

resource
organizing
project

2024

END OF YEAR REPORT





TABLE OF CONTENTS

- 3** Letter to Community
- 5** People Power at ROP
- 8** Expanding the Pie of Resources for Frontline Movements
- 10** Strengthening Fundraising Practice
- 12** The Path Forward



*Cover Photo: Celebration of Grassroots
Organizing Volunteers Photo Credit: Jiin Cruz*

*This page: Celebration of Grassroots
Organizing volunteers in action.*



LETTER TO COMMUNITY

Dear ROP community,

2024 tested our fortitude in the fight for justice and liberation. The national election laid bare how far we, the social movement left, are from wielding real power to change the conditions of the working class and people of color. Meanwhile, Israel's ongoing genocide in Palestine speaks to the global stakes of our struggle.

Yet our movements are resilient. Across the country, generations of new and committed activists are directly confronting fascism and racial capitalism. Communities, students and workers are organizing, outfunded and often at great risk. Movement organizations are finding ways to fight back and build real, multi-racial working class power.

New England is no different. From fierce youth organizing for transgender justice in Maine, to laying the groundwork to win rent control in Massachusetts, to deepening racial justice alliances in Connecticut and Vermont, organizers in our region defend and uplift our communities on the frontlines of intersecting systems of oppression. These efforts underscore the power of solidarity and community care, especially in times of crisis.

What we need to grow our movements and build a liberated future is right here, in our communities.

This is why Resource Organizing Project's network of movement organizations is building collaborative funding streams that strengthen and sustain our movements. When we know we are well-resourced by our people for the long haul, we can take bold

Top: Celebration of Grassroots Organizing Volunteers Photo Credit: Jiin Cruz

Bottom: Organizers and donors at ROP's Propagation Party in Cambridge.



[Back to Top](#)

stands to resist oppressive policies and demand solutions grounded in what our communities actually need. At ROP, we are honored to be part of a growing infrastructure of support for frontline movement organizations in New England.

This report caps off our fourth year as a project. Rooted in our focus on people and power, we're investing in local movement ecosystems with a three-part strategy:

1. **Build** a community of movement fundraisers
2. **Strengthen** fundraising capacity for movement organizations through training, coaching, and popular education
3. **Move money** collaboratively, expanding the pie of resources available to our movements

We see our work as part of a “just transition in fundraising,” away from the scarcity, isolation, and competition of racial capitalism and toward movements built on deep solidarity. Movement fundraisers are key to that shift, and so are movement donors and funders. We will continue to push forward, upholding each other and our values. Through rigorous and just work together, we will harvest the benefits.



Sincerely,

Ashley Blount

ROP Associate Director for Network, Community and Culture, on behalf of the team at Resource Organizing Project



MEET ASH



I am from Jersey and I boldly live my Black Queer life out loud in honor of those who could not. My upbringing within the Black church instilled in me the values of community, organizational skills, and spiritual alignment. Since childhood, the community has been instrumental in preserving, nurturing and safeguarding my well-being. Since Harriet (Tubman) saved my life, I transitioned from corporate work to organizing with a Black Queer Feminist Lens in solidarity with all those who are striving toward liberation. In my former role as Executive Director of Black Infinity Collective in Connecticut, I participated in several ROP offerings. In my ROP role I get to build community with ROP's 80+ partners to lay the groundwork for transforming how we resource and nurture our movements.

PEOPLE POWER AT RESOURCE ORGANIZING PROJECT



Guests at the Celebration of Grassroots Organizing
Photo Credit: Deborah Karson

Since ROP launched in 2021, we've supported over 80 organizations to strengthen their fundraising. This year we've been deploying our strategy to build movement power in New England by supporting a network of frontline movement groups and their ecosystems to be well resourced and sustainable. We partner with organizations who:

- center Black, indigenous, people of color, queer, trans, and/or poor & working class folks
- take strategic action on issues that impact people's everyday conditions
- advance campaigns and narratives that confront injustice and build toward a liberatory future
- build critical connections with other movement groups in their region or sector

ROP builds movement infrastructure for regional movement ecosystems to root in trust and collaboration around funding. We're working directly with the fundraisers of movement groups

to break isolation and build community while growing their fundraising leadership. We're supporting partner organizations to implement fundraising best practices to bring in more sustainable resources. We're moving at the speed of trust with rigorous input from partners, so that what we offer is what is most needed for movements to grow.

