



ARKANSAS BLACK PHILANTHROPY
COLLABORATIVE

An External Evaluation of

GIVING BACK
**The Soul of
Philanthropy**
Reframed and Exhibited

Little Rock



Clinton School Impact Center

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2,678

Total Exhibit Attendees

94%

of participants reported increased knowledge of philanthropy in general

229

Event Participants

51%

of attendees strongly identified as philanthropists after the exhibit

68%

Followed Through on Donation Intent

\$2,315

Total Donations Generated

58%

of donors specifically gave to Black-led, Black-serving, or Black-focused organizations

Research Goal:

This project was conducted by the Clinton School Impact Center (CSIC) in collaboration with the Arkansas Black Philanthropy Collaborative (ABPC). The purpose of this project is to evaluate the Giving Back: The Soul of Philanthropy (TSOP) exhibit, hosted by ABPC. Evaluation of this exhibit will better inform ABPC's efforts to improve and empower communities of color through increasing awareness, educating, and shifting prevailing narratives surrounding philanthropy.

About Giving Back: The Soul of Philanthropy (TSOP) Exhibit

Giving Back: The Soul of Philanthropy (TSOP) is a traveling exhibit highlighting the legacy of Black Philanthropy. ABPC received funding to reframe and host this exhibit in Little Rock, Arkansas.

They partnered with Mosaic Templars Cultural Center, who provided the physical space for the exhibit to be held and partnered with ABPC on various educational opportunities to engage the public in this exhibit. These education opportunities culminated in a series of events, termed Soul Series. As stated by ABPC, Soul Series events were designed to provide educational and social programming to highlight the exhibit, build awareness around Black Philanthropy in Arkansas, and serve as a vehicle for powerful collaboration among communities. It was at these events that evaluators engaged with attendees to complete this evaluation.

A detailed logic model for the program can be found in Appendix A.

Research Questions:

The research questions addressed in this project are as follows:

- *How many participants attended the Giving Back: The Soul of Philanthropy (TSOP) exhibit?* [PG 6](#)
- *How many participants attended each of the four TSOP Soul Series events?* [PG 7](#)
- *What are the attendees' perceptions of philanthropy after the TSOP exhibit & Soul Series events?* [PG 8](#)
- *To what extent do attendees see themselves as philanthropists after the TSOP exhibit & Soul Series events?* [PG 8](#)
- *To what extent do those that attend the TSOP exhibit & Soul Series events intend to donate to nonprofits after the exhibit?* [PG 9](#)
- *And, how does this intention change several months after attending the TSOP exhibit & Soul Series events?* [PG 10](#)

Methods:

To address the research questions outlined above, evaluators:

1. **Compiled attendance data** for the exhibit and exhibit events
2. Conducted an **initial survey** with exhibit event participants
3. Conducted a **follow-up survey** with those that completed the initial survey

1. The **attendance data collected** was used to measure the outputs of the exhibit required by the exhibit's funder, the Fidelity Charitable Catalyst Fund.
2. The **initial survey** was designed to assess attendees' perceptions of philanthropy, the extent they viewed themselves as philanthropists, as well as their intentions to donate after seeing the exhibit.
3. The **follow-up survey** was used to determine if they followed through with those intentions to donate and in what ways they donated.

I Attendance Data:

At each of the four Soul Series events and throughout the entirety of the exhibit, Mosaic Templars Cultural Center tracked attendance. This included anyone who attended the Center's museum while the exhibit was on display from August 22, 2024 to December 3, 2024. The attendance data is used to inform the target output indicators selected by the program funder, the Fidelity Charitable Catalyst Fund.

2 Initial Survey:

Initial surveys of attendees were conducted by the evaluators at the four major TSOP events listed below:

> August 22, 2024

EXHIBIT OPENING & SOUL
SERIES: SOUL KITCHEN

> October 5, 2024

SOUL SERIES: SOUL STROLL

> November 9, 2024

SOUL SERIES: SOUL CHILD

> December 3, 2024

EXHIBIT CLOSING & SOUL
SERIES: SOUL SOUNDS

At each event, evaluators set up a table near the exit, asking attendees to complete a brief survey upon their exit. Attendees were eligible to complete the survey if they met the following requirements:

1. They were at least 18 years old
2. They had participated in the exhibit event
3. They had not previously completed the survey at a past TSOP exhibit event

Survey questions focused on participants' perceptions of philanthropy, the exhibit, and intentions to donate to a charitable cause in the future. The survey also included a set of demographic questions and space to provide contact information for the follow-up survey.

