

How do we assess the effectiveness of grassroots leadership work using quantitative analysis? What models and tools do the Internet and technology offer grassroots organizers? Who has access to the technology? How does the grassroots movement benefit from the new generation of technology expanding all around us?

TECHNOLOGY: NEW SOLUTIONS, OLD PROBLEMS

Our Technical Assistance Grants Cycle of 2013 helped bring updated software and hardware to many of our grassroots grantees. But the next step of making that technology useful is more of a challenge, one being addressed by more than a few of our program partners.



Courtesy **Prison Radio**

Last year, **Asian Immigrant Women Advocates** (AIWA) in Oakland, CA received a technical assistance grant from PDF to assess its leadership evaluation database. With information provided by AIWA's participants, they hoped this self-developed database could provide key insights about the process of grassroots leadership development.

AIWA's empowerment model, the Community Transformational Organizing Strategy (CTOS), blends a range of leadership and organizing strategies. Its seven-step methodology develops leadership skills through peer leadership, participation in committees, introductory leadership training, education, community participation and outreach. At the same time, they are engaging immigrant women and youth in collective actions to improve their living and working conditions. The CTOS database is part of their strategy.

Women who join AIWA's programs complete a standard intake form, feeding information into the database. Participants also complete pre- and post-tests for each class and training session they attend. Data available includes demographic information on women and youth (ethnicity, educational level, income, languages spoken at home, marital status, number of children), assessments of their knowledge of various issues, and their class and training session participation.

"These details have the potential to answer specific questions about the leadership development process," AIWA says. For example, do women with more education develop more quickly into leaders? Do English skills affect the leadership development process of women participants? What is the average length of time it takes for an immigrant woman to reach the final CTOS level and be engaged in the broader social justice movements? What are the barriers to advancement through the CTOS levels?

When AIWA applied for the technical assistance grant from PDF they had already entered the participants' data and used SPSS statistical software to begin to analyze the data to understand and assess the leadership development of AIWA members. However, in order for them to make the CTOS database available to other groups, more work needed to be done.



Courtesy **Youth Media Project**

An assessment by a senior technology analyst at Tech Soup found AIWA's database already impressive, with a wide range of analytical capacity that could benefit other base-building community groups seeking to improve their grassroots leadership capacity. But it is still a work in progress, needing to grow more in size to share with other organizations.

Potentially, the database could be cloud-hosted for easier access by other groups. With non-English and visual prompts, women, youth and other program participants could enter their own data, making the data collection process more efficient and less paper intensive. It would also empower immigrant women to interact with technology in new ways, entering the digital age from which so many are excluded. At its most basic level, the database design template could be shared with other groups so that reporting functions would draw from comparable databases and tracking parameters from other groups. Partnering with other organizations, they and AIWA could grow their leadership programs.



Courtesy **Youth Media Project**

Another grantee working on open source web technology with their technical assistance grant from PDF is **Prison Radio**, based in San Francisco, CA. In researching affordable petition software options to support the family of imprisoned human rights lawyer, Lynne Stewart, in her ultimately successful effort to win a release from prison for medical treatment, Prison Radio was frustrated by the inability to retain names and contact information for supporters. "This poses a huge problem for on-going organizing and building a movement beyond getting that initial big pile of signatures," they noted with concern. "If additional actions from supporters would help, we knew many petition signers would want to know and want an opportunity to take that action, but there was no reliable way to reach many of them again."

Dedicated to bringing forth the voices of the incarcerated and their families, they developed their own web-based petitions. Prison Radio noted that mass petitions provide an entrance into prison resistance work for many people who have not been active. They are moved by the situation of a particular person and want to help.

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spring peacetalk

Join us for a PeaceTalk at the PDF Center for Peace and Justice, featuring activists from PDF-funded organizations.

TUESDAY, MAY 6 FROM 7 TO 9 P.M.

Allies on the Road to Gender Justice

A panel of speakers led by Rob Okun, editor of *Voice Male: The Untold Story of the Profeminist Men's Movement*, will discuss men's role in redefining masculinity in order to work towards gender equality.

For more information and to register email peacedevfund@gmail.com.

