ONE DC Black Workers & Wellness Center

Capital Campaign Fundraising Toolkit

The purpose of this toolkit is to provide ONE DC members, donors, & supporters with resources to help you fundraise for our capital campaign.

What’s Included
• Fundraising Brochure
• Fact Sheet
• House Party Fundraising Guide

Need more support? ONE DC member-leaders can help! Contact organizer@onedconline.org or 202.232.2915
Our Progress
Since our initial Black Workers Center listening sessions in 2014:

- 300+ residents attended monthly Black Workers Center meetings
- 1800+ in BWC database, including 1,300+ District residents
- 5 intake sessions with LiUNA; 20 residents offered living-wage construction jobs
- 50+ workers received training on worker cooperative model
- 4 emerging worker cooperatives received assistance: 1 Latina-led childcare coop in NW, 1 women-owned catering coop, 1 East of the River childcare coop & 1 cleaning coop
- 4 learning journeys to learn about cooperatives in other cities
- 4 years convening with the National Black Workers Center project
- 25 members joined DC Time Bank
- 27 members joined Black Workers Center Chorus

Support our vision. Donate today.
www.onedconline.org/donate
Make check payable to:
ONE DC, PO Box 26049, Washington, DC 20001

Contact
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ONE DC Black Workers & Wellness Center
A Capital Fundraising Campaign

A space for our community to thrive

The ONE DC Black Workers & Wellness Center is a member-led community & wellness space that builds racial & economic justice through popular education, promotion of sustainable employment, & the incubation of economic alternatives.
• Community Center: provide meeting, event, & office space to community organizations & partners
• Time Bank: build community by exchanging skills, services, resources, & volunteer hours using DC Time Bank model

• Cooperation DC: provide technical assistance, production space, & resources to incubate worker-owned cooperative businesses, as well as popular education around economic alternatives
• Employment: job training & referrals through partnerships with LiUNA, GRID Alternatives, & coding program
• Know-Your-Rights: trainings & legal clinics with Washington Lawyers Committee, Georgetown Law

A site for radical work and community-building

OUR GOAL
$3 MILLION

to purchase the building at 2500 Martin Luther King Ave SE & upgrade to a state-of-the-art community-controlled space East of the River

BUILDING PURCHASE (Acquisition & Fees) $1.25 million by December 2017

INITIAL RENOVATION (HVAC, Accessibility, Event/Meeting Space) $250,000 by March 2018

STATE-OF-THE-ART UPGRADES (Rooftop garden, solar panels, security, catering kitchen, computer lab, training equipment, & murals) $660,000 by January 2019

LONG-TERM SUSTAINABILITY (Operating Costs & Maintenance) $840,000 by December 2020

• Popular Education: space to discuss the intersection of race and work, what it means to be #WorkingWhileBlack, BWC Chorus
• Wellness: yoga, nutrition & cooking classes, community gardening
ONE DC BLACK WORKERS & WELLNESS CENTER

FACT SHEET

Mission

The ONE DC Black Workers & Wellness Center is a member-led community & wellness space that builds racial & economic justice through popular education, promotion of sustainable employment, & the incubation of economic alternatives.

Timeline & Accomplishments

- **2013** - ONE DC recruits 3,000+ DC residents to apply for hospitality training for jobs at the new Marriott Marquis hotel at the Washington Convention Center. 719 residents graduate the training program, but only 178 are offered employment at the hotel.
- **2014** - Graduates of the Marriott Marquis Jobs Training Program meet with Marquis HR reps to address concerns, push for more graduates to be hired, & accountability around DC’s First Source hiring law.
- ONE DC secures a temporary space at the United Black Fund (2500 MLK Ave SE) in Anacostia to hold monthly Black Worker Center meetings
- 20+ residents travel on learning journeys to NYC, Philadelphia, & Baltimore to learn about worker cooperatives. Cooperation DC, emerges to focus on providing technical assistance to incubate worker-owned cooperative businesses, with a focus on low-income communities of color.
- **2016** - Cooperation DC supports group of Latina women starting worker-owned childcare coop and a women-owned catering business looking to transition into a worker coop model.
- Georgetown students develop Wage Theft, Racial Discrimination, and Worker’s Compensation Intake app
- Launched DC Chapter of the Working World Peer Network a part of a nationwide non-extractive finance peer lending network to support locally-owned and controlled cooperatives
- **2017** - ONE DC members begin crafting curriculum for a coding program that will teach computer programming and design skills to BWC members and mentor them through hiring processes in the tech industry.
- ONE DC members join the DC Time Bank & production equipment made available to members.
- Interest meetings held for cleaning coop and East of the River childcare coop

