

TO: Colleagues in philanthropy

FROM: Barbara Picower, The JPB Foundation
La June Montgomery Tabron, W.K. Kellogg Foundation
Darren Walker, Ford Foundation

DATE: April 27, 2021

RE: Support for fair redistricting

Dear colleagues:

We appreciate how many funders came together to promote a fair and accurate census count. The unprecedented national collaboration raised over \$100 million to support outreach, communications and advocacy efforts that led to robust public participation in one of the most challenging environments ever for the decennial census. Funders across a spectrum of interests contributed with an understanding of the census' importance for both the allocation of federal and state resources as well as its foundational use in determining representation in our governing bodies.

The nation is about to embark on the next step after the census – redistricting – a process that will determine whether or not communities are fairly and equitably represented for the decade ahead. As you know, electoral district maps influence resources and policies for education, health care, job development, infrastructure, the justice system, the environment and numerous other arenas affecting people's lives.

For every issue to which funders are dedicated, redistricting matters. For foundations putting equity front and center, fair representation is at the core of these efforts.

We represent foundations working collaboratively with national and state partners to ensure that communities are fairly represented through the upcoming redistricting and we have identified a \$10 million gap to fill for the pooled fund to support critical efforts.

Fair and equitable redistricting requires the involvement of historically underrepresented communities so that community interests – rather than partisan concerns or incumbent protection – are at the center of electoral mapping processes. Developing fair maps require organizing and legal expertise, data analysis and mapping tools. A range of 501(c)(3) activities are the heart of community-centered redistricting.

Roughly 40 funders have come together to support a national plan developed by funders and stakeholders for community-centered redistricting, called Fair Representation in Redistricting. Roughly \$20 million has already been raised to get the work going, but more will be needed through 2022.

Because so much is at stake, each of our foundations has pledged at least \$2 million this year to support the Fair Representation in Redistricting initiative. We now ask you to help us meet the remaining \$10 million goal for the initiative's pooled fund.

Here are a few examples of what your dollars will support:

- Community organizing efforts in 14 priority states that are: 1) at particular risk of gerrymandering, including states previously protected under preclearance requirements of the Voting Rights Act, 2) with substantial demographic shifts and large populations of historically underrepresented communities, and 3) home to organizations with strong capacity (or growing capacities) to engage their networks and communities;
- Research, communications and advocacy to ensure that total population is used when drawing electoral districts (and not approaches that exclude non-citizens or children from being counted); and
- National support services, such as a Redistricting Data Hub and legal and digital support, to enable fair maps across all states.

This effort builds on the census funder collaborative that was so successful. Again, Gary Bass of the Bauman Foundation is chairing this redistricting funder collaborative; and this time, he is joined by Sanjiv Rao of the Ford Foundation. Again, there is a steering committee of funders guiding this initiative.

We encourage you to contribute to the Fair Representation in Redistricting initiative, housed at New Venture Fund, or make grants directly to organizations working in alignment with this larger effort. Each of us has colleagues deeply engaged in this work who are standing by ready to share information and answer questions. We have listed their contact information below.

Please join us and help us fill the \$10 million funding gap. Every grant – big and small – makes a difference.

For more information, please reach out to any of our colleagues:

Sanjiv Rao, Program Director, Ford Foundation; Co-Chair, Fair Representation in Redistricting, S.Rao@fordfoundation.org

Gary D. Bass, Executive Director, Bauman Foundation; Co-Chair, Fair Representation in Redistricting, GBass@baumanfoundation.org

Andrew Brower, Program Officer andrew.brower@wkkf.org; Alana Tomasita Moriarty, Communications Officer, Alana.Moriarty@wkkf.org; or Robb Gray, Director of Policy-Advocacy, robb.gray@wkkf.org, W.K. Kellogg Foundation

Angela Cheng, Senior Program Officer, The JPB Foundation, ACheng@jpbfoundation.org