

 **EQUITY AMPLIFIER**

Asset Funders Network’s Equity Amplifier for Economic Security (EA) is a new series highlighting organizations or nonprofits focused on building economic security/asset building in communities of color. EA’s intent is to:

- **Amplify** the voices of organizations led by people of color.
- **Reduce** systemic biases and barriers within philanthropy.
- **Encourage** AFN membership to broaden and deepen their commitment to supporting economic security and asset building strategies that target diverse communities.

EQUITY AMPLIFIER IS GENEROUSLY SUPPORTED BY JPMORGAN CHASE & CO., METLIFE FOUNDATION, AND TRUIST FOUNDATION.

## Foundation for Louisiana



**Where are you headquartered?**

New Orleans, Louisiana

**What is your organization's mission or vision?**

Foundation for Louisiana (FFL) is a catalyst for justice. FFL invests in communities and ideas, builds partnerships, and transforms policies and systems for an equitable, stronger Louisiana.

**Which best describes your organization?**

Civil rights, social action, organizing and advocacy.

**Does your organization identify as a BIPOC led? What does that look like within your organization?**

We are an organization in which the Board of Directors are made up of People of Color and the executive leadership is majority Black and women-led.

**Provide an example of a program or initiative that your organization is spearheading that works to advance economic opportunity and prosperity for BIPOC communities?**

A good example of this would be FFL's Black Business Works Fund, which boosts economic opportunities by supporting local black-owned businesses.

**How does your work impact communities and populations that are historically marginalized, underserved and/or under-resourced?**

Our work strengthens marginalized communities by providing tailored support and resources to address their unique challenges.

**What are some specific barriers or biases from within philanthropic organizations that you believe are hindering BIPOC led or BIPOC serving organizations in accessing adequate funding or support?**

Philanthropic biases often prevent BIPOC-led organizations from securing funding, with implicit biases and a lack of diversity among decision-makers exacerbating these challenges.



**Name one thing funders need to be cognizant of when connecting or partnering with BIPOC led or organizations and communities?**

Funders must respect BIPOC cultural contexts and embrace trust-based practices to form effective, empowering partnerships.

**Social Media**



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**HOW FUNDERS CAN GET INVOLVED**

As a benefit of AFN membership, funders may nominate local nonprofits focused on building economic security/asset building in communities of color to highlight as part of the EA series, allowing your organization to showcase innovative models and best practices to help build a more secure future for diverse communities. [Click here](#) for more information or to nominate an organization or nonprofit led by people of color for the AFN EA.

Funders who wish to learn more about Foundation for Louisiana go to <http://www.foundationforlouisiana.org/>