

Security to Wellbeing Framework:

A Tool for Direct Service Organizations
Moving Towards Social Change

December 7th, 2023



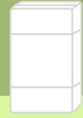
Building Movement Project

Activating Nonprofits | Fueling Change

Building Blocks for Change

A Race Equity Assessment
By Building Movement Project

FRAMEWORKS



PRACTICES

MOVEMENT LEADERSHIP



At the Frontlines:
Nonprofits Led by People of Color
Confront COVID-19 and Structural Racism



ABOUT THE

Building Movement Project

buildingmovement.org

Agenda

- Welcome and Overview of Webinar
- Summary of the Security to Wellbeing Framework
- Independent Sector: Nonprofits & Social Change Work
- Moderated Panel Discussion & Audience Q&A
- Closing & Next Steps



How was it created?



FROM SECURITY TO WELL-BEING: A Theory of Social Change for Service Nonprofits

Scale from **SECURITY** to **WELL-BEING** is not based on a checklist, **IT'S RELATIVE**

SOCIAL GOOD

SECURITY

- Shelter
- Food
- Clothes
- Transportation
- Freedom from Being Targeted

FEAR & SCARCITY

PERSONAL RESOURCES

- Self-Identity
- Sense of Community
- Emotional / Physical Health (to heal from trauma)
- Feeling Respected
- Potential to Grow / Contribute

MEDIATING SYSTEMS / STRUCTURES

- Good Jobs with Benefits
- Legal Status
- Educational Opportunity
- Access to Community Resources

WELL-BEING

- Sense of Place
- Agency
- Build on Strengths
- Culture/Identity Honored

TRUST & ABUNDANCE

Socio-Political Environment: the broader landscape impacts sense of security / well-being

BROAD SOCIAL CHANGE

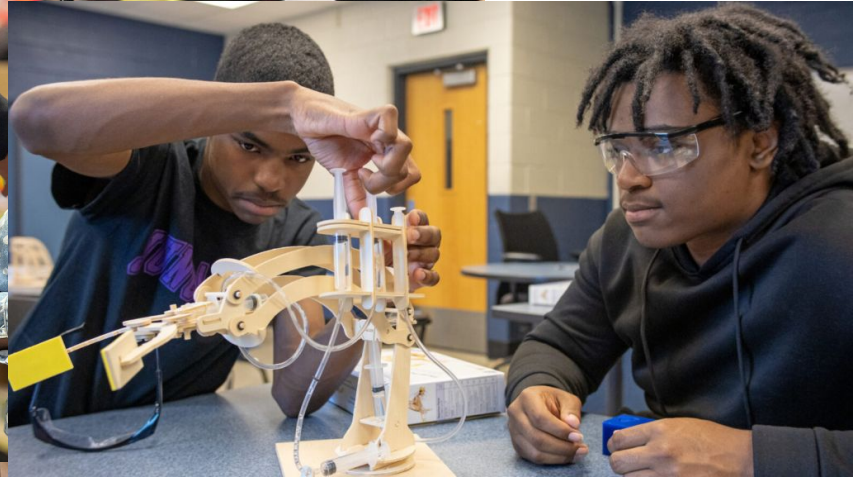


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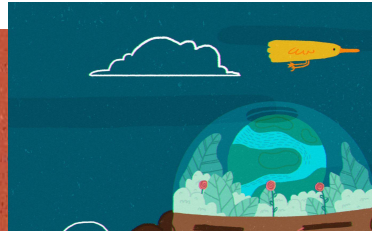
DIFFERENCE BETWEEN SECURITY & WELLBEING

SECURITY



DIFFERENCE BETWEEN SECURITY & WELLBEING

WELLBEING



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The AVC's of Becoming a Service and Social Change Organization

Internal Alignment

Leadership, staff and board know the social change priorities for the organizations - engage and dedicate resources to them

Client Voice

Clients know that their experiences and opinions are important - they are centered and given agency to lead and shape social change work

