



# PDF IN PARTNERSHIP

Youth Rise Texas

**The benefits of the combined grant — The Sustainability Project and Community Organizing — “cannot be overstated.”**

**B**UILT FROM THE MORE than 37 years of experience partnering with grassroots community groups, PDF’s capacity building program, **THE SUSTAINABILITY PROJECT**, was developed in direct response to the articulated needs and aspirations of our grantees and continues to evolve. With their input and recommendations, PDF has developed an integrated strategy to build the capacity of grassroots organizations through a combination of multi-year grants, training, organizational development assistance, strategic convening and support for collaboration among groups working on common issues. Through this program PDF hopes to offer practical alternatives to current realities in these communities.



The Alliance for Appalachia



**B**efore **Hemstead Project Heart’s** first workshop on individual donor fund-raising, they knew their challenge was diversifying their funding resources, which were dependent on grantwriting, and insufficient popular education on the uses of industrial hemp. Hemstead’s mission is to raise awareness of the benefits of industrial hemp for people and the planet and redevelop thriving hemp economies in America, beginning in tribal communities.

“We approached different foundations whose priorities are in line with our mission, but were denied numerous times,” they reported. “We submitted proposals to Ben and Jerry’s Foundation for their Social Organizing Grants twice and were denied. We submitted a proposal to the Organic Valley

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**N**ow in its fifth year, there are currently 15 organizations benefiting from the program of workshops, coaching and mentorship provided by PDF staff. Over the course of the three-year program, PDF staff offer training in fund-raising (particularly individual donor fund-raising), financial management and budgeting, and board development. PDF staff work with the grantees on-site in their communities, involving as many volunteers, staff and board/advisory members as possible, so that the training is organization-wide. During the three years, PDF staff are available for questions by email or phone, to review documents and to comment on plans.

The Sustainability Project is a prime example of how PDF partners with communities to strengthen their organizing capacity. “Thank you so much for building with us this weekend!” **Assata’s Daughters** wrote after their first workshop. This collective of radical Black women, provides a safe and uplifting space, mentoring, and weekly programming for young Black women around Black history and ancestry, self-care and mindfulness, the environment, grassroots organizing, resistance and activism. They carry on the tradition of radical activism encompassed by Assata

Shakur. “It was immensely useful and we have a lot to take away from it. We will be in touch as we shape our plan and continue to grow as an organization. Looking forward to further collaborations.”

The benefits of the combined grant—The Sustainability Project and Community Organizing—“cannot be overstated,” reports **The Alliance for Appalachia**. In partnership with PDF they were able to bring their members together for a mentoring opportunity, combining both visioning and board development. “We were able to be honest and realistic with each other about strengthening our organization and PDF helped us evaluate our needs and next steps.”

Reports from groups describe their participation as regenerative as well as practical. **Virginia Student Environmental Coalition (VSEC)** has grown and evolved tremendously over the last year, they say, thanks in large part to PDF’s investment in their work. VSEC noted that once they received PDF’s first grant, other foundations followed. The Alliance for Appalachia commented, “Dur-

ing a closing activity after the first day’s workshop, people were sharing their reaffirmed passion for justice and shared visions of a bright future. By addressing several short-term needs, we aim to build the structures we need for longer term, sustained success.”

**Gardening the Community (GTC)** added, “As a result of PDF’s work with us, our learnings are embedded with staff, board members and volunteers and the work will be sustained after The Sustainability Project ends.” GTC is a Springfield, MA food justice organization engaged in youth development, urban agriculture and sustainable living to build healthy and equitable communities.

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Tennessee Alliance for Progress

## 2018 COMMUNITY ORGANIZING AND GRASSROOTS FUNDING WEEK GRANTEES

Organizations with a ★ are new grantees.

Organizations with a ▲ are members of The Sustainability Project.