All initial survey questions can be found in Appendix B.

Participants were approached when they were exiting the event, in order to capture their thoughts and perceptions about philanthropy after engaging in the exhibit. If attendees chose to participate, they completed a brief 7-10 minute Qualtrics survey on a tablet provided by the evaluators, or by scanning a QR code on their phone. Following submission of their survey responses, each participant received a **\$10 Walmart gift card**.

72 participants completed the initial survey. Participants of the initial survey were mostly **female (70%)**, and **Black or African American (87%)**.

Participants varied by age, with approximately **60% being over 45 years old**, and **40% being under 45 years old**.

Most participants reported being highly educated, with **41% having a college degree**, and **38% having an advanced degree**.

Over half (**53%**) of participants had a total household income of **\$70,000 or greater**.

3

Follow-Up Survey:

Follow-up surveys were conducted approximately 1.5 months following the close of the exhibit, from January 14 to February 14, 2025.

The evaluators sent several outreach emails to initial survey participants to recruit for the follow-up survey. These emails contained a Qualtrics link to the 7-10 minute survey. Survey questions centered around engagement in philanthropy and donating behaviors since attending the exhibit or a TSOP event. This survey also included demographic questions. All follow-up survey questions can be found in Appendix C. Following the submission of their survey responses, each participant received a **\$10 Walmart e-gift card** to their email within 1 week of survey completion.

31 participants completed the follow-up survey. Similar to the initial survey, most participants were **female (86%)**, and **Black or African American (93%)**. Nearly **60% of participants reported being over 45**, and **40% reported being under 45 years old**. Once again, most participants reported being well educated with **50% having a college degree** and **32% having an advanced degree**.

Similar to the initial survey, around half of the participants (**46%**) reported a **total household income of \$70,000 or more**.



FINDINGS

How many participants attended the Giving Back: The Soul of Philanthropy (TSOP) exhibit? How many participants attended each of the four TSOP Soul Series events?

OVERALL ATTENDEES:

According to the data collected from Mosaic Templar Cultural Center, **2,678 people attended** the TSOP exhibit while it was on display from August 22nd - December 3rd 2025. Specific attendance indicators required by the funder can be found in Appendix D.

TSOP EVENTS ATTENDANCE:

Based on attendance data from MTCC, the adjacent table breaks down attendance by each TSOP event.

Event	Number of Participants
Exhibit Opening & Soul Series: Soul Kitchen	102
Soul Series: Soul Stroll	23
Soul Series: Soul Child	23
Exhibit Closing & Soul Series: Soul Sounds	81



2

What are attendees' perceptions on philanthropy after the TSOP exhibit & Soul Series events?

Participants of the four Soul Series events were asked a series of questions about their perceptions of philanthropy in the initial survey.

IMPORTANCE OF PHILANTHROPY:

Overwhelmingly, participants believed that philanthropy is important to Arkansas communities, with 100% of participants rating it as very important or somewhat important.

100%

of participants believe that **philanthropy is important to Arkansas communities.**

INCREASE IN KNOWLEDGE & UNDERSTANDING:

A majority of participants felt that attending the exhibit positively impacted their perceptions of philanthropy. Specifically:

- › **94% of participants felt that participating in a TSOP event or viewing the exhibit** increased their knowledge of philanthropy in general.
- › **96% of participants felt that participating in a TSOP event or viewing the exhibit** increased their understanding of philanthropy opportunities in their community.

Key Takeaway: Participating in a TSOP event and/or attending the TSOP exhibit increased participants' knowledge of philanthropy and philanthropy opportunities in their community.

3

To what extent do attendees see themselves as philanthropists after the TSOP exhibit & Soul Series events?

In the initial survey, participants were also asked about their perception of themselves as a philanthropist.

When participants were asked, “To what extent do you consider yourself to be a philanthropist?”, over half strongly identified with being a philanthropist. Only 3% of participants did not consider themselves to be a philanthropist at all.

50%

of participants strongly considered themselves to be a **philanthropist**.



4

To what extent do those that attend the TSOP exhibit & Soul Series events intend to donate to nonprofits after the exhibit?

In the initial survey, participants were also asked how likely they were to donate to a charitable organization after attending the event.

