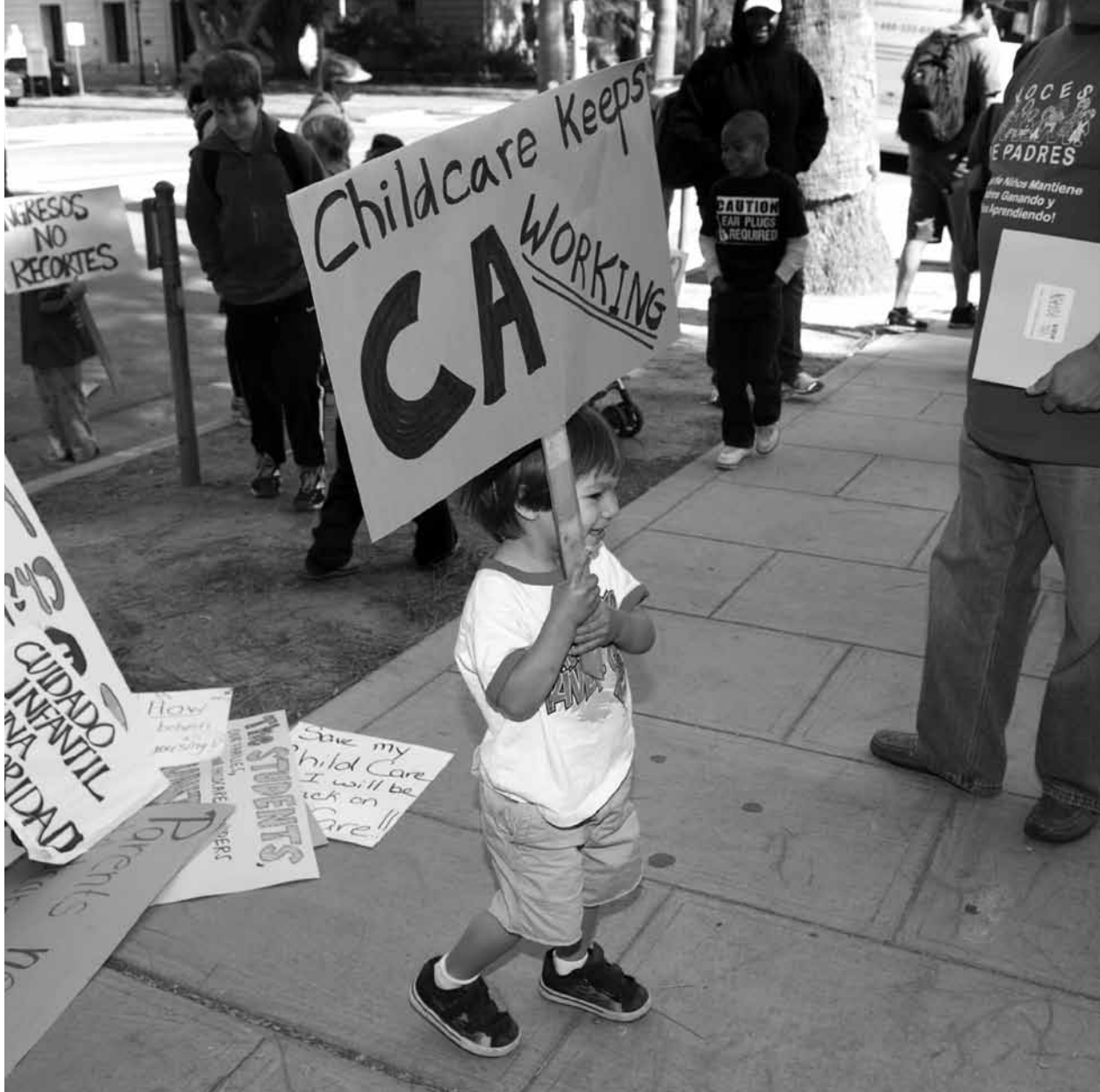


AMPLIFYING VOICES FROM  
ACROSS THE COUNTRY



## MARGUERITE CASEY FOUNDATION

Creating a partnership with 250 grantees in more than 10 states across the country in order to build a national movement of low-income families – that is not standard operating procedure at most foundations. But that is one of the things that makes Marguerite Casey Foundation and their Equal Voice for America’s Families campaign so unique.

Compiling detailed feedback from those grantees about the pros and cons of this grantmaking approach is an even more unique approach for philanthropy – yet that is what Marguerite Casey Foundation (MCF) asked Fern Tiger Associates (FTA) to do in 2004, when the Foundation was in its earliest stages, and again in 2011 after nearly a decade of grantmaking.

MCF contacted FTA to compile a report about the Foundation’s strategies and also about how grantees viewed their experience as part of Equal Voice for America’s Families. Equal Voice was designed to connect like-minded organizations from across the country in the hope of forcing a shift in the attitudes, policies, and national conversation around issues that directly affect low-income and working families.

FTA embarked on a 10-month-long project that took staff to more than eight states, conducting one-on-one interviews with more than 100 individuals.

**PROJECT DATE:** 2004, 2011 - 2012

**SECTOR:** *Children and Family Services*

**FTA SKILLS AND SERVICES:**  
*Strategic planning; institutional visioning; communications, outreach, and marketing; design and materials development; leadership planning and transition*



*Through their Equal Voice campaign, MARGUERITE CASEY FOUNDATION has mobilized more than 30,000 families through organizations across the country. The campaign is designed to create coordinated and complementary efforts among Marguerite Casey grantees working to improve the lives of local families.*

## MARGUERITE CASEY FOUNDATION

The result was a vivid narrative of the collective work of the Casey grantees and a comprehensive report on the impact of Equal Voice on the regions and constituencies that those grantees directly served.

In producing the report, FTA built on its work with the Foundation a decade earlier, when it studied the organization's initial decisionmaking processes, convenings of advocates and organizers, and developed case studies on Southern Echo in Jackson, Mississippi and the Labor/Community Strategy Center in Los Angeles, California. These two grantees were documented again for this 2011 project — enabling FTA to see the growth, maturity, and accomplishments of the organizations.

The resulting 2012 report, *Profiles in Movement Building*, included profiles of eight influential and effective groups across the U.S. — focused on building a movement of working families.

The narratives were based on in-person interviews with staff and volunteers, as well as the grassroots membership, board members, and other key stakeholders. Interviews took place at kitchen tables, in convention centers, on front porches, in offices, and in conference rooms as well as in living rooms. The stories delved deep into the specific and also universal issues that confront families and low-wealth communities and were paired with the compelling FTA signature black and white photography.