PDF Center for Peace and Justice
 44 North Prospect Street, Amherst, MA

Recent Grants

A STAR DENOTES A FIRST-TIME GRANTEE

- A Jewish Voice for Peace, Oakland, CA
www.jewishvoiceforpeace.org
- ★ Bend the Arc: A Jewish Partnership for Justice, New York, NY
www.bendthearc.us
- ★ Berkeley Community Fund, Berkeley, CA
www.berkfund.org
- Berkeley High School Development Group, Berkeley, CA
www.bhsdg.org
- Center for Popular Education and Community Organizing, El Paso, TX
- Centro de Trabajadores Unidos: Immigrant Workers' Project, Chicago, IL
www.centrotrabajadoresunidos.org
- Chicken & Egg Pictures, San Francisco, CA
www.chickeneggspic.org
- CAAAV Organizing Asian Communities, New York, NY
www.caaav.org
- Community Involved in Sustaining Agriculture, South Deerfield, MA
www.buylocalfood.com
- Data Center, Oakland, CA
www.datacenter.org
- ★ Destiny Arts Center, Oakland, CA
www.destinyarts.org
- Diné Citizens Against Ruining Our Environment, Winslow, AZ
www.dinecare.org
- ★ iEl Tiempo! Nuevo México, Espanola, NM
www.eltiempomn.org
- Encampment for Citizenship, Aptos, CA
www.efcalumni.com
- ★ Foundation for Change, San Diego, CA
www.foundation4change.org
- Grassroots Leadership, Charlotte, NC
www.grassrootsleadership.org
- ★ The Institute for Community Engagement, Las Cruces, NM
www.ifcenm.org
- ★ International Action Network for Gender Equity & Law, San Francisco, CA
www.iangel.org
- International Development Exchange, San Francisco, CA
www.idex.org
- International Human Rights Funders Group, New York, NY
www.ihrfg.org
- ★ KPFA Radio, Berkeley, CA
www.kpfa.org
- La Peña Cultural Center, Berkeley, CA
www.lapena.org
- ★ Los Cenzontles Mexican Art Center, Richmond, CA
www.loscenzontles.com
- ★ The Markham-Nathan Fund, Springfield, MA
www.markhamnathanfund.org
- Movement for Justice in El Barrio, New York, NY
- NARAL Pro-Choice South Dakota, Sioux Falls, SD
www.prochoicesd.org
- National Priorities Project, Northampton, MA
www.nationalpriorities.org
- North End Action Team, Middletown, CT
neatmiddletown.org
- Northampton Survival Center, Northampton, MA
www.TheNSC.org
- ★ People's Justice for Community Control & Police Accountability, New York, NY
www.facebook.com/peoplesjustice
- Picture the Homeless, Bronx, NY
www.picturethehomeless.org
- Pioneer Valley Habitat for Humanity, Florence, MA
www.pioneervalleyhabitat.org
- Positive Action Committee, Sylvania, GA
- Project Unspeakable, Wendell, MA
www.projectunspeakable.com
- Rosenberg Fund for Children, Easthampton, MA
www.rfc.org
- Seventh Generation Fund for Indian Development, Inc., Arcata, CA
www.7genfund.org
- ★ Taos County Economic Development Corporation, Taos, NM
www.tcedc.org
- Third World Newsreel, New York, NY
www.twn.org
- White Earth Land Recovery Project, Callaway, MN
www.welrp.org
- Women's Building, San Francisco, CA
www.womensbuilding.org
- Women's International League for Peace and Freedom – Boston, Boston, MA
www.wilpf.org

PDF Grantees Bring Social Issues to the Big Screen

Whether delving into portraying an industry, an ideology, the tangible effects of capitalism, or the global impacts of war, documentaries and non-traditional movies have quite commonly been made with one aim: “To comment on social phenomena or even to affect social change,” according to documentary film director, Andy Glynne. Four PDF grantees report they have made films for this exact reason, in the hope that the films will be a catalyst for social change.

