Catalyzing a dramatic shift for a more diverse, inclusive & equitable future for all.

Introducing the Public Allies Racial Equity Campaign
Racism and inequity are built into our institutions and systems. The historic and too-often tragic events of recent times have further illuminated just how deeply embedded they are.

There is an urgent need for a redesign—from the ground up.
Over the next decade, the policies and systems we create and perpetuate will disproportionately shape the next century. **We must act quickly and decisively now** to help our country emerge from this transformation without the structural racism that pervades virtually every aspect of America today and continues to hinder democracy and the economic growth and stability of our nation.
At Public Allies, we know that equity requires a fundamental rethinking of leadership, including who leads and how they lead. The leaders of a just society will seek solutions with members of the community—not for them. Bringing America through this inflection point requires anti-racist leaders who have insight into a new way forward.

For three decades, Public Allies has been a pioneer in recruiting and developing equity-focused change makers. We have built a powerful network of more than 8,000 proximate-to-the-challenge leaders who bridge races, ethnicities, socioeconomic levels, and cultures.

Our leaders help address critical community needs. They are securing greater resources for K-12 education, breaking barriers in public service, organizing and legislating for police reform, and using art to heal the wounds caused by the COVID-19 pandemic.
Our Leaders

represent the communities that sit at the center of today’s economic, health, and justice crises:

80% of our Allies are people of color
60% identify as women
25% identify as LGBTQ
40% are non-degreed
70% serve in the communities from which they hail

Public Allies’ approach is unique for its attention to both individuals and institutions. Today, we continue to launch 700 Allies annually into the social change sector through our signature AmeriCorps apprenticeship program. Our alumni now hold roles ranging from elected officials to heads of foundations and organizations. They reflect three decades of systems redesigners, policy shapers, builders of inclusive cultures, and transformers of communities—ones that accept, value, and view the differences we all bring to the table as strengths.
Public Allies has the experience and expertise to catalyze a dramatic shift and ultimately create a more diverse, inclusive, and equitable future for all.

Meeting this moment—and ensuring sustainable change—will require four key elements:

- A deep, robust pipeline of proximate leaders.
- Systems change through the activation of a community-centered, equity focused network.
- An authentic and purposeful diversity, equity, inclusion, and anti-racist mindset across industries.
- Organizational Sustainability in the Near and Long-Term

In order for us to be the change agents the country needs, we need to strengthen our core program and accelerate our work. To that end, we are launching a $75M three-year comprehensive campaign.
A deep, robust pipeline of proximate leaders

Through our signature Ally program we are developing a pipeline of creative problem solvers that will impact our country for generations to come.

The leadership of our Allies has shaped cultures and changed policies. Our apprenticeship program has produced strong and long-lasting results for our Allies, the organizations that host them, and the broader communities and systems in which they serve.

Over the next three years, we will advance racial equity by supporting and strengthening our core program—and the pipeline of leaders it develops—in a number of ways:

Launch 2,100 Allies across the country to support capacity building and service delivery of BIPOC-led, community-based organizations.

Strategically deploy our Allies across the issues and sectors that can best accelerate the creation of equitable systems, including health equity, inclusive democracy, equitable justice, community and economic development, educational equity, and truth-telling and healing.
Enhance/update the Ally curriculum with new modules, such as: Equity-Centered Community Design, Anti-Racist Results-Based Accountability, Innovation for High Performing Organizations, and Social Justice from the Inside Out.

Assess placement organizations to identify what is required for an organization to be a healthy sponsor for Allies.

Establish and support communities of learning for Allies, staff, and partners to learn from/with each other in an ongoing way across sectors, issues, and geographies.

Increase the Ally stipend to a living wage so Allies can fully invest in their apprenticeships.

Help Allies more seamlessly transition to a successful future. Build and implement a pilot “bridge” model focused on 6–12 months post-apprenticeship to support the pipeline into employment, career advancing positions, and/or higher education (e.g., micro-credentialing).
Systems change through the activation of a community-centered, equity focused network

Public Allies has a base of thousands of alumni who embody the perspectives we need to lead the way in our country today. They are an established network of diverse leaders who can leverage their influence, mobilize others, and re-design our nation’s institutions from the ground up. And they are ready and willing to answer our call.

