

GIVING TO ADVANCE EQUITY

Philanthropic Partnerships Team – BMGF

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STRATEGIC ANALYSIS,
RESEARCH & TRAINING CENTER

START CENTER OVERVIEW



Leverages leading content expertise from across the University of Washington



Provides high quality research and analytic support to the Bill & Melinda Gates Foundation and global and public health decision-makers



Provides structured mentorship and training to University of Washington graduate research assistants

PROJECT TEAM



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PROJECT OVERVIEW

PROJECT OBJECTIVE

GIVING TO ADVANCE EQUITY

- Racial equity in the United States
- Gender equality globally
- Sustainable Development Goals

01

Identify existing literature on how/why everyday donors give to gender equality and racial equity

02

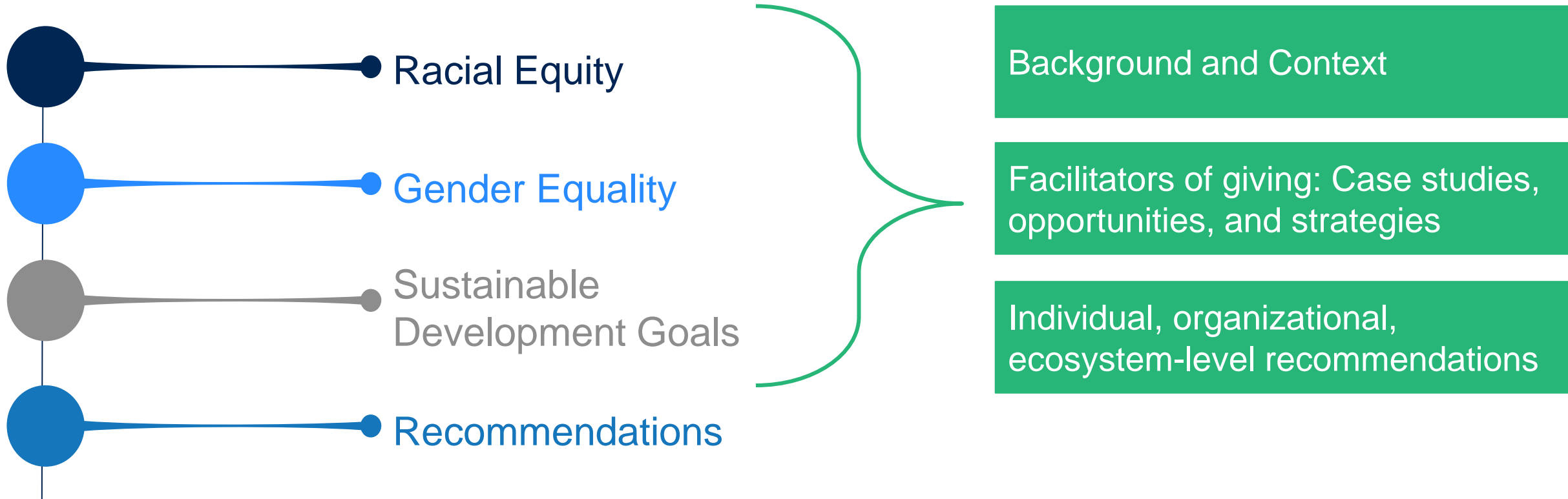
Develop and compile a landscape that supports equity-based giving

03

Create recommendations that target the three focus areas



AGENDA



KEY FINDINGS

RACIAL EQUITY



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RACIAL EQUITY

BACKGROUND & CONTEXT

Intentional and continual practice of eliminating racial disparities

Changing policies, practices, systems, and structures

Prioritizing measurable change in the lives of BIPOC communities

Grantmaking explicitly awarded to benefit BIPOC broadly or to organizations that serve these populations

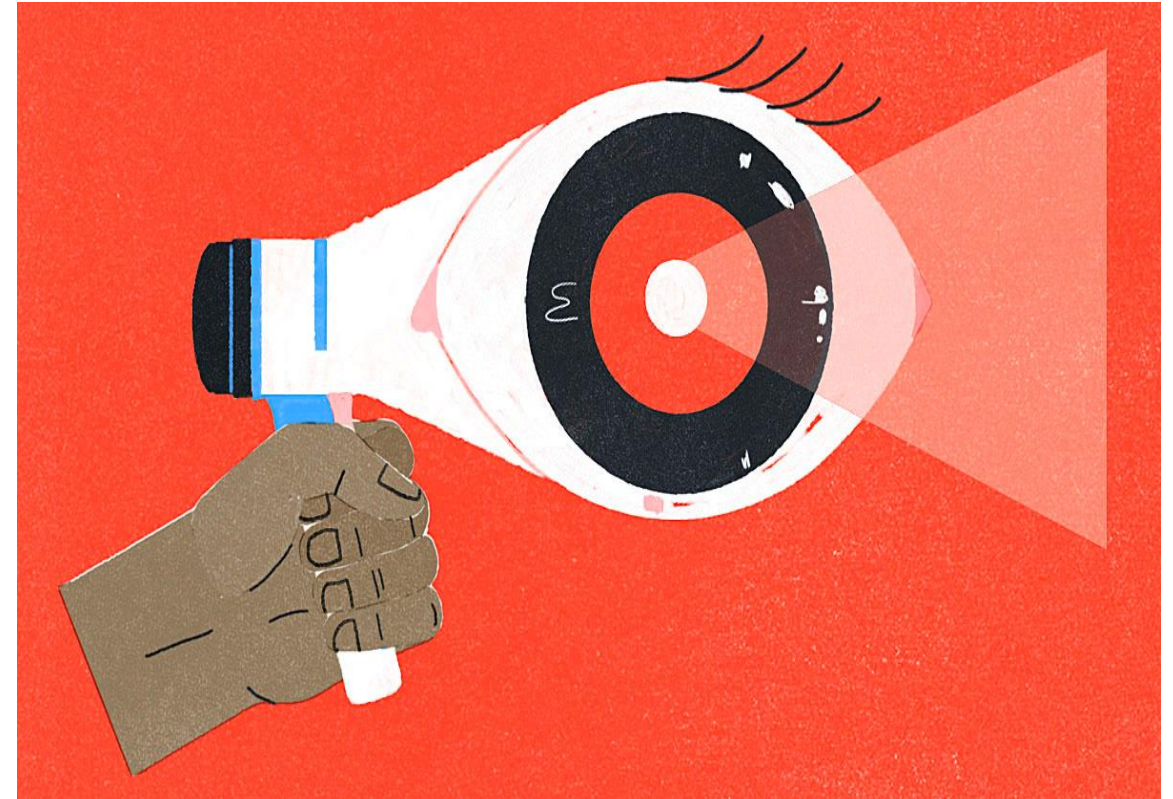



Image Source: Garcia Lam, Harvard Business Review

RACIAL EQUITY

ACHIEVING RACIAL EQUITY TAKES SYSTEMIC CHANGE



Philanthropists and philanthropic advisors must work to shift from a framework that grounds giving in “charity” to one that grounds giving toward “justice”

“Philanthropy is commendable, but it must not cause the philanthropist to overlook the circumstances of economic injustice, which make philanthropy necessary.” – Martin Luther King Jr.

Charity → Justice

Image Source: START Team

RACIAL EQUITY: WHAT DOES EQUITY LOOK LIKE?

TOWARD JUSTICE - CHOOSE 180

“Our journey towards racial equity is not linear. So we cannot measure impact by how far we travel on some sort of imaginary continuum.”

-Sean Goode, Choose 180 Executive Director



Image Source: Choose 180

RACIAL EQUITY: WHAT DOES EQUITY LOOK LIKE?

TOWARD JUSTICE - KIND

Every child has access to legal counselling, social services, and has their rights and well-being protected

Social Services team helps clients across the U.S. adjust to a new country, language, home, and community

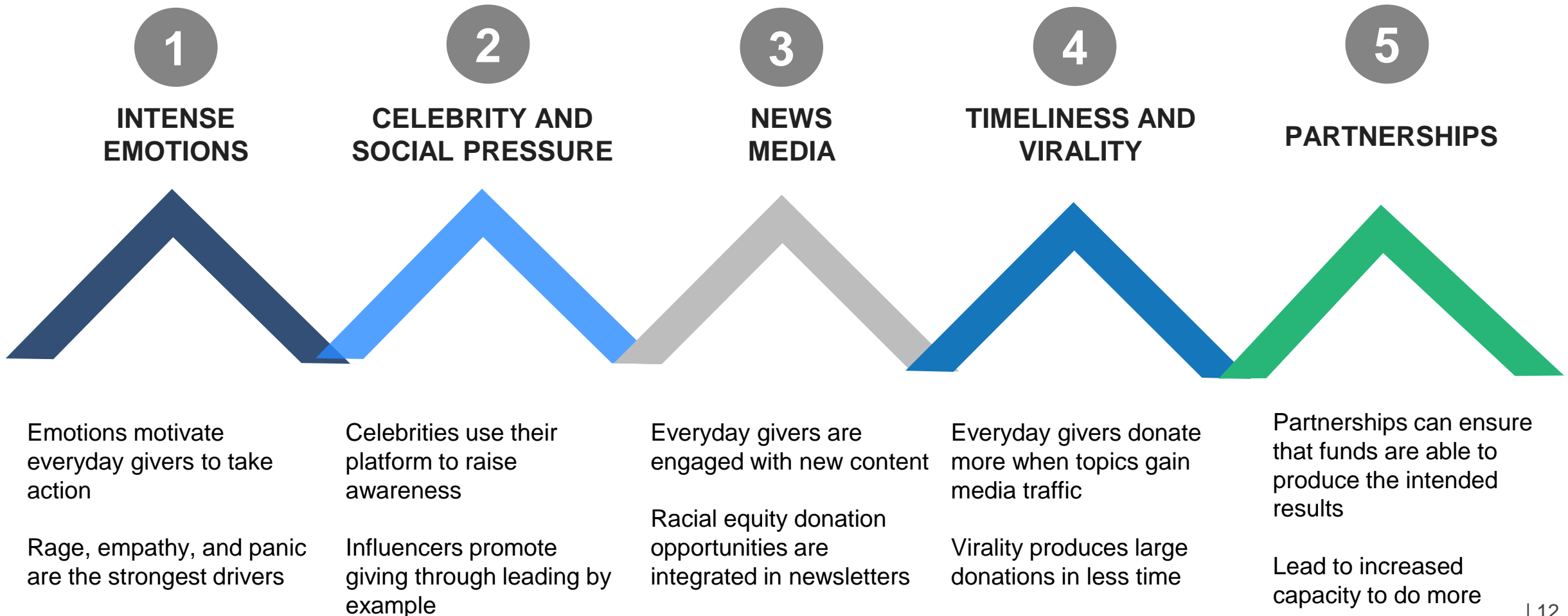
Mentoring attorneys to ensure their work is inclusive of trauma-informed and child sensitive practices