A growing network across New England

Here's a snapshot of the 6 groups who joined our offerings for the first time in 2024. Welcome to the network!

CONNECTICUT



Katal

Katal is a community organization that works to strengthen the people, groups, and movements that advance equity, health, and justice for everyone.

MAINE



MaineTrans.Net
redefining gender

Maine Transnet

MaineTransNet is a community based organization led by transgender people for transgender people. We provide peer-to-peer support groups, social and community events, advocacy for the transgender community across Maine, and training for medical, mental health, and social service providers.

MASSACHUSETTS



Boston Neighborhood Community Land Trust

Boston Neighborhood Community Land Trust works to combat displacement and racial injustice by creating permanently affordable, community-controlled housing in the Boston area.

NEW HAMPSHIRE



Rights and Democracy (RAD)

RAD has a mission to bring people together to take action to build healthy communities and make the values of our communities guide the policies of our government.



Cambridge HEART

Cambridge Holistic Emergency Alternative Response Team (HEART) is a community-led proactive public safety program that aims to address the immediate needs of people in conflict or crisis (at the moment of crisis).

VERMONT



Education Justice Coalition of Vermont

EJCV is a statewide coalition led by a multicultural and multigenerational group that advocates for justice for all students in the Vermont education system.



ACTION ITEM

Make frontline movement organizations part of your personal giving plan in 2025. Sign up as a monthly donor to one of ROP's partners.

Check out our full list of partners:



**OUR PARTNERS
Around the Region**

A team of brilliant facilitators

ROP facilitators are crucial to our work, from supporting organizational strategy and offering development, to designing curricula, to direct training and coaching with the staff of our movement partners. They each bring deep experience fundraising for frontline movement organizations.

Our 2024 team included **Ginger Driscoll** on facilitation of network drop-in meetings, **Jax Gil** on facilitation of the New Fundraisers Cohort and Sustainer Learning Circle, **Kalila Barnett** on design and facilitation of the Black Movement Fundraisers Affinity, **Kelly Baker** on design and facilitation of the New Fundraisers Cohort and the upcoming offering Budgeting and Fundraising Fellowship, **Kelsey Grunstra** on facilitation of Sustainer Learning Circle, **Michél Legendre** on facilitation of Sustainer Learning Circle and design of the upcoming ROP Core Series, **Neha Rayamajhi** on coordination for the Celebration of Grassroots Organizing in Boston, **Nicole Manganeli** on design and facilitation of the Offering for Movement Grantwriters, **Precious Price** on design and facilitation of the Offering for Movement Grantwriters, and **Stefan Keller** on facilitation of the Sustainer Learning Circle. **Thank you, facilitators!**

Building trust & seeding strategy in the network

Relationships are the glue of ROP's network. Like seeds under the soil before gathering the energy to emerge into light, powerful movements require that partners spend intentional time building together, allowing trust and strategic action to grow. This year we've experimented with ways to convene our network in deep conversation. In October, we gathered thirty fundraisers from our network for "Stay Ready," a discussion of election scenarios and the potential impacts on our groups. The goal was to support partners to be prepared for major changes in their organizing and necessary shifts in their fundraising.

From online conversations exploring racial capitalism and a just transition for fundraising, to a Connecticut-region in-person outing, we've been orienting toward the relationship-building we need to fundraise collaboratively. Our partners can expect more like this in 2025.