INTENT TO DONATE:

73%

of attendees reported that they were **Very Likely** to donate to a charitable cause in Arkansas following their visit to the exhibit and/or event.

The majority of participants expressed some intention to donate to a charitable cause in Arkansas following the event, with only 1% of participants reported being unlikely to donate to a charitable cause in Arkansas following event attendance.

Similar results were found when attendees were asked in general how likely they were to make a donation to an Arkansas Black-led, Black-serving, or Black-focused charitable organization following the event.

79%

of participants reported that they were **Very Likely** to make a donation to an Arkansas organization of this kind.



PAST DONATION BEHAVIOR:

Attendees were also asked about their past donation behaviors.

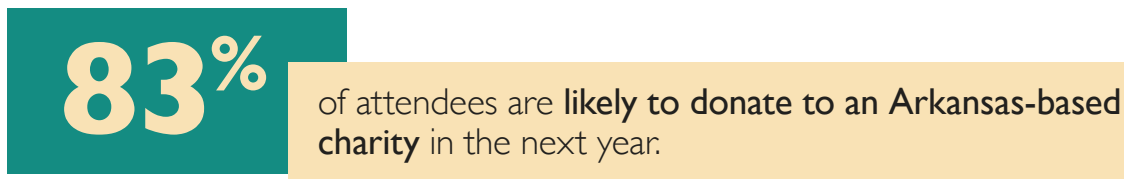
83% of attendees reported having previously donated to a nonprofit or charity in Arkansas in the past.

Of the remaining 17%, 13% had never donated to an Arkansas charity, and 4% were uncertain if they had ever done so. Of those who have donated to an Arkansas-based organization in the past, most commonly make a donation of \$500 or less. Past donations to Arkansas-based nonprofit or charity organizations by attendees ranged from \$0 - \$25,000.



FUTURE DONATIONS:

When attendees were asked about their likelihood of donating to a charitable cause in Arkansas in the next year, attendees reported:



If attendees were to donate to an Arkansas based charitable cause in the next year, most anticipated making a donation of **\$100**. The range of anticipated donations among all survey participants was **\$10 - \$30,000**.

Participants were able to write in their own amount for this question, with several participants including qualitative responses about their anticipated donation amount. Common themes among the qualitative responses included:

- **Donation was dependent on financial situation:** A common theme among those that provided write in responses was that the donation amount would depend on their financial situation at that time. For example, responses included:
"Whatever I have available," "that depends on flexible income," "depends on income for that year," "according to my bank account..."
- **Uncertainty about how much they would donate:** Of the participants who wrote in responses many said they were "unsure" of how much they would donate.

If participants were to make a donation to a charitable cause in Arkansas in the next year, they reported being most likely to make a **one-time donation (44%)**. The next most common response among respondents was that they would likely make a **recurring donation** (i.e. weekly, monthly, or yearly), with **31%**. The remaining 25% of participants noted being unsure of what type of donation they would make if they were to donate.

Key Takeaway: Most exhibit and event attendees intend to donate to Arkansas-based causes in the future, with a majority of attendees intending to donate to Black-led, Black-serving, or Black-focused Arkansas organizations.

TO WHAT EXTENT DO THOSE THAT ATTEND THE TSOP EXHIBIT & SOUL SERIES EVENTS INTEND TO DONATE TO NONPROFITS AFTER THE EXHIBIT?

a

And, how does this intention change several months after attending the TSOP exhibit & Soul Series events?

In the follow-up survey, participants were asked about their giving habits since attending the TSOP exhibit & events.

A majority of participants from the follow-up survey did follow through on their intention to donate established in the initial survey.

Since attending a TSOP event and/or the exhibit, **68%** of follow-up survey respondents reported that they **had donated to an Arkansas nonprofit or charity organization.**

Of those that donated to an Arkansas nonprofit or charity organization, over half of the participants who donated (**58%**) reported that their donation went to a **Black-led, Black-serving, or Black-focused**. This number is potentially higher, as 11% reported being unsure if the organization they donated to was Black-led, Black-serving, or Black-focused organization.

\$150

Most common donation amount to Black-led, Black-serving, or Black-focused organizations among these participants.

Donation amounts ranging from \$5 to \$500. Importantly, some noted that they provided non-monetary donations, instead donating their time or services to the organization.