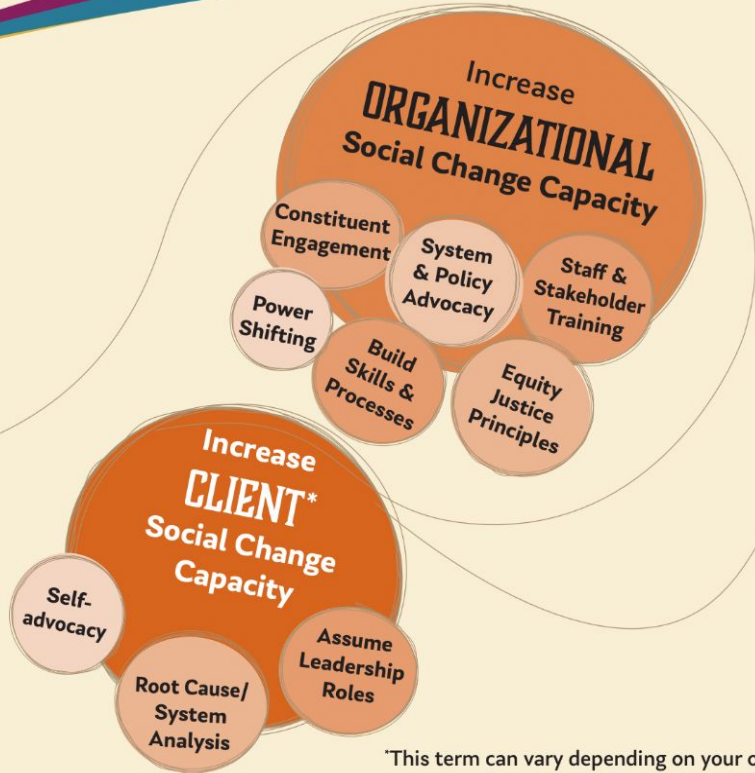
Collective Action

Making connections and developing relationships in your ecosystem to leverage assets and build collective power

BECOMING A SERVICE & SOCIAL CHANGE ORGANIZATION

**PROVIDING
RESOURCES**

Collaboration



**Intentional
Alliance
Building**

**BROAD
SOCIAL CHANGE**

*This term can vary depending on your organization

Goals of the Tool

- Support organizations in starting or expanding their social change work in alignment with their own mission, values, and capacity
- Deepen organization's relationships with community stakeholders, staff & board, and the constituents they service
- Tap into the power that organizations and their constituents have to affect broad social change in their communities
- Shift the narrative and belief that they have to be neutral or passive when it comes to changing systemic & institutional issues



WHY NOW?





The Current State of Nonprofit Advocacy and Public Engagement

[INDEPENDENTSECTOR.ORG/POLICY/ADVOCACY-RESEARCH](https://independentsector.org/policy/advocacy-research)

Methodology

- Nationally Representative Survey of 501 (c)(3) nonprofits (excluding “Eds and Meds”)
 - NCCS Core 990 Public Charity File (2018)
 - Total Revenue \geq \$50,000
 - Stratified by Org Size Categories, Subsector (NTEE), and State
- Online Survey fielded July 2022 – December 2022
 - 2,282 completed surveys
 - Weighted to be representative of the sector



Definitions Used in the Survey

Lobbying involves taking a position on specific legislation (local, state, or federal level) and communicating this position to legislators or their staff, either directly or indirectly.

Policy advocacy involves attempting to influence government policy at the local, state, or federal level. This may include lobbying, but it also involves educational and information-sharing activities such as sponsoring events to raise public awareness of an issue, conducting research, educating the public about policies that affect your organization, or participating in coalitions.

Key Findings

31%

A significantly lower proportion of nonprofits report advocating or lobbying compared to 20 years ago.

Only **31%** of nonprofits report engaging in advocacy or lobbying over the last five years, which is **less than half** of the percentage of nonprofits that reported ever lobbying in 2000 (74%).

70%

Mission plays the largest role in determining nonprofit advocacy and lobbying.

Approximately **70%** of policy-engaged nonprofits report their mission encourages their policy engagement. Among nonprofits that do not engage in policy, 56% report policy engagement does not apply to their mission.

32%

Today, significantly fewer nonprofits know the advocacy activities they can legally do, compared to 20 years ago.

In 2000, over half of 501(c)(3) public charities (54%) knew they could support or oppose federal legislation. Today, **only 32%** of nonprofits are aware of that fact.

13%

Only **13%** of nonprofits conduct nonpartisan activities to help people vote.

Among nonprofits that advocate, **1 in 5** provide people with nonpartisan voter information.

57%

Nonprofits that belong to collaborative groups advocate at higher rates than those that are not members.