- ★ **Acting in Community Together Organizing Northern Nevada** Reno, NV  
[www.actionn.org](http://www.actionn.org)
- ▲ **Adelante Alabama Worker Center**, Hoover, AL  
[www.adelantealabama.org](http://www.adelantealabama.org)
- ★ **Art and Resistance through Education (ARTE)**, Brooklyn, NY  
[www.artejjustice.org](http://www.artejjustice.org)
- ★ **Black Lives Matter Chicago**, Chicago, IL  
[www.blacklivesmatterchicago.com](http://www.blacklivesmatterchicago.com)
- ▲ **California Coalition for Women Prisoners**, San Francisco, CA  
[www.womenprisoners.org](http://www.womenprisoners.org)
- ▲ **Californians United for a Responsible Budget**, Oakland, CA  
[www.curbprisonspending.org](http://www.curbprisonspending.org)
- ★▲ **Capital Area New Mainers Project**, Augusta, ME  
[www.newmainersproject.org](http://www.newmainersproject.org)
- ★ **Center for Coalfield Justice**, Washington, PA  
[www.coalfieldjustice.org](http://www.coalfieldjustice.org)
- ★ **Cherokee Concerned Citizens**, Biloxi, MS  
[www.stepscoalition.org](http://www.stepscoalition.org)
- ★ **Citizens for Safe Water around Badger (CSWAB)**, Merrimac, WI  
[www.CSWAB.org](http://www.CSWAB.org)
- ▲ **Communities for Clean Water**, Santa Fe, NM  
[www.amigosbravos.org](http://www.amigosbravos.org)
- ★ **Community to Community Development**, Bellingham, WA  
[www.foodjustice.org](http://www.foodjustice.org)
- ★ **Compañeros Inmigrantes de las Montañas en Accion (CIMA)**, Asheville, NC  
[www.cimawnc.org](http://www.cimawnc.org)
- ★▲ **Doing Development Differently in Metro Detroit (D4)**, Detroit, MI  
[www.metrodetroitd4.org](http://www.metrodetroitd4.org)
- ▲ **Domesticas Unidas**, San Antonio, TX  
[www.esperanzacenter.org](http://www.esperanzacenter.org)
- ★ **Education Justice Alliance**, Raleigh, NC  
[www.eja-nc.com](http://www.eja-nc.com)
- ★▲ **EX-Prisoners Organizing (EXPO) of Wisconsin**, Milwaukee, WI  
[www.rocwisconsin.org/our-work/expo](http://www.rocwisconsin.org/our-work/expo)
- ▲ **Familias Unidas del Chamizal**, El Paso, TX  
[www.mujerobrera.org/familias-unidas](http://www.mujerobrera.org/familias-unidas)
- ★ **GABRIELA Seattle**, Seattle, WA  
[www.gabrielaseattle.org](http://www.gabrielaseattle.org)
- ★▲ **Galaei**, Philadelphia, PA  
[www.galaei.org](http://www.galaei.org)
- ★ **Gente Organizada**, Pomona, CA  
[www.genteorganizada.org](http://www.genteorganizada.org)
- ★ **Lawrence Dream Network**, Lawrence, MA  
[www.lawrencedreamnetwork.org](http://www.lawrencedreamnetwork.org)
- ★ **Listen Up**, Milton, PA  
[www.listenuporganizing.org](http://www.listenuporganizing.org)
- ★▲ **Merrimack Valley Project**, Lawrence, MA  
[www.merrimackvalleyproject.org](http://www.merrimackvalleyproject.org)
- ▲ **Montana Racial Equity Project**, Bozeman, MT  
[www.themtrep.org](http://www.themtrep.org)
- ★ **National Network for Immigrant and Refugee Rights**, Oakland, CA  
[www.nnirr.org](http://www.nnirr.org)
- ▲ **Nuestro Centro**, Asheville, NC  
[www.nuestrocentro.weebly.com](http://www.nuestrocentro.weebly.com)
- ★ **Raíces Borikén Collective**, Boston, MA
- ★ **Sacramento Regional Coalition to End Homelessness**, Sacramento, CA  
[www.srceh.org](http://www.srceh.org)
- ★ **Safe Ag Safe Schools**, Salinas, CA  
[www.safeagsafeschools.org](http://www.safeagsafeschools.org)
- ★ **Soil Generation**, Philadelphia, PA  
[www.groundedinphilly.org](http://www.groundedinphilly.org)
- ★ **Students Deserve (SD)**, Calabasas, CA  
[www.schoolslastudentsdeserve.com](http://www.schoolslastudentsdeserve.com)
- ★ **Truth in Recruitment**, Santa Barbara, CA  
[www.truthinrecruitment.org](http://www.truthinrecruitment.org)
- ★ **Turn South: Southern Women for Change**, Decatur, GA  
[www.turnsouth.org](http://www.turnsouth.org)
- ★ **Union de Vecinos**, Los Angeles, CA  
[www.uniondevecinos.org](http://www.uniondevecinos.org)

# THE SUSTAINABILITY PROJECT

In 2018, five more programs from the Community Organizing docket were invited to join The Sustainability Project, PDF's three-year capacity building program. Each received a cash grant averaging \$3,000 plus on-site training and year-round coaching (which PDF estimates to be worth \$5,000). Additionally, one to two fiscally sponsored groups are also invited into the program on an annual basis.

