

Philanthropy and Public Participation in California Redistricting

OCTOBER 7, 2020

2011 Redistricting & Philanthropy

The James Irvine Foundation led in grantmaking – with \$3.5 million in grants. Goals included:

- Inform a broad base of Californians about the process and provide them with tools to help them participate; and
- Ensure that public participation throughout the process reflects the diversity of California's population.

2011 Redistricting & Philanthropy

Irvine Foundation grants (over \$3.5 million):

- \$480K – Public education / outreach in commissioner application phase
- \$1.4 million – Public education / outreach in commission deliberation phase
- \$1.3 million – Tools and technical assistance for the public
- \$418K – Research and assessment

2011 Key Takeaways

- Trusted CBO's boosted participation of diverse residents:
Initially, 17% of commission applicants were people of color; after CBO outreach, 27% were people of color.
- Organizations' outreach and trainings helped:
 - Publicize opportunities for public involvement
 - Encourage community members to weigh in on maps

2021 Redistricting & Philanthropy

- ❖ Groundwork laid by philanthropy's collaborative efforts, with the state, to promote an accurate census count.
- ❖ Philanthropy CA created a **Fair Representation Fund** to support community engagement in the state redistricting process.
 - Funders to date: Blue Shield of California Foundation, The California Endowment, The James Irvine Foundation, Weingart Foundation
 - Funds raised: \$1.7 million

Fair Representation Fund Grants

All grants are to 501c3 nonpartisan civic engagement organizations.

*Statewide Education & Outreach**

- Asian Americans Advancing Justice-Asian Law Caucus & Asian Americans Advancing Justice-Los Angeles
- Black Census and Redistricting Hub
- Mexican American Legal Defense and Educational Fund (MALDEF)
- National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund

** Advancement Project and California Common Cause received grants directly from Irvine. FRF grants do not cover groups' full outreach budgets.*

Regional Education & Outreach

- Request for Proposals disseminated to regional groups on September 25, with proposals due on October 20.
- We anticipate larger requests for funds than available resources through the Fair Representation Fund.

2021 Outreach Considerations

- Prioritize support to organizations working with underrepresented racial and ethnic communities
- Identify organizations with:
 - 1) Trusted community relationships
 - 2) Track record of civic engagement
 - 3) Collaboration with other community groups

2021 Outreach Considerations, cont'd

- Outreach elements include:
 - 1) Education about/engagement in redistricting
 - 2) How to provide input (guidance on process)
 - 3) Type of input to provide (tools and technical assistance)
- Consider accessibility issues: language proficiency, literacy barriers, technology access

Philanthropy as a Partner

Philanthropy California is committed to robust public involvement in redistricting and we are pleased to work in partnership with the Commission.

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