its focus to Bordentown, NJ, they reached out to residents in that town to share the strategies they used to prevent this major polluter from building in Chester.

DelCo volunteer Amy Wilson says that, “We try not to need a lot of funding, but there’s no doubt that some of our work takes money. Bread & Roses is our only foundation funder, and it really means a lot that they’re willing to help us spur environmental activism in Chester.”

Recently, DelCo Alliance organized a Green Jobs Day event to explore ways green jobs can revitalize the Chester community without leaving low-income people behind. They are also planning for a community garden at the largest housing project in the city and are working toward making Chester and surrounding areas a zero-waste community that is a model for recycling, reusing and reducing waste.

**“Bread & Roses is our only foundation funder, and it really means a lot that they’re willing to help us spur environmental activism in Chester.”**

AMY WILSON



**DelCo Alliance volunteers are mobilizing their neighbors to hold local polluters accountable and build a cleaner environment, through efforts like PowerVote campaign urging 2008 political candidates to take a stronger stand on environmental issues.**

Bread & Roses thanks all of our donors for helping us raise the money that goes directly toward supporting the work of DelCo Alliance and all our grantees. ↙



**Bread & Roses** *community fund*

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www.breadrosesfund.org**

**Address Correction Requested**

**Bread & Roses community fund** brings together donors and activists who share a vision of a just society, one in which power and resources are distributed equitably. Bread & Roses provides grants and technical assistance to support disenfranchised communities in the Delaware Valley that are taking collective action to bring about economic and social change locally and globally.

**How to Support Bread & Roses**

Bread & Roses Community Fund relies on the support of our donors for every grant we make to strengthen our community. You can make your tax-deductible gift by check or credit card, or you can visit the Bread & Roses website for our secure online donation page. Here are some other options for supporting our work:

**Workplace Giving** – If your workplace has a charitable giving campaign (like United Way or the Combined City Campaign), please designate Bread & Roses for a gift.

**Memorial Gifts or Gifts in Honor** – Recognize someone special with your gift and we'll be happy to notify your honoree or their family member about your thoughtful gift.

**Gifts of Stock** – Transferring gifts of stock can have significant tax benefits. Once you request our broker information, you can usually make the transfer overnight.

**Planned Giving** – Bread & Roses would be honored to be part of your legacy for social change. Please contact us to learn more about planned giving options.

For more information about any of these options for supporting Bread & Roses, please contact Casey Cook at (215) 731-1107, x203.

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**TRIBUTE TO CHANGE**

Once again, Bread & Roses' annual *Tribute to Change* honored outstanding leaders who embody the power of community-led social action.

KELLY & MASSA PHOTOGRAPHY



**Front row L-R: Tom Sugrue (board co-chair), Denise Brown (board co-chair), Honoree Linda Lee Alter (Leeway Foundation founder), Casey Cook. Back row L-R: Honorees Daniel Hunter (Casino-Free Philadelphia), Father John McNamee, Wayne MacManiman (SEIU Local 32BJ), Thomas Robinson (Philadelphia Officers and Workers Rising), Jethro Heiko (Casino-Free Philadelphia).**

Mark your calendar for this year's *Tribute to Change* on October 15, 2009.