Image Source: KIND

RACIAL EQUITY

FACILITATORS



RACIAL EQUITY: NATIONAL LEVEL

CASE STUDY: THE BLACK PANTHER PARTY

Large-scale donations to support racial equity in the US dates as far back as the 1960's

The Black Panther Party was created to address social and economic inequities in Oakland, California's Black Community

BPP relied on the support of ordinary men and women to help fund the Breakfast Programs and the organization as a whole



Image Source: Black Past Organization

RACIAL EQUITY: NATIONAL LEVEL

FACILITATOR: CELEBRITY AND SOCIAL PRESSURE

- The largest source of donations came from celebrity promotion
- Miriam Makeba donated funds to the BPP; she used her **music career as a platform** for supporting racial equity and raising awareness
- Blacklisted in the US music industry due to her support for the Black Panthers

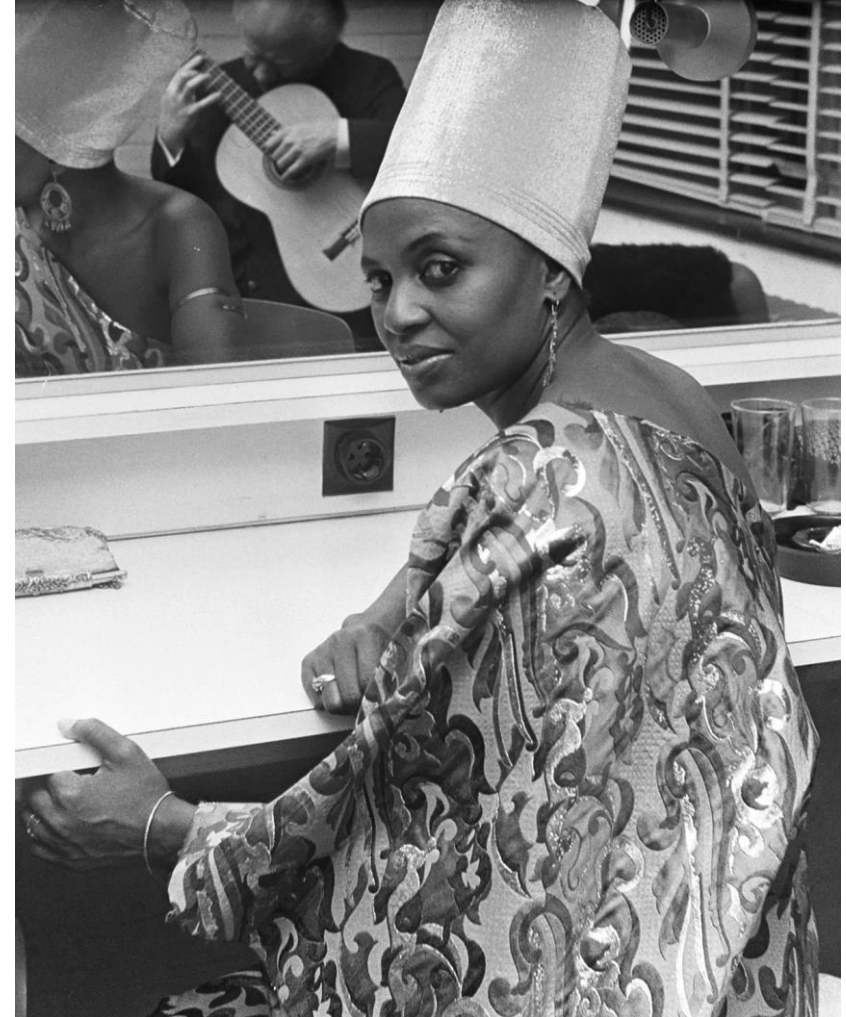


Image Source: Black Past Organization

RACIAL EQUITY: NATIONAL LEVEL

FACILITATOR: NEWS MEDIA


- *The Black Panther Party Newspaper* was the most widely read Black newspaper in the United States from 1968-1971
- On average, a weekly circulation sold more than 300,000 copies at 25¢ each
- The Newspapers communicated the impacts that the donations had, as well as new program ideas and opportunities to give



Image Source: Freedom Archives

RACIAL EQUITY: NATIONAL LEVEL

FACILITATOR: PARTNERSHIPS



“Initially, the relationship between the BPP and businesses was hostile because they did not trust us; but after seeing the Breakfast Program in action, **‘we had them coming to us and offering us help.’**” -New York Panther

Reggie Schell, a Philadelphia Panther, recalled how he and his comrades vigorously hunted for donations from dry cleaners, local businesses, and members of the community in order to provide children with suitable winter attire. Philadelphia’s Free Clothing Program became so popular that in October 1970 it expanded into a citywide campaign that lasted until the mid-1970s

RACIAL EQUITY: NATIONAL LEVEL

FACILITATOR: TIMELINESS AND VIRALITY

- From May 26 to June 17, Black Lives Matter Global Network (BLMGN) received \$36 million from more than 1.1 million individual donations
- The creation of traditional news articles reached a peak of 45,000 in a single day in early June and the cumulative views of those articles reached 311 million through June 15
- The dashboard below shows key statistics that illustrates the virality of this external event

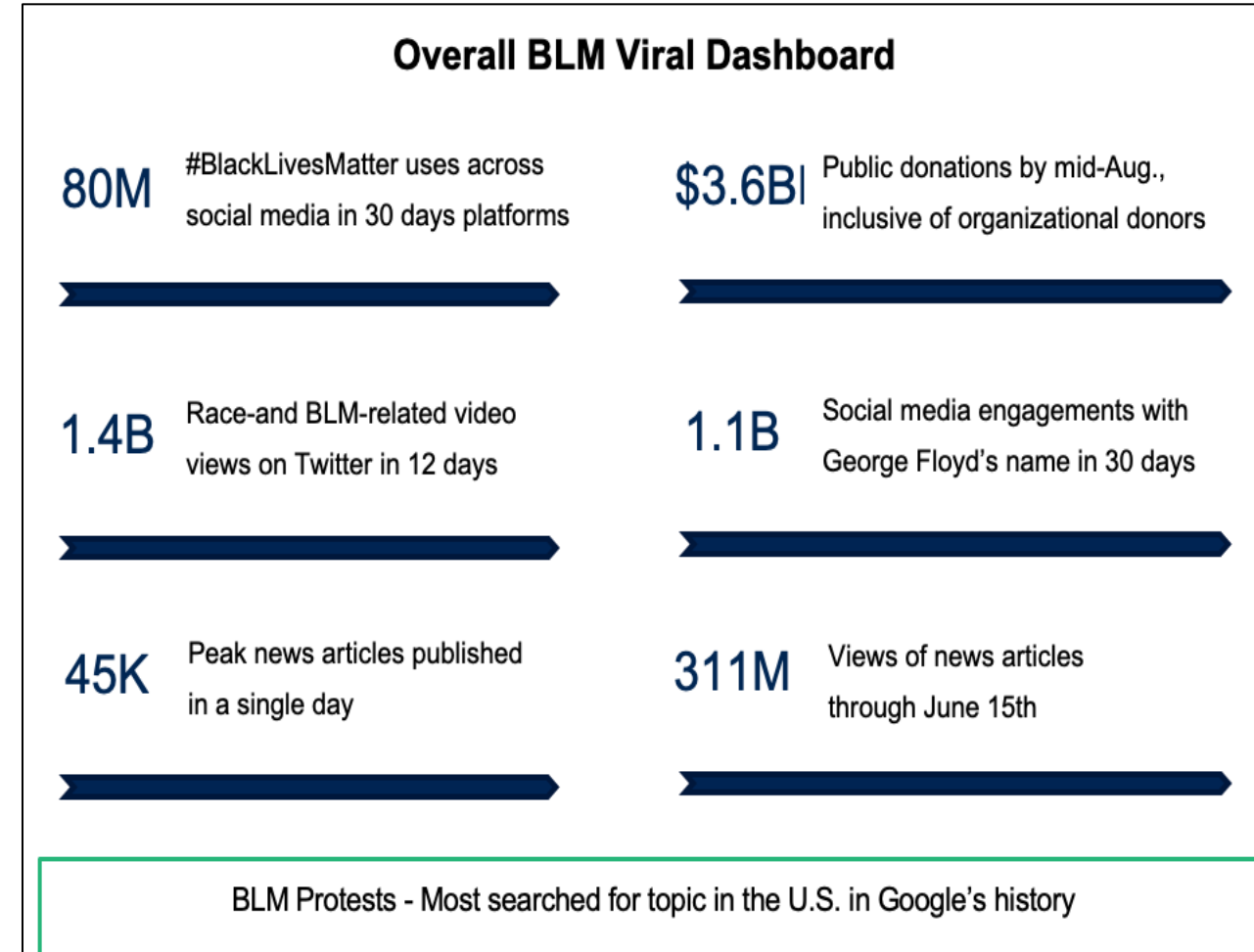


Image Source: UW START Center

RACIAL EQUITY: NATIONAL LEVEL

FACILITATOR: NEWS MEDIA

- ADC is the largest Arab American grassroots civil rights organization in the US, serving people of all backgrounds, faiths and ethnicities, with a national network of chapters and members in all 50 states
- In 2019, ADC reported that they raised **\$703,287 from everyday donors (without a mass fundraising campaign)**
- To raise funds, they engage constituents through updates (newsletters, blog posts, webinars, and action alerts) to stay relevant



Image Source: American-Arab Anti-Discrimination Committee

RACIAL EQUITY: LOCAL LEVEL

DONATION-BASED TOOLS

The world's first Fintech platform solely dedicated to the uplifting of Black nonprofits, Black Businesses, and other non-Black organizations that contribute positively to the Black community

“One of the most important aspects of creating the Give Black app is **informing the public about services that are currently being offered** that they might not know about. So imagine all the issues we face as Black people that we think no one is even attempting to address. Now we can not only see the organizations that are **addressing our issues**, but **we can support them.**”

