

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.

RIDE New Orleans



Where are you headquartered?

New Orleans, Louisiana

What is your organization's mission or vision?

RIDE's mission is to enhance the quality of life in the New Orleans region by promoting safe, convenient, and affordable public transit choices. Our organization envisions a region in which taking transit enables full access to jobs, education, health care, and other needs that ensure an equitable, thriving community.

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?

Of our three-person staff, RIDE's Executive Director is a Black woman and our Communications Manager is a South Asian woman. The President of our Board of Directors is a Black woman as well.

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

We won funding for a 1 year zero fares for "opportunity youth" (young people aged 16-24 years old and not in work/school program). This allows "OY," who are disproportionately Black and in poverty, access to additional resources.

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

Transit riders in NOLA are overwhelmingly Black, underserved, and without a vehicle. Our current system does not reliably meet their needs. Our advocacy creates transit access and opportunities.

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?

BIPOC leaders (and their organizations) often aren't able to gain access to the same networking and philanthropic circles as their white counterparts, making it much more difficult to get in front of funders.




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

We build strong relationships with our communities and we will advocate tirelessly for equity. Our unique perspectives are much needed in the non-profit space and our ideas are worthy of funding.

Social Media

 [Ride New Orleans](#)

 [@RideNewOrleans](#)

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 RIDE New Orleans go to <http://www.rideneworleans.org>