Third World Newsreel

New York, NY

Third World Newsreel (TWN) began as an activist filmmaker collective in the late 1960s, understanding the power of documentary film to give social issues a platform. TWN trains emerging media artists from communities of color, low income, and marginalized communities in film and digital video production. As distributors, they bring social issue films to schools, colleges, community groups, local theaters and museums. TWN films range from old newsreel films to “Dreams Deferred: The Sakia Gunn Film Project,” a film about the gay hate murder of a young woman of color. “Dreams Deferred” was made to bring attention to the issue and is being used by groups organizing against gay hate crimes and discrimination against LGBTQ people of color. “Here to Stay” documents New York City’s Chinatown community fighting evictions by gentrifying developers. “Arizona : Resisting SB 1070 Immigration Law” is a series of videos that TWN helped another PDF grantee to make, **National Day Laborer Organizing Network**, with the National Domestic Workers Alliance and Puente Movement in the effort to reverse this discriminatory law. TWN is currently working on a film that shows daily life in North Korea and the continued danger of war on the peninsula.

Chicago Filmmakers

Chicago, Illinois

“**G**ender issues seem not to be a big thing nowadays, I think — especially in the west and in China too, to a certain extent — because the awareness is not so prevalent. But when you dig deeper, you discover lots of interesting things.” May Tchao, member and filmmaker of **Chicago Filmmakers**, has worked over the past four years to create the film “Spilled Water,” supported by a donor advised fund at PDF.

Tchao returned to China where she was born to document the lives of other Chinese women in this rapidly changing nation. “As a woman who was born in China, grew up in Hong Kong and has lived in this country for many years, I knew the two cultures and was interested to do some exploration into this.” She profiles five women of the cultural revolution generation, noting what she would have had to live through had she not left her native country.

This project was completed at the end of 2013 and premiered at the Chicago Gene Siskel Film Center’s “Stranger than Fiction Documentary Program” in early January. Says Tchao, “I hope that it can be used as an instrument to advance the work of women empowerment.”

View a trailer for the film at SpilledwaterDoc.com.

Homies Unidos

Los Angeles, CA

In the Los Angeles area, the amount of gang-related violence is much higher than that of other major cities. Very rarely are organizations and community groups able to halt this violence, let alone prevent it. However, **Homies Unidos** has had significant success due to their Epiphany Project, their Libertad Con Dignidad program (funded in part by a donor advised PDF grant) as well as the creation and showing of their short film, “Fruits of War.”

The film depicts the personal experiences of four members of Homies Unidos, their journeys, and how they have led lives both inside and out of gang-related violence. Youth Leadership graduates organized two screenings of “Fruits of War” to educate their community and bring awareness of the gang peace truce in El Salvador beginning March 2012.

“In fact, we are living proof that prevention works,” states Alex Sanchez, executive director of Homies Unidos. Through their film screenings and creating access to information and history, they are making gang peace a true possibility.

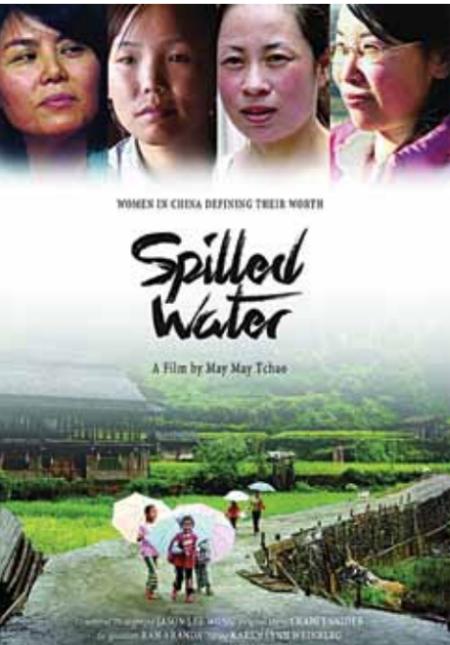
CAA AV Organizing Asian Communities

New York, NY

Founded in 1986, this recent PDF grantee was one of the first pan-Asian organizations in the U.S. that worked to unite Asian communities against anti-Asian violence. **CAA AV** has used film to put pressure on politicians. In the late 1990s, Rudy Giuliani was elected as New York City’s Mayor and implemented a program that became known as “workfare.” It forced welfare recipients to pick up trash in order to receive the welfare benefits. “Eating Welfare,” a 2001 film produced by CAA AV, made it explicitly clear that the New York City politician handled the issue poorly, negatively impacting the 95 percent of the Southeast Asian community who were dependent on welfare at the time. The video also set the stage for an Executive Order signed by the next mayor, Michael Bloomberg, that requires public documents to be translated into six languages and a formal language access policy.

