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National Center for Race Amity Five Year Prospectus: 2024-2029

April 2024

BOSTON
National Center for Race Amity
100 Powder Mill Road, Suite 245
Acton, MA 01720

ATLANTA
National Race Amity Institute
1270 Caroline Street, D120, #475
Atlanta, GA 30307

CHICAGO
National Center for Race Amity
805 Greenwood St.
Evanston, IL 60201

**So powerful is the light of unity
that it can illuminate the whole earth!**

— from the Bahá'í Writings

Overview

The National Center for Race Amity (NCRA) is a Boston-based 501c(3) nonprofit organization that works to advance the national Race Amity Movement, initiated at the nation's founding and which traces its modern-day inspiration to the first National Race Amity Convention organized in 1921. Now in its 15th year, NCRA's overarching mission is to move the public discourse on race beyond the blame-grievance-rejection framework to one that recognizes and celebrates our ability to overcome racial prejudice and advance access and equity through association, amity, friendships and collaborative action.

Established in 2010, the National Center for Race Amity is a nonprofit organization dedicated to advancing access, equity and social justice by promoting race amity as the cornerstone of building a just and inclusive society. Our work is rooted in the belief and historic facts that meaningful connections and relationships across racial lines are essential for addressing systemic inequalities and fostering social change.

Programs and Initiatives

National Race Amity Institute (NRAI)

A groundbreaking celebration was held on July 11, 2023 for the National Race Amity Institute (NRAI) in Atlanta. Envisioned as a center of research, education, training, youth outreach and the arts, NRAI will be the anchor tenant in the *Be on Edgewood* community complex in Atlanta's historic Sweet Auburn District, only two blocks from the Martin Luther King Jr. National Historical Park and the historic Ebenezer Baptist Church. The groundbreaking was attended by Fulton County Commission Chairman Rob Pitts, representatives of Invest Atlanta, and dozens of community leaders. Atlanta-based Yavari Development LLC, a Bahá'í-inspired organization, is providing philanthropic support to the project along with individual donors. The City of Atlanta's Invest Atlanta Office provided a \$1.45 million grant for renovation and construction of the 8,000 square-foot facility, which will open in Fall 2024. The NRAI will occupy 3000 square feet of the facility, including a seminar room and exhibit hall for year-round programs. *Be on Edgewood* will also have a 180-seat auditorium and office space for local minority and women-owned businesses and nonprofits. The Institute's core program offerings will be

- *Transformational Not Informational: A Program Assisting Business Leaders to Bridge the Racial Divide* developed by Idea Connections Systems and Udarta Consulting;
- Middle School Race Amity Theater Project featuring the award winning plays *Ann And Emmett* by Janet Langhart Cohen and *Xerona and The Grand Dragon X* by playwright Jacqui Parker, commission by the National Center for Race Amity;
- *UnityWorks*™ Curriculum and Teacher Training Program;

- *Campus Conversations on Race – A Talk Worth Having* training program for college administrative and student leaders;
- *Race Amity Leadership Academy Development Program Training for Middle and High School Students* for use by youth service organization leaders;
- *The Race Amity Movement Research Center*, a live and virtual college, for credit research offering for college students.
- Co-production of documentary films with curriculum for the series of programs *Race Amity and The Other Tradition* for educational use.

Current status: The National Race Institute renovation/construction will be completed in June 2024 and the National Race Amity Institute will have its grand opening in October 2024. Each of the above programs has been piloted or is in planning and will be gradually phased in starting in January 2025.

Five-Year Goal: Beginning in early 2025, NRAI will phase in two or more of the program initiatives annually with all six of the core program initiatives being effectively underway by 2029.

National Race Amity Conference

NCRA’s flagship initiative, the annual National Race Amity Conference, is held in Boston and Atlanta on alternate years. Generally held in November each year, the conference brings together prominent authors, thought leaders, activists, students, and others who share practical experience and learning through intellectual and artistic cross pollination that harness interracial association and partnerships in pursuit of access, equity and social justice.

Current status: The National Race Amity Conference is presently held once annually alternating between Atlanta and Boston.

Five-Year Goal: By 2029 the goal is to establish four regional Race Amity Conferences in addition to the annual national conference.

Race Amity Medal of Honor Program

The Race Amity Medal of Honor has been presented at the opening event at the annual National Race Amity Conference since 2011. It recognizes and honors individuals who have demonstrated an exceptional commitment to advancing access and equity in society through interracial friendships.