ROP facilitators and staff gathered for a cookout this summer.



EXPANDING THE PIE OF RESOURCES FOR FRONTLINE MOVEMENTS

What would a fully-funded movement for justice and liberation in New England look like?

ROP envisions a network where our partners collaborate on shared fundraising strategies and collectively control movement resources. We are laying the groundwork for an interconnected community where:

- Thousands of cross-class donors are organizing to expand grassroots sources of money
- Frontline organizations set movement strategy
- Funders follow organizations' lead, bringing new revenue sources with them

Imagine what new possibilities could flow from this reality!

Here are some of ROP's current experiments to move us toward that vision.



*Guests at the Celebration of Grassroots Organizing
Photo credit: Deborah Karson*



*Guests at the Celebration of Grassroots Organizing
Photo credit: Deborah Karson*

11th Annual Celebration of Grassroots Organizing

This year's lobster picnic brought together over 700 people to raise \$228,000 for Boston's movements for racial, economic, and climate justice. Hosted by 15 partner organizations, this event stretches beyond fundraising; we view this as an act of resilience to collectively raise money and share the pot. We stand together by pushing against the sense of scarcity and competition that nonprofit funding structures perpetuate. The Celebration as a practice radiates possibilities of mutual support. For a full report-back, check out the [event report!](#)

Shared Fund for Youth Organizing in NH

New Hampshire's leading youth organizers launched a shared fund last year, after collectively identifying a lack of resources as the biggest barrier growing the field across the state. After two years, together they've raised \$400,000 for their fund, supporting anchor organizations, emerging organizations, and collaborative projects chosen through a consensus decision-making process. From this experiment, we're imagining more shared funds across New England. For more info, check out our report on the first year, [Seeding Youth Power](#).

Seed Sustainers

ROP sees donors as key players in movements for justice and liberation, just like volunteers and organizational members. We particularly see sustaining (or monthly) donors as critical building blocks to a movement organization's sustainable growth. This year we built out the core of our donor organizing program, our 150 monthly donors known as "Seed Sustainers". Seed Sustainers came together for our first briefing, and recruited their communities to support our frontline movement partners. We'll be doing another recruitment drive this winter.



Liza from ROP with guests at a Propagation Party.

Propagation Parties

Last year, we launched "Propagation Parties" as a strategy to expand the number of sustaining movement donors. The word propagation captures the essence of nurturing growth from small beginnings, sprouting from one plant to grow another. Just as a plant cutting can give new life, each new donor helps to sustain and expand the movement. With propagation parties, donors to ROP take on the role of donor organizer, inviting their networks to become sustainers of frontline movement groups in our network.

ACTION ITEM



Join ROP as a Seed Sustainer
(Donate.ResourceOrganizingProject.org)
or contact us to volunteer at
one of our annual grassroots
fundraising events.

This Fall, a group of Seed Sustainers hosted a Propagation Party in Cambridge, MA to support our partners who are fighting displacement North of Boston, including **City Life Vida Urbana, La Colaborativa, Neighbors United for a Better East Boston, and Somerville Community Land Trust**. Leaders from these partners and new donors discussed what it would take to keep our communities in their homes. Together we recruited 26 new sustainers, who will move over \$5,500 annually to these partners through monthly donations ranging from \$5 to \$50 per month.



Kathy from ROP with guests at a Propagation Party.

STRENGTHENING FUNDRAISING PRACTICE

Frontline movement groups need access to sustainable streams of funding to build power and win. Leaders often enter staff roles with extensive experience in community organizing, and less experience raising money. Since most fundraising training is geared toward large, apolitical nonprofits with access to wealthy individual donors, building this skillset is a serious challenge.

