

OUR

DIRECTION

IS

EQUITY

EXECUTIVE SUMMARY

2019 - 2025



OUR LEGACY

"Being a millionaire is a tough road to hoe." The late Winthrop Rockefeller was fond of saying that. Staff would also sometimes explain to him that everybody within the sound of his voice—without exception and including his staff—would trade places with him so fast it would make your head swim. They'd hand over all their worldly possessions in exchange for his wallet (and its contents) without even having to think about it. They'd also throw in their hound dog, if they had one.

At this point, if there were time, Rockefeller would patiently explain what he meant; and if you watched him and paid attention when he was engaging in the philanthropic activity that took so much of his time, you could see that it made sense. It really was tough being wealthy if you had the obligation, the responsibility [poured] into you since birth, to be a good steward of the money passed to you, to make the lives of others better with

it, to cause good things to happen that would benefit even those you most likely would never see or know.

Rockefeller gave in a direct and personal sort of way \$20 million during his lifetime, the equivalent of \$158.4 million in 2019 dollars, a good bit of it after he got to Arkansas. Those were the dollars he could claim on his tax forms. There was a good deal that could not be claimed, but which nevertheless was charity in the best sense of the word and which swelled his charitable giving to perhaps twice the amount claimed.

The Winthrop Rockefeller Charitable Trust, which received his estate, the Winthrop Rockefeller Foundation, which began with assets from the Trust, Winrock International, and the Arkansas Community Foundation all owe their beginnings to Rockefeller.

Excerpted from "Philanthropy," by John Ward, UALR Magazine, Fall 2003 WINTHROP ROCKEFELLER FOUNDATION

STRATEGIC DIRECTION



families and communities, especially those

SOCIAL, ETHNIC, AND RACIAL EQUITY

will exist when all Arkansans can live in

an equitable and productive state free from

historic and systemic barriers, and legacies

of unfairness have been addressed and

striving to move out of poverty



Consistent VISION

WRF affirms the legacy of our founder who envisioned a thriving and prosperous Arkansas that benefits all Arkansans.



New MISSION

To relentlessly pursue economic, educational, social, ethnic, and racial equity for all Arkansans.

3 BOLD GOALS

ECONOMIC EQUITY will exist when all Arkansans can achieve widely shared prosperity because everyone earns a living wage, participates in a thriving economy, and is able to build generational wealth

EDUCATIONAL EQUITY will exist when all Arkansans can attain the skills and education needed to support their

7 VALUES

eliminated

Engagement | Equity | Excellence | Integrity

Partnerships Respect Stewardship

Communities Visited by the Foundation to Listen & Learn

900+
PAGES TO DOCUMENT
REFLECTION & ANALYSIS

BOARD PLANNING HOURS

400+

PARTNERS ENGAGED TO INFORM PLANNING

In partnership with families, educators, community leaders, business leaders, and policymakers, we will dismantle and reconfigure systems to best serve families with the least wealth and education.



JOIN THE MOVEMENT TODAY!

The Winthrop Rockefeller Foundation's New Vision for Arkansas

ECONOMIC, EDUCATIONAL, SOCIAL, ETHNIC, AND RACIAL EQUITY FOR ALL ARKANSANS

The Winthrop
Rockefeller
Foundation
envisions
an equitable
Arkansas in which
all Arkansans
have jobs that pay
a livable wage, a
quality education,
and the chance to
thrive and prosper.

By *all* Arkansans we mean everyone regardless of race, ethnicity, immigration status, language, religion, gender identity, sexual orientation, ability, age, geographic location, education, or income. We seek to achieve economic, educational, social, ethnic, and racial equity.

ECONOMIC EQUITY will exist when all Arkansans can achieve widely shared prosperity because everyone earns a living wage, participates in a thriving economy, and is able to build generational wealth.

EDUCATIONAL EQUITY will exist when all Arkansans can attain the skills and education needed to support their families and communities, especially those striving to move out of poverty.

social, ETHNIC, AND RACIAL EQUITY will exist when all Arkansans can live in an equitable and productive state free from historic and systemic barriers, and legacies of unfairness have been addressed and eliminated.





THE RELENTLESS PURSUIT IMPERATIVE

