



CLIENT:

## Brown Hope

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## Client Description

Brown Hope is a nonprofit organization providing tangible, community solutions for racial justice. It aims to heal the wounds of intergenerational trauma by providing trauma-informed activism to Black, Brown and Indigenous communities in Portland, Oregon and beyond.

## Project Description

Brown Hope partnered with A.wordsmith to elevate awareness of Brown Hope, drive funding for the organization's Black Resilience Fund (BRF) and position Founder Cameron Whitten as a thought leader and advocate for racial justice and change. A.wordsmith led a strategic media campaign and developed ongoing story opportunities for Brown Hope and the Black Resilience Fund to inspire activists both in and outside the Pacific Northwest.

## Key Results

A.wordsmith secured ongoing earned media in a range of outlets from Portland television to national podcasts and print features. By researching and developing narratives, media engagement strategies and growing Brown Hope's relationships with local and national media outlets, A.wordsmith helped Brown Hope and the BRF make strategic strides in building awareness and raising funds for racial justice. Since its inception, the BRF has raised more than \$2,000,000 to provide ongoing support for over 7,000 Black Portlanders. A.wordsmith was recognized with a PRSA Spotlight Award for its work on this campaign.

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**Media:**

- Dear White Women Podcast: [Episode #137: Reparations with Cameron Whitten](#)
- Oregon Live: [Opinion: A year after Portland's 100 days of protest, time to recommit to action](#)
- The Better Communities Podcast: [Activism Beyond the #Hashtag](#)
- KGW8 Straight Talk: [Black community leaders in Portland push for slavery reparations commission in Congress](#)
- KATU2: [More than 100 Portland businesses partner with Black Resilience Fund on Juneteenth](#)
- KOIN6 AM Extra: [Black Resilience Fund launches 2021 campaign , Blackstreet Bakery launches new initiative to #SpreadTheLove](#)
- KATU2 abc: [Black Resilience Fund launches new fundraising effort](#)
- Portland Business Journal: [Black Resilience Fund raising \\$1M to help more Black Portlanders , Five Things for Wednesday, including Inauguration Day's arrival](#)
- The Skanner: [Black Renters in the Lurch, Even with Extended Rent-Payback Deadline](#)
- Portland Community College Foundation: [Tomorrow Together](#)
- The Black Wall Street Times: [The Black Resilience Fund: Support for Black and Brown Citizens Grows](#)
- NPR: [Portland Activists Built Resilience Fund Inspired By Racial Justice Protests](#)
- KOIN: [20+ places to try during Black Restaurant Week in Portland](#)
- NW Kids Magazine: [NW Kids Magazine February 2021 Digital Edition](#)