

SOUTH ORANGE | MAPLEWOOD
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COALITION
ON RACE**

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2020 Annual Report

The legacy of racism in America was on stark display throughout 2020 in all areas of life including politics, education, healthcare, policing, arts and culture, and more. Whether in person or virtually, the Coalition on Race rose to the local challenges presented in 2020 by remaining steadfastly committed to ending racial injustice and promoting true racial integration.

We know that grassroots work in racial justice will not solve the national racial wealth gap, health disparities, the academic achievement gap, or employer biases. We do know, however, that providing a community that is integrated, where people of color can expect equitable treatment—from home purchases, to neighborhoods, to schools and classrooms, to treatment by police—is a critical start to undoing the ways in which racial disparities are reproduced and amplified.

We are inspired every day by our community of supporters, volunteers, event attendees, donors, local service organizations, and township partners. You help make racial integration, equity, and inclusion the defining characteristic of our community and you give us hope that our mission is achievable.

Our Mission:

To build and sustain a community that is racially, culturally, and socially integrated and truly inclusive, where there is equity and equality for all.

2020 At a Glance



- 5000** individuals engaged in programs and advocacy work
- 30** free public programs addressed race, racism, and racial equity
- 3400** COVID19 Resource Guides & support flyers shared in **3** languages
- 200** volunteers worked with us including **85** first-time volunteers
- 360** households made donations, including **170** new donors
- 127** realtors attended a town hall on racial equity in the industry
- 80** local business owners and individuals received anti-bias training
- 800** people attended the MLK Observance & Volunteer Fair
- 1800** Luminaries shined throughout the towns to honor Dr. King
- 700** views of 2020 programs on YouTube
- 300** people attended The Scottsboro Boys performance and talkback
- 137** people attended the BOE Candidates' Forum
- 84** attended Journey to Anti-Racism: Deepening Our Commitment
- 40** households attended Talking to Children about Racism
- 168** attended the Coalition Youth Collective Celebration of Black Lives Matter
- 25** households attended Foreclosure & Eviction Prevention Workshops
- 132** households attended Conversations on Race
- 58** attended #1619 Project and the Myth of Physical Racial Differences

2020 Programs, Advocacy, Research, Outreach

Community Engagement

Despite the pandemic, the Community Engagement teams brought people together to learn, build relationships, and grow in their anti-racism activism. Before the quarantine, we held the MLK Observance, Volunteer Fair, and Luminary Lighting and that was followed by a Coffee House Discussion on the #1619 Project and the Myth of Physical Racial Differences. In Black History Month, we collaborated with Progressive Theatre on The Scottsboro Boys--a musical that stirred intense conversations. Once in quarantine, we focused on access to resources with a presentation on Food, Housing, and the Digital Divide, and we shared a community solidarity moment with Luminaries in Action.

In an effort to address local, regional, and national outbreaks of racism and racial violence, we hosted Journey to Anti-Racism: Deepening Our Commitment that included ongoing anti-racism support groups; the newly established Coalition Youth Collective hosted a celebration of Black Lives Matter in SOMA; and Dr. Jelani Cobb spoke about the roots of white supremacy at 'Conversations on Race.'

Schools

The Schools Committee advocated for a stable elementary school integration plan, supported community discussion on the options, and fostered community buy-in to support a successful transition. For parents, the committee hosted a virtual presentation and Q&A featuring Psychology researcher and professor Dr. Diane Hughes on how to address racism with children at home. The annual Board of Education Forum offered a chance to hear the candidates' perspectives on school and classroom integration, staff diversity, and the equity policy. The committee also advocated for addressing the digital divide and other inequities faced by students in virtual learning.

COVID19 Resources

In order to support the SOMA community during the pandemic, we developed COVID19 resources and information on bias caused by the pandemic, including a COVID19 Resource Guide, information flyers on Housing & Rental Assistance, and flyers on accessing Food Resources in SOMA. We developed accurate, shareable information on exposing racism, xenophobia, bias, conspiracy theories, and disproportionate racial impacts during the Coronavirus Emergency. These resources were made available in 3 languages.

