

# The Case for Funding in the South

**As the South Goes, so Goes the Nation**

**Investing in the South is essential if we want to win a better future for all.** The South is home to more than one-third of the country's population, including many of its fastest growing cities and regions.

The South is also the proving ground for some of the nation's most regressive public policies. In the Midwest, wages are too low to support working families because of anti-labor legislation exported from Southern states. The policies and practices of the Jim Crow-era South have been adapted to harass immigrants in the Southwest. Anti-abortion laws passed in the South are aimed at overturning *Roe v. Wade*.

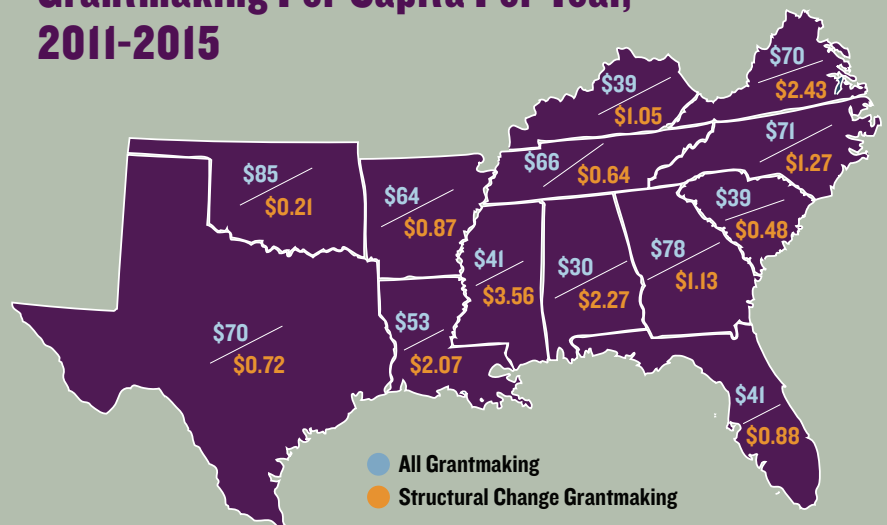
**Individual philanthropists have the opportunity to fuel new movements born in the South that can transform the nation.**

## Traditional Philanthropy: Missing in Action

Between 2011-2015, foundations invested **56¢ per person in the South for every dollar-per-person invested elsewhere.**

Structural change work received 11¢ per person for every dollar-per-person nationally. Our extensive regional research suggests that individual donor support is similarly disproportionately low.

## Grantmaking Per Capita Per Year, 2011-2015



## Grassroots Southern Leadership: Battle-tested, Strategic and Skilled

- **Southerners punch above their weight**, getting the most out of scant budget resources.
- **Southerners are battle-tested in a hostile and challenging environment**, with experience working safely and strategically despite threats and intimidation.
- **Southerners know how to fight white nationalism**, having faced it on the frontlines for generations.
- **Southerners are bridge-builders**, with the reality of scarce resources creating a need to break issue siloes and build power across race, gender, immigration status and class.

# When We Invest in the South, We Win



## Protecting Marginalized Communities

In 2011, Georgia passed anti-immigrant

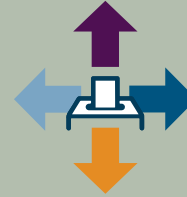
legislation that turned local law enforcement into an arm of U.S. Immigration and Customs Enforcement (ICE). **With just 3 full-time staff and scarce philanthropic support, the Georgia Latino Alliance for Human Rights built alliances with LGBTQ rights and criminal justice reform groups.** The coalition stopped ICE collaboration in 7 jurisdictions with a combined population of 2.2 million.



## Building the Base

In 2017, Doug Jones defeated Roy Moore in a special senate

election in Alabama. Jones owed his victory to a surge in Black voter turnout in the state driven by the voter education, registration and networking efforts of grassroots groups. **These were not election year one-offs, but part of ongoing, integrated civic engagement work, often led by Black women, of churches, service providers and community organizers.**



## Expanding Voting Rights

In 2018, a grassroots coalition including New Florida Majority

and the Florida Immigrant Coalition successfully mobilized to help pass Amendment 4, a ballot measure that re-enfranchises more than 1 million Floridians. **New Florida Majority alone knocked on 1.5 million doors to win representation for almost 10% of the state's voting-age population whose right to vote was taken due to felony convictions.**

## An Opportunity for Individual Donors: 5 Steps You Can Take Now

1

### Examine your current giving.

Are you giving in the South or to national groups working there? Do you fund work led by Southern people of color, especially women?

3

### Visit Southern communities to meet leaders working on your issues.

Effective giving is built on strong relationships – go to the South to listen and learn.

2

### Join Grantmakers for Southern Progress and other donor groups working in the South.

Connect with other donors to collaborate on power-building strategies in the South.

4

### Give along the way.

Begin by making exploratory gifts – match with a gift of some kind the time and expertise that Southern movement leaders share with you.

5

### Learn more.

Take a deeper dive on why investing in the South is important and how to effectively fund there through NCRP's full report **[As the South Grows: So Grows the Nation.](#)**