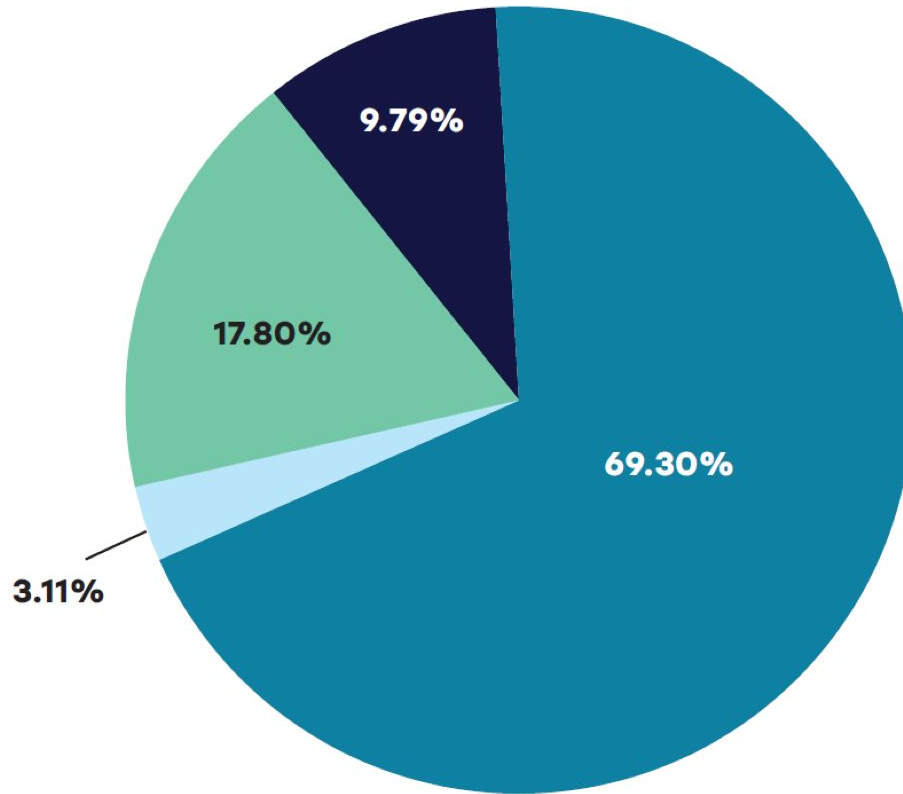
Of nonprofits that belong to local, state, or national coalitions, **57%** advocate or lobby, compared to only 12% of nonprofits that do not belong to such coalitions.

36%

Although a majority of nonprofits have a diversity, equity, and inclusion (DEI) statement, **only 36%** engage in policy activities to create more equitable systems.

However, policy-engaged nonprofits' investment of time and resources in DEI activities is **much higher** than for non-policy-engaged nonprofits.

Advocacy/Lobbying Engagement

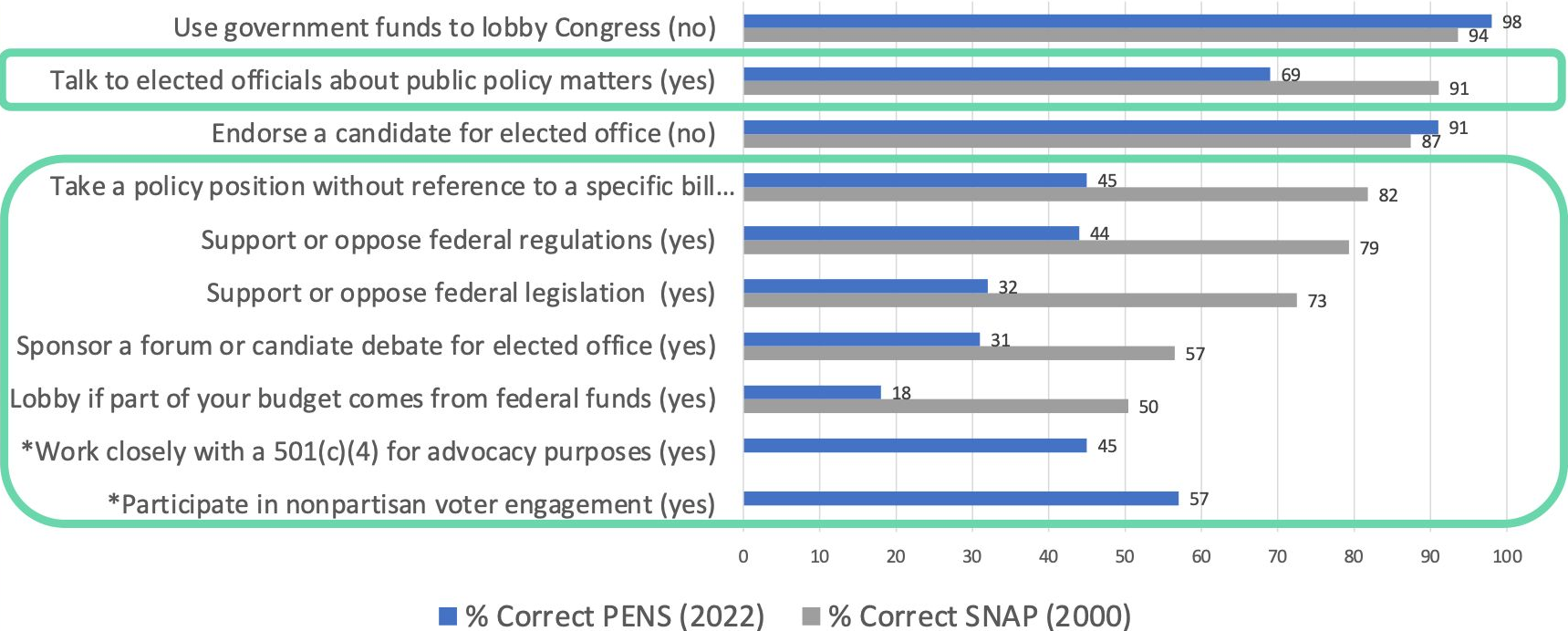


- Engaged in Both Advocacy and Lobbying
- Advocacy but No Lobbying
- Lobbying but No Advocacy
- Neither Advocacy Nor Lobbying

Source: Based on the answers to the questions, "Did your organization engage in any lobbying efforts on behalf of your constituents or your organization?" and "Did your organization engage in any policy advocacy other than lobbying on behalf of your constituents or your organization?" The respondents were expected to answer YES or NO to these questions. Number of observations = 2,275.

