



**SOUTHERN
VISION
ALLIANCE**

**STRATEGIC DIRECTION
2025+BEYOND**

WHO WE ARE

Southern Vision Alliance (SVA) is a justice centered values-based “grassroots intermediary” organized to provide incubation, infrastructure, capacity building, coaching, and technical assistance to frontline organizing projects, leadership programs, and collaborations led by directly-impacted communities in the US South.

WHY SVA'S STRATEGY HAS EVOLVED

After more than five years of building relationships, supporting partners, and providing operations and infrastructure to leadership development programs and grassroots groups and projects, primarily in North Carolina, SVA has gained valuable experience in building its capacity as a grassroots intermediary and incubator. We are now poised and ready to expand our offerings across the Southern Region, to achieve greater impact in supporting collaborative solidarity and organizing for collective liberation. The SVA 2025+Beyond document describes our plan and provides the roadmap for our work through the 2020 elections and beyond.

OUR VALUES

- Our movement is part of historic struggles for justice, equity, and liberation that span generations.
- We believe that current conditions are rooted in the legacies of colonialism, slavery, white supremacy, patriarchy, and capitalist exploitation.
- We believe that there is no human dignity without access to food, shelter, health care, and education.
- We prioritize our resources to support young people, build community organization, and aid trusted leaders of directly-impacted communities.
- We believe in organization, value group-centered leadership, and apply the “Ella Baker School” of leadership development – that “strong people don’t need strong leaders.”
- We believe in the principle of “Less Ego More Impact,” that the movement is larger than our individual organizations, personalities, or networks.
- Because the issues facing our communities are deeply connected, we must build alliances in order to win.
- We believe that alliances are more powerful when they are multi-racial, multi-gendered, multi-national, and multi-generational.
- We believe that communities have the right to self-determination and to defend themselves against racism and repression.
- We embrace the slogan of the labor movement, that “an injury to one is an injury to all!”



VISION

An anchor for frontline groups and leaders to disrupt and transform power for collective liberation.

MISSION

SVA supports emergent grassroots groups and efforts organizing for social, racial, economic, gender, and environmental justice in the U.S. South. We build movement infrastructure, mobilize resources, and incubate collaborative solidarity.

OUR KEY STRATEGIES

1. Incubate grassroots organizations and initiatives
2. Build capacity and networks to advance collaborative solidarity
3. Mobilize resources for rapid response, interventions, and long term organizing
4. Increase and sustain the ability to deliver great services for the above strategies



STRATEGIC OVERVIEW: THE WHY OF WHAT WE DO

Why We Exist

To advance Southern frontline organizing for change, SVA understands that we must invest in our people, programs, fundraising, organizational development, and communications strategies to reach and aid directly-impacted communities so that they may better achieve their aims. We recognize that this task is formidable given the historic underdevelopment and repression of progressive infrastructure in the US South, coupled with the current climate of hostility toward People of Color, Workers, Migrants, Queer and Transgender folks, and other communities we serve.

The Global South and Endless Crises

Today, the South is home to the largest, growing population of LGBTQ people of color. Communities of color, specifically Black communities, are steadily returning to the South since the Great Migration that began in the late 1800's. Immigrant and refugee communities, following a pattern of migration from the global South to the global North, forced by a changing global economy and precarity in their home countries, are more and more on the frontlines of scapegoating, political backlash, and repressive policies. Service workers, domestic workers, and education workers are faced with the impacts of austerity measures, such as deregulation and budget cuts.

Our Resiliency and Resistance

We are often and ever more rapidly presented with crises. We've learned that these crises are also opportunities to activate the power and possibility that resides in this region we call home and that we unapologetically fight to reclaim and transform. A major event will be the 2020 Republican National Convention, which will be hosted in Charlotte, N.C. Inevitably, 2020 will give rise to other opportunities and challenges and we must be ready to meet these head on. Whether using our resources to uplift partners to fight the forces of oppression, or to work for collaboration across sectors, we are committed to using our infrastructure to advance the movement.