Through grassroots organizing and coalition building, CAA AV has consistently dedicated itself to building the consciousness and leadership of their members to build a social justice network fighting to defend the underrepresented and oppressed communities. CAA AV is presently focusing on two major issues: protecting and expanding affordable housing, and police accountability and transparency. ■

For more information about PDF grantmaking, go to the “Grants and Programs” page on our website: peacedevelopmentfund.org.



Courtesy **Chicago Filmmakers**



Courtesy **Third World Newsreel**



Courtesy **Homies Unidos**

Courtesy **CAAHV Organizing Asian Communities**



Courtesy **¡El Tiempo! Nuevo México**

LAND AND CULTURE

“Agriculture is much more than an economic issue,” says new grantee, **Taos County Economic Development Corporation (TCEDC)** in New Mexico. “Agriculture is the old and intimate relationship between land and culture that makes this region what it is.”

As a result of the Great Recession, small farmers are under mounting pressure to sell land and water rights separately: “The vital need for cash to survive these times is forcing heartbreaking and painful decisions.” Issues of food security are increasing at an alarming rate—New Mexico is second in the country in hunger. And small farmers are turning away from fruit, grain and vegetable production to raise livestock, which increases the strain on their water supply.

TCEDC subscribes to land-based values that do not separate the water from the land. Using a kinship model of leadership and organization structure as an alternative to hierarchical organizational systems, TCEDC has provided “gentle guidance” and a positive model to other organizations, especially those working in culturally diverse communities. In the complicated environment of Native American and Hispanic ranchers and farmers of Northern New Mexico, TCEDC has chosen to press ahead for change on all fronts: environmental justice, land and water retention for agricultural purposes, healthy food access for low-income citizens, economic development and education for entrepreneurs, and “passing of the wisdom” by traditional food producers to future generations.

In Callaway, MN, the **White Earth Land Recovery Project** has helped traditional farmers and harvesters gain access to resources and education. Like TCEDC, White Earth is confronting challenges between use of land and Native American culture. For example, there are many genetically modified corn growers in their area. In order for White Earth members to successfully grow Indigenous corn varieties, they need to maintain a minimum isolation distance between their corn and GMO varieties to avoid cross-contamination. The seed for Indigenous corn is unchanged from years of planting and harvesting, stored in a seed library. White Earth has been conducting workshops and trainings for their gardeners and growers to protect the sanctity of their seed from GMO corn and preserve it for future generations.

Citing “land-based cultural conflict” as a challenge, **¡El Tiempo! Nuevo México** is in the planning process to engage their community in re-introducing a local barter economy with a time bank. “Barter, time banks and social

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The Peace Development Fund has embarked on a new three-year program for former and recent grantees: technical assistance training. We are developing curriculum modules to help grantees improve their fund-raising capacity, board development and financial management.

After conducting three rounds of technical assistance grantmaking in 2012–2013, we learned that for many groups, in addition to needing new and better technology, there was also a deep need for consulting help in organizing, board development and fund-raising. This dovetailed with the survey PDF did with our grantees in April 2012, where they described a need for two programs in particular: fund-raising (both major donor solicitation and creating an individual donor campaign) and working with a board of directors.

Under the new **Technical Assistance Program**, PDF will provide recent grantees one module each year. Our first module is “Individual Giving: How to Set Up an Individual Donor Campaign.” The modules will take place on site at the grantees’ offices so PDF can assess their capacity as well as work directly with the grantees, their board, staff and key volunteers. Grantees will be asked to provide a modest underwriting contribution. All other costs will be paid by PDF, thanks to the generosity of a long-time PDF donor.

The training is coordinated by Kathleen Sharkey, PDF’s Director of Communications and Outreach. Kathy’s career in non-profit management has included fund-raising, marketing and communications, business administration, new business development, site development and project management. She has worked as a consultant to PDF since 2004 and has advised foundations, progressive groups, universities and botanical gardens—from small budgets to large—on fund-raising and major gifts, as well as financial and business management.