Residential

The Residential committee educated the community about rental and mortgage rights during COVID19 with Foreclosure & Eviction Prevention Workshops. They made addressing affordable housing a priority and worked to redesign the Coalition's loan program to serve the initiative of increasing the pipeline of Black in-movers. Also to that end, they hosted a Racial Equity Town Hall for Realtors, organized and supported by Vanessa Pollock Properties & Keller Williams, to create awareness of unconscious bias in the real estate industry and to provide agents with equitable approaches to real estate transactions.

Unconscious Bias Trainings

Executive Director Nancy Gagnier and Program Director Audrey Rowe gave interactive presentations to the Maplewood Chamber of Commerce, SOVCA, and JESPY House on implicit bias with a focus on how members, business owners, and leaders can learn to challenge their own biases, and interact knowledgeably and respectfully among a variety of racial and cultural groups.

Marketing



The Marketing Committee worked with marketing consultant group Consciously to develop new branding and a new logo. They focused on creating a targeted marketing website designed to reach and appeal to people of color looking to buy or rent in our region in order to inspire them to consider SOMA. In addition, the committee assembled the resources developed by the Coalition on Race to create a racism and equity toolkit.

Monitoring, Evaluation, & Research

The committee presented information on the ALICE (Asset Limited Income Constrained Employed) population in New Jersey, Essex County, and SOMA. They began preparing for the release of 2020 US Census Data expected in mid-2021 that will be used to update the Demographics Report.

Township, Foundation, & Grant Support

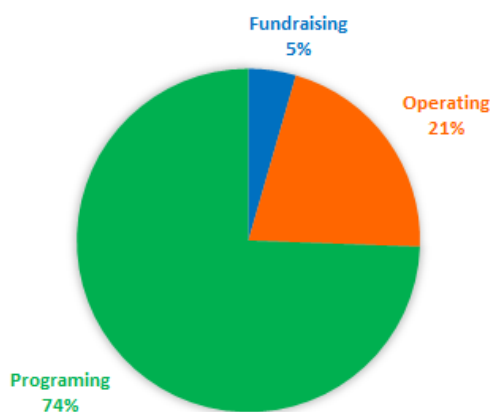
We are grateful for the financial support of the Townships of Maplewood and South Orange. We are also grateful to all the local businesses who supported us in 2020 (listed among the donors). Special thanks to Vanessa Pollock for her generous support, to the South Mountain YMCA for making us the beneficiary of the Concert of Hope, and to Words bookstore for fundraiser support in conjunction with the Richard Rothstein: The Color of Law event.

We are grateful for the grant and donation support received from:

- Essex County Local Arts Program
- New Jersey Council for the Humanities
- Fraentzel Foundation
- National Staffing Associates
- The FB Heron Foundation
- Benevity Community Impact Fund
- The Blackbaud Giving Fund

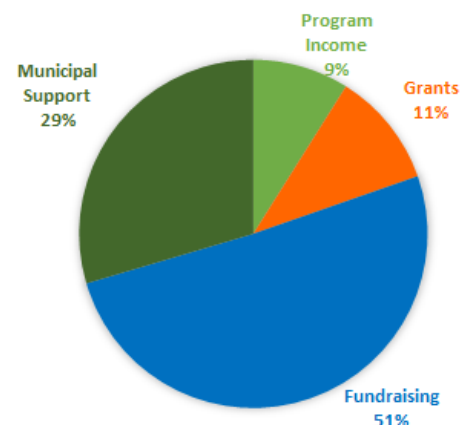
2020 EXPENSE SUMMARY

TOTAL PROJECTED EXPENSE: 146,255



2020 INCOME SUMMARY

TOTAL PROJECTED INCOME 187,638



2020 Contributors: Thanks for Your Support!

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\$5,000 +

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Celebrating Integration

At the annual Celebrating Integration fundraiser, we honored Meredith Sue Willis for her over two decades of work as a founding member, trustee, former chair, and long-standing co-chair of the Schools Committee. Ms. Willis gave a thoughtful speech which she ended with: "May the work of intentional integration continue to flourish until it is—at long last—no longer needed."



Community Outreach & Partnerships

- We worked as a member of SOMA Against Hate Collective to purchase and distribute signs and work collaboratively against hate groups
- We advised 7 communities throughout the state and country seeking to work on racial integration and equity
- We worked with La Casa de Don Pedro on housing issues
- We co-sponsored the South Orange Civic Organization's 50th Annual Dr. Martin Luther King, Jr., Celebration

