



FREQUENTLY ASKED QUESTIONS

2025 Campaign for Black Men and Boys

Question: What is the mission or purpose of the 2025 Campaign for Black Men and Boys?

The overall goal of the campaign is to develop, implement, support, and sustain a movement for the educational, social, emotional, physical, political, and economic development and empowerment of African descendant men and boys in the United States.

Question: How did the 2025 Campaign begin?

The idea for this initiative emerged from a series of discussions among national organizations, philanthropists, community-based organizations, and concerned individuals who noted that a Black boy born in 2007 will be 18 years old in 2025 and there is a need for a change in paradigm for both our leadership and the people. Originally incubated by the Twenty-First Century Foundation (21CF), which in October 2005 spearheaded a *National Conversation on Black Men and Boys* co-convened by the NAACP Legal Education and Defense Fund, Public/Private Ventures, and the National Urban League, brought together more than 40 national and local leaders including adults and young people to assess the many challenges facing this group. With the ongoing support of the Ford Foundation, the campaign continued to build momentum, ultimately identifying four cities to launch Black Men and Boys Initiatives: Oakland, New York, Chicago, and Los Angeles.

Question: What are the main focus areas of the campaign?

There are five (5) areas identified as key to successfully changing outcomes for the better in the long term. They are: (1) Educational Opportunity (2) Engaged Fatherhood & Parenting (3) Justice, Rights, & Responsibilities: Addressing the disparities in the criminal justice system (4) Health (Physical and Mental) (5) Economic Opportunity.

Question: How is the approach of the campaign different?

We want to serve as the “connective tissue” for related Black male initiatives across the country to build capacity, partner, and build alliances. We will engage local community based organizations, organizers, advocates, practitioners, and youth leaders and connect them with business interests, philanthropic entities, academics, as well as concerned individuals to become catalysts for an organic process for decisive action. We are also cultivating relationships with policy makers and power brokers in order to find a place at the table and have a positive influence when decisions are being made about the allocation of resources and the deployment of services within our communities.

Question: What group or body manages the direction of the 2025 Campaign?

The 2025 Campaign is managed by a 25-member national steering committee. The committee is comprised of national, regional, and local leaders who represent community-based organizations, foundations, academic institutions, policy groups, etc. who meet regularly to establish ongoing practices to solve a variety of problems facing black males in communities across the country.

The 2025 Steering Committee also has established the following units:

The Policy Working Group – The Center for Law and Social Policy (CLASP) serves as the coordinator of an effort to develop a national policy advocacy agenda for the Campaign.

Knowledge-Building Groups – Structured around the priority areas previously mentioned, these groups share information on strategies and approaches effective in solving identified problems and then propose policy and education priorities for the overall initiative.

Location-based Organizing Networks - Collaborative organizing and advocacy designed to build upon existing efforts with a multi-directional flow of information among local, regional and national elements.

2025 General Meetings – These semi-annual gatherings are open to all interested parties and the general public to inform and engage them in the work of the 2025 Campaign.

Question: What are the long-term goals of the 2025 Campaign?

We want to serve as the “connective tissue” for related Black male initiatives across the country to build capacity, partner, and build alliances. Such partnerships will give us additional leverage as we make the case for increased philanthropic investment on the part of other foundations and concerned individuals. We want this work to be sustainable over the long-term.

Question: What is the immediate objective of the campaign?

Across the country public investment in the building of jails has increased, as the funds allocated towards education have decreased for more than twenty years. The immediate objective of the campaign is to see a marked reduction in the incarceration and high school dropout rates among Black youth nationally. This goal is connected to every other focus area of the campaign.

Question: What will it take to make the campaign successful?

Ultimately the success of the 2025 Campaign depends on getting people from every part of the country and across the vast socio-economic spectrum involved in effecting positive change. This type of transformation has proven to be the strength of the nation throughout history. We intend to make it so once again. We intend to be the change to change the game.

Contact Information

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