Grantees accepted into the Technical Assistance Program will be eligible to receive training in financial statements and budgeting, as well as board development in years two and three. Five grantees have been accepted for the spring 2014 program: **Culture of Peace Alliance**, Tucson, AZ; **Gardening the Community**, Springfield, MA; **Tennessee Alliance for Progress**, Nashville, TN; **Arise for Social Justice**, Springfield, MA; and **Prison Radio**, San Francisco, CA.

“We are very excited to bring this program to PDF grantees,” says Teresa Juarez, PDF’s board president. “It is a pivot toward more transformative grantmaking, adding follow-up and training to direct support through grants.”

“This builds on PDF’s history of such programs, beginning with the Exchange Project,” added Executive Director Paul Haible, “and allows PDF to provide greater resources to our grantees.” ■

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You may leave your gift to general support, endowment or a specific purpose that fits within PDF’s mission, vision and goals—to provide grants, training and other resources in partnership with communities, organizations, trainers and donors with whom we share a common vision for peace and social change.

For more information about leaving a bequest to PDF and specific wording, call 415-642-0900, or email ray@peacefund.org. call 415-642-0900, or email ray@peacefund.org.



Courtesy ¡El Tiempo! Nuevo México

LAND AND CULTURE

“Agriculture, the old and intimate relationship between land and culture, makes this region what it is.”

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money networks are inclusive systems that favor those without resources,” according to the newspaper, *El Pais*. Instead of spending money or bartering one-on-one for services, people spend time performing services. The hours are “banked” and built up in exchange for other services. Time bank deposits are designed to include mentoring of traditional components of the Indo-Hispano culture: arts, cooking, gardening and farming, local goods and services. “Our communi-

ties’ time bank not only offers a more traditional, indirect-barter and local economy, but strengthens our culture,” they say, “thereby strengthening the resilience in our community. It begins a cycle of wellness based on traditional Indo-Hispano culture and revalues traditional work and life.” ■

See ¡El Tiempo! Nuevo México’s video about time banks at <http://bit.ly/1klrNGZ>.

MISSION STATEMENT

The PEACE DEVELOPMENT FUND works to build the capacity of community-based organizations through grants, training and other resources as partners in the human rights and social justice movements. As a public foundation, we nourish, foster and encourage the diverse, self-sustaining and economically viable communities that are essential to building a peaceful, just and equitable world.

Peace through Justice



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**Building Movements:
Technology, Film, Land and Culture**

TECHNOLOGY: NEW SOLUTIONS, OLD PROBLEMS

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Platforms like change.org, Causes and Signon.org are valuable for mass distribution, but do not allow for ongoing community building. Programs like Salsa and Constant Contact provide the ability to activate existing supporters and their friends and contacts, but not to reach outside of current support networks. “To have 11,000 people sign the Justice for Lynne Stewart petition at change.org is valuable. To expose those 11,000 people, especially the 1,000 – 2,000 of them with little to no familiarity with anti-incarceration organizing to the larger issues, is more valuable,” says Executive Director Noelle Hanrahan.

Prison Radio worked with grassroots software developers to improve petition-based organizing and break down the barriers between inside and outside prison walls. Their open-source solution will allow in-house petitions to be added to any website while maintaining full contact information for petition signers. The step-by-step guide to using this technology is on their website, prisonradio.org/open-source-petition.



Courtesy **Picture the Homeless**

Picture the Homeless (PTH) in New York City built a computer lab as part of its Homeless Organizing Academy. The classes and curriculum are designed to build the capacity of their members to gain basic literacy and computer skills as well as become effective community and social justice movement leaders. “Through our computer lab we attempt to counteract the digital divide between the homeless and the housed,” they say. For example, public libraries only provide 45 minutes per day to use a computer. But the homeless, who rarely have personal

“I am creating my own media.”

computers or phones, need to go on-line to search for jobs and communicate with friends and family. PTH is the only organization in New York City that provides the space and resources for a computer lab.

“I’m *finally* learning how to use a computer,” said PTH member Pedro Cabrera. Added housing campaign leader Marcus Moore, “I’ve benefited from the PTH computer lab in that I’ve learned how to build content on my blog. I’ve learned how to network with other activists around the country, and I am creating my own media.”

The digital divide is still alive and well, but organizers everywhere are very creative and determined in their search for affordable, accessible and socially useful solutions to not only the access issues, but also the strategic community and movement building capabilities of web 2.0 technology. ■