

Julio Cammarota ph.D
 Latino youth development and advocacy for social justice

AD·VO·CA·CY
 * Supporting people
 * in service to humanity
 connecting to humanity



"I IDENTIFY WITH THE YOUTH I WORK + ADVOCATE FOR"

"Community change changed my life"
 "Everyone can be educated!"

Support educational + development needs for Latino youth

the lowest enrollment rate in college

only 1/3 of jobs in Arizona will require no college education

There's a SYSTEM that CREATES INEQUALITY!
 So I went into education...

"we're more willing to put money into prisons than schools."

EXPECTATIONS WERE ALL THE SAME!

chart by: SOPHIA LIANG
 for: The Wallace Foundation

*** social justice youth development model ***

social justice is a consciousness of structures, systems, institutions that promote or hinder progress toward social equality and respect for human dignity

YOUTH CAPABLE OF CHANGE

outcomes
 CAPABILITIES
C·H·A·N·G·E·D
 with positive sense of self
 sense of hope to redirect LIVES

need programs to develop these potentials

*** YOUNG PEOPLE OF COLOR HAVE CAPACITY**

social context inhibiting their full potential

FULL POTENTIAL!
 need programs to foster it

ART, POETRY, spoken word



- social justice advocacy**
- 1 sj. constitution
 - 2 IDENTITY formation
 - 3 Community Activism
 - 4 Humanistic Understanding

*** in practice ***

- transform the social science curriculum in Tucson
 - Activist Research methods
- EXPAND THROUGHNESS! MEET IT UP!
- USE IT DIVERSE PERSPECTIVES for those who create change

*** AP vs. Specialized classes ***

AP class: student video analyzed change!

FOCUS ON THE INDIVIDUAL + SELF

I am a model messenger
 I wonder if my color will CHANGE
 I wonder if my color will change...

EXPAND THROUGHNESS! MEET IT UP!

*** Youth Unheard ***

DISCONNECTED SPEAKERS

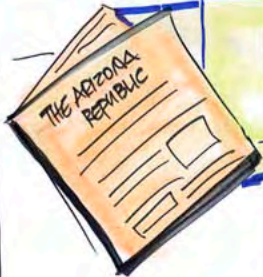
THE LECTURE IS LARGER THAN 1000 WORDS
 THE TEACHER CAN ONLY SPEAK ENGLISH...



RICHARD de VRIARTE

richard.devariate@theaznavarepublic.com

"I RECOGNIZE WHAT YOU DO."
"YOU DO HAVE SUPPORT."



Give me your emails to IMMEDIATELY respond

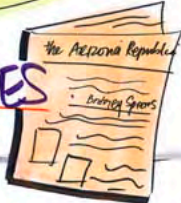
YOUR CHALLENGE

We CHANGE All the time

My newsroom is like the Young + the Restless

10 TIPS TO GET INTO THE PAPER

1 WRITER'S WANT STORIES



2 MEDIA IS ABOUT RELATIONSHIPS

- You need to be their "reliable source"
- flatter them, give them ideas



3 WE LOVE THE SHARP, INCISIVE, PORTABLE COMMENT

the quote that PUNCHES up high!

We don't like "OFF THE RECORD"

4 THERE ARE NUMEROUS WAYS TO GET THE STORIES OUT

- use the community sections
- no need stories about local stuff.

We want LOTS OF NAMES!

5 MEDIA ARE COMPETITORS

- use + play us!

6 MEDIA SETS THE AGENDA

We create the policy environment!

7 LOCALIZE NATIONAL STORIES

- Have a reaction story READY!

8 COMPELLING, HUMAN INTEREST STORIES

- we're a VISUAL media.
- KNOWLEDGE IS POWER!

9 BE NICE, FOLLOW UP



10 BE PREPARED!



* chart by: SOPHIA LIANG for: The Wallace Foundation

Ruth Hilton-Hudson

DIRECTOR OF PUBLIC POLICY

*The California Wellness Foundation

WHY ADVOCACY?

*LEVERAGE

*SUSTAINABILITY

ADVOCACY IS RAISING UP THE VOICE OF THE VOICELESS



* GOVERNMENT FUNDING IS THE KEY TO ADVOCACY



* It's about demystifying advocacy

It's about educating the funders

* Start small, build up

* Philanthropy is changing



To affect change, you must do it THROUGH the POLICY PROCESS

SMALL LOCAL SUCCESSSES
Community clinics

* The Money is with the Foundations

* Policymakers may not know the solutions to the problems

* WE NEED TO EDUCATE the MEDIA

OUR LESSONS

- telling **YOUR** story
- Educating the public, media, + community
- Where are you on the continuum?
identifying the problem
- Clearly articulate the problem + solution
- Present it as a **MANAGEABLE** problem
- Make sure the solution solves the problem, not the symptoms
- Advocacy actions once you identify the solution



MAKE SURE

* Implementation is in line with the goal

* TAKES LONGER than EXPECTED and REQUIRES more than 1 organization, 1 funder, and multiple methods

Lessons learned

- 1 Policy changes takes TIME
policy climates change RAPIDLY
- 2 Foundation support is influential in policy debates
- 3 Policy isn't just for policy-workers
- 4 Implementation is **KEY**!