Comparison of Nonprofit Legal Understanding (2022 vs. 2000)

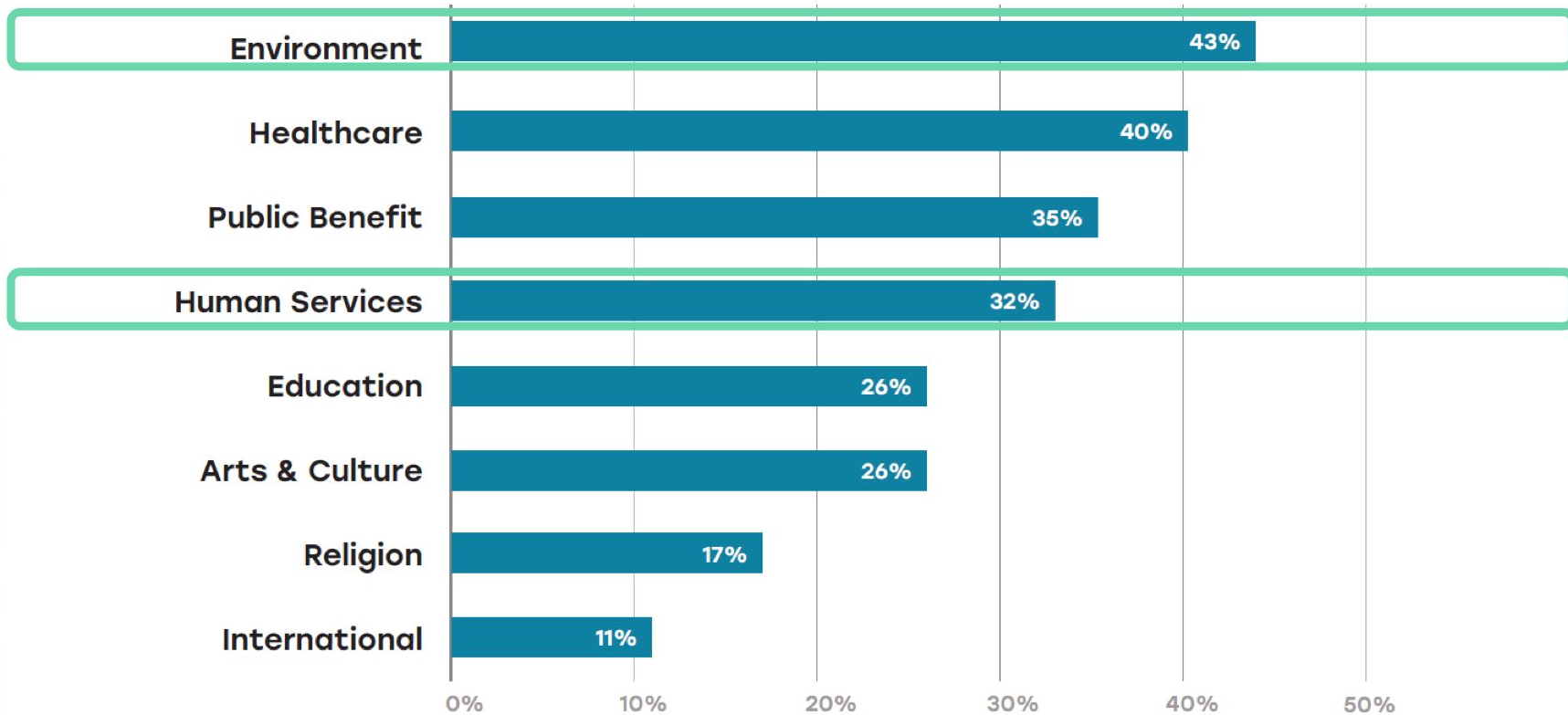
Can your organization...