Why a Black Workers Center?

Black unemployment in the U.S. has been consistently double that of white unemployment. In Wards 7 & 8, where Black residents are most concentrated, unemployment remains high at 10.0% & 12.9% respectively. Residents testify it to be much higher, taking into account those who have stopped looking for work.
How does the BWWC differ from a traditional workforce development center?

ONE DC’s Black worker center model moves beyond traditional workforce development in three key ways:

- **Resident-led:** the vision for the BWWC emerged out of listening sessions with underemployed Black residents about the state of workforce development in DC. The mission, principles, & goals of the BWWC were developed by a steering committee made up of ONE DC members, low-income workers, & community partners.

- **Developing economic alternatives:** worker-owned cooperative businesses are associated with higher incomes, increased benefits, low start-up costs, & greater community investment & local growth.

- **Grounded in movement-building:** employing a grassroots community organizing model that emphasizes political education, and the development of community-based leader, the BWWC envisions a transformation from a capitalist system that exploits and under-employs to one that emphasizes dignified and sustainable work

### Partnerships

**LiUNA!**

Laborers’ International Union of North America Local 657

- Decade-long partnership advocating for workers rights & employment justice
- Provide training specific to the construction industry, leadership development, high-quality union jobs & organizational backing
- Outreach and orientation at BWWC resulted in referral of 150+ people as certified asbestos removal workers
- Training for metro rail & iron workers, which led to 30 people placed in high-quality, high-paying jobs
- Exploring partnership with the EEOC & Georgetown University on development of a worker intake app to recruit & train workers on labor rights & on-the-job advocacy

**GRID**

- 3-year partnership with GRID Alternatives, which trains, certifies, and employs community residents in solar panel installation
- GRID is preparing to use the BWWC space for intensive 12-week training modules that lead to solar jobs.
Host a house party or happy hour fundraiser for ONE DC!

Why should you host?
- House parties are a fun and easy way to build our community and raise funds from your personal network of friends, family, co-workers, and neighbors. Events like house parties, happy hours, salons, & socials link ONE DC’s hard work of transformative resistance to oppression with the joy found in coming together that defies rigid societal structures. The more gatherings we host, the better we’ll all get at bringing our members & supporters (and all of DC) closer together, in common cause for equity and justice.
- ONE DC’s work is member-led and requires the continual injection of member energy. House party fundraisers are part of our grassroots fundraising strategy that focuses on raising more money from our base. Planning & hosting a fundraiser helps build our capacity and reach more people.

