

## **1. What is the Culture Change Fund?**

The Culture Change Fund is a \$10 million+ fund focused on using culture to advance and transform gender justice by changing how the public thinks about wide-ranging issues, including economic security, income inequality, violence against women, sexual assault, maternal health, abortion, contraception, and broader reproductive justice and gender justice issues, among others.

The Fund is comprised of the following three areas:

- A data-driven narrative research project called Story at Scale, which will conduct audience research and create, test, and deliver a story strategy that can advance gender justice across a variety of issue areas. Story at Scale employs a collaborative research process and is designed for practical use by advocates, artists, and campaigners in all of their communications and organizing efforts.
- Creating a community of practice and learning where funders, activists, artists, and researchers working at the intersection of gender justice and social change work can share information and contribute to a living library of ongoing resources. Funders and activists can advance collective understanding about narrative and culture change strategies, as well as share best practices.
- Providing direct grants to partner organizations and campaigns from the most impacted communities who are engaging in cultural organizing to advance their gender justice efforts, or are interested in utilizing these strategies.

The Women's Foundation of California is managing the fundraising and research phase of the project and will guide the expansion of the Fund to Georgia and Michigan by partnering with local organizations who are leading this important work in their state. More states will be added in the future as The Culture Change Fund continues to grow.

## **2. What is the California Gender Justice Funders Network?**

The California Gender Justice Funders Network is a coalition of foundations and funders aiming to advance gender justice by changing the way our culture talks about and treats all women (cisgender, trans and gender non-conforming and genderqueer people) by centering gender at the heart of solutions to any systemic problem. Just as California leads the way on progressive political and cultural issues, the California Gender Justice Funders Network will advance the national conversation on what true gender justice and liberation looks like.

## **3. What is gender justice?**

Gender justice is a framework used to bring about the fair and equitable treatment of people of all genders, working to achieve dignity for all. It serves all those directly impacted by gender-

based oppression, including transgender and cisgender women, genderqueer and non-binary people, and transgender men. True gender justice is intersectional and incorporates the needs and perspectives of those working towards racial justice, immigrant rights, LGBTQ+ liberation, disability justice, among others.

#### **4. Why is culture change important?**

We are living in a critical moment for the advancement of gender justice. With the rise of the #MeToo movement, the record-breaking number of women, people of color, and LGBTQ+ people elected to office in 2018, and enduring work to fight back against abortion bans in multiple states, both the need and the opportunity to advance a gender justice agenda are clear. We also know that policy and legislative action, alone, will not bring about the world we're seeking to live in.

The Fund was developed out of a recognition that policy and legislative action are not enough to erase the disadvantages that women, girls, transgender, and gender nonconforming people – especially those from communities of color and low-income communities – face in our society. By focusing on culture change, the Fund's goal is to create broad public support for a new way of thinking that centers gender, racial, and economic justice at the heart of the solution to systemic problems.

#### **5. Who are the funders?**

The California Gender Justice Funders Network includes the following organizations, as well as several other philanthropic partners.

- Blue Shield of California Foundation
- The California Endowment
- Fondation CHANEL
- Women's Foundation of California
- Philanthropy California

The Culture Change Fund is a joint effort between the California Gender Justice Funders Network and several national funders, including the Compton Foundation, Ford Foundation, General Service Foundation, Hewlett Foundation, the Lefkowsky Family Foundation, and others.

#### **6. How can I join as a funder?**

For more information on how to get involved with the California Gender Justice Funders Network or The Culture Change Fund, please contact Bia Vieira at [biav@womensfoundca.org](mailto:biav@womensfoundca.org).

## 7. How can I apply for a grant?

At this time, grants from The Culture Change Fund are invitation only. As more states are added and the Fund continues to grow, opportunities for partnerships may become available. Sign up for our mailing list [here](#) to be kept up-to-date on the Fund and upcoming opportunities.