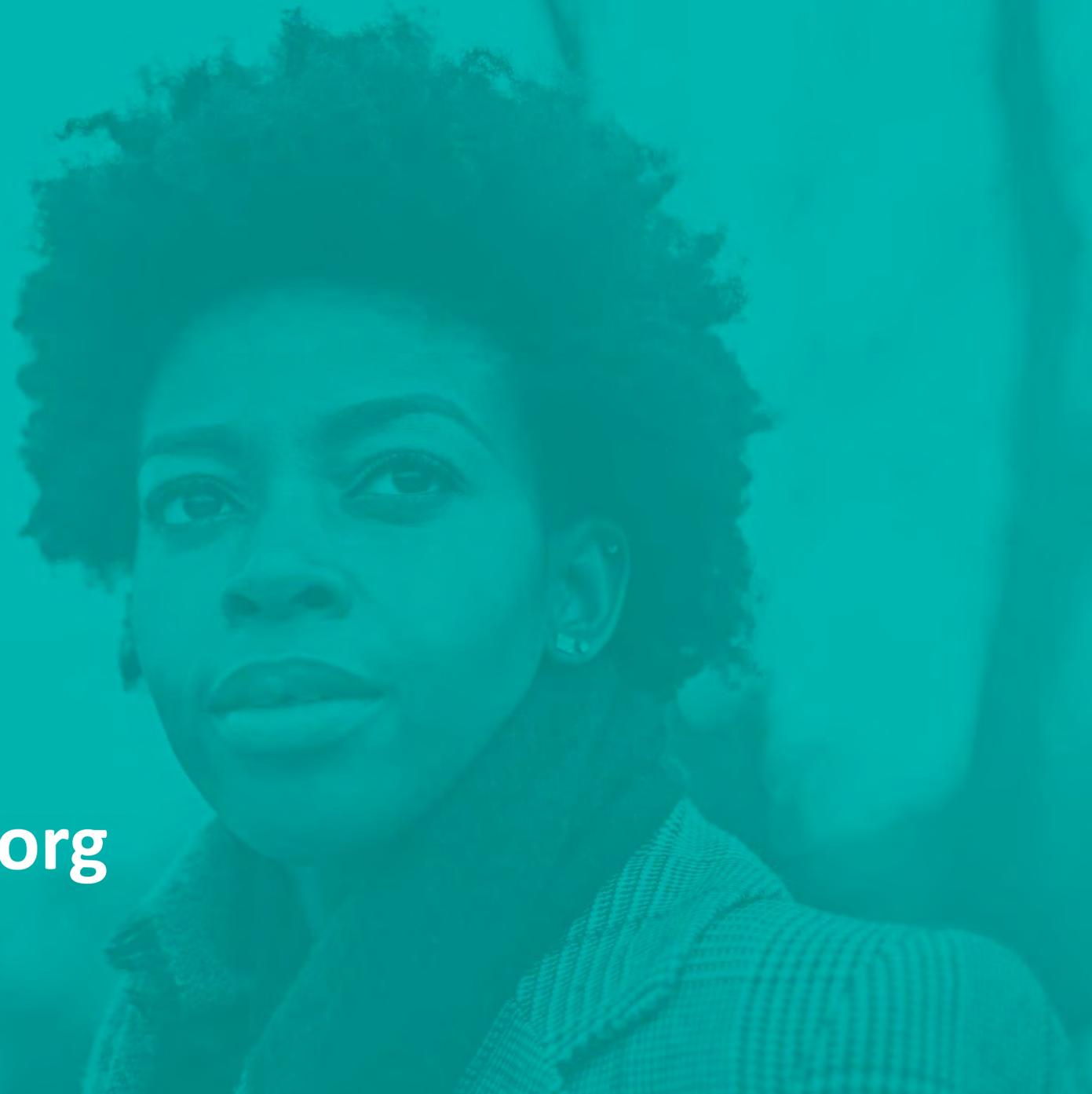


BLACK 
ECONOMIC 
ALLIANCE 
WORK • WAGES • WEALTH

BlackEconomicAlliance.org



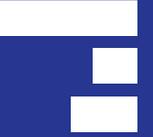
How It Began

On the heels of the 2016 election, a group of Black business and civic leaders gathered together to ask one another:

- How can we do more to increase positive outcomes for the Black community?
- Why do we invest in politics in a way we would never invest in business?
- Where did our contributions go? Did our money have an impact?
- How can Black donors get accountability and higher returns on our investments in the political arena?
- And finally....