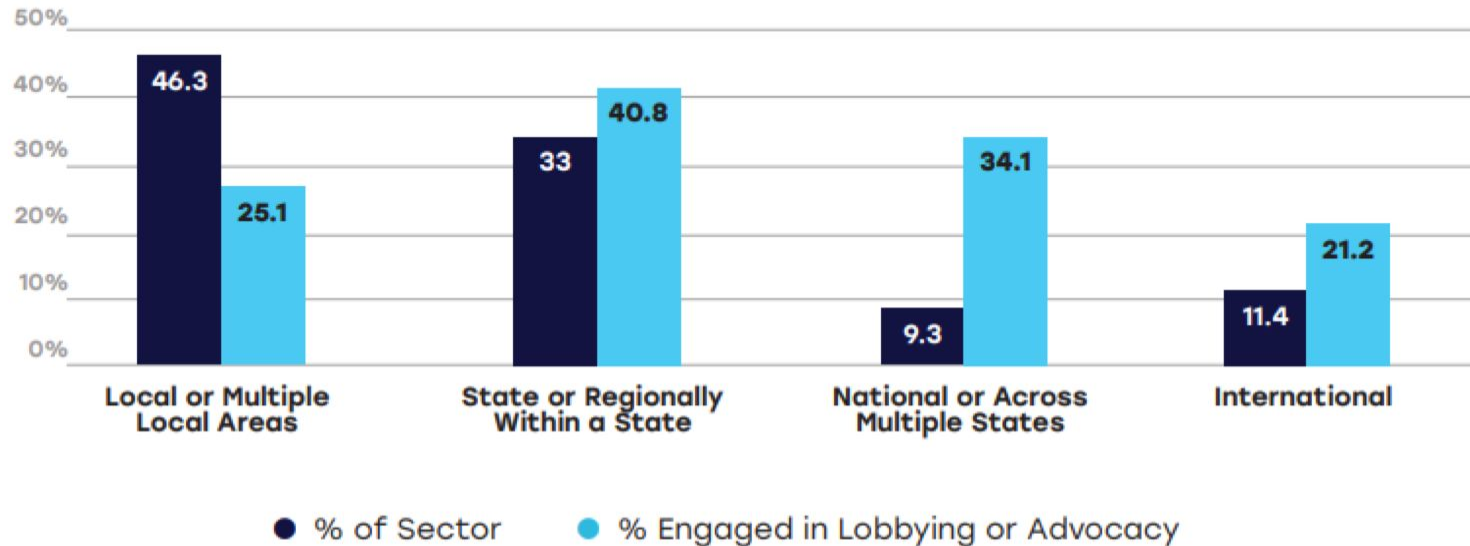
■ % Correct PENS (2022) ■ % Correct SNAP (2000)



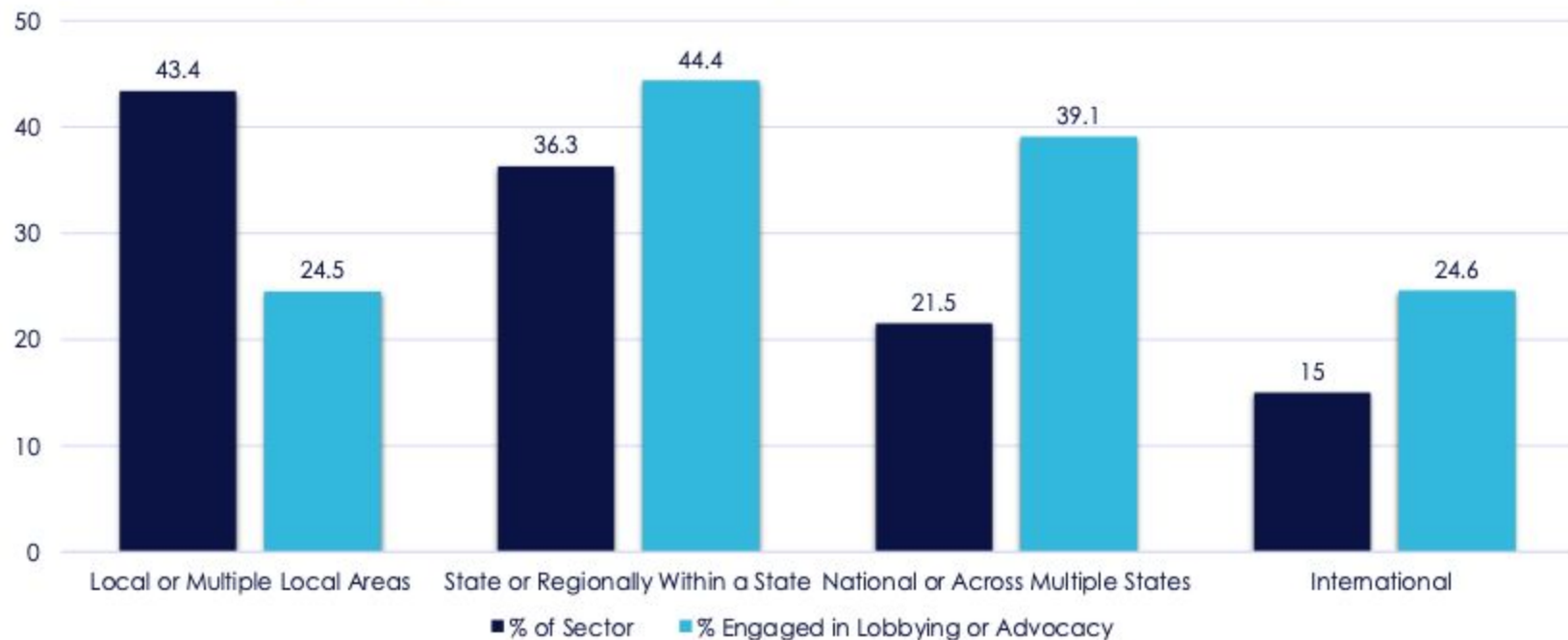
Advocacy/Lobbying Engagement by Subsector



