



# Organizing With Purpose

## A Recap from Charitable Ventures, Region 9 ACBO

### Peer Learning Lab

Friday, September 18, 2020



**CHARITABLE  
VENTURES**

A Center for Social Change

# What is Charitable Ventures?

Charitable Ventures, launched in 2007, supports and empowers community leaders in four critical ways:

- 1). Incubation
- 2). Fiscal sponsorship
- 3). Capacity building
- 4). Collective impact

[www.charitableventuresoc.org](http://www.charitableventuresoc.org)

# In the beginning...

December 2018.

A small team was assembling at Charitable Ventures.

We didn't know what we were doing.



But we just started building.

# The set-up

## OC Census Community Table

- Started with 15 members
- Invitations went out to additional CBOs in Dec 2018
- One requirement to join: Read emails.
- Today, the OC Census Community Table stands at 453 unique members

## OC Census Executive Team

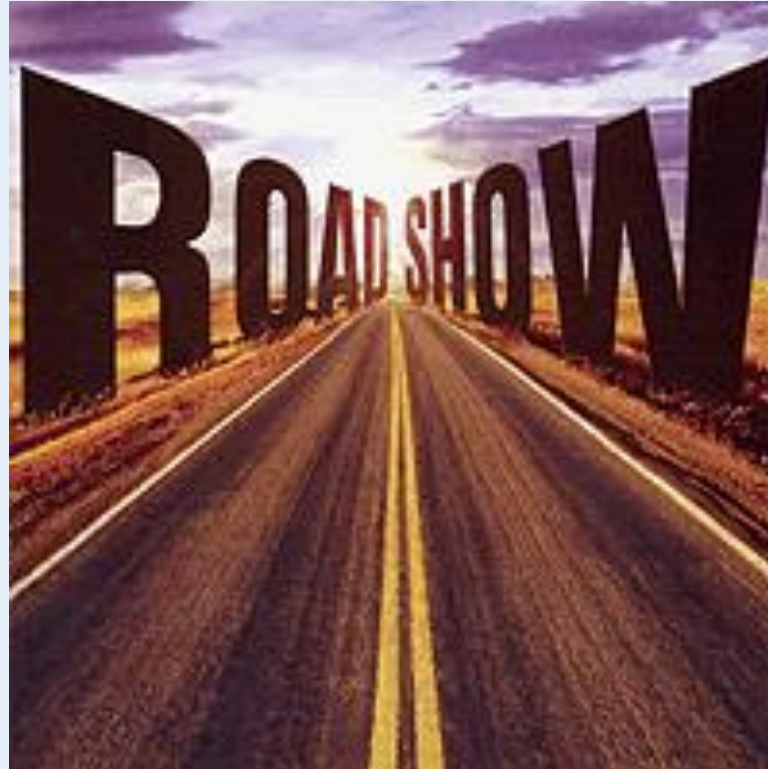
- 11 members; mix of nonprofits and funders
- Trusted organizations and messengers
- Oversaw direction of our strategic plan

# Using our voice to build trust and awareness

**Census presentations and meetings**

Conversations with influencers

**Phone calls, phone calls, phone calls**



**Website**

Social media

**Census postcards**

Census Expos

Launch of the OC Census Fund

# It's all about the ~~Benjamins~~ communications

## For the OC Census Community Table...

- Regular communications kicked off in January 2019
- At key inflection points in the campaign (for instance, SCOTUS ruling on citizenship question), communications ramped up
- From February through August, bi-weekly communications
- We augmented with Count the Nation content/tools on off weeks



# In the room where it happens



# Partner up!

**We  
assembled  
a  
funded partner  
cohort.**







# Funded vs. non-funded partners

1. What can we provide?
2. How can we support?
3. Who do we connect?
4. Where do we direct?



# What we're hearing

“It felt powerful to be working so closely with so many incredible organizations on such an important initiative.”

“Participating in the Census 2020 community outreach efforts strengthened OCCCO as an organization, encouraging new partnerships and promoting unprecedented strategies.”

“I really hope that we can find an issue or a topic that we can rally around once again in order to continue this collaboration and strengthen civic engagement efforts here in Orange County.”

# The pivot

**We just can't lose this momentum in Orange County.**



So we're pivoting.  
And we're turning the OC Census Community Table into a civic engagement table.



# Contact

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