## SPOTLIGHT ON: EXPO WISCONSIN

# MASS INCARCERATION IN THE MIDWEST

IF YOU'RE AN AFRICAN AMERICAN man in your 30s and you live in Wisconsin, the odds are high that you or people in your community have spent time in prison. In Milwaukee County alone, 50 percent of African American men in their 30s have done time in a state prison.

Wisconsin, far different from its Midwestern neighbor Minnesota, has the highest black male incarceration rate in the country, a rate that has tripled since 1990. Wisconsin incarcerates approximately 780 people per 100,000 each year; Minnesota incarcerates 390 per 100,000. (U.S. Bureau of Justice) Aggressive statewide arrest practices combined with strong sentencing, fueled by very conservative voices and policies, all work together to feed an enormous prison industrial machine.

In Wisconsin, the cost of prisons is 12 percent higher than the national average, and Governor Scott Walker says that he wants to build more modern prisons — soon — to keep up with capacity.

“Not on our watch!” is the response of **EXPO Wisconsin**, a new PDF grantee. EXPO (EX-Incarcerated People Organizing) works to end mass incarceration, eliminate all forms of structural discrimination against formerly incarcerated people and restore formerly incarcerated people to full community participation. They formed in 2014.

Previously imprisoned women and men lead EXPO, supporting each other and organizing to bring justice to the penal system. Family members who have had loved ones incarcerated are part of the EXPO network. With chapters in Milwaukee, Madison and Eau Claire, EXPO is becoming a statewide force, developing chapters in Racine, Kenosha, Beloit, Green Bay, the Fox Cities and Wausau.

EXPO members canvas neighborhoods. They testify before lawmakers. They write op-ed articles. In June this year they held a gubernatorial Forum where candidates agreed to support the



end of crimeless revocations (the practice of re-incarcerating those on probation, parole or extended supervision for minor rule violations), close Milwaukee's Secure Detention Facility, increase funding for treatment and diversion programs by \$15 million, end the use of solitary confinement for more than 15 days, end the policy of shackling women who are in labor and during post-partum, increase the availability of “compassionate release” from prison and hold an independent review of the deeply flawed parole system.

EXPO has achieved all this in just a few short years! Now it is time to strengthen EXPO itself. By receiving a PDF Sustainability grant, EXPO staff, volunteers and board members will participate in our three-year capacity building program. This investment of time and training can have an enormous impact on such a strong group like EXPO.

“Three key areas we need to develop are solidifying the roles of our board and key leaders, developing an on-boarding process, and learning to more effectively raise money,” says EXPO leader Sarah Ferber.

By investing in EXPO's capacity, we know that even greater achievements will happen. Together, we hope to dial back the punitive and damaging policies in Wisconsin, and shift priorities to prevention and reform. The leaders at EXPO will be at the frontlines in partnership with PDF. ■

## HEMPSTEAD PROJECT HEART

CONTINUED FROM COVER

Foundation for a multi-year grant and were denied. And we submitted a proposal to the Cliff Bar Foundation and were denied. Internally, we felt a lot of rejected proposals stem from industrial hemp still having a bad reputation in the eyes of American Society.

“In September, we had a training with PDF on fund-raising. Our first thoughts were the training would discuss grantwriting and how to cultivate relationships with foundations that fit our interests. What we learned is a majority of giving in the non-profit world is through donor cultivation, similar to running political campaigns. It was eye opening for some of our staff to see the ratio of donors vs. foundation giving.”

Over the course of the next few months, Hempstead was able to put its training into practice. “Our training has rewired our brains to look at prospective donors and listen to key information about the donor. In October, we met with two of our donors and went through the formula taught to us by PDF. One of our donors doubled his commitment for the year and our other donor has committed to a multi-year gift.

