



OUR CHALLENGE

Chicago Beyond, Grand Victoria Foundation, and the John D. & Catherine T. MacArthur foundations engaged us to assist in creating a campaign for their movement: Abundance. The purpose of this movement is to change practice, policy, mindsets, and ways of supporting the philanthropic community.

INSIGHTS

We learned that there is a major need for black representation and justice in philanthropy. In 2020 there was a social uprising that sparked a fight in communities against Black discrimination. History shows that responses can be short term, that structural change requires focus.

OUR SOLUTION

Our team provided digital and creative services surrounding the campaign theme question, "What would it feel like if philanthropy celebrated and actually invested in Black Lives, Black Resilience, Black Joy, Black Power?"