Before the Party
- **Identify a specific part of ONE DC’s work to focus on**, and a number of specific reasons to support.
  - For example; donate because then we can do _____, or support the Black Workers Center because it’ll allow members to participate in ________.
  - Giving people a reason (literally any reason) to donate or support is shown to increase their likelihood to do the desired action
- **Takeaways**: think about what you want your guests to take away from the house party and design the party around those goals
- **Set a fundraising goal**: accordingly, develop a few ways for people to give. Provide the donate link in the invitation; plan a suggested donation at the door (e.g. $5-$10); donate via Facebook fundraiser; pass the bucket around the party, etc.
- **Guest list**: would you like your event to be exclusively friends/ people you know, or opened up to the broader ONE DC network?
  - **Tip**: DO invite contacts from your networks outside of ONE DC that can be newly introduced to our work.
- **Invitations**: how will you invite your guests? Facebook event? Evite? Old fashioned letters in the mail? Social media event posts? Phone calls or texts?
- **Partners**: What other organizations do you have relationships with in your neighborhood? Who could support or sponsor your event?
- **Logistics**
  - **Set a Date**: Talk with ONE DC organizers & member-leaders to choose a date that works for you and doesn’t conflict with any major ONE DC events.
    - **TIP**: Coincide with an event you already have planned, or theme the event for appropriate season (e.g. a holiday party or birthday party)
  - **Space**: is your space large enough? Accessible? If not, could you host it at another friend’s place or a public setting? how can guests get there?
  - **Food Options**: choose what’s best for you
    - Potluck
    - Home-cooked
    - Catered
    - No Food or Light Snacks (chips/salsa, cheese & crackers)
○ **Alcoholic Drink Options** *(if appropriate)*
  ■ Creating a bar where people can buy a drink / donate at the same time is a fun way to encourage donations. You could design special ONE DC drink(s) with funny/relevant name.
  ■ Alternatively, hosting and providing guests with free libation is a nice move that makes it feel like a party that they’ve been treated to.
  ■ **BYOB**

● **Social Media**
  ○ Use [www.canva.com](http://www.canva.com) for a number of free templates to create your own flyers for social media. Post on various platforms (Facebook, Twitter, Instagram) to let people know about the event.
  ○ Encourage friends & family members who can’t make it to the event to donate in your honor at [www.onedconline.org/donate](http://www.onedconline.org/donate)
  ○ Create a Facebook fundraiser

### At the Party

- **Sign-In Sheet!** Collecting contact information so we can follow up is key to fundraising.
- **Display information about the organization in a creative way.**
  ○ Literature table with fundraising brochure, fact sheets, flyers for upcoming events, and most importantly, donation envelopes!
  ○ A gallery walk that remains up on the walls of the space for the entirety of the event is a good method of sharing information as it allows guest to engage with the information at their own pace, and because it can help spark conversation
- **Invite 1-3 speaker(s),** and be ready to speak to why you are hosting the party and make an appeal
  ○ Someone should set the context for this work--why is ONE DC’s work, broadly speaking, important. What work does ONE DC do?
  ○ Someone should be able to go into detail and field questions on the specific aspect of the work that you have chosen to highlight;
  ○ Have someone make a verbal ask or appeal, at least once.

- **Multiple Ways to Donate**
  ○ iPad or smart phone with ONE DC Paypal reader to collect
  ○ Give out envelopes when people arrive and have boxes/bins/buckets prominently featured around the space for people to drop in their donations
  ○ Ask people to give a suggested donation at the door
  ○ Pass around “the collection plate”
  ○ Sell ONE DC t-shirts
  ○ Create a silent auction
  ○ Make sure you publicly give too!

- **Find a way to ask for people’s thoughts & reflections**
  ○ Why? Giving people space to share is important for them to feel their presence is welcomed, accepted, and appreciated. It increases the likelihood that they will buy-in. Additionally, people have good ideas! Crowdsourcing/hearing fresh ideas on rehashed questions can help the organization find better answers.

- **Activities!**
○ Every party should have multiple draws! Not just the opportunity to support and participate in important community-building work, but other fun chances to enjoy oneself as well. Think about what you and your guests would enjoy.
○ Some ideas:
  ■ Performers: musicians, artists, plays
  ■ Silent auctions
  ■ Dance party
  ■ Create an interactive space // have people co-create something -- perhaps contributing to a piece or publicly writing their answers to a common question
  ■ Gallery walk

After the Party
● Distill any conversations that occurred as a group at the party, and refer back to those. Consider any takeaways from advice/brainstorming/discussions that took place and share them with your guests.
● Thank You – personal texts, calls, or facebook posts, thank you cards in the mail
● Follow up with ways to get involved -- ideally at a specific event occurring shortly thereafter and with ways to donate (if they haven’t already)
● Return borrowed ONE DC materials to the office
● Give ONE DC the gifts you raised!

For more info contact organizer@onedconline.org or 202.232.2915.