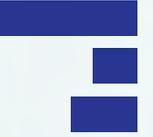
How can we organize for greater impact?





A New Idea

BEA is the premiere donor collaborative for business leaders and allies committed to Black economic progress.



Mission Statement

We are a non-partisan alliance of business leaders and supporters focused on driving economic progress for the Black community through public policy, advocacy, and political engagement.



What We Do

We advocate for Black economic progress and support candidates for office who are committed to increasing Work, Wages, and Wealth for Black Americans.

1

We advance an economic policy agenda focused on improving economic outcomes in three core areas: **Work, Wages, and Wealth**

2

We support candidates for office who are aligned with that agenda by providing endorsements and funding key elections

3

We influence government officials across the political spectrum and hold them accountable to that agenda

Our Goals

- Elected officials proactively consider positions on Black economic progress and incorporate these issues into their platforms for economic equity
- Black Economic Alliance provides partners, allies, and advocates with information about candidates and their positions on a range of economic issues facing the Black community
- Black Economic Alliance contributes to policy conversations around economic empowerment in the Black community
- Our work helps to increase Black representation across the political spectrum, including as professional political consultants and staff



2018 Accomplishments – Electoral



- Recognized the urgency of the 2018 midterms and focused on supporting candidates for office who are aligned with advancing economic progress in Black communities as assessed via our Questionnaire and Interview Process
- Endorsed candidates for office in Senate, House, and gubernatorial race: 12 of our candidates are now in office
- Supported our candidates via independent expenditures in partnership with groups including Collective PAC, BlackPAC, NAACP, House Majority PAC, Emily's List and others
- Invested in races that led to significant down ballot victories in Georgia, Mississippi, North Carolina, and Texas, including in Harris County, TX which elected a record 17 Black women judges

2018 Accomplishments – Influence



- Successfully launched in Summer 2018 with over 100 partners who invested \$5,000 or more and raised almost \$6 million
- Quickly established itself as a strong donor group branded around Black economic progress and business
- Built relationships with elected officials, candidates, party officials, and influencers
- Enlarged the Congressional Black Caucus and supported key members who are now in leadership positions in Congress
- Built relationships with other donor networks to amplify our efforts



2019
Focus Areas

Influence

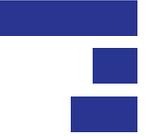
Develop a policy agenda and use our growing influence to ensure that both currently elected officials and candidates adopt our agenda

Expertise

Leverage BEA's business bona fides to engage policy makers on the Black economic agenda and support them with relevant expertise

Network

Establish BEA as the "One-Stop-Shop" for donors interested in a network of business leaders and allies who support the eco-system underpinning the Black economic agenda



Policy Development and Messaging

BEA will develop a research backed and evidence-based policy agenda:

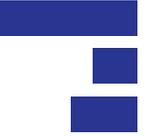
- Focus on policy areas that research reveals are priorities for the Black community and in which it can leverage its business perspective
- Support research institutions, think tanks, and policy experts focused on economic policies that impact Black communities as part of a “Virtual Think Tank”
- Convene a Virtual Think Tank to provide capacity to identify BEA’s top 3-5 policy priorities and assess policy proposals for their likely effects on Black Work, Wages, and Wealth
- Convene partners regularly around timely policy issues affecting the Black community

Political Infrastructure and Candidates



BEA will help elect candidates in 2020 who are aligned with its mission:

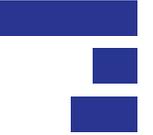
- Serve as a resource for all 2020 candidates and advocate for economic policy platforms that advance work, wages, and wealth in Black communities; ensure each candidate has a BEA “placement”
- Capitalize on its credibility with Black voters as a trusted advocate by endorsing candidates in key elections- BEA will finalize it’s 2020 endorsement process
- Invest in GOTV and messaging to Black voters
- Support efforts to end voter suppression and gerrymandering, and promote efforts focused on increasing Black political engagement and influence



Advocacy with Elected Officials

BEA will develop relationships with elected officials and allied organizations:

- Support the creation of a new Black Economic Caucus, a bicameral, bipartisan effort in Congress focused on BEA's mission
- Work with the Congressional Black Caucus to strengthen its capacity to move BEA's agenda forward
- Facilitate access between partners and key, influential elected officials via monthly donor calls, events, policy forums etc.
- Conduct outreach endorsed elected officials on key issues such as diversity and hiring; legislative response to economic issues (e.g. shutdown); workforce development etc.



Expanding the Partnership

- Provide partner benefits that include: access and exposure to candidates, elected officials, allied organizations including think tanks, policy experts, grassroots organizers, and political strategists focused on BEA's mission (exclusive monthly calls, convenings, member only web page etc.)
- Provide a forum for networking opportunities with other members
- Influence and track direct and indirect investments into candidates and organizations that support its mission
- Recruit individual and corporate partners to support its policy and advocacy programming

In short, BEA will “do the homework” for donors committed to BEA’s mission by supporting the necessary political and policy ecosystem and highlighting elected officials and organizations that partners can support.

Black Economic Alliance Affiliated Entities



Black Economic Alliance:

- 501 (c)(4) social welfare organization
- BEA flagship organization, supports BEA's operations, advocacy efforts and other organizations engaged in political activities including voting rights, candidate training, messaging, etc.
- Contributions are not tax deductible

Black Economic Alliance PAC:

- Hybrid federal hard money and Super PAC, regulated by the Federal Election Commission
- Supports candidates for office at the federal level
- Contributions are not tax deductible

Black Economic Alliance Fund:

- Political organization regulated by the IRS
- Supports candidates for office at the state, local, and in certain cases federal level
- Contributions are not tax deductible

Black Economic Alliance Foundation:

- 501 (c)(3) research and educational organization
- Supports BEA's policy development work and does not engage in partisan political activities
- Contributions are tax deductible

Partnership Program



The BEA Partnership Program includes three tiers:

Platinum Partners: donors giving at the \$250,000, \$500,000 , and \$1,000,000 levels, respectively

Premiere Partners: donors giving at the \$50,000 and \$100,000 levels

Elite Partners tier: donors giving at the \$5,000 and \$25,000 levels.
Emerging business leaders age 35 and under may join at the Friend level for a discounted rate of \$2,500.

Each partnership level provides a variety of benefits and engagement with the organization, other partners, and key stakeholders.



The BEA Corporate Partners Program consists of three tiers:

- Platinum – for major corporate partners contributing \$500,000 and higher
- Premiere Tier – for major corporate partners contributing \$100,000 to \$250,000
- Elite Tier – for major corporate partners contributing \$25,000 and \$50,000

	<u>Corporate Levels</u>	<u>Gift Amount</u>	<u># of Gifts</u>	<u>#of Prospects</u>	<u>Cumulative Total</u>
Platinum	Trailblazer	\$500,000	2	5	\$500,000
Premiere	Partner	\$250,000	2	5	\$500,000
	Leader	\$100,000	4	10	\$400,000
Elite	Benefactor	\$50,000	6	15	\$300,000
	Friend	\$25,000	8	20	\$200,000