“We are determined to create a strong donor base for Hempstead Project Heart. With a donor base, we can rely on multiple sources of funding instead of relying solely on foundations or grants. The tools and formula we have to bring on prospective donors allows us to achieve this result in the long run.” ■

## PEACE TALKS

Join us to meet activists from PDF-funded organizations and learn more about PDF grantmaking and the groups you help us support. For more information and to RSVP, email [peacedevfund@gmail.com](mailto:peacedevfund@gmail.com).

**Wednesday, September 26**  
Join, Recruit, Commit: Reclaiming Social Justice  
7 to 9 p.m.

Our Board of Directors and staff invite you to meet PDF grantees and learn about their work on behalf of social justice at the annual PDF Open House and barbeque.

**Tuesday, October 23**  
Lawrence Dream Network  
6 to 8 p.m.

Come meet Stacy Seward, co-founder of the Lawrence Dream Network, and hear how the organization is making an impact in Massachusetts.

These events are at the  
PDF Center for Peace and Justice  
44 North Prospect Street  
Amherst, MA

Save the Date!  
**Thursday, November 15**  
Bay Area Peace Talk

**SPOTLIGHT ON: D4**

**MAKING CHANGE IN THE MOTOR CITY**

**Doing Development Differently in Metro Detroit (D4)** wants to reinvent the neighborhood development process, which too often unfairly burdens low-income families and people of color. Many communities in the metro Detroit, MI area are disenfranchised from development decisions, leading to neighborhood displacement, environmental degradation, and little access to quality commercial amenities, city services, education, health care and jobs for those who need them the most.



**D4 Executive Director Sam Butler** speaks at a press conference with Detroit City Council before the passage of Detroit's first inclusionary zoning ordinance. D4 helped author the ordinance.

D4 is building a diverse coalition of community, environment, faith and organized labor organizations through research and community engagement. D4 champions equitable developments and promotes a community benefits agenda that empowers residents to ensure that neighborhoods are economically diverse, vibrant, healthy and safe. Most of D4's policy research falls within three categories: affordable housing, construction careers and community benefits. The D4 Civic Leadership Institute is a multiple session, interactive program that prepares residents and coalition leaders to engage in community benefits campaigns and advocate for policy reforms that will impact their respective communities.

Among its growing list of accomplishments this year, D4 is especially proud that it has hosted three successful dialogues between community and organized labor partners — with seven more planned throughout 2018. These community-labor dialogues build relationships among constituents that otherwise do



**D4 Director of Community Organizing Jeff Jones** poses with winners of the student essay contest, "What I want to see at the State Fairgrounds." The essay contest was sponsored by D4 for students at nearby Greenfield Union Elementary.

not know, and in some cases, do not trust each other. D4 believes that in order to achieve social justice and progressive change in the Motor City, such a coalition between community groups and organized labor is needed now more than ever.

PDF recognizes the importance of D4's work in the Detroit metro area with a Community Organizing grant, and is proud to announce that D4 is one of the five groups that were accepted into The Sustainability Project in 2018. D4 is thrilled to be a part of this. Sam Butler, D4's executive director, says, "Through The Sustainability Project, we hope to enhance our board of directors' ability to fund-raise, develop D4's first individual giving strategy, and improve our evaluation metrics: all of which will help our mission to use the built environment to further economic and social equity." ■

**SPOTLIGHT ON: GALAEI**  
**ADVOCATING FOR NUESTRA FAMILIA**

**NEW PDF GRANTEE, Galaei**, is a Philadelphia, PA-based organization that has been serving the Queer Latinx community for almost thirty years. Created to serve the LGBT communities during the HIV crisis, over the years it has grown into an organization that seeks economic development, sexual health empowerment and advocates grassroots organizing.

Interim Executive Director, Fran Cortes, says, "The Sustainability Project is building and growing the infrastructure Galaei needs in order to remain a permanent fixture in the community." ■



**Assata's Daughters**

our grassroots participants that we are able to magnify limited resources towards significant impacts."

**Philly Thrive's** treasurer explained other benefits of participating in The Sustainability Project. "The Funds Circle and I made the difficult decision of presenting a surplus budget this year to make sure the organization is increasing its reserves, with Thrive's long-term financial stability in mind. Hearing some examples from PDF and other organizations at the training was really helpful for us in different areas of our work, including financial oversight."