IF YOU'RE NOT UTILIZING OR FUNDING ADVOCACY, YOU'RE NOT TAKING FULL ADVANTAGE OF THE SYSTEM.

GINNY HILDEBRAND

EXECUTIVE DIRECTOR
ASSOCIATION OF ARIZONA FOOD BANKS



1. VOTER-IDENTIFICATION SITES

• MAKE SURE YOUR NETWORK KNOWS THIS INFO!

FREE voter education website

www.vote-smart.org



www.congress.org

latest updates "Advocacy Express"

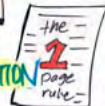


2. ALERTS + UPDATES

EMAIL ALERTS FOR THE ACTIVE ADVOCATE IS MORE IMPORTANT.

- Identify your advocates
- Introduce your alert system
- ASK ADVOCATES TO PERFORM A SPECIFIC ACTION
- TARGET, STRATEGIZE, BE SPECIFIC
- EDUCATE YOUR NETWORK

Give them the option to OPT-OUT



www.Capwiz.com

Creative ways to get your message across the internet

MAKE IT ACCESSIBLE TO YOUR AUDIENCE!

3. LEGISLATIVE, LEGISLATION TRACKING



4. SUBJECT-SPECIFIC SITES

* Get the policy picture at a local level.



* Need to know what the opposition is THINKING



YOU NEVER KNOW.
TAKE A TEST DRIVE WITH E-VOLUTION



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For: the Wallace Foundation

WHAT IS ADVOCACY?

It's easy...

We're all in this for the **LONG HAUL!**



"STAND UP and
SPEAK UP FOR
those who can't"

"changing the
way things operate"

"commitment to
change unjust social
policy."

"Educate
people"

"I BELIEVE
that GOD
sent advocates
to help those in
need."

"TO BE HEARD"

"platform for
citizens to
step forward"



WHY FUND ADVOCACY and HOW TO DO IT LEGALLY?

H. ERIC
SHOCKMAN, Ph.D.
Director of Mazon

TIM DELANEY
Center for Leadership,
Ethics, + Public Service

"Demystifying policy work is critical for community organizations"

Foundations
* MONEY
* KNOWLEDGE
* NETWORKS
HAVE

JURISDICTIONAL CONTEXT:
Federal State Local
* Where do you put your resources?
* How do you seek INFLUENCE?

HOW FOUNDATIONS CAN HELP?

- Fund Neutral Communication
- Fund Non-partisan analysis
- Fund Policy Research + Education
- Provide general support funds
- Provide restricted grant funds

- define the problem
- set the agenda
- outlining the policy
- implementing the policy
- evaluating the policy

TO GET MONEY, YOU MUST ADVOCATE
MAZON

General Approaches

- 1 Fund activities that have significant effects on policy
- 2 Create stores of knowledge
- 3 Forge networks
- 4 Build good relationships
- 5 Develop credible reputations

* Choosing MECHANISMS

- Funding Analysis + Technical Support
- Building Knowledge Communities
- Supporting Advocacy
- Public Education

YOU HAVE TO THINK ABOUT THE NEXT STEP!

Biblical scripture to FEED PEOPLE

* Benefits, Risks, and Uncertainty

- Funding Policy Analysis
- Funding Coalitions
- Funding Research
- Funding Advocacy

JUST DO IT!

1 LEARN YOUR TRUE LEGAL RIGHTS

- CANNOT DIRECTLY LOBBY TO INFLUENCE SPECIFIC LEGISLATION
- CANNOT INDIRECTLY LOBBY
- NO LOBBING by PRIVATE FOUNDATIONS
- BUT CAN MAKE NON-EXERCISE GRANTS FOR OPERATING SUPPORT
- CAN MAKE GRANTS TO SUPPORT A SPECIFIC ADVOCACY PROJECT
- CAN SUPPORT ANY ADVOCACY THAT DOES NOT INFLUENCE SPECIFIC LEGISLATION

Action Steps

* Conferences are a powerful way of making a difference!

2 PUSH YOUR ADVISORS

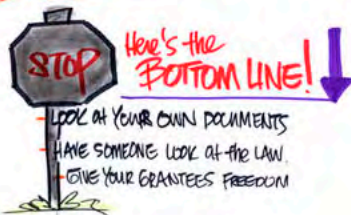
* This is what we WANT to do!

3 LEVERAGE YOUR INVESTMENTS

- * However you choose to spend this
- * Invest in your grantees!

4 PROTECT YOUR DECISION MAKING

* Don't cede decision-making to legislators!



ULTIMATE PROOF = MAZON + ERIC

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