ORGANIZATIONS DONATED TO:

Participants were asked to share what Arkansas based organization or charity they donated to since attending the event, whether it be Black-led, Black-serving, or Black-focused or otherwise.

Participants reported donating to the following organizations:

- YARN Inc.
- Labannah Baptist Church
- Mosaic Templars Cultural Center
- Friends of Mosaic Templars Cultural Center
- Life Skills for Youth
- Led by the Spirit of God Church
- White Memorial UMC
- NAACP
- Compassion Center
- Center for Healing Hearts and Spirits
- Central Arkansas Library System (CALs)
- City Year
- Habitat for Humanity
- Rites of Passage
- LMJ Ministries

It is important to note, that Mosaic Templars Cultural Center (MTCC) was reported as the recipient of donations from multiple participants, making it the most common place for a donation to be made to. Since this is where the TSOP exhibit and events were hosted, this finding suggests a possible impact from the exhibit on donations to the MTCC.

FUTURE INTENTIONS TO DONATE:

Participants of the follow-up survey were also asked about their future intentions to donate to a nonprofit or charitable cause in Arkansas.

When asked if they intended to increase their contributions to a nonprofit or charitable cause in Arkansas in the future, 85% of participants reported an intention to increase their donations.

Once again, participants noted being most likely to make a one-time donation (57%), followed by a recurring donation (25%) (i.e. weekly, monthly, or yearly), when they donate to an Arkansas based cause in the future.

Key Takeaway: Overall, a majority of follow-up survey participants followed through on their intention to donate, with most of those donations occurring to Arkansas based Black-led, Black-serving, or Black-focused organizations. Similarly, attendees continue to express an intention to donate to Arkansas based nonprofits or charities in the future.

85%

of participants
plan to increase
their donations.

57%

most likely to
make a one-time
donation

25%

most likely to make
recurring donations

KEY TAKEAWAYS

Overall, The Soul of Philanthropy Exhibit impacted Arkansas residents in several ways. With 229 attendees across four different events, this evaluation found that attendees overwhelmingly felt that the exhibit increased their knowledge of philanthropy (94%) and increased their understanding of philanthropy opportunities in their community (96%). While most of the attendees were already donors (83%), nearly half (48%) reported that they were “very likely” to increase their donations after attending this event. Even more, 79% of attendees reported being “very likely” to donate to a Black-led, Black-serving, or Black-focused organization.

While the follow-up survey had a much lower response rate, 68% of those who responded reported that they have donated to an Arkansas nonprofit or charity organization since attending the exhibit, resulting in a total of at least \$2,315 of donations in the 1.5 months since the exhibit closed. Moreover, 58% of those who donated reported that they gave to a Black-led, Black-serving, or Black-focused organization.

While most attendees seem to already be donors and many considered themselves as philanthropists, the exhibit seemed to shed light on new opportunities for philanthropic giving, inspired donors to give more, and motivated donors to give to Black-led, Black-serving, or Black-focused organizations.



CONCLUSION

In this external evaluation of Giving Back: The Soul of Philanthropy (TSOP) exhibit, an initial survey and a follow-up survey were conducted to TSOP event attendees, along with attendance data collection, informing the following research questions:

1. How many participants attended the Giving Back: The Soul of Philanthropy (TSOP) exhibit?
 - a. *How many participants attended each of the four TSOP Soul Series events?*
2. What are the attendees' perceptions of philanthropy after the TSOP exhibit & Soul Series events?
3. To what extent do attendees see themselves as philanthropists after the TSOP exhibit & Soul Series events?
4. To what extent do those that attend the TSOP exhibit & Soul Series events intend to donate to nonprofits after the exhibit?
 - a. *And, how does this intention change several months after attending the TSOP exhibit & Soul Series events?*

The findings from this study found that participants not only increased their knowledge of philanthropy from this exhibit, but that they intended and followed through on that intention to donate to philanthropic causes in Arkansas. The specifics of these findings can be used to better inform ABPC's efforts to improve and empower communities of color through increasing awareness, educating, and shifting prevailing narratives surrounding philanthropy.

APPENDICES

Appendix A: Logic Model

A logic model is a visual depiction of a program's theory of change. It typically includes the program's activities, intended outputs, and intended outcomes. Creating a logic model is important for an evaluation plan as it helps define the intended outcomes of a program so that we can develop measures and determine whether outcomes were achieved.