-David Hughes, Founder

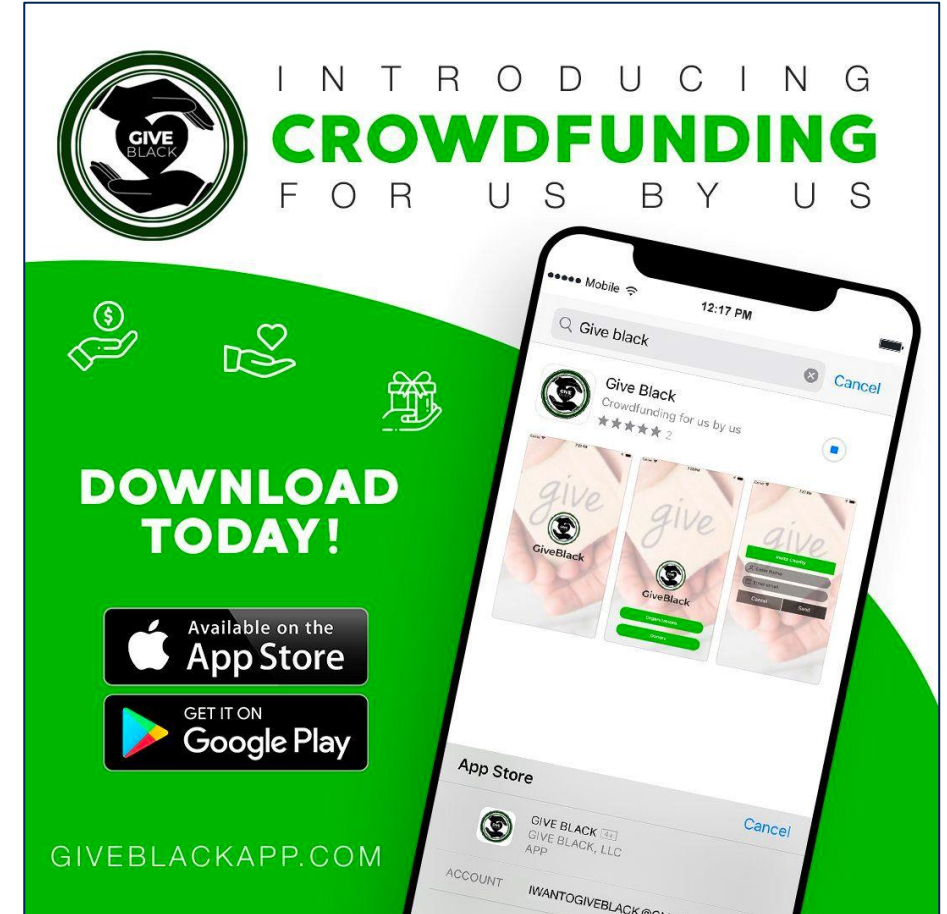


Image Source: GIVE BLACK

RACIAL EQUITY: FRAMEWORKS

SHIFTING THE EQUITY FRAMEWORK

“The Seattle Foundation has been encouraging donors to invest in organizations promoting racial equity,” said its chief engagement officer, Stephanie McLemore Bray.

Grantmaking to community and grassroots organizations has shifted toward being much more community-focused, and focused on BIPOC proximity (e.g., lived experiences)

The Fund for Inclusive Recovery, with money contributed by the Bill and Melinda Gates Foundation, Seattle Mariners, Raikes Foundation and others, funds grants that are geared toward advocacy work serving people of color.



Image Source: Families of Color Seattle

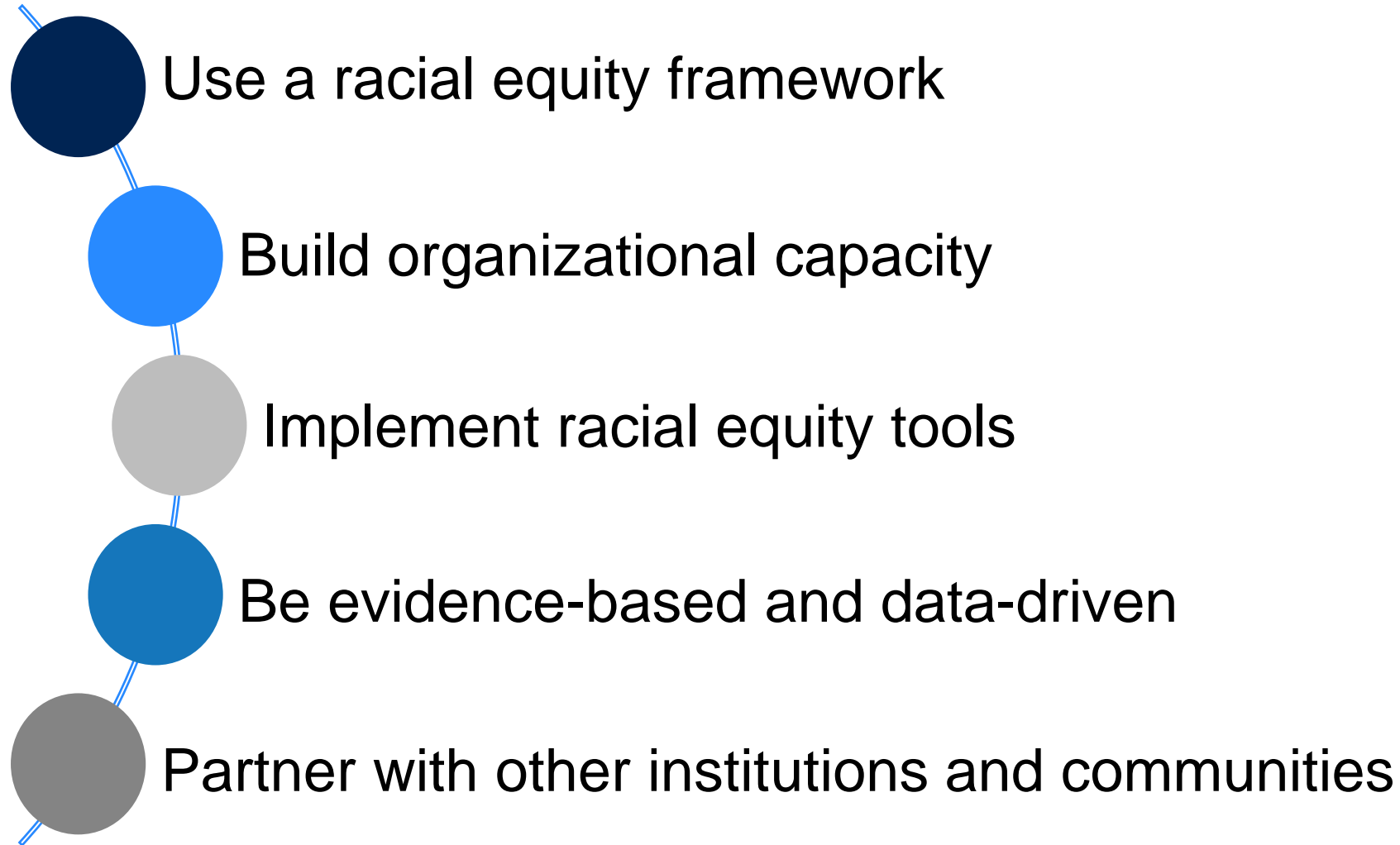
RACIAL EQUITY

OPPORTUNITIES

THEME	DESCRIPTION	RELATIONSHIP TO GIVING
Empathy	Everyday-donors will not donate to victims who they can pin blame toward; blaming a community, or dehumanizing them, will hinder donations	Elicit empathy or strong emotions from donors, by highlighting the injustices that exist within a minoritized group, through leveraging social media and virality
Stability	Everyday donors will refrain from donating to an organization if they feel that their funds will not be used effectively, or if priorities keep shifting	Everyday donors want to see stability in an organization to allow them to have faith in what an organization is doing; consistent goals are critical
Trust	A diminished level of trust decreases interest in an organization and has donors seeking new ways to ensure their gifts are having the intended impact	Communicate the organization's evaluation measures, to ensure that donors understand the thresholds for impact and success
Momentum	With the countless events and opportunities to donate, everyday donors can lost interest in an organization and want to give their funds elsewhere	Sustain relationships with everyday donors to ensure consistent giving, by keeping them updated, connected, and informed of priority changes