And other successes of these grantees? **Hempstead Project Heart** enabled passage of the Farm Freedom Act of 2017 in Wisconsin that re-legalized industrial hemp for research purposes, educating tribes about the value of that crop in Wisconsin and Minnesota. Now The Alliance for Appalachia is recommending hemp to their members as something that can be cultivated instead of coal mining jobs. Gardening the Community inaugurated its first farm stand in June, providing affordable access to healthy food for hundreds of families in their community.

"PDF pushed us to dream big and believe we could make it! (And do the calls and visits behind this success.) Thank you PDF." ■



PDF IS PLEASED to welcome new **Foundation Associate, Hannah Moriarty**. She graduated from Bay Path College with an MS in nonprofit management and philanthropy, specializing in donor relations. After graduation Moriarty took two years to travel the world learning about different cultures, other ways of life and how to be a better global citizen. She is passionate about environmental protection as well as human rights and, as a result, is drawn to the work PDF does.

**CO-FOUNDER OF Diné CARE, Earl Tulley, has joined PDF's Board of Directors.** Tulley's

lifelong passion has been working for the betterment of the Diné people. Born and raised in Blue Gap, AZ, Tulley attended Utah Technical College. Shortly after finishing school and returning home, he became involved in the movement to curb alcoholism in border towns and reservation



**PDF Board President Teresa Juarez and Earl Tulley**

communities. In the 1990s, he became one of the most influential voices on the reservation when Diné CARE took up the fight against timber cutting in the Chuska Mountains and Defiance Plateau.

When the fight was over, commercial lumbering on the Navajo Nation ceased. Navajo Forest Products Industry, which had operated the biggest sawmill in the Southwest, was forced to shut down. More importantly, in Tulley's view, procedures were set up so the Navajo people would have a role in the issuance of any future timber cutting permits.

Tulley says that the economic future of the Navajos rests on the ability of the tribe to encourage micro-enterprise — small privately owned businesses — and gradually build an economy from the ground up. He represents a growing movement among Navajos that embraces environmental healing and greater reliance on the sun and wind, abundant resources on a 17 million-acre reservation spanning Arizona, New Mexico and Utah. ■

**PDF IN PARTNERSHIP**

CONTINUED FROM COVER

Virginia Student Environmental Coalition is devoted to unifying students across Virginia to create a network for advocacy, education, and action around environmental justice issues. VSEC elected to start their trainings with the financial management and budgeting module. Inevitably, this impacted their thoughts on fund-raising, and PDF staff quickly pivoted to areas of concern.

"I just wanted to thank you again for the training you gave VSEC. It was incredibly helpful, and came at a critical time for us in our growth. We are now signed on to and using Quickbooks, and having our first fund-raising strategy call this morning. I am so grateful for the time and energy you gave to work with

**"PDF pushed us to dream big!"**

us — taking the time, and having the opportunity to ask questions, helped us to understand our funding on a more global level. Also, more confidence in our fund-raising potential and the ability to support more of the needs of our organizers."

**Tennessee Alliance for Progress (TAP)** received a two-year Community Organizing grant in 2017 to focus on their climate justice work and is an alumnus of The Sustainability Project. A year after completing their three years of workshops and coaching, they say, "It is doubtful that TAP would have survived the transition to a focus on climate organizing without this grant from PDF. TAP's convening of Climate Nashville has become the most significant local grassroots group organized specifically around climate in the state. Climate Chattanooga has similar potential; and the links developed between the two cities will be crucial moving forward. With a very limited budget we are finding ways to keep both a climate justice and a social justice focus. We believe through the commitment of

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**Staff**

- Isabel Alt  
INTERN  
intern@peacefund.org
- Ciara Crowley  
FOUNDATION ASSOCIATE  
ciara@peacefund.org
- Paul Haible  
EXECUTIVE DIRECTOR  
paul@peacefund.org
- Hannah Moriarty  
FOUNDATION ASSOCIATE  
hannah@peacefund.org
- Kathleen Sharkey  
DIRECTOR OF COMMUNICATIONS AND OUTREACH  
kathys@peacefund.org
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arlean@peacefund.org
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INTERN/COLLEGE OF ALAMEDA  
intern@peacefund.org
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**Your Legacy for Peace and Justice**

A simple bequest written into your will can help ensure the future of the Peace Development Fund. Together, we can strengthen the social justice movement to create the systems and institutions essential to building a peaceful, just and equitable world.

