

DRAFT COPY

PROPOSAL FOR THE FUNDING OF THE DEVELOPMENT OFFICE
OF THE INSTITUTE OF THE BLACK WORLD

April, 1971

Atlanta, Georgia

I. Summary of the Proposal

The Institute of the Black World is a center for research and analysis on the history and contemporary experiences of the peoples of African descent. Organized in the summer of 1969, it seeks to develop new approaches to the recording, interpreting and teaching of that constantly developing body of knowledge and experience.

In addition to its full-time staff of fifteen persons in Atlanta, Georgia, the Institute has access to the research, writing and consultation of its Associates, a network of some 100 black scholars, artists and practitioners in this country, the Caribbean and Africa. The recently initiated publications program of the Institute will eventually include subject guides, course outlines and other curriculum materials, pamphlets, paper back and hard cover book series, a newsletter, newspaper columns and a number of key references works. One of the most important goals of the Institute is to develop its own capacities for broadly-based fund-raising activities. To do that it must have a professional staff. This proposal is for the funding of an Office of Development for the Institute over a three-year period. It seeks \$159,075 per year for that period. The proposal obviously grows out of a financial need, but even more it is motivated by a

conviction that the cultivation of such skills and self-reliance is a necessary part of the development of a healthy black community, and that there can be no ultimate health for any part of America if its black community is not fully developed.

II. IBW Fund-Raising History

During its first fiscal year (1969-1970), slightly more than 300,000 dollars was raised for the support of the program of the Institute. These funds came largely as a result of grants and contracts and were developed primarily through the work of the Director and one or two other staff members. (Among the foundations making grants were Southern Education Foundation, Cummins Engine Foundation, Ford Foundation and the Schumann Foundation. The educational institutions with whom contracts were developed included Howard, Dartmouth, Michigan State, Cornell and Wesleyan [Conn.]). But no one was assigned specifically to the task. Near the beginning of the current fiscal year, several staff members were temporarily transferred from other Institute assignments and asked to develop a set of programs for the building of our fund-raising capacities. Recently, professional fund-raising consultants have strongly urged IBW to seek funds for the establishment of a professionally staffed Office of Development. Our experience led us to agree with their advice.

III. Proposed Office of Development

Staff: The Institute's Office of Development would be comprised initially of five full-time staff persons. Two of them would be based in New York City--for obvious strategic reasons--and

three would be in Atlanta.

The Director of Development and his secretary would be based in the New York office. He would be responsible for initiating and developing contacts and for following up contacts made by staff, board and other persons. In coordination with the Director of the Institute, he would be responsible for the generation of funding proposals. He would supervise the overall work of the Development staff.

The Assistant Director, the Records Manager, and their secretary would be based in Atlanta. The Assistant Director would bring public relations/communications skills to the section. He would work with editorial and layout tasks, and would coordinate the Atlanta section of the Office. The Records Manager would be responsible for maintenance of all Atlanta-based records, including correspondence, contributions and contacts. This person would be the immediate liason with the mailing house for records maintenance.

IV. Available Personnel

Persons with appropriate experience for the positions of Director and Assistant Director have already been identified and are prepared to join the staff by July 1, 1971. The Records Manager and one secretary are immediately available to the staff, and it is not expected that there would be problems securing the fifth person.

V. Sponsoring Committee

A Sponsoring Committee for the Institute's Development Program is being

organized. So far the members of that committee are Julian Bond, Lerone Bennett and Katherine Dunham.

VI. Professional Consultation

The staff of the Harold L. Oram, Inc. firm of New York--a member of the American Association of Fund Raising Counsel--is available to provide professional consultative and other services towards the organization and development of the Institute's own fund-raising capacities. Such consultation has already begun. In addition, a team of independent professional fund-raisers has volunteered its time, and promises to continue to do so.

VII. Time Table

The Institute's new fiscal year begins July 1, 1971. Its current plans are for the initiation of the Office of Development on or about that date. The goal is to establish over a three year period an Office which will be capable of raising a projected annual budget of 1,000,000 dollars per year.