

The Promise and the Practice Campaign for Black Lives of Unitarian Universalism

Summary Report

June 15, 2019

Overview:

In October 2016, the UUA Board of trustees made an historic commitment to provide \$5.3 million dollars to support the ministry, leadership and justice making work of Black Lives of Unitarian Universalism (BLUU). BLUU emerged out of conversations among Black UU's at the 2015 Movement for Black Lives Convening in Cleveland, Ohio. The Board committed \$300,000 in direct support in FY 2017 to support a BLUU national convening and in addition, a promise of \$5 million to support the ongoing ministry of BLUU.

BLUU's commitment is to:

- Expanding the power & capacity of Black UUs within our faith
- Providing support, information & resources for Black Unitarian Universalists.
- Justice-making and liberation through our faith

The Promise and the Practice Campaign:

In September 2017, the UUA launched the Promise and the Practice of our Faith Campaign to raise the funds for the BLUU commitment. This campaign was led by and administered by the UUA's Stewardship and Development team and the UUA President. Special gratitude goes to Mary Katherine Morn, Cheri Taylor and Patty Lynch on the development and implementation of this campaign. More than 325 congregations participated in the Promise and the Practice Campaign, pledging just over \$675,000 to the campaign between January 2017 and June 2019.

From the beginning, the UUA served as the fiscal sponsor of BLUU, handling accounting, payroll, benefits, and processing contributions. That arrangement was documented in a Memorandum of Understanding on May 17, 2018. Members of the UUA staff, including the GA and Conference Services Director, the controller and the finance staff, the Stewardship and Development team, the Treasurer and the Executive Vice President, all worked to support BLUU leadership in forming and launching the organization.

During the nearly three years since the original commitment, BLUU has organized itself as a separate legal entity, applied for recognition as a charity by the IRS, and set up the mechanisms of a successful nonprofit organization – payroll, benefits, bank accounts, and governance. Now it is time to transfer the funds to BLUU's control.

At the close of FY 19, the Unitarian Universalist Association created a UUCEF account in the name of BLUU and executed a subscription agreement with them giving BLUU full control of the account. On approximately July 15, 2019, the account will be funded

with the balance of the \$5 million promised to BLUU, thus completing the BLUU commitment. Below is a summary of the funds raised and given to support the ongoing vitality and strength of the Black Lives of Unitarian Universalism.

BLUU Funding Commitment		
	Amount	Notes
UUA Support to BLUU		
UUA Commitment	5,000,000	Board motion in October 2016
Start-up and operating support	300,000	For initial convening and start-up expenses
Ongoing support during fundraising period	<u>337,500</u>	For BLUU operating expenses
Total UUA support of BLUU	5,637,500	
Direct fundraising expenses	<u>215,390</u>	
Total Funding Commitment :	5,852,890	
Sources of funding		
Cash contributions	2,420,315	through 4/30/19
Plus: pledges	555,790	
Plus: expected add'l contributions	<u>338,971</u>	5/1/19-6/30/19
Promise and the Practice Donations	3,315,076	
From UUA:		
UUA FY17 operating budget	300,000	
UUA endowment pledge	<u>1,000,000</u>	Paid \$500K/year in 12/17 and 12/18
Subtotal	4,615,076	
Additional UUA endowment draw to complete commitment	<u>1,237,814</u>	
Total sources	5,852,890	