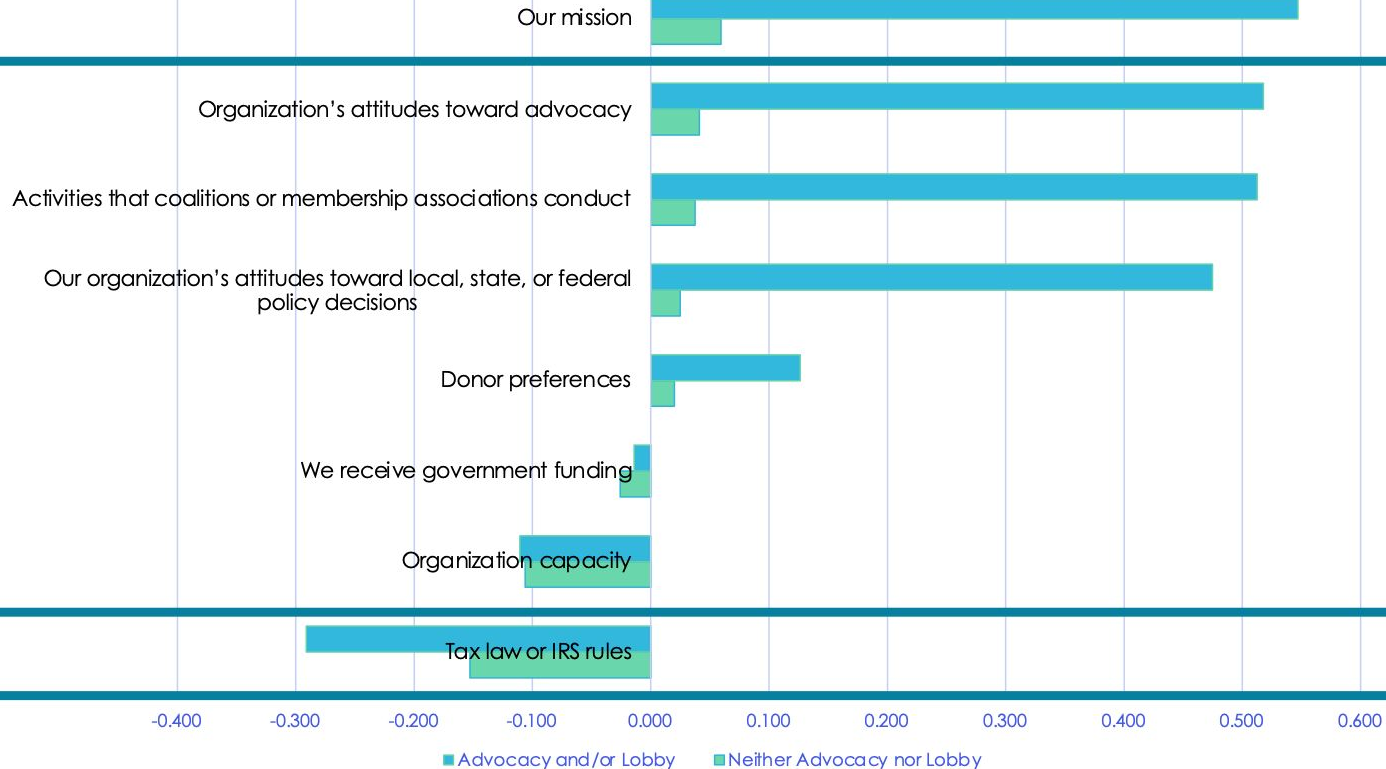
Advocacy/Lobbying Engagement by Geographic Scope of Programs