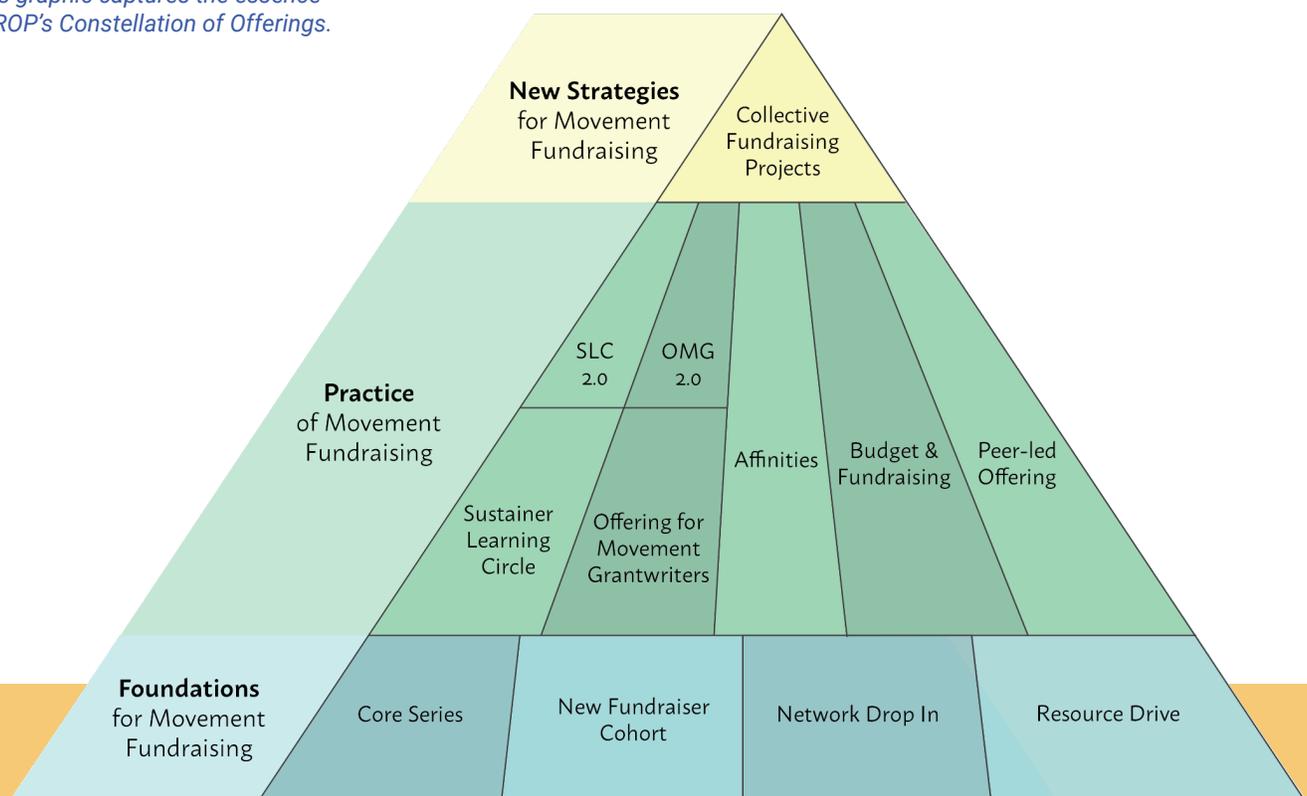
ROP addresses this gap by offering movement aligned fundraising training and capacity building for staff, directors and members of partner groups. We design ROP offerings around radical inclusion, relationship building, applied learning, and shared wisdom, allowing participants to be their full selves. Our cohorts foster community, supporting participants to put new tools and strategies directly into practice.

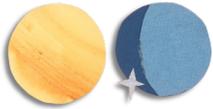
This graphic captures the essence of ROP's Constellation of Offerings.