Our Charge and Call to Action

The keys to success lie in our understanding the environment in which we operate, applying the lessons learned over the years, building upon our accomplishments and values, leveraging available resources for continuous improvement, and maintaining a laser-focus on the positive outcomes we work day-in and day-out to achieve.



STRATEGIC GOAL #1

Incubate Grassroots Organizations and initiatives (Fiscal sponsorship, Organizational Development, Technical Assistance for Grantees).

SVA will redouble our collective effort to incubate grassroots organizing in alignment with our vision, mission, and strategic goals. The key to success for achieving Strategic Goal #1 is close coordination with aligned organizations to understand their needs so that we may establish the standards and norms and provide the funding and other resources to ensure their success.

To this end, Strategic Goal #1 includes a significant number of implementation actions SVA needs to accomplish our mission as a collaborative solidarity hub as well as increasing our capability at a scale commensurate with our growth within the movement.

STRATEGIC GOAL #2

Build capacity and networks for collaborative solidarity (solidarity convenings, All Member Gathering, coalitions, hubs).

Strategic Goal #2 details the collective work required to support building capacity and networks for collaborative solidarity. In many instances, the specific objectives and associated implementation actions are highly emergent and based on the political/situational assessment of the key stakeholders SVA convenes as anchoring organizations for the particular objective. SVA's role in these objectives is to ensure that groups have the necessary resources, capacity, skills, and tools to define success for their efforts.

Strategic Goal #2 also captures our efforts to create the container/s needed to carry out strategic priorities such as Collaborative Solidarity Hubs. These Collaborative Solidarity Hubs will be especially critical to building capacity and we must focus our collective passion, efforts, and resources into ensuring the success of our pilot site in Charlotte. Additionally, the Charlotte CSH will provide infrastructure to resist RNC 2020.



Finally, Strategic Goal #2 underscores the ongoing priority SVA gives to supporting youth-led movements and organizations with a significant youth presence. Supporting youth is an integral part of our long term organizing effort.

STRATEGIC GOAL #3

Mobilize resources for rapid response, interventions and long term organizing (re-granting, thought leadership, and situational assessments).

SVA will mobilize resources in alignment with our vision, mission, and strategic goals 1, 2, and 4. The key to success for achieving Goal #3 is ensuring our capability to mobilize matches the anticipated increases in demand through 2020 and beyond, particularly in the areas of thought leadership, situational assessment, and regranting.

It remains critical that SVA provide thought leadership in building movement infrastructure and equally important that we coordinate our efforts with thought leaders in other vital areas. Thought leadership enhances our ability to perform clear situational assessments that identify the needs and priorities we need to address. Finally, the ability to provide timely funds through regranting will help aligned organizations continue to make important contributions to the movement.

STRATEGIC GOAL #4

Increase and sustain the ability to deliver great services for the above strategies (building/sustaining the teams, resources, skills, and other key capabilities).

High-functioning leaders and staff are the center piece of SVA Strategy 2025+Beyond. Strategic Goal #4 focuses on retaining experienced staff as well as recruiting, hiring, and onboarding new staff to build a team that supports effectively the organizations and projects we support currently as well as the new organizations and projects we anticipate supporting as we grow.



KEY MESSAGES FOR COMMUNICATING ABOUT SVA STRATEGIC DIRECTION 2025+BEYOND

Strategic Direction 2025+Beyond demands a more sophisticated, coordinated, and high functioning infrastructure to support long-term movements to transform and shift power across the southern region. As goes the south...

- After 5 years of SVA, we spent 2019 taking on a series of rigorous processes to reflect and evaluate on our impacts and contributions. Through this, we've determined that we need to deepen and double down on the areas where SVA makes our most unique and relevant contributions.
- Frontline, directly-impacted communities are still at the center of SVA's focus, this is important now more than ever.
- If we focus on bringing resources and capacity to fortify deep solidarity and collaborations led by values-aligned directly-impacted communities, we can shift the terrain in 2020 and beyond.
- SVA will strengthen our commitment to being a nimble, responsive organization, one committed to innovation, taking risks, and experimentation with initiatives that push our communities and uplifts the best leadership in our ecosystem.