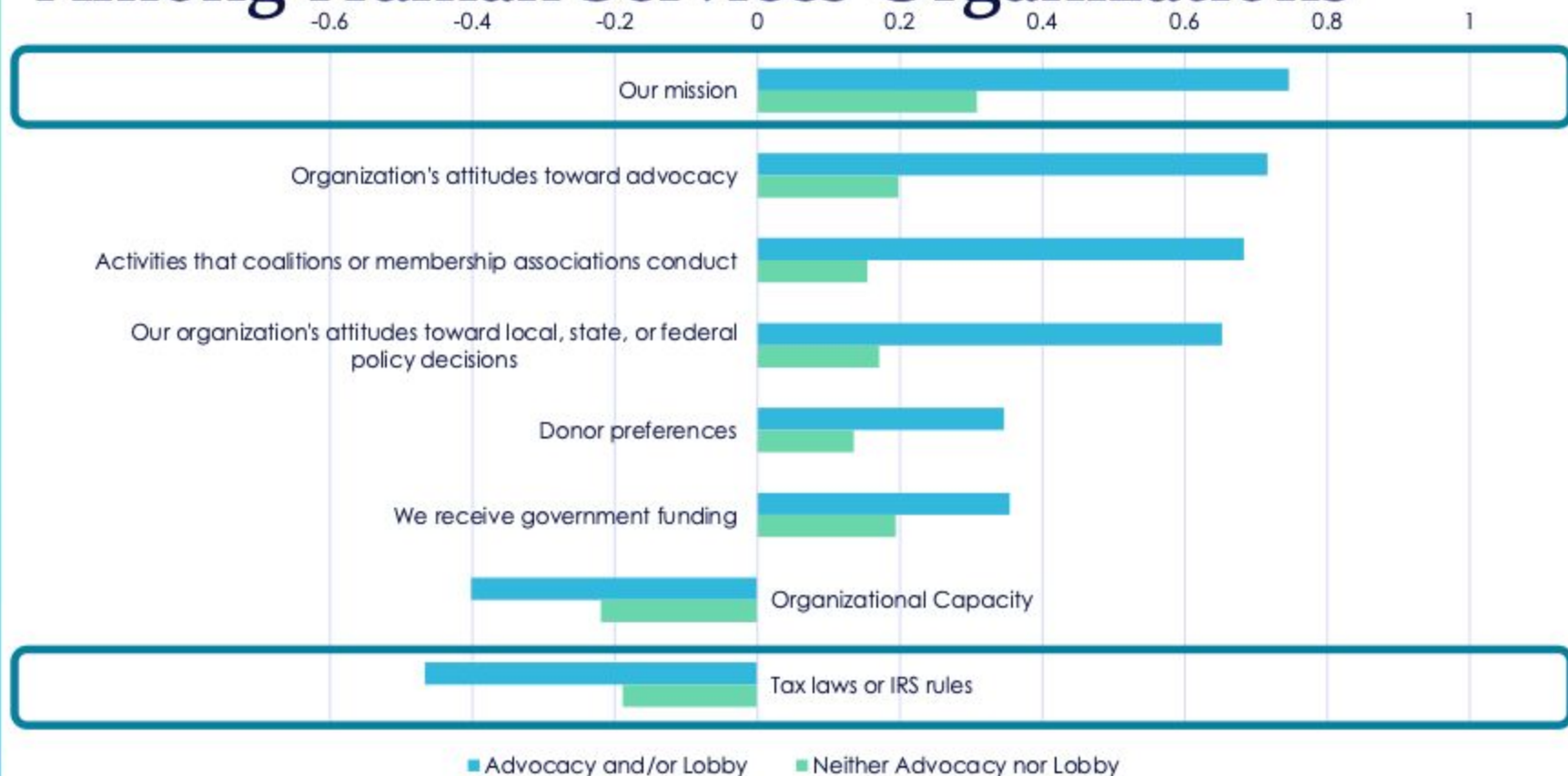
Advocacy/Lobbying Engagement among Human Services organizations by Geographic Scope of Programs



Motivating and Discouraging Factors



Motivating and Discouraging Factors Among Human Services Organizations



Nonpartisan Elections Engagement

Only 1 out of 7 nonprofits (13.8%) conduct nonpartisan activities to help people vote

- 8% Voter Education
- 8% GOTV
- 5% Voter registration
- 3% Ballot initiatives

		% Engaged (Weighted Mean)				
	Advocacy or Lobbying	Any Elections Work	Voter Education	Get Out The Vote	Voter Registration	Ballot Initiatives
All Nonprofits	30.7%	13.8%	8.2%	7.7%	4.7%	2.6%
Nonprofits if Advocacy/Lobbying = Y	100%	32.1%	20.4%	17.9%	11.5%	7.7%



Nonpartisan Elections Engagement

Only 1 out of 7 human services organizations (13.4%) conduct nonpartisan activities to help people vote

8% Voter Education

8% GOTV

5% Voter registration

3% Ballot initiatives

		% Engaged (Weighted Mean)				
	Advocacy or Lobbying	Any Elections Work	Voter Education	Get Out The Vote	Voter Registration	Ballot Initiatives
All Human Services	32.2%	13.4%	7.5%	7.5%	4.9%	2.6%
Human Services if Advocacy/Lobbying = Y	100%	32.2%	18.7%	16.9%	12.6%	7.8%

Nonprofits must engage in advocacy to share our stories of impact, community need and how we can help solve critical social issues. Being advocates, and engaging others in civic life, helps ensure that every individual and family, regardless of their background or where they live, has the support they need to thrive. Our sector must engage in advocacy if we want to drive real change and equity for all.