RACIAL EQUITY

KEY STRATEGIES



KEY FINDINGS

GENDER EQUALITY



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GENDER EQUALITY

BACKGROUND & CONTEXT

UN Gender Inequality Index

Insights into gender disparities in:
health, empowerment and the labor
market

Provides empirical foundations for
policy analysis and advocacy efforts

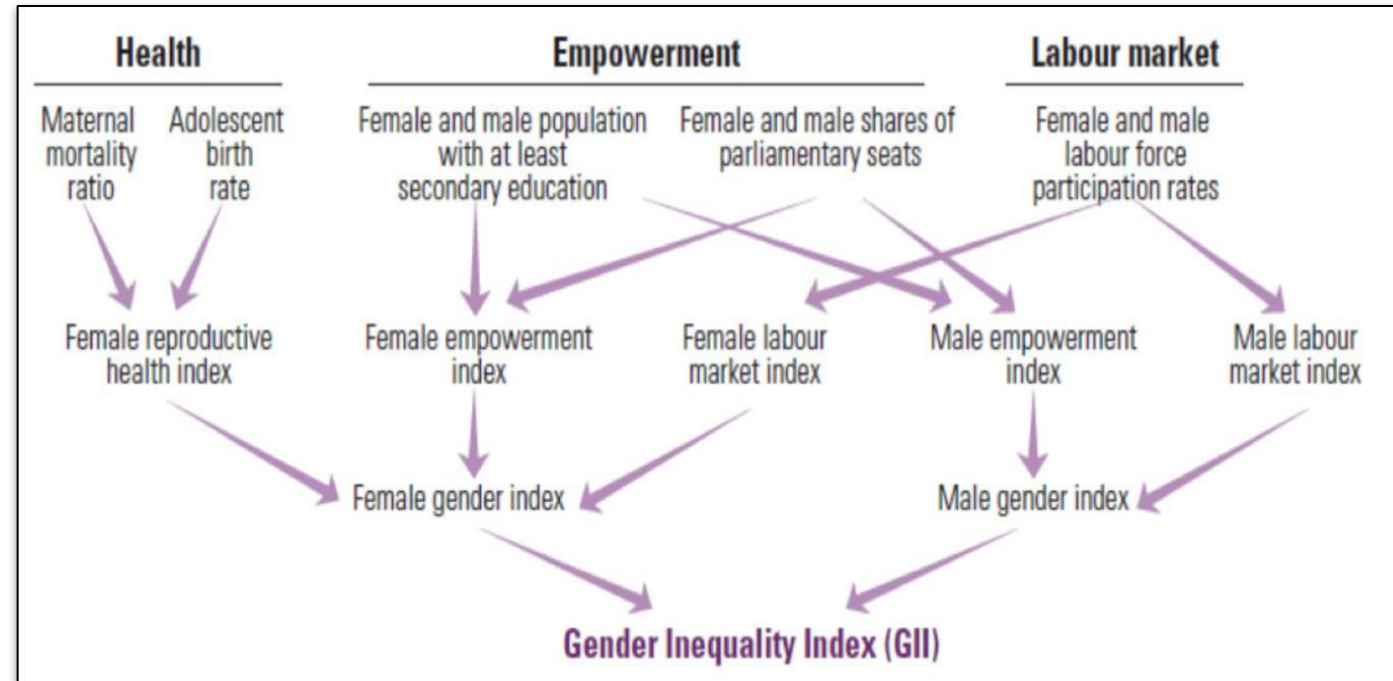


Image Source: UN Human Development Reports

GENDER EQUALITY

BACKGROUND & CONTEXT

European Union Gender Equality Index: 6 Domains to Assess Gender Equality

Special Domains of interest: Violence Against Women & Intersecting Inequalities

Most recent report includes data from 2019

Effects of COVID-19 on gender equality remain unmeasured

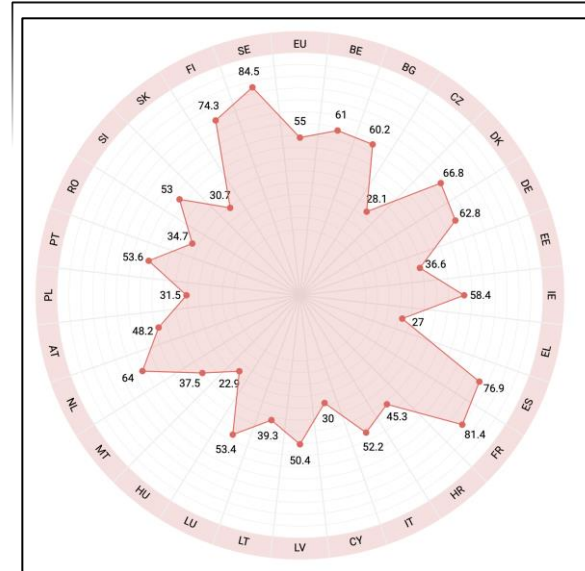
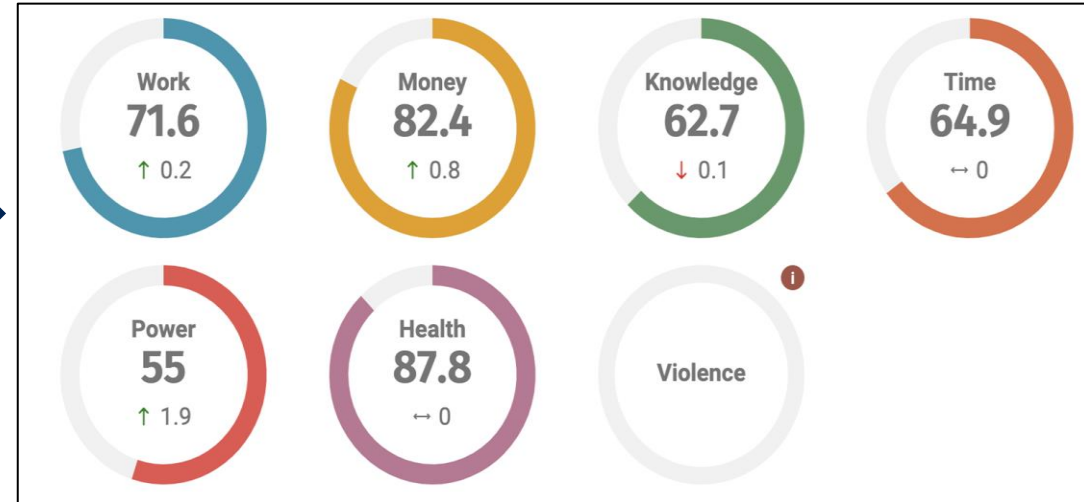


Image Sources: EU Country Scores for Power

GENDER EQUALITY

BACKGROUND & CONTEXT

Women & Girls Index (WGI)

developed to quantify organizations and dollars dedicated to women and girls

Across all non-profit organizations, ~3.3% (more than 45,000 organizations) are dedicated to women and girls, and receive 1.6% of all charitable donations (\$6.3 billion)

Primary focus of organization by philanthropic support (billions)

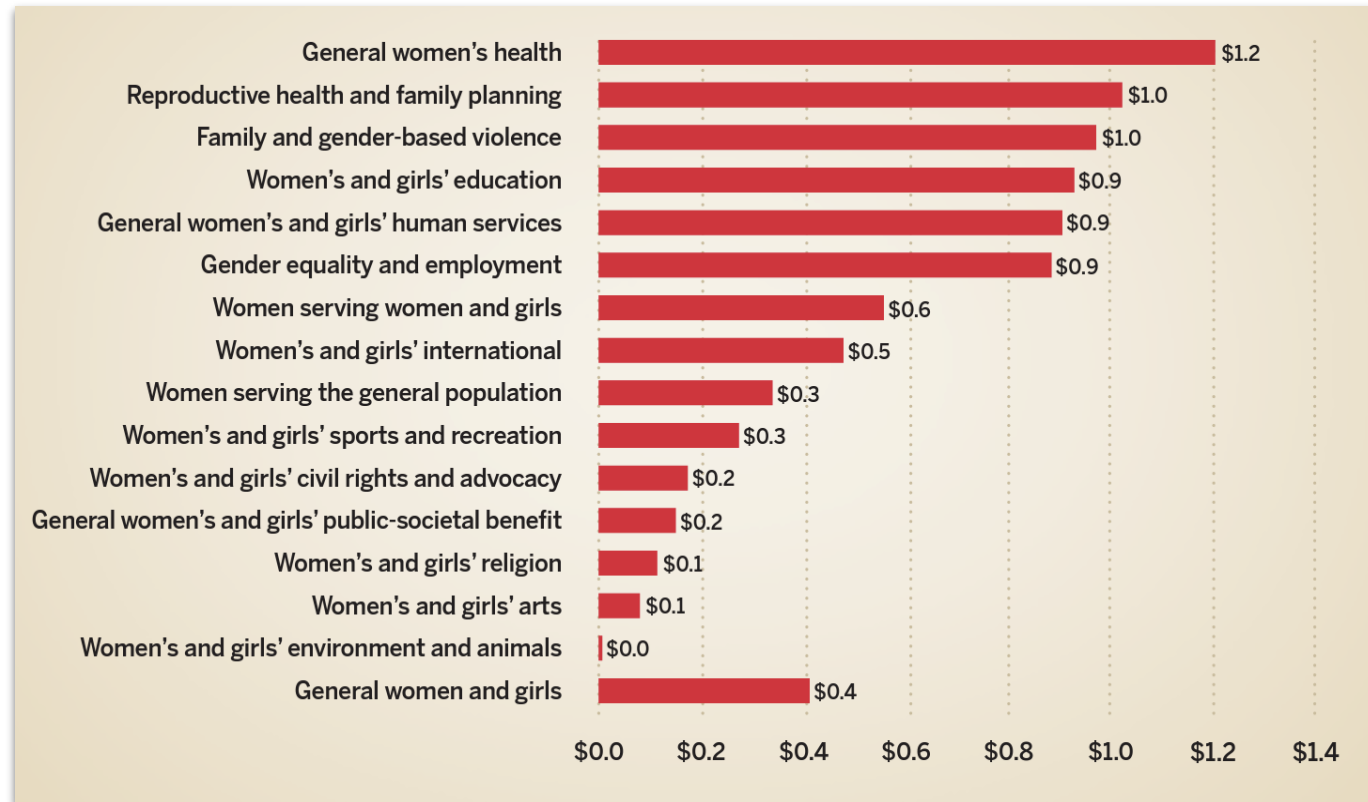


Image Source: The Women's Philanthropy Institute

GENDER EQUALITY

FACILITATORS

1

PERSONAL CONNECTION

Causes that reflect
donor's experience

Women are larger
donors than men to
GE

2

PURPOSE- FORWARD

Mission-driven
organizations

Highlighting female
leadership

3

PAYMENT OPTIONS

Opportunities for
payment

Demonstration of
impact

4

TIMELINESS AND VIRALITY

Current events

Social media
campaigns

5

COMPELLING EVIDENCE

Gender differences
in info preference

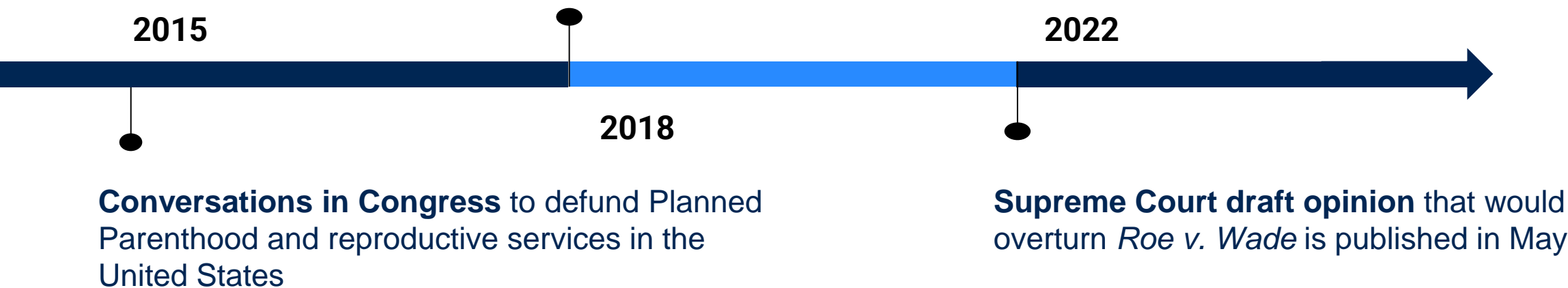
Generational
differences in media
consumption



GENDER EQUALITY

CASE STUDY: REPRODUCTIVE RIGHTS IN THE US

#MeToo Movement: Abortion, contraception and reproductive rights remain at the center of the national discussion after a record number of women were elected to Congress in 2018 and the #MeToo movement places an emphasis on women's rights.



GENDER EQUALITY

FACILITATORS: REPRODUCTIVE RIGHTS IN THE US

Personal
Connection

Planned Parenthood shifted the conversation from accessing reproductive healthcare as a women's health issue to empowering women.

Purpose-Forward

Payment Options

Timeliness and
Virality

Best Practices:

- Engagement with: community organizations, proximate leaders, celebrities or public figures, peer-to-peer networking
- Contextualize impact of donations
- Tailor experiences to generational preferences

Compelling
Evidence

GENDER EQUALITY

FACILITATORS: REPRODUCTIVE RIGHTS IN THE US

Personal
Connection

Purpose-Forward

Payment Options

Timeliness and
Virality

Compelling
Evidence

NARAL Pro-Choice America saw a 1,403% increase in donations in the 24 hours after the Supreme Court leak. **53% donors were giving for the first time.**

Viral social media campaigns: donations to abortion funds in honor of Conservative Representatives in the US

GENDER EQUALITY

BEYOND REPRODUCTIVE RIGHTS GLOBALLY

Reproductive decision making is essential to gender equality

Access affects **education, employment, and wages** across the span of a woman's life and extends to the next generation.

