



Fundraising Principles & Protocol

Finalized July 2021

Adapted from Climate Justice Alliance and California Environmental Justice Alliance

The REAL People's Fund envisions a just and inclusive economy that provides equitable economic opportunities for BIPOC communities. Our role in advancing that vision is to provide non-extractive capital to BIPOC entrepreneurs who are creating the inclusive economy we want and need. To that end, we invite our funder and investor community to join us in our commitment to a set of funding principles that center the needs of communities of color, rather than investor returns or funder expectations. We seek to raise the type of capital we plan to deploy - patient, flexible, non-extractive, and transformative - and seek funders who are aligned with our vision and values and who wish to join us on a collective journey of reimagining funding and investing relationships.

Fundraising Principles:

1. REAL People's Fund is committed to transforming the uneven resource allocation in the racial, social, and environmental movements so that long-term community-based organizing in frontline communities receives an increasing share of resources.
2. REAL People's Fund is committed to fundraising for values-aligned grants and investment capital that increases the power of REAL's ecosystem of partners to accomplish things that none of us can do on our own. At the same time, REAL People's Fund will make special efforts not to raise funds at the expense of local organizations or projects.
3. REAL People's Fund is committed to transparent and collaborative fundraising. REAL will encourage the sharing of fundraising information between all participants, maintain transparency about fundraising strategies and progress, and maintain open books.
4. REAL People's Fund is committed to mission and vision-guided fundraising. We will focus on fundraising opportunities that support our work and priorities, rather than produce work or shift priorities in order to fit funding streams.
5. REAL People's Fund is committed to building the structures, capacities and relationships that will help foster long-term sustainability of our organizations, networks, alliances, and movements rather than dependency on foundations.
6. REAL People's Fund does not take funding from entities that do not uphold a majority of our values. While some corporations may operate on an ethical basis and thus may be a suitable fit for funding (e.g. Patagonia or Ben & Jerry's Foundation), many large corporations use charitable giving to cover up their unethical operations (e.g. Chevron). We recognize that we already have and will continue to have funders that we are not 100% politically aligned with, but for every funding opportunity, we evaluate the entity to ensure that there are no major institutional practices that we oppose before soliciting funding.



REAL People's Fund

Fundraising Protocol:

1. In the spirit of our grassroots movements & social justice-driven organizations, we are seeking systems level change. We invite investors to reject the transactional approach & embrace a transformational vision of impact. This translates into long-term patient capital commitments, multi-year grant investments, and the desire to fully support the power-building strategic efforts of the Real People's Fund partners through integrated capital commitments.
2. In the same way we practice trust-based underwriting and relationship-based lending, we ask that our investors trust our approach to this work by honoring the standardized reporting made available to our partners, recognizing that bureaucratic and time-consuming reporting requirements place an unnecessary burden on BIPOC community-controlled structures.
3. REAL People's Fund will not accept any funds that require a shift in the agreed-upon direction and priorities of our joint work.
4. REAL People's Fund will not accept any funds, within our grantmaking nor investment efforts, from corporations that our governing body is actively engaged in campaigns against.
5. REAL People's Fund Fundraising team members commit to identifying potential funders for our work and making introductions or attending joint funder calls when necessary.
6. Transformative Capital - We invite our philanthropic and financial partners to align their grantmaking and investment strategies with the movement of just transition to a new economy, we draw inspiration from the [Transformative Investing Principles](#) developed by Resource Generation.