Suzanne McCormick

PRESIDENT AND CEO, YMCA OF THE USA



PANEL DISCUSSION



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Mercedes Brown

*Director, Race Equity
Assessment*



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OUR PANEL



Mileyka Burgos
Allapattah
Collaborative



Hope Williams
Sustainable Economies
Law Center



Micaela Oer
Hispanic Interest
Coalition of Alabama



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Ways to get involved and learn more:

- Request a 1:1 with BMP to learn more about the framework & planned cohort
- Visit our Cohort Blog to learn more
- Reach out with questions
- Apply to join the cohort

COMMUNITY OF PRACTICE OPPORTUNITY



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APPLY TO JOIN THE COHORT!

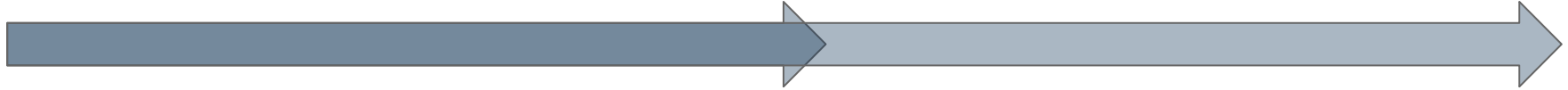
- Open to Direct Service Organizations who want to introduce or increase their social change work
- Learn about and identify ways to implement the 4 key strategies of the framework
- Connect across issue areas with other providers and gain a community of support for the work ahead
- **Applications due by January 19th, 2024**



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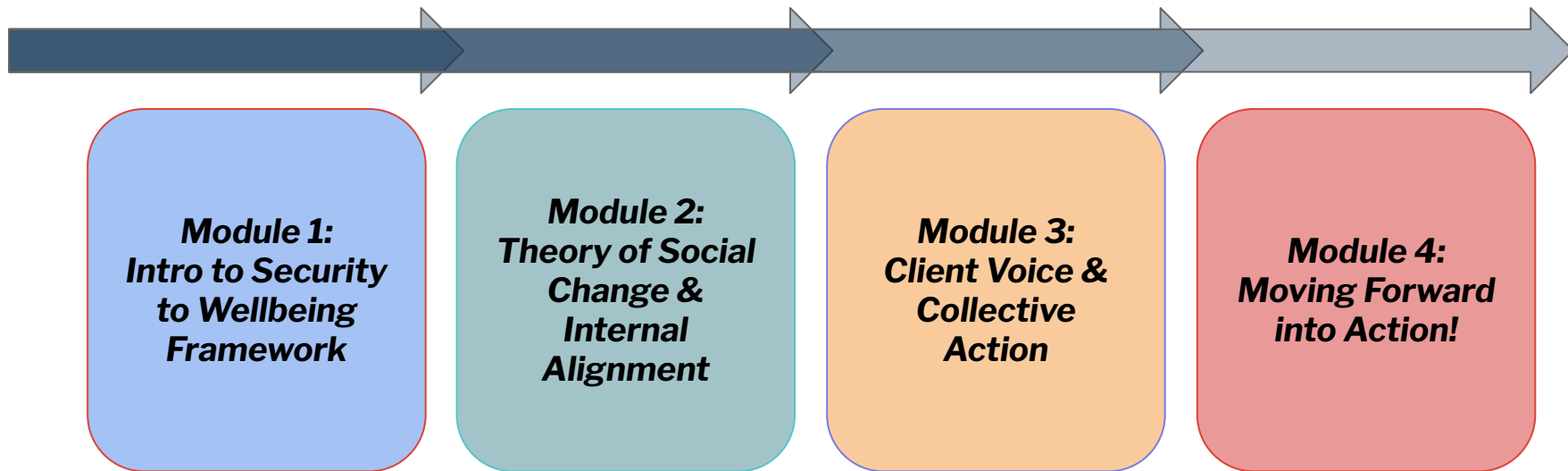
Schedule



SESSIONS
MARCH 2024 - MAY 2024
1 Session, every 3 weeks

TECHNICAL ASSISTANCE
MAY 2024 - JULY 2024
High and low touch, individualized support

Series Overview



THANK YOU & LET'S TALK!

Héctor Malvido

Senior Manager, Partnerships

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To learn more about the Community of Practice Opportunity:

Security to Wellbeing Cohort Blog: bit.ly/SWB-Cohort1

SWB Cohort FAQ: bit.ly/SWB-faq

Independent Sector Report:

independentsector.org/policy/advocacy-research/

Website:

BuildingMovement.org

Twitter:

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