Contraceptive access has shown to **increase women's college enrollment by 12% to 20%**, and increased women's **participation in the labor force by 15%**.

For each year of secondary schooling, **future wages of girls are increased by up to 20%**

... but alone is not enough

Basic: health, education, workplace participation, physical safety, equitable distribution of unpaid labor

Advanced: government leadership, autonomy, decision making, gender social norms

GENDER EQUALITY

FACILITATOR: PERSONAL CONNECTION

Women as donors: Giving decision making

- **Baby-boomer and older women gave 89% more** to charity than men their age, and women in the top 25% of permanent income gave 156% more than men in that same category.
- Women crowdfunding donors cite traditional philanthropic motivations for making contributions, **are less motivated by celebrities**, and give more to causes close to them
- On average, women **give more** than men of equal means

Why America Gives 2020

Figure 6: Couples' agreement around charitable giving decisions

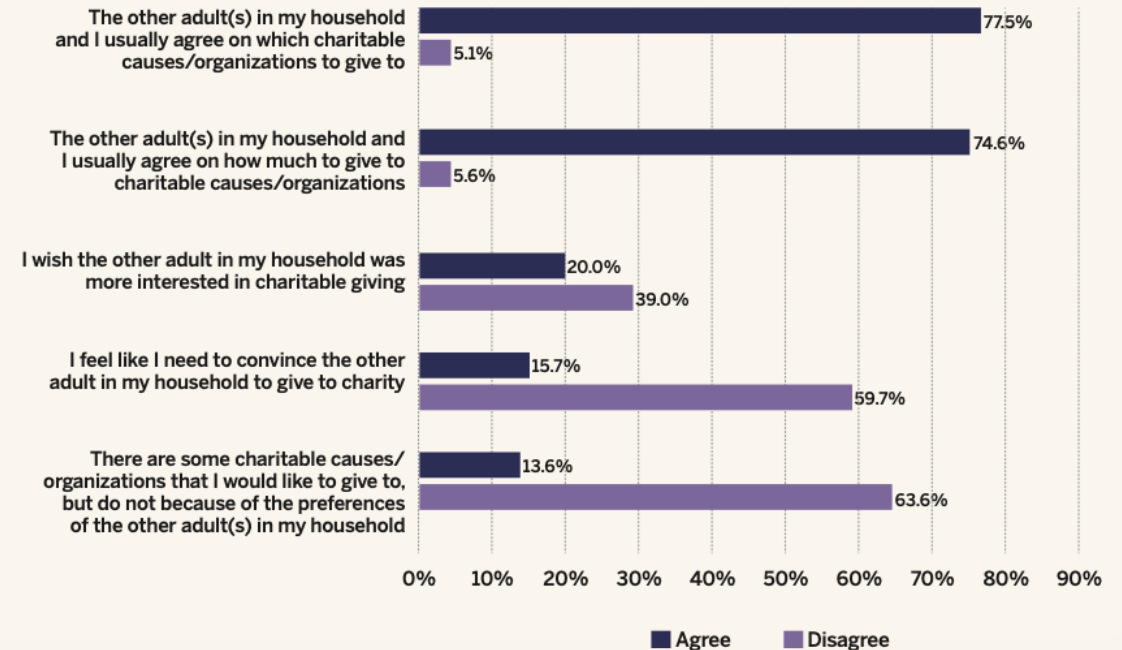


Image Source: Why America Gives 2021

GENDER EQUALITY

FACILITATOR: PAYMENT STRUCTURE



Maverick Collective

- Collaboration launched by Population Services International (PSI) and in partnership with the Bill & Melinda Gates Foundation
- Mission: build a global community of philanthropists and advocates to use their resources to pilot solutions for girls and women.
- **Utilizes a co-investment model:** 14 women, aged 26 to 72—have invested \$19.8 million of their personal funds in their respective projects, spanning 13 countries.

Areas of Focus


	REPRODUCTIVE HEALTH	+
	NON-COMMUNICABLE DISEASES	+
	WATER, SANITATION AND HYGIENE	+
	GENDER BASED VIOLENCE	+
	HIV	+
	MATERNAL AND CHILD HEALTH	+

Image Source: The Maverick Collective

GENDER EQUALITY

FACILITATOR: TIMELINESS AND VIRALITY

Reaching Everyday Givers

- Alternative methods of donations: mutual aid, giving circles
- Micro-philanthropy: Stripe, Paypal, AmazonSmile
- Women are more likely to donate to crowdfunding efforts of those known personally
- Informing donors of contributions made by another person influences their perceptions about the social norm, which in turn influences their giving behavior.



Image Source: Nicole Marie Burton, #MutualAid Hero (2020)

GENDER EQUALITY

FACILITATOR: COMPELLING EVIDENCE

The Top Ways Donors Hear About New Causes or Issues to Give to in 2021

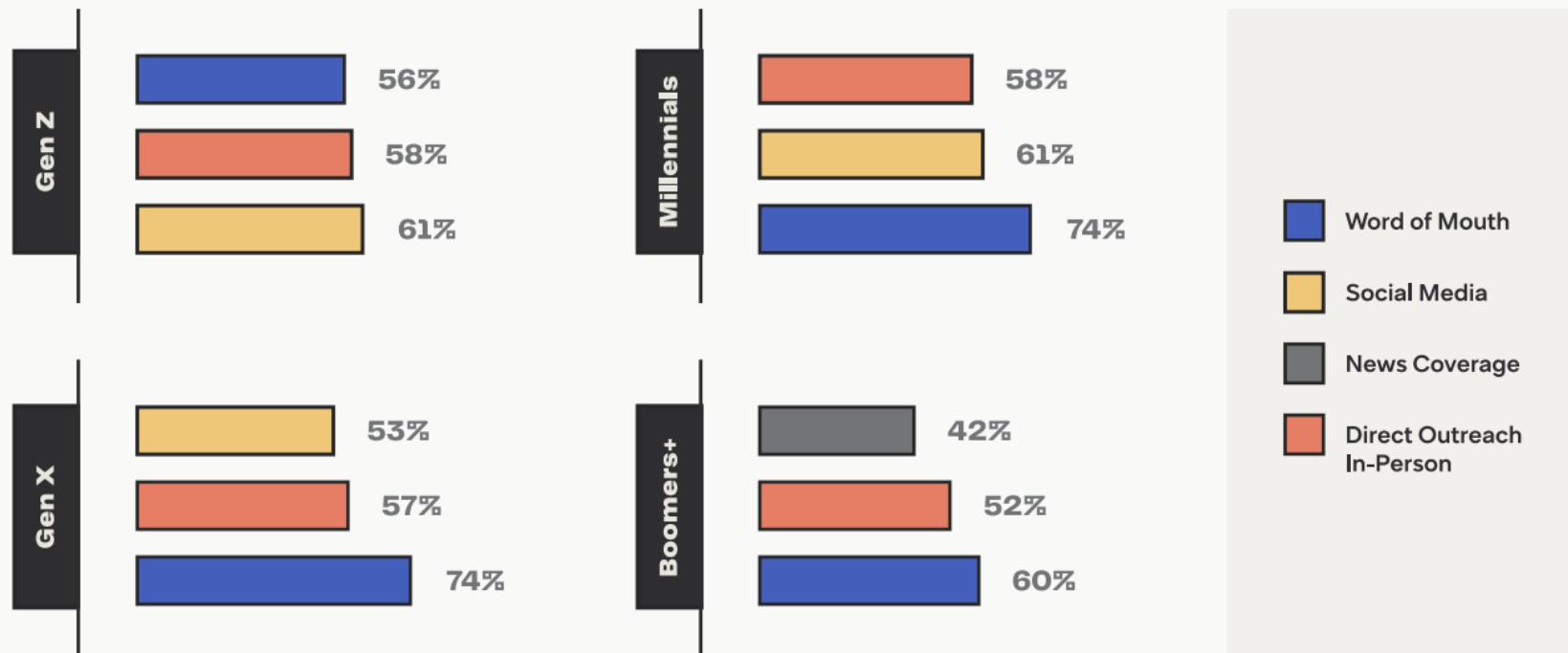


Image Source: Why America Gives 2021

GENDER EQUALITY

FACILITATOR: COMPELLING EVIDENCE

Reaching Everyday Donors

- Clearly articulated mission and impact
- Demonstration of funds going directly to intended beneficiaries
- 31% of women give to a crowdfunding campaign in a given year
- Male donors tend to be motivated by demonstrating impact
- Lower levels of empathy and concern drives men's lower giving; framing charitable giving as beneficial for all increased donations
- Equity crowdfunding: female directors are less successful in raising capital than male directors, but this gap narrows for bolder pitches

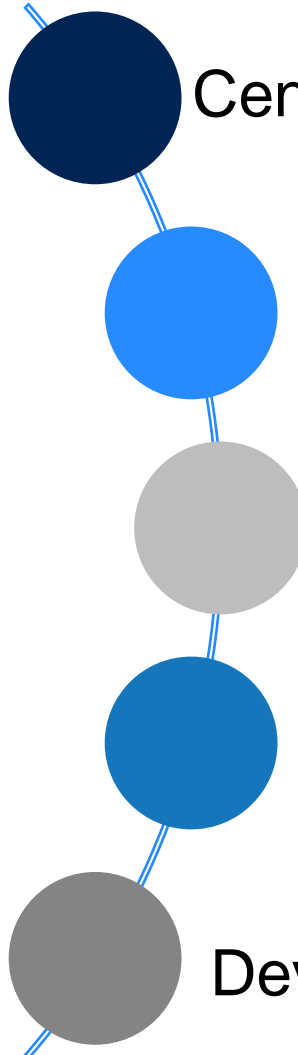
GENDER EQUALITY

OPPORTUNITIES

THEME	DESCRIPTION	RELATIONSHIP TO GIVING
Appeal to Untapped Donors	Women tend to donate more to gender-related issues, but women still make less than male contemporaries	Include compelling data on impact and purpose-driven statements when requesting funding to encourage donors of all genders
Capacity Building	Individual donors are unsure if their money is making a difference Many gender equality issues require longer term funding mechanisms	Encourage donation to funds that pool money Facilitate everyday giving to women-led funds that support capacity building, rather than project based funding
Research & Evidence Generation	Global centralized data and standardized metrics, disaggregated by demographics	Centralized repository of gender equality mission-focused organizations to demonstrate impact and guide future giving
Funding Avenues	Female-led organizations/movements are more successful when pursuing funds through crowdfunding Female donors cite connection to the cause and mission as main motivator	Crowdfunding efforts, social media campaigns, high networth and company donor matching, pooling of resources into common funds, in addition to traditional funding routes