Corporate Program

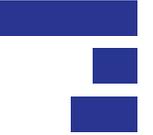
Advisory Board

- **Ronald Kirk**
- **Susan Rice**
- **Jennifer Granholm**
- **William Cohen**
- **Robert Raben**
- **Caretha Coleman**
- **Carla Harris**
- **Edward Lewis**
- **Richard Parsons**
- **Steve Schmidt**
- **Morgan DeBaun**
- **Fred Terrell***
- **Kneeland Youngblood**
- **Sheila Marcelo**
- **Benaree Wiley**
- **Michael Steele**
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- **Troy Carter**
- **Bakari Sellers**
- **Carol Sutton Lewis**
- **Spencer Overton**
- **Heather McGhee**
- **Chris Lyons**
- **Marva Smalls***

***BEA Founding Member**



In The News



THE WALL STREET JOURNAL.

NEW GROUP SUPPORTS CANDIDATES WHO BACK ECONOMIC INTERESTS OF BLACK AMERICANS

Andrew Duehren | August 13, 2018

"African-American business executives and civic leaders have created a new political group with plans to spend millions of dollars in the upcoming midterm election to support candidates committed to passing policies that will help create wealth for black Americans. The group, called the Black Economic Alliance, has already raised \$3.5 million and hopes to raise millions more in the coming months."

POLITICO

NEW GROUP OF BLACK EXECS TO SPEND MILLIONS IN MIDTERMS

David Siders | August 13, 2018

"Citing economic disparities that have long disadvantaged black people in the United States, Coles, chairman and chief executive officer of Yumanity Therapeutics, said, "We don't think that the stakes could be higher" for economic issues affecting black Americans. "Obviously, as we support and advantage black Americans, all other low-income groups will benefit from this as well," he said. "This is a pebble that we expect will have a ripple in a very big pond."

The New York Times

DEMOCRATIC CANDIDATES PROMISE TO CLOSE WEALTH GAP BETWEEN WHITES AND BLACKS

ASTEAD W. HERNDON | JUNE 15, 2019

"...issues like the racial wealth gap, reparations for black Americans and large-scales criminal justice reform have become inescapable for Democratic candidates..."

HuffPost

2020 CANDIDATES PITCH PLANS TO HELP BLACK AMERICANS AT SOUTH CAROLINA FORUM

IGOR BOBIC | June 16, 2019

"... a key opportunity to shape the race for the Democratic Party's Presidential nomination..."



DEMOCRATS COURT BLACK VOTERS AT SOUTH CAROLINA FORUM

DAN MERCIA AND DONALD JUDD | JUNE 15, 2019

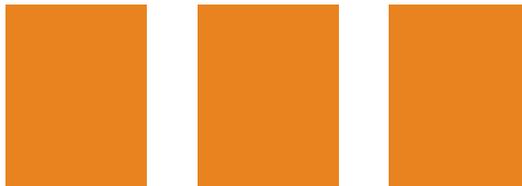
"...candidates pitched wholesale changes to the federal government's approach to African-Americans...there was clear agreement on the need to focus policy proposals to boost African Americans"

The Washington Post

WORKERS' PROTEST, CANDIDATE FORUM PUT SPOTLIGHT ON RACE AND ECONOMIC INEQUALITY

CLEVE R. WOOTSON JR. | JUNE 15, 2019

"..underscored a key issue for South Carolina voters: how economic woes hit blacks hard than whites in this state and in most of the country..."



Featured Publications & Media Outlets



The Washington Post

POLITICO



THE BALTIMORE SUN

AXIOS

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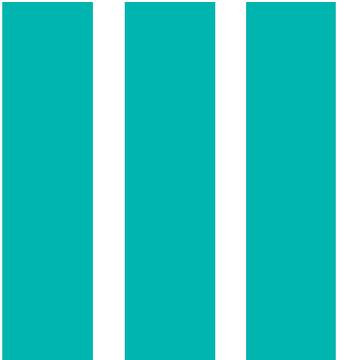
BLACK ENTERPRISE



BuzzFeed

The New York Times

THE WALL STREET JOURNAL.





Thank You

**For additional information about the
Black Economic Alliance,
please contact us at:**

info@blackeconomicalliance.org