You may leave your gift to general support, endowment support, or a specific purpose that fits within PDF's Mission, Vision and Goals—to provide grants, training and other resources in partnership with communities, organizations, trainers and donors with whom we share a common vision for peace and social change.

For more information about leaving a bequest to PDF and specific wording, call 413-256-8306 or email kathys@peacefund.org.



## MISSION STATEMENT

The PEACE DEVELOPMENT FUND works to build the capacity of community based organizations through grants, training, and other resources as partners in the human rights and social justice movements. As a public foundation, we nourish, foster and encourage the diverse, self-sustaining and economically viable communities that are essential to building a peaceful, just and equitable world.

# NEW MAINERS, NEW SPICES

**I**N A TIME MARKED by xenophobia, the **Capital Area New Mainers Project (CANMP)** offers a beacon of light for immigrant families in Augusta, ME. CANMP is a cross-cultural organization that works to create a thriving, integrated, multicultural community in Central Maine, while empowering immigrants.

Volunteer programs allow for local community members of all ages, religions and classes to build strong, lasting relationships with recent immigrants. A team of dedicated non-immigrant volunteers helps to tutor, plan events and serve on Family Mentor Teams. New immigrant families have the option of being adopted by a team that connects with families several times a week to provide logistical, social and educational support as the families adjust to life in Maine. One major goal of CANMP is to help immigrants develop the skills and knowledge required to meet their needs and be able to advocate for themselves.

CANMP was launched just last year, but has already made great strides within the community. Chris Myers Asch of CANMP relates how the women chefs from CANMP's Learning English through Cooking classes have launched their own food business, which they are calling Alam (meaning "world" in both Arabic and Dari). Using local ingredients like Maine flour, these women plan to make flatbread and hummus, which can be sold with spice packages at the local farmers' market, bringing a little bit of their culture to Maine. Another success of CANMP is their "Send CANMP Kids to Summer Camp" initiative, which is sending more than three dozen immigrant children to various summer camps.

CANMP is excited to be a part of The Sustainability Project and looks forward to learning the skills to help make CANMP a long-term success. Chris Myers affirms, "The Sustainability Project will help us develop the leadership skills of our Board of Directors, seven of nine of whom are first-generation immigrants." ■

### IN THIS ISSUE

#### The Sustainability Project



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MAILING ADDRESS  
PO Box 40250  
San Francisco, CA 94140-0250  
Tel: (415)642-0900

PDF CENTER FOR PEACE AND JUSTICE  
44 North Prospect Street  
Amherst, MA 01004-1280  
Tel: (413)256-8306

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# READY TO LEARN

**M**ERRIMACK VALLEY IN Massachusetts is one of the oldest, poorest and most ethnically and economically segregated regions in the country, but the **Merrimack Valley Project (MVP)** is helping to change that. MVP trains workers and educates them about their rights, while aiming to preserve immigrant rights, save local jobs and ensure access to affordable housing in the area. In short, they are rebuilding the community — and revitalizing it in the process.

MVP has a long list of accomplishments. For example, MVP organized outreach and education to more than 1,500 Valley tenants and homeowners at risk of foreclosure to help them stay in their homes and fight eviction. They assembled the Amesbury Gardens Tenant Association to take ownership of their housing complex, creating 160 units of permanently affordable housing in downtown Lawrence. MVP worked with tenants of Hancock Courts in Lawrence to win \$9.9 million in state funds to renovate more than 450 housing units. "There is always room for improvement," says Community Organizer, Heleena Mathew, and that is one of the reasons MVP applied for The Sustainability Project.

PDF's Community Organizing grant will allow MVP to build a rapid response team that will respond to everyday deportations within the Valley.

## Peace through Justice



Capacity building training will help MVP focus on donor engagement and be less dependent on grants. "We need long-term and sustainable funding for MVP's projects and services, and to hire a third full-time organizer," affirms Mathew. "And we want to focus the organization towards local, community-based fund-raising strategies."

"We are living on our learning edge." ■