“To me, the job [with Public Allies] felt almost like a destiny. For the first time in my life, really, I felt I was doing something immediately meaningful, directly impacting the lives of others while also staying connected to both my city and my culture.”

– Michelle Obama, former First Lady and Executive Director, Public Allies, Chicago
Our alumni are able to react and respond to the most pressing issues in our communities in ways that others cannot. For instance:

In response to the COVID-19 crisis, the city of Milwaukee created seven civic response teams; four of the individuals in key leadership positions on this effort were Public Allies alumni. This included newly elected Milwaukee County Executive David Crowley (Milwaukee, ‘04), the first African American to be elected to that office.

The outcomes of activating this powerful network include:

A collaborative community of diverse, future-focused, equity-driven leaders in positions of influence to shape policy and change systems.

Leaders with the skill and commitment to build inclusive cultures in institutions across the country.

Increased accountability and responsiveness to community-driven agendas and organizers.
Over the next three years, Public Allies will make the following investments to support and mobilize our alumni community to help our country move through this transition:

Provide professional development to guide and accelerate our leaders’ journeys to positions of influence in the nonprofit, public, and philanthropic sectors.

Strategically mobilize our alumni base to pull local levers to solve community issues; provide the tools and support to fuel their success.

Launch a dedicated communications campaign, elevating the voices and stories of BIPOC and LGBTQ leaders in the national dialogue, increasing awareness of the impact they are making in their communities, and rewriting the narrative of what leadership in America looks like.

Build an alumni engagement platform to connect our leaders across the country, facilitating meaningful dialogue and expanding the knowledge of best practices.
An authentic and purposeful diversity, equity, inclusion, and anti-racist mindset across industries

In order to come through this transition with systems that work for and support everyone, we need to ensure that all institutions, industries, and sectors adopt more inclusive cultures. To do this, we must substantially increase the number of diverse and inclusive institutions and systems that demonstrate ongoing equity- and results-driven leadership practices. This can be done through providing essential tools, training, and support.
We will make the following investments to advance the conversation and facilitate this change:

Develop a comprehensive suite of products and services—based upon our proprietary curriculum focused on diversity, equity, inclusion, and anti-racism—designed to help organizations transition to becoming inclusive institutions.

Launch an awareness campaign, educating and engaging with organizations across the country whose participation would advance systemic change.

Provide these transformational services (training, coaching, consulting, etc.) to clients across multiple sectors, including corporate, foundation, public, and private.

Build new cross-site learning communities across organizations to create communities of support and to impact sectors as a whole.

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Organizational Sustainability in the Near and Long-Term

Navigating the volatile government funding landscape is challenging for any organization. As an original AmeriCorps program, this source of revenue is a vitally important part of Public Allies’ sustainability.

Unfortunately, in today’s environment, government funding is more and more challenging to rely on with all too frequent government shutdowns that disrupt the flow of capital.

These challenges make it imperative that Public Allies establish a constant stream of reserves to ensure we can meet our commitments to the communities we serve no matter the circumstances. Therefore, we are aiming to build a short-term sustainability pool of capital we can draw from when and if the need arises.

Our ability to remain a stable, well-resourced organization will be key to ensuring we can deliver on the goals set forth in this campaign and catalyze the dramatic shift towards a more diverse, inclusive and equitable future for all.
In this $75M three-year comprehensive campaign, every dollar raised counts toward our goal. We expect both private philanthropy and government funds to play a major role in this campaign.

+ We have set a goal of raising $39M in philanthropy.
+ We have a strong partnership with AmeriCorps and aim to secure $36M in government grants.

To achieve the goals outlined above over the next three years we are roughly aiming to allocate dollars raised as follows:

+ 51% to our core Ally program.
+ 21% to formalizing and accelerating the work we are doing with alumni.
+ 10% to launching our inclusive cultures work of our core Ally program.
+ 18% to ensure the sustainability of Public Allies.
Public Allies’ mission is to create a just and equitable society and the diverse leadership to sustain it. This mission is rooted in a commitment to the most vulnerable populations and to a redesign of the systems that fail to serve them. As a well-established leader actively advancing racial equity in America, we invite you to join us.