



THE JAMES B. MCCLATCHY FOUNDATION (JBMF)

About the LIFT Grants Initiative

Goals

The LIFT initiative is a pilot program dedicated to awareness of – and engagement with – the First Amendment freedoms of speech, expression, and a free press. Towards this goal, JBMF will partner with Central Valley communities to explore the supports they may need to achieve their fullest potentials as vibrant places to live.

Through LIFT, JBMF envisions Central Valley communities participating in all facets of civic life with examples of engagement, such as:

- **Local journalism** - In many places, local news is declining, especially in the home languages of your community's residents or youth. Can we create more outlets to uplift the stories of your community and to share in their own languages?
- **Civic engagement** - Are there key civic participation issues (i.e. education, environment, immigration) in your neighborhoods and churches that you seek to address? Are there coordinated efforts to engage and bridge diverse people across organizations, generations and communities? What are the existing, local efforts that hold promise for traction and scale?
- **Timely and responsive issues** - Are people familiar with their rights as residents? How can we build shared awareness and trust in order for communities to engage around issues impacting their lives? With the 2020 election around the corner, how can we keep the local community informed and showing up for key issues?

Strategies

With the overall theme of building community capacity, LIFT will support ideas in three broad strategic pillars:

Pillar 1: LIFTing Local Voices

- Local journalism start-ups

Pillar 2: LIFTing Inclusive Partnerships

- Fostering innovative partnering and inclusive collaborations
- Focusing on local issues that are important to people
- Strengthening diverse community groups
- Seeding emerging and existing ideas with the potential for scale

Pillar 3: LIFTing Organizational Power

- Providing core operational supports
 - Leadership development (board and staff)
 - Technology
 - Financial literacy and accountability
 - Impact assessment
 - Mentoring on equity

JBMF is in a learning phase to:

- Listen and learn with communities about locally-based, unique ideas
- Support organizations and communities to identify their core strengths and opportunities
- Explore the potential for long-term impact and sharing