Current status: Over the past fourteen years, the Race Amity Medal of Honor has been presented to 57 individuals and organizations nationally and internationally. Honorees are listed below by year:

2013: Dwight Allen, Ed.D., Educator, Dean of the School of Education, U Mass Amherst; Ken Burns, Historian and Documentary Filmmaker; Xernona Clayton, Founder, Trumpet Awards; Peggy McIntosh, Ph.D., Educator and Anti-Racist Advocate; Thomas Menino, Mayor of City of Boston; Luis Gilberto Murrillo, Governor, Choco, Colombia; Deval Patrick, Governor, Massachusetts; Colette Phillips, Founder, Get Konnected; William F. Winter, Governor, Mississippi **2014:** Dolores Huerta, Co-Founder, United Farm Workers; Jackie Jenkins-Scott, MSW, Educator, President, Wheelock College; Hubie Jones, Educator, Founder Boston Children’s

Choir and City Year; Viola Liuzzo, Civil Rights Activist and Martyr; Patricia Locke, Ph.D., Educator, Founder American Indian College System, McArthur Fellow; Beverly Morgan Welch, Director, Museum of African American History/African Meeting House
2015: Sylvia Farrell Jones, J.D.; President/CEO YW Boston; Doug Mitchell, Founder, Next Generation Radio; Don Mullan, Author/Filmmaker and Founder Hope Initiatives International; Howard Ross, Author and Activist; Margaret Stern Strom, Founder, Facing History in Ourselves; William Grant Still, Composer and Conductor; Richard W. Thomas, Ph.D., Historian, Author and definer of The Other Tradition **2016:** Liz Cheng, Manager WGBH Television and CEO World Channel; Ben Cohen, Co-Founder, Ben and Jerry's Ice Cream; William E. Davis III, J.D., Founder, DPK Consulting, Administrator California Court Systems; Jean McGuire, Educator and Executive Director of METCO, Inc.; Charles Ogletree, Educator and Attorney; Robert Rivers, President, Eastern Bank; Nancy Stager, Exec. VP of Human Resources, Eastern Bank **2017:** Ashley Bryan, Artist and Educator; Raymond S. Elliott, Civil Rights Activist; Dawn Frazier-Bohnert, VP Diversity and Inclusion, Liberty Mutual Insurance Companies; Robert Liekind, Director, American Jewish Committee New England; Rev. David Purdy, Activist and Author; Pamela Chatterton Purdy, Artist **2018:** Barbara Madeloni, Ph.D., President, Massachusetts Teachers Association; Dorothy Nelson, J.D., Judge, 9th US Circuit Court of Appeals; Yvonne Spicer, Ed.D., Mayor, City of Framingham, MA.; Rev. Nancy Taylor, Ph.D., Senior Minister, Old South Church, Boston **2019:** Honorable Michael Higgins, President of Ireland; Robert Rosenfeld, CEO and Founder of Idea Connection Systems and Mosaic Partnerships; Cherry Steinwender, Co-Founder, Institutes for the Healing of Racism; Timothy Wise, Anti-Racist Educator and Author **2020:** William E. Cohen, J.D., Co-Founder, Race & Reconciliation in America and Former US Secretary of Defense; Janet Langhart Cohen, Journalist, Playwright and Activist, Co-Founder, Race & Reconciliation in America; Mitch Landreau, Founder, E Pluribus Unum Fund and Former Mayor of New Orleans **2021:** Ireland National Men's Lacrosse Team; Iroquois Nationals Men's Lacrosse Team; Layli Miller-Muro, J.D., Founder, Tahiri Justice Center; Cornel West, J.D., Philosopher and Civil Rights Activist **2022:** Johnnetta Betsch Cole, PhD, CEO/President Emeritus of the National Council of Negro Women; Paul Chavez, President of the Cesar Chavez Foundation; Fred Ross, Jr., Labor organizer and co-founder of Neighbor to Neighbor **2023:** John Calipari, University of Kentucky Basketball Coach; Robert C. Henderson, Fortune 500 management and diversity consultant; Debby Irving, Best-selling author and social activist; Steve Sarowitz Philanthropist and Entrepreneur

Five-Year Goal: To continue the Medal of Honor Awards program at the National Race Amity Conference each year and expand it to the Regional Race Amity conferences as they come online.

Plans for Creation of Local NCRA Chapters

This year, NCRA continued to develop a legal framework for the formation of local chapters of the National Center for Race Amity. This framework will provide a greater measure of resources, stability and support for the many groups of race amity activists across the country. The formation of chapters will be publicly announced in Fall 2024 and pilot chapters will be enrolled in early 2025

Current status: Legal framework for NCRA Chapters being developed with NCRA's pro-bono legal firm, Ropes & Gray LLP.

Five-Year Goal: To have 20 functioning chapters by 2029.

Race Amity Day

NCRA continues its long-standing effort to establish Race Amity Day as a national commemorative day on the second Sunday in June. The Race Amity Day initiative seeks to expand the number of state, county and municipal proclamations of Race Amity Day and to encourage a wide range of grassroots celebrations and observances. In 2016 the U.S. Senate unanimously passed a bipartisan resolution designating June 12, 2016 as the national day of racial amity and reconciliation. **[S.Res 491]**

Current status: At the state level, four states have established Race Amity Day in perpetuity, while three other states have proclaimed Race Amity Day on at least one occasion. Nearly 60

cities and counties in 17 states have also issued Race Amity Day proclamations. Over the years, more than 100 local communities have held Race Amity Day observances in nearly every state of the union.