GENDER EQUALITY

KEY STRATEGIES

- 
- Centralization of metrics and reporting
 - New forms of funding (crowdfunding, mutual aid, giving circles) and make ambitious funding goals
 - Include persons with intersectional identities as beneficiaries and decision makers
 - Highlight women-centered missions and female leaders of movement or organization
 - Develop and highlight impact and rationale for supporting

KEY FINDINGS

SUSTAINABLE DEVELOPMENT GOALS



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SUSTAINABLE DEVELOPMENT GOALS

BACKGROUND & CONTEXT

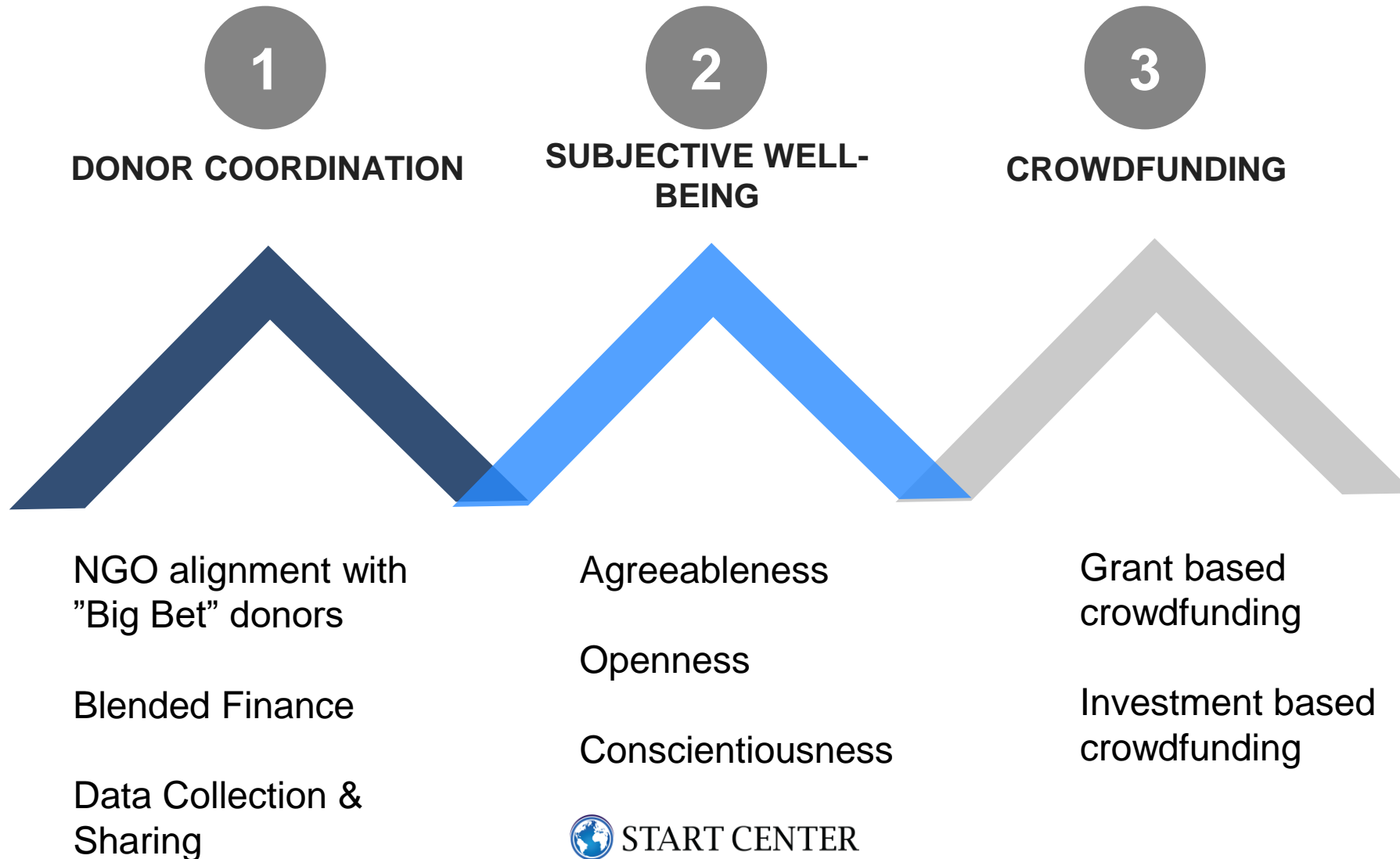


“Leaving no one behind”

Image Source:
UN

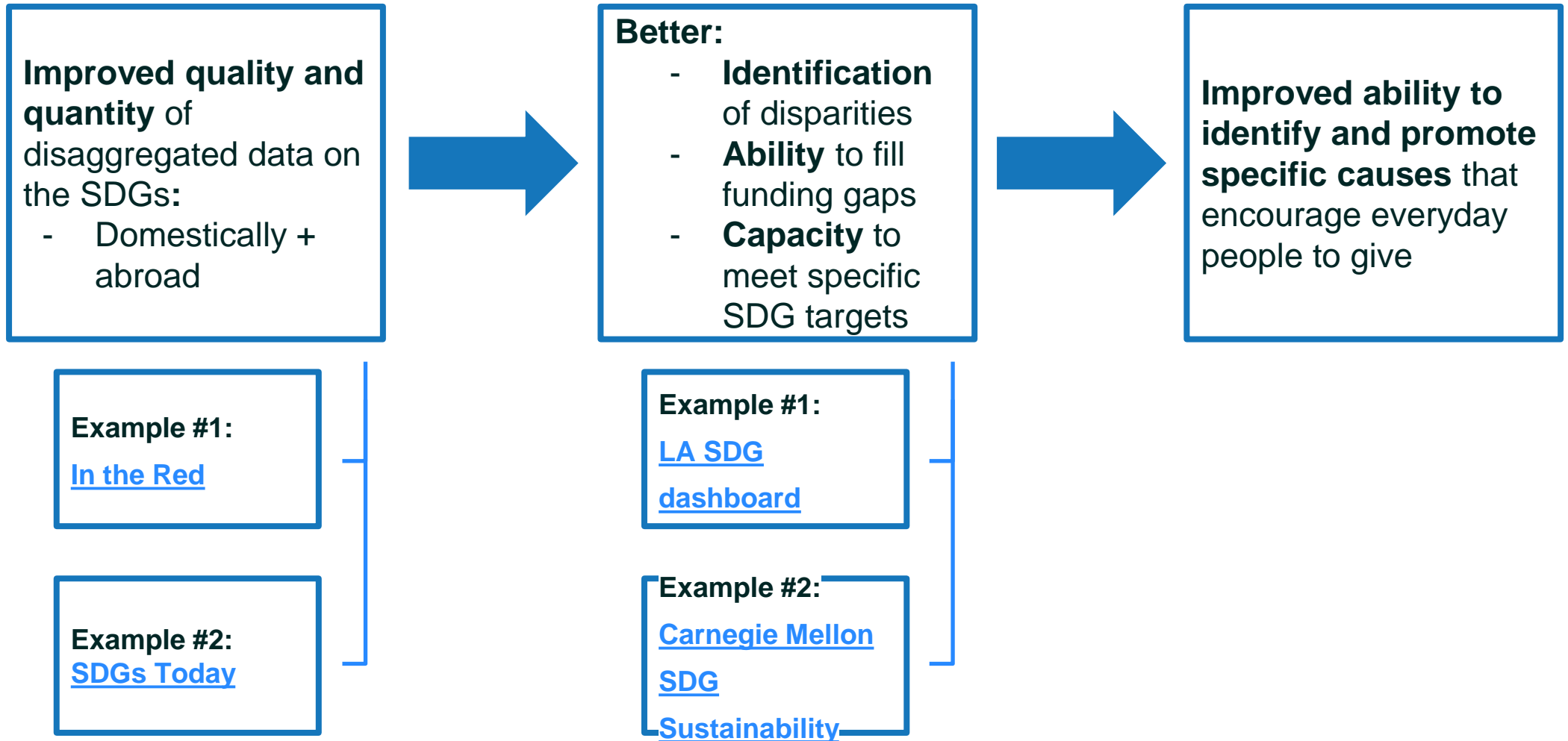
SUSTAINABLE DEVELOPMENT GOALS

FACILITATORS



SUSTAINABLE DEVELOPMENT GOALS

FACILITATORS: DATA



SUSTAINABLE DEVELOPMENT GOALS

FACILITATORS: DATA



Image Source: In the Red

SUSTAINABLE DEVELOPMENT GOALS

FACILITATORS: CROWDFUNDING AND THE DEMOCRATIZING OF GIVING

Goteo.org

Giving Hub

Just Giving



Image Source: Goteo.org

SUSTAINABLE DEVELOPMENT GOALS

OPPORTUNITIES



THEME	DESCRIPTION	RELATIONSHIP TO GIVING
Disaggregated Data	By race, ethnicity, gender, indigenous status, etc... as a tool for collective knowledge	Disaggregated data on disadvantaged groups can inform individual donors, tailor donation techniques to aligned groups
Monitoring	Monitoring embedded within programs aimed at alleviating structural racism and gender inequality to measure impact and extract learning	Individual donors can fill gaps identified by measurement and learning techniques
Empowerment	Programs aimed at promoting participation of racial minorities and women the design, implementation and evaluation of legislation/policies/practices	Non-monetary donations can be major sources of support (i.e. in-kind legal/advocacy support)
Research & Evidence Generation	Anecdotal research & evidence that demonstrates how the SDGs can be utilized to achieve equity and advancement of human rights obligations	Demonstrated proof-of-concept of how social outcomes are achieved by focusing on giving to the SDGs; I.e. better incentivization

RECOMMENDATIONS

RECOMMENDATIONS

RACIAL EQUITY

LEVEL	RECOMMENDATION
Individual How can everyday givers maximize their donations?	<ul style="list-style-type: none">• Create a central repository of organizations that work to advance racial equity to increase understanding of impact and guide future giving
Organizational How can nonprofits encourage giving to advance equity?	<ul style="list-style-type: none">• Harness the influence of celebrities and popular personalities on social media• Cultivate and spread an image of their beneficiaries as blameless (but not passive)• Identify how current systems are perpetuating injustices
Ecosystem How can the giving landscape change to advance equity?	<ul style="list-style-type: none">• Ensure that individual intentions for donating align with the mission and vision of organizations that claim to advance racial equity, by researching their work and impact• Ensure donors understand success measures through communication and research

