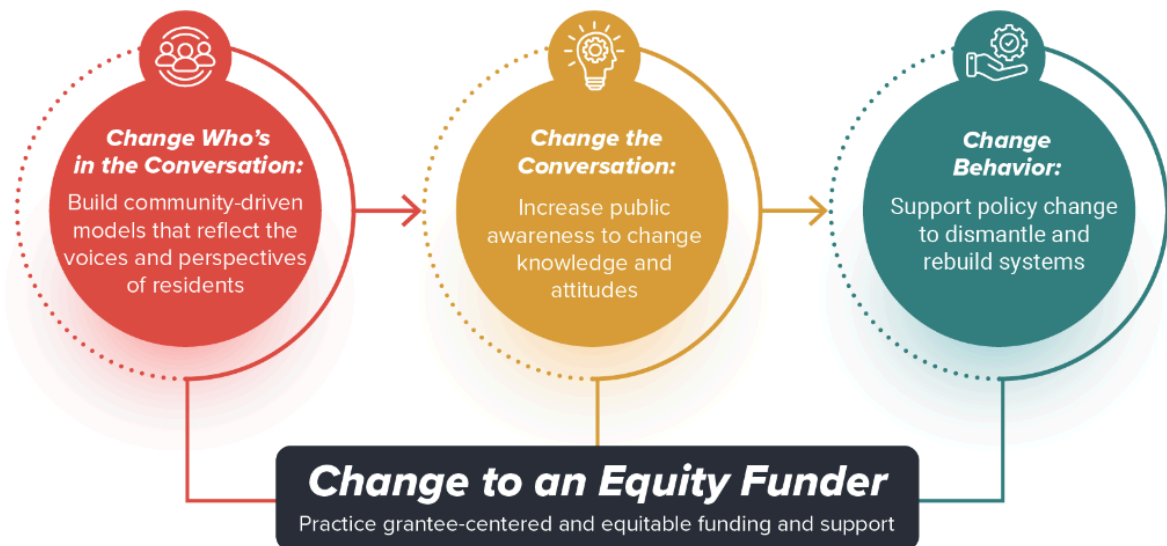




Funders on the Front Porch Toolkit

Mission: The Winthrop Rockefeller Foundation (WRF) exists to relentlessly pursue economic, educational, social, ethnic, and racial equity for all Arkansans.

Theory of Change



WHAT WE'VE LEARNED FROM AREquity2025 SO FAR:

- **Invest in Coalition Building:** Funders should prioritize investments that build and strengthen coalitions, such as WRF's support of Excel by Eight. Strong coalitions are crucial for achieving systemic policy wins and driving long-term change.
- **Support Narrative Change Initiatives:** Amplify underrepresented voices by supporting narrative change efforts. WRF's initiatives, such as the Reimagine Arkansas project and the Starshine Narrative and Media Collaborative, demonstrate the power of storytelling in shaping public perceptions and policy.
- **Promote Equity-Centered Funding Practices:** Adopt equity-centered grantmaking by offering flexible funding, reducing reporting burdens, and directly supporting underfunded organizations. WRF's pivot to equity-focused funding provides a model for how funders can empower grassroots organizations.

- **Engage in Policy Advocacy:** Funders should use their influence to advocate for policy changes that benefit marginalized communities. WRF's work in securing tax credits for ALICE Arkansans and defeating harmful legislation highlights the impact funders can have in shaping public policy.

HOW FUNDERS CAN FUND THE FUTURE OF THE SOUTH

- **Develop Impactful Intermediaries/Structure**
 - **Examples & Impact:** WRF's support for the Arkansas Asset Funders Network (AR-AFN) and Arkansas Impact Philanthropy (AIP) highlights the importance of developing intermediaries that can effectively channel resources and influence policy. AR-AFN has been instrumental in bridging the gap between various funding sectors, while AIP has streamlined the process for philanthropic collaboration in response to crises like COVID-19.
 - **Sample Tactics:** Funders should focus on capacity-building grants, providing technical assistance, and creating long-term partnerships with local institutions to ensure these intermediaries can sustainably support community needs.
- **Amplify Community Voice**
 - **Examples & Impact:** The Reimagine Arkansas project, which elevates the stories of ALICE Arkansans, showcases how narrative change can shift public opinion and drive policy change.
 - **Sample Tactics:** Invest in local media/journalism, storytelling initiatives, and participatory grantmaking processes that allow community voices to shape funding priorities and narratives.
- **Fuel Big Ideas**
 - **Examples & Impact:** WRF's investment in the Starshine Narrative Media Collaborative highlights the potential of bold initiatives to reshape public discourse around equity and inclusion.
 - **Sample Tactics:** Funders should create innovation funds, support pilot programs, and encourage cross-sector collaborations that push the boundaries of traditional philanthropy.

By focusing on these areas, funders can help shape a more equitable and prosperous future for the South, driving systemic change through strategic investments and partnerships.