Five-Year Goal: To increase the number of local Race Amity Day observances to 200, to increase the number of state proclamations to 10, and to have the U.S. Congress pass a Joint Resolution establishing Race Amity Day in perpetuity.

Boston Race Amity Arts and Music Festival

The first annual Boston Race Amity Arts and Music Festival (BRAAM Fest) was held July 30, 2022. The second BRAAM Fest was on July 29, 2023. Both events as well as future BRAAM Fest events will be held in Boston's famed Faneuil Hall Marketplace, the fourth most-visited tourist site in the United States, with 50,000-75,000 visitors on a typical summer Saturday. The Festival celebrates and promotes cross-racial friendship with live music; an interactive, community art project; and free ice cream from festival co-sponsor Boston Scoops (Ben and Jerry's Ice Cream).

Current status: BRAAM Fest will be held in Faneuil Hall Marketplace on Saturday, July 27, 2024. The festival will include a guest appearance by actor and musician Penn Badgley (star of the television series *You* and *Gossip Girls*).

Five-Year Goal: To export the BRAAM Fest model to 6 other cities including Atlanta by 2029.

Race Amity Leadership Symposiums

Race Amity Leadership Symposiums were initiated in 2023 with the goal of engaging corporate, educational and nonprofit leaders in discussion of concepts around unconscious bias and promoting conversations on race at top leadership levels. NCRA board member Howard Ross led the inaugural Symposium in Boston.

Current status: In 2024, Leadership Symposiums will be offered in Atlanta as well as Boston. Mr. Ross will offer the symposium in Atlanta. The Boston symposium will be offered by another NCRA board member, award-winning NPR and CNN journalist and author Celeste Headlee (*We Need to Talk: How to Have Conversations That Matter*).

Five-Year Goal: To continue annual Symposiums in Boston and Atlanta and expand the model to 4 additional cities.

Race Amity Leadership Academy

The Race Amity Leadership Academy (RALA) provides high-school sophomores, juniors and seniors with powerful interracial and inter-cultural experiences—including field trips, speakers, media experiences and service projects—on Saturdays during the school year. They are mentored by college students who serve as Dwight W. Allen Race Amity Fellows, named for famed educator Dwight W. Allen, Ed.D. of the University of Massachusetts, Amherst.

Current status: The program was piloted in 2018 at Wheelock College and in 2023 with RALA Fellows from Roxbury Community College in Boston and youth from the Greater Boston Boys and Girls Clubs.

Five-Year Goal: Experience gained through the pilots will be used in developing a live and virtual RALA Training Program for organizations serving middle and high school students to be offered through the National Race Amity Institute in Atlanta during 2026. The goal is to have RALA programs in 5 to 10 cities by 2029.

Co-production of documentary films with curriculum for the series *Race Amity and The Other Tradition* for educational use.

NCRA understands the power and reach of television in education and messaging. It has used its familiarity in this sector over the years and will continue to feature it as a resource in impacting the national discourse on race.

Current status: NCRA has co-produced with WHS Media Production LLC several nationally broadcast programs on public television. The initial one-hour program, *An American Story: Race Amity and The Other Tradition*, was accompanied by a Teacher’s Guide and disseminated to over 600 middle schools and high schools. The documentary also received the Los Angeles Film Festival Best Documentary Award. As a follow-up to the initial documentary, NCRA continued teaming up with WHS Media Productions to produce a series of five half-hour programs on *Race Amity and The Other Tradition*, which aired nationally on public television stations.

Five-Year Goal: The goal is to develop Teacher’s Guides for the five half-hour program series in 2025 and produce two new half-hour programs for broadcast in 2026.

National Center for Race Amity Impact and Outcomes 2024-2029

NCRA projects to have an impact on millions of Americans through educational, media, legislative, and community programs and activities over the next 5 years. During this 5-year time frame, NCRA will develop a database to statistically track the exposure and impact of activities in the Race Amity Movement. The end goal will be a summary report in 2030 on the impact and outcomes of the programs conducted by the National Center for Race Amity. Assistance on formulating this 5-year report will be sought from professionals in the field of data analysis and assessment, particularly with regard to policy and practices in the field of race relations.

Financial Overview

Revenue sources: Grants, donations, sponsorships, and earned income.

Annual budget: The NCRA budget for 2024 is \$1.1 million. The budget is projected to increase by 10-12% annually through 2029.

NCRA Financing

NCRA seeks financial underwriting through three portals:

- Portal 1. Establish a \$5 million NCRA Endowment Fund over two years (2025-2026). The NCRA Endowment will support half of NCRA's projected core annual operating budget.
- Portal 2. NCRA will establish a Development Office in 2026 whose charge will be to generate 500K annually to complement the income from the NCRA Endowment Fund.
- Portal 3. NCRA will generate 500K in 2024/2025 from naming rights at the National Race Amity Institute in Atlanta. A NRAI naming rights brochure is in the Appendix to this prospectus and can be viewed online at www.raceamity.org/initiatives/national-race-amity-institute/naming-opportunities

Contact

For questions and inquiries on this Prospectus or to make a donation, please contact the following members of the NCRA Development Committee:

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