RECOMMENDATIONS

GENDER EQUALITY

LEVEL	RECOMMENDATION
Individual How can everyday givers maximize their donations?	<ul style="list-style-type: none">• Consider alternative donation methods: pooling funds, giving circles, mutual aid, micro-philanthropy• Redefine what giving means and contribute non-monetarily (time, mentorship, consulting)• Engagement in micro-philanthropy
Organizational How can nonprofits encourage giving to advance equity?	<ul style="list-style-type: none">• Create better transparency, define focus of efforts, identify measurable metrics to demonstrate success of advancing gender equality• Appeal to untapped donors: tailor campaigns towards age of donors, or provide evidence specific donors find compelling
Ecosystem How can the giving landscape change to advance equity?	<ul style="list-style-type: none">• Include, highlight, and uplift womxn with intersectional identities• Change messaging around support for gender equality: uplifting women is good for all

RECOMMENDATIONS

SUSTAINABLE DEVELOPMENT GOALS

LEVEL	RECOMMENDATION
Individual How can everyday givers maximize their donations?	<ul style="list-style-type: none">• Facilitation tools: databases, crowdfunding sites• Opportunities to attract donors by aligning with global causes
Organizational How can nonprofits encourage giving to advance equity?	<ul style="list-style-type: none">• Alignment with SDGs on strategy and priority areas• Targeted campaigns aligning with major SDG priority areas
Ecosystem How can the giving landscape change to advance equity?	<ul style="list-style-type: none">• Disaggregated data and central repository mechanisms with up-to-date data• Better understanding of “how the SDGs can contribute to combating racial discrimination and promote substantive racial equality, with attention to the right to development”

QUESTIONS?

THANK YOU!

APPENDIX

APPENDIX

RACIAL EQUITY

RACIAL EQUITY

WEALTH DISPARITIES BY RACE

Philanthropist Demographics

NET WORTH OVER \$1 MILLION BY RACE³²

(Modeled data)

White



8,135,777

African American



185,653

Asian



621,774

Hispanic



514,260

Other/Unknown



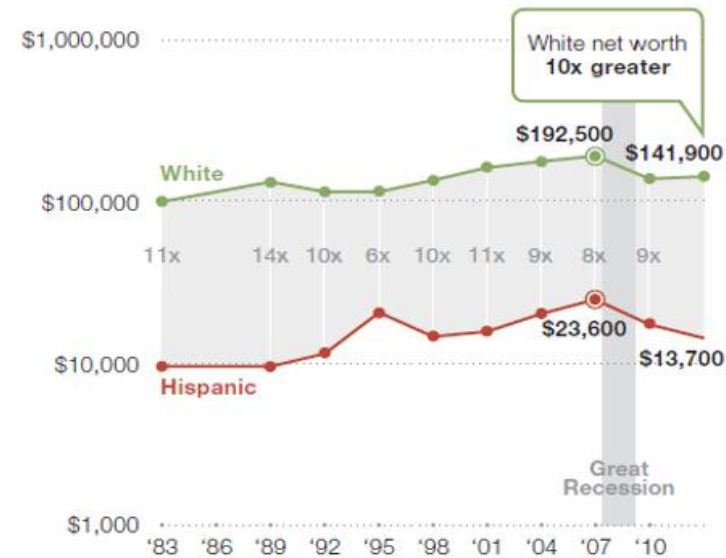
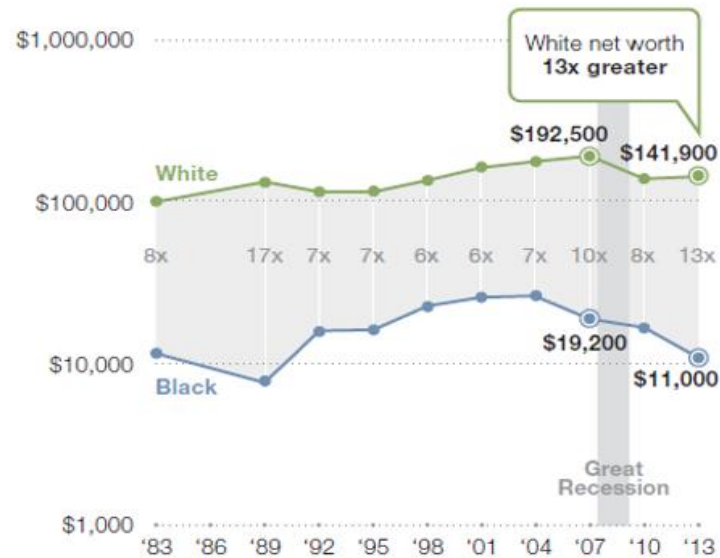
790,121

RACIAL EQUITY

RACIAL WEALTH GAPS

GROWTH IN RACIAL WEALTH GAPS³⁹

Racial, Ethnic Wealth Gaps Have Grown Since Great recession
Median net worth of households, in 2013 dollars



Notes: Blacks and whites include only non-Hispanics. Hispanics are of any race. Chart scale is logarithmic; each gridline is ten times greater than the gridline below it. Great Recession began Dec. '07 and ended June '09. **Source:** Pew Research Center tabulations of Survey of Consumer Finances public-data

³⁵ Matt Bruenig, 2014.

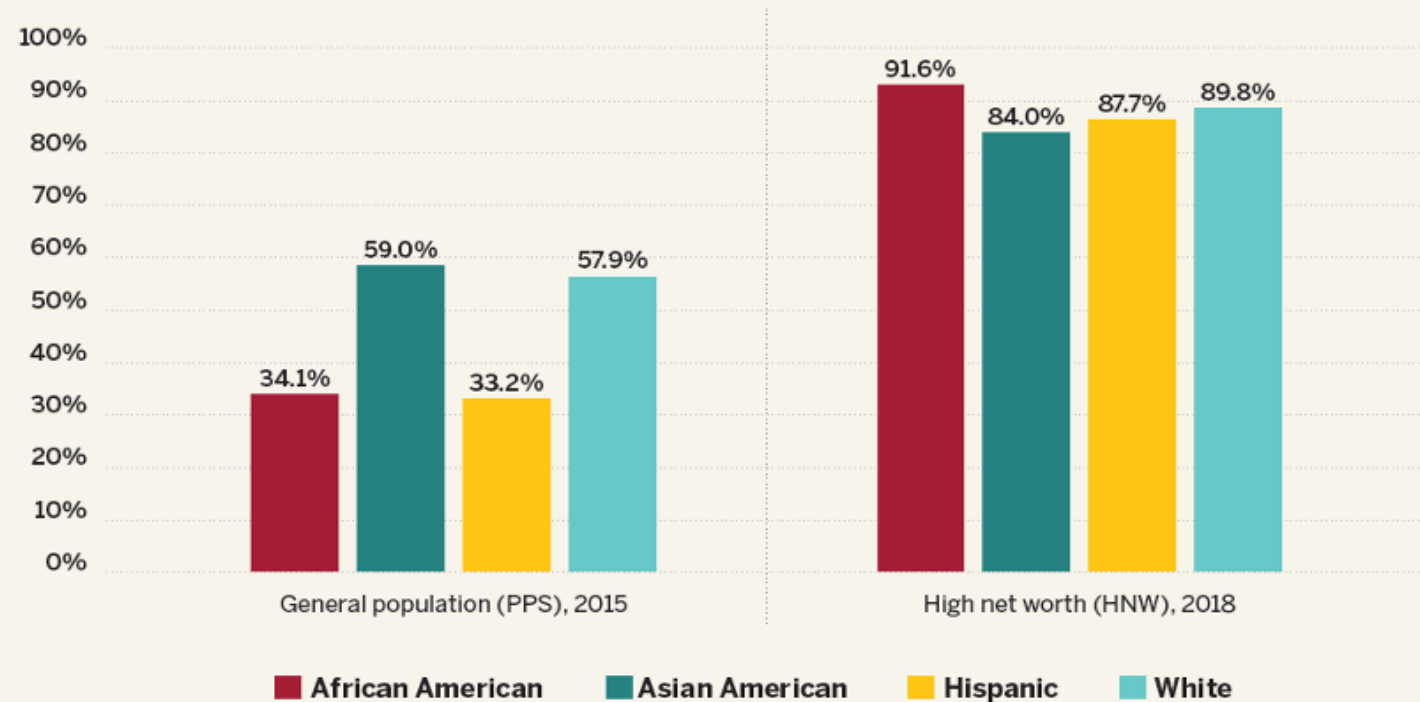
³⁶ Rakesh Kochar and Richard Fry, 2014.

³⁷ Kochar and Fry, 2014.

RACIAL EQUITY

COMPARING GIVING ACROSS RACIAL IDENTITIES

Figure 1: Percentage of general population and high net worth households who give, by race/ethnicity

