

Dear Partners, Allies, & Friends

Give Bkck was founded in September of 2020 in the wake of the horrendous murder of George Floyd and the inspirational uprisings in his name that followed. What started as a simple list of Black-founded non-profits has evolved into an organization and emerging movement to advance racial equity in giving and mobilize positive action for Black lives by connecting people to causes they care about.

As the 1-year anniversary of our founding approaches, we are proud of what **Give Bkck** has achieved and contributed to Black-founded organizations:

- **677 and counting organizations added to the Give Bkck database**
- **Founded Giving Black Tuesday in partnership with Giving Tuesday**
- **Funneled \$400,000 to nonprofits in the Give Bkck database**
- **Exceeded 20,000 website users**
- **Highlighted in the *New York Times*, *Wirecutter*, *NBCnews.com*, *The Chronicle of Philanthropy* and other outlets.**

This is just the beginning, we have big plans for the future of **Give Bkck**, which we hope to start realizing with the hiring of our first employee, our CEO, Aisha Alexander-Young. We look forward to sharing our strategy with you in the near future, which is attached to a bold goal: moving \$1 billion to Black-founded nonprofits.

Unfortunately, our ability to continue under the name **Give Bkck** is being threatened. A philanthropic affinity group, New England Blacks in Philanthropy (NEBiP) has issued a cease and desist claiming ownership of both the term and practice of “giving black”, “give black” and any variant of these two common, cultural phrases. We are not the first victims of this breach of values and collaboration to support Black philanthropy and Black-founded and led organizations. Our partners Black Philanthropy Month (BPM), and other Black-led organizations have been targeted by NEBiP as well, as [documented](#) by BPM founder, Dr. Jacqueline Bouvier Copeland.

We consider the name **Give Bkck** integral to our strategy. From the beginning, **Give Bkck** has not been about building an organization, but rather building a worldwide movement to increase racial equity in funding and support the infrastructure of Black-founded nonprofits. To us, giving Black is a value, a cultural and moral imperative, and a mission, not something to be owned or suppressed. We are deeply disappointed by NEBiP’s course of action and pattern of behavior. We have made every good faith effort to resolve this issue satisfactorily for both sides and the movement as a whole; including an outstanding offer to compensate NEBiP for freeing the trademark for use for not only **Give Bkck**, but all values aligned organizations that seek to increase racial equity in giving. Despite our disappointment, we will continue to focus on our mission and will not allow this to distract from the very important work ahead. We felt it was important to be transparent with our community and share what is happening behind the scenes.

In solidarity,

The Founders of **Give Bkck**