Inputs	Activities	Outputs	Short-term Outcomes	Intermediate Outcomes	Long-term Outcomes
Funding from Fidelity Charity Catalyst Fund	Traveling Exhibit Giving Back: The Soul of Philanthropy (TSOP) at MTCC (August 22-December 3)	# of exhibit attendees	Increase # of Arkansans that see themselves as philanthropists	Increase the number & amount of donations to Arkansas nonprofits	Increase philanthropic collaboration among communities
Staff from ABPC	4 Soul Series Events promoting TSOP cohosted by ABPC & MTCC	# of participants at each Soul Series event	Increase perceived importance of philanthropy	Increase the number & amount of money donated to Black led, Black Serving, or Black focused Arkansas nonprofits	Improve the narrative around philanthropy in Black communities
Partnership (staff, space, & resources) with Mosaic Templars Cultural Center (MTCC)		# of donations to nonprofits	Increase general knowledge of philanthropy		Build capacity for Black led, Black serving, and Black focused nonprofits
		Amount donated to nonprofits	Increase awareness about Black Philanthropy in Arkansas		
		# of donations to black led, Black serving, or Black focused nonprofits			
		Amount donated to Black led, Black serving, or Black focused nonprofits			

Appendix B: Initial Survey

1. Which event did you participate in today?

- Exhibit Opening Event & Soul Series: Soul Kitchen on August 22, 2024
- Soul Series: Soul Stroll on October 5, 2024
- Soul Series: Soul Child on November 9, 2024
- Exhibit Closing Event & Soul Series: Soul Sounds on December 3, 2024
- I attended the exhibit, but I did not attend a soul series event.

2. In your opinion, how important is philanthropy to Arkansas communities?

- Very Important
- Somewhat Important
- Not Sure
- Somewhat Unimportant
- Very Unimportant

3. To what extent do you consider yourself to be a philanthropist?

- Very Much
- Somewhat
- Not Sure
- A little bit
- Not at all

4. To what extent did today's event increase your knowledge of philanthropy, in general?

- Very Much
- Somewhat
- Not Sure
- A little bit
- Not at all

5. To what extent did this event increase your understanding of philanthropy opportunities in your community?

- a. Very Much
- b. Somewhat
- c. Not Sure
- d. A little bit
- e. Not at all

6. How likely are you to donate to a charitable cause in Arkansas after attending today's exhibit/event?

- a. Very Likely
- b. Somewhat Likely
- c. Not Sure
- d. Somewhat Unlikely
- e. Very Unlikely

7. How likely are you to donate to an Arkansas Black-led, Black serving, or Black focused charitable organization after attending today's exhibit/event?

- a. Very Likely
- b. Somewhat Likely
- c. Not Sure
- d. Somewhat Unlikely
- e. Very Unlikely

8. Have you ever donated to a nonprofit or charity organization in Arkansas in the past?

- a. Yes
- b. No
- c. Not Sure
- d. Prefer not to answer

9. How much do you typically donate to nonprofits or charitable organizations in Arkansas annually?

10. In the next year, how likely are you to increase your contributions to a nonprofit organization or charitable cause in Arkansas?

- a. Very Likely
- b. Somewhat Likely
- c. Not Sure
- d. Somewhat Unlikely
- e. Very Unlikely

11. If you were to donate to a charitable cause in Arkansas in the next year, how much money do you think you are likely to donate?

12. If you were to donate to a charitable cause in Arkansas in the next year, what type of donation are you likely to make?

- a. A recurring donation (weekly, monthly, yearly)
- b. A one time donation
- c. Not sure
- d. Prefer not to answer

13. How likely are you to recommend this event/exhibit to others?

- a. Very Likely
- b. Somewhat Likely
- c. Not Sure
- d. Somewhat Unlikely
- e. Very Unlikely

14. What is your age?

- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56-65
- ☐ Over 65

15. What is your gender?

- ☐ Male
- ☐ Female
- ☐ Nonbinary/Other
- ☐ Prefer not to say

16. Which of the following best describes your race/ethnicity?

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Black or African American
- ☐ Hispanic or Latino/a
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ White
- ☐ Other, please specify

17. What is your highest level of education?

- ☐ Less than a High school diploma
- ☐ High school diploma or GED
- ☐ Some college or technical school
- ☐ 4-year college degree
- ☐ Advanced degree (Masters, PhD, JD)

18. What is your current employment status?

- ☐ Employed Full-Time
- ☐ Employed Part-Time
- ☐ In School
- ☐ Retired
- ☐ Not Currently Employed or in School
- ☐ Prefer not to answer

19. What is your total household income?

- ☐ Less than \$10,000
- ☐ \$10,000 to \$39,999
- ☐ \$40,000 to \$69,999
- ☐ \$70,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 or more

Appendix C: Follow-up Survey

1. Which events did you participate in at the Mosaic Templars Cultural Center as part of the Giving Back: the Soul of Philanthropy exhibit. (Check all that apply)

- a. I attended the exhibit (August - December 2024), but I did not attend a soul series event.
- b. Exhibit Opening Event & Soul Series: Soul Kitchen on August 22, 2024
- c. Soul Series: Soul Stroll on October 5, 2024
- d. Soul Series: Soul Child on November 9, 2024
- e. Exhibit Closing Event & Soul Series: Soul Sounds on December 3, 2024

2. In your opinion, how important is philanthropy to Arkansas communities?

- a. Very Important
- b. Somewhat Important
- c. Not Sure
- d. Somewhat Unimportant
- e. Very unimportant

3. To what extent do you consider yourself to be a philanthropist?

- a. Very Much
- b. Somewhat
- c. Not Sure
- d. A little bit
- e. Not at all

4. Since attending Giving Back: the Soul of Philanthropy exhibit and/or event, have you donated to an Arkansas nonprofit or charity organization?

- a. Yes
- b. No
- c. Not Sure

5. If yes, what was the name of the charity or organization that you donated to?

6. If yes, was the organization you donated to a Black-led, Black serving, or Black focused organization?

- a. Yes
- b. No
- c. Not sure

7. If yes, how much money did you donate to the charity or organization?

8. If yes, what type of donation did you make?

- a. A recurring donation (weekly, monthly, yearly)
- b. A one time donation
- c. Not sure

9. In the next year, how likely are you to increase your contributions to a nonprofit organization or charitable cause in Arkansas?

- a. Very Likely
- b. Somewhat Likely
- c. Not Sure
- d. Somewhat Unlikely
- e. Very Unlikely

10. If you were to donate to a charitable cause in Arkansas in the next year, how much money do you think you are likely to donate?

11. If you were to donate to a charitable cause in Arkansas in the next year, what type of donation are you likely to make?

- a. A recurring donation (weekly, monthly, yearly)
- b. A one time donation
- c. Not sure

Demographics: The same demographic questions were included as in the initial survey (See Appendix B).

Appendix D: Indicator Chart

Indicator Chart: Attendance data was used to complete the identified indicators from the exhibit funder, the Fidelity Charitable Catalyst Fund's, indicator chart that was supplied to ABPC and required for grant reporting. The full indicator chart in its original form can be found attached to this report as Appendix D.

Indicator Section	#	Indicator	Value
Part One: Indicators	2a.	# of donors/potential donors that participate in activities where they learned generally about philanthropy and opportunities & issues in communities they care about	2,678
	2b.	# of donors/potential donors that participate in activities where they learned generally about philanthropy and opportunities & issues in communities they care about in priority states	2,678
	3a.	# of donors/potential donors that participate in active experiences to understand how to specifically connect their personal values to their giving and set specific personal philanthropic goals	2,678
	3b.	# of donors/potential donors that participate in active experiences to understand how to specifically connect their personal values personal values to their giving and set specific personal philanthropic goals in priority states	2,678
	6a.	# of donors that give money to nonprofits	59 initial
	6b.	# of donors that give money to promising non profits	11 follow-up
	7a.	\$ donated to nonprofits by donors participating in your offerings (total)	\$2,315
	7b.	\$ donated to promising nonprofits by donors participating in your offerings	\$2,315
Part Two: Satisfaction Data	1b.	Other Satisfaction Data "How likely are you to recommend this event/exhibit to others?" (initial survey)	93% report being "very likely" to recommend the event/exhibit to others
Field Building	2a.	# of research projects/interventions conducted on individual donor giving, the needs of promising nonprofits, trends in our priority states, the individual donor support field, or fundraising effectiveness that Catalyst Fund grant funding helped support	1
	2b.	# of people (reach) that consume research projects/interventions	2,678

Thank you to our partners

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