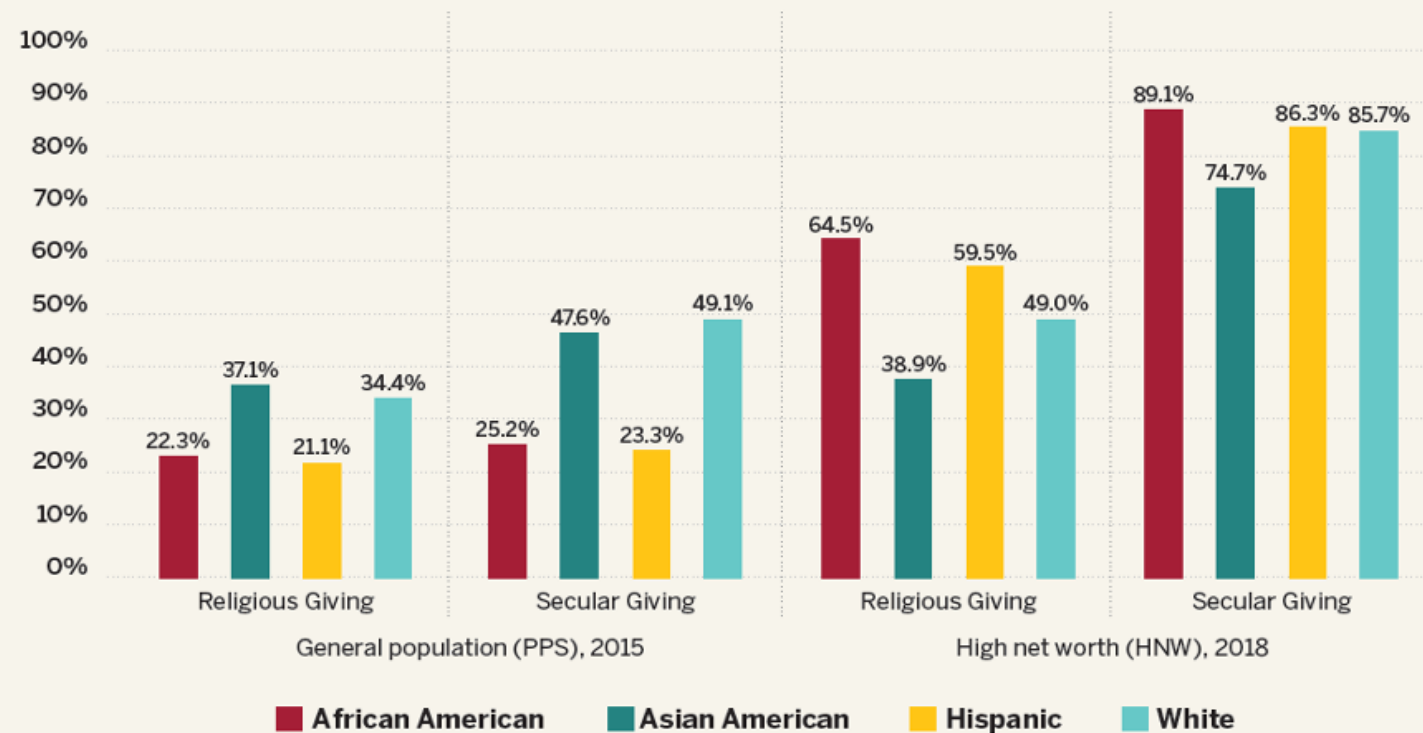


Notes: Percentages are those in each category who give to charitable organizations. These are raw summary statistics and do not control for other demographic factors. See Methodology for further detail.

RACIAL EQUITY

COMPARING GIVING ACROSS RACIAL IDENTITIES

Figure 2: Percentage of general population and high net worth households who give to religious and secular causes, by race/ethnicity



RACIAL EQUITY

DECOLONIZING THE PHILANTHROPIC SPACE

High-Net Worth Donors (HND) of Color have been disregarded by mainstream philanthropy

The lack of focus on HDN of color is a by-product of racialized structures of donor network-building, social capital, wealth management, etc.

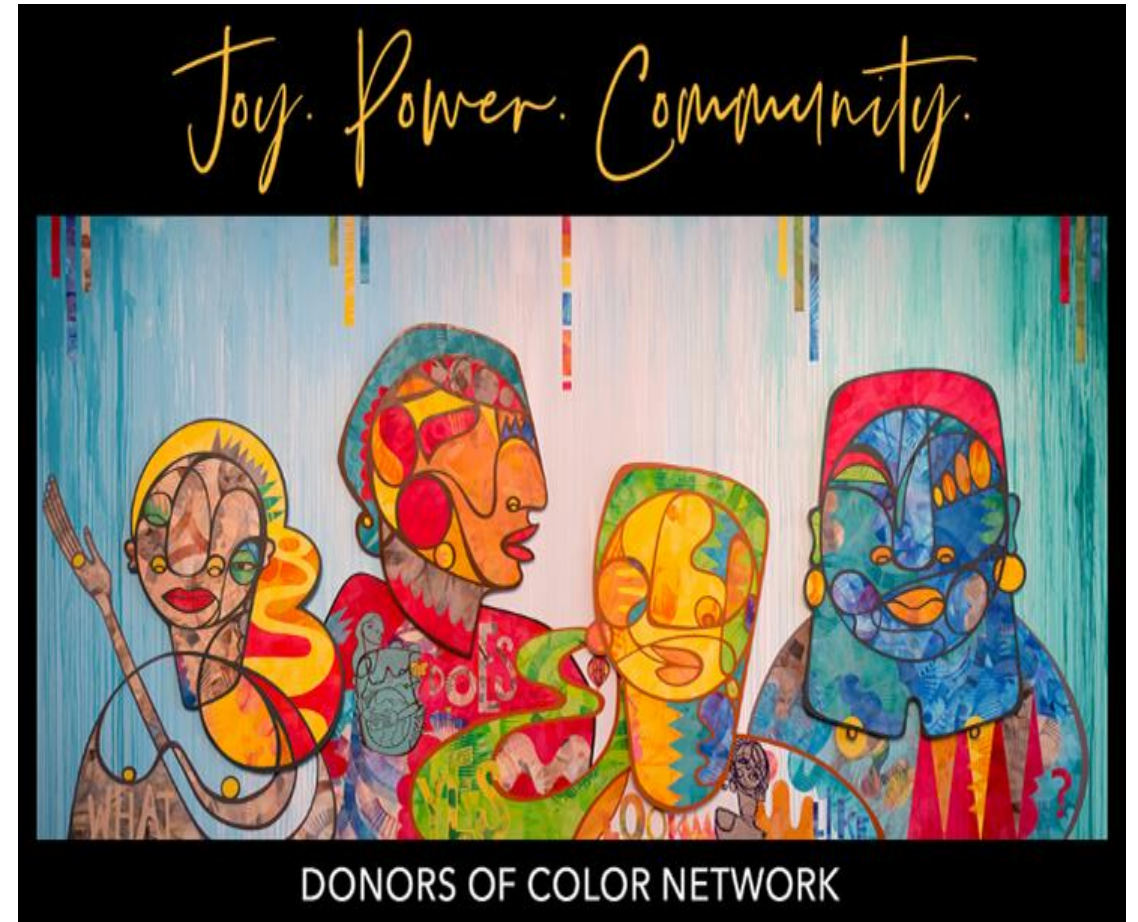


Image Source: Donors of Color Network

RACIAL EQUITY

DECOLONIZING THE PHILANTHROPIC SPACE

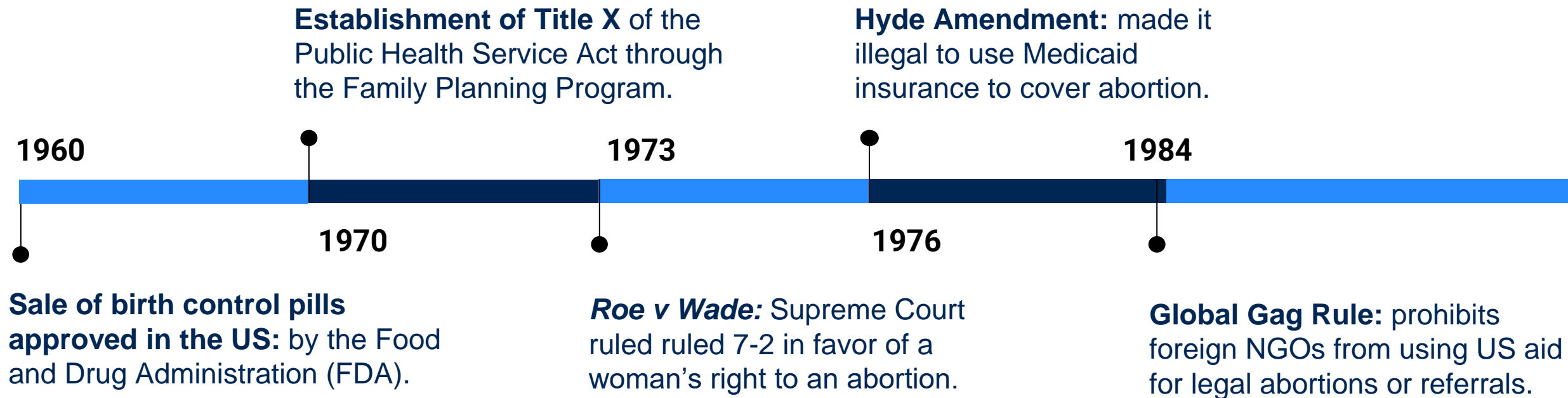


APPENDIX

GENDER EQUALITY

GENDER EQUALITY

CASE STUDY: REPRODUCTIVE RIGHTS IN THE US



GENDER EQUALITY

FACILITATORS OF GIVING: REPRODUCTIVE RIGHTS IN THE US

Personal
Connection

5,400,000 women, men, and young people worldwide were provided with sexual and reproductive health care, education, and outreach by Planned Parenthood in 2018.

Purpose-Forward

Planned Parenthood health care patients:

- 85% age 20 and older
- 75% with incomes at or below 150 percent of the federal poverty level (US)
- Planned Parenthood Global's partners provided health services to 1.76 million people
- 39% of Planned Parenthood's 2.4 million annual patients are people of color

Payment Options

Timeliness and
Virality

Compelling
Evidence

GENDER EQUALITY

FACILITATORS OF GIVING: REPRODUCTIVE RIGHTS IN THE US

Personal
Connection

PPFA donations are accepted in various forms:

- Ease of payment with AmazonSmile, PayPal
- Corporate gift matching & individual fundraising
- Honorary & memorial donations
- Donor Advised Funds
- Ability to donate to specific locations

Purpose-Forward

Payment Options

Timeliness and
Virality

Engagement with:

- Celebrity fundraising: social media hosted fundraising
- High networth donors: MacKenzie Scott: donated \$275 million to Planned Parenthood in 2022

Compelling
Evidence

GENDER EQUALITY

FACILITATORS OF GIVING: REPRODUCTIVE RIGHTS IN THE US

**Personal
Connection**

Studies demonstrate PPFA's ability to deliver high-quality, timely contraceptive care to more women than other types of publicly funded family planning providers

In 2020, PPFA reported more than 16 million supporters

PPFA provides publicly available report to demonstrate use of funds and services performed annually

Purpose-Forward

Payment Options

**Timeliness and
Virality**

**Compelling
Evidence**

GENDER EQUALITY

FACILITATOR: PURPOSE-DRIVEN ORGANIZATIONS

The Audacious Project

Collaborative funding initiative of TED. Projects are sourced from public applications and a global network of partners and donors.

Funded projects then pursue their plans and share regular updates on key milestones reached with donors and the public.

Project

Educate Girls

Focus

Education in India: focus on specific villages, and will reduce almost half of India's elementary education gender gap in five years.

Plan

Works district-to-district to identify out-of-school girls
Utilizes smartphone app, engagement with families, & community meetings

GENDER EQUALITY

FACILITATOR: PURPOSE-DRIVEN ORGANIZATIONS



Astrea Foundation Feminist Funding Principles

Utilizes feminism as framework to discuss how bodies, sexuality, and gender interact with oppression based on race, class, and other axes of identity and experience in 10 key areas.

Mission is rooted in feminist social justice, particularly supporting Black, Indigenous, People of Color, and Global South movements and leadership.

1

Fund those most impacted by gendered oppression

3

Apply an intersectional lens to break down funding silos

5

Fund efforts to make social and cultural change, alongside and as part of legal and policy change