ROP's Constellation of Offerings

In 2023, we worked with partners to identify top priorities for fundraising capacity building. From those conversations, we developed our "Constellation," a roadmap of current and future offerings, organized into three levels:

- **Foundations for Movement Fundraising** introduces participants to a movement fundraising political framework, knowledge of baseline revenue streams, and community of fundraisers
- **Practices of Movement Fundraising** focus on expanding the capacity of frontline groups to mobilize resources in sustainable and values-aligned ways
- **Strategies for Movement Fundraising** engage partners in the design and implementation of collective fundraising strategies that expand the pie of resources for a region or sector of the movement ecosystem





This year we convened a Design Team of facilitators to develop and test four new offerings,

modeling our value of experimentation. These new offerings, including **ROP's Core Series, Sustainer Learning Circle 2.0** and **Offering for Movement Grantwriters 2.0**, and a new cohort focused on budgeting and fundraising planning, will be offered as part of our capacity building system in 2025.

Highlights from the offerings in 2024

- 
The New Fundraisers Cohort saw ten staff complete "Capstone Projects" that met a critical need in their respective organization's fundraising program.
- 
This year's Sustainer Learning Circle (SLC) had 17 groups successfully complete the program, collectively generating \$100,000 annually from more than 500 sustainers.
- 
The Offering for Movement Grantwriters (OMG) trained 9 organizations to write grant proposals, while deepening their analysis via reading *The Revolution Will Not Be Funded*.
- 
We piloted a 2.0 version of the Sustainer Learning Circle, aiming to boost the sustainer numbers of alumni organizations of the SLC. Four organizations took on the challenge and brought an additional 25 sustainers to their organizations.
- 
The Black Movement Fundraisers affinity space held spotlights for each member to share a fundraising problem and receive advice from the group.

Through these offerings, ROP supports individual fundraisers' skills, organizational fundraising capacity, and strengthens the overall effectiveness of movement fundraising across the region.

"I feel much more well equipped to fundraise for my organization. Having a good baseline of all of the different pieces of development is helpful. The importance of setting up good systems and plans to ensure that the institutional knowledge is retained in the organization."

JONATHAN DAVIS
NEW HAMPSHIRE YOUTH MOVEMENT
NEW FUNDRAISERS COHORT

"SLC was a huge help in developing the sustainer program. They not only introduced us to other folks in the program but they held 1:1s to help us push through the planning stages and it helped in holding ourselves accountable. There was such great insight provided as well as motivation and problem-solving that occurred throughout the program."

SAMRAWIT SILVA
BLACK LIVES MATTER NEW HAMPSHIRE
SUSTAINER LEARNING CIRCLE

"I was once terrified to consider applying for grants but now I feel I have learned enough to begin. With the templates and other resources, I feel more comfortable with it."

JOSELYN RAMIREZ
PARENTS LEADING ON EDUCATIONAL EQUITY
OFFERING FOR MOVEMENT GRANTWRITERS

"It's been exciting to see the growth of sustainers for the organization and thinking about the potential this can have to support our movements outside of traditional philanthropy."

KEVIN LAM
ASIAN AMERICAN RESOURCE WORKSHOP
SUSTAINER LEARNING CIRCLE 2.0

"I'm excited to have met other Black fundraisers from outside my state. I'm building a wider network for myself -- this work is impossible to do alone!"

CHARMAINE PORTER
SISTAFIRE
BLACK MOVEMENT FUNDRAISERS

THE PATH FORWARD

We've learned a lot this year, and we're using it to shape the future of ROP. Some things to expect from us in 2025 include:

- **More in person gathering** with network partners and movement donors.
- **Regional strategy conversations** with our frontline movement partners to build toward more collective fundraising and regional power-building alignments.
- **Further experimentation** with opportunities to connect donors to movement groups
- **New offerings** aiming to strengthen our network, advance the just transition for fundraising, and support Spanish-speaking fundraisers in our network

Photos on this page by Deborah Karson.

Building the movements we need will take all of us.

We look forward to building with you in 2025!



Join or donate to our partners [here](#).

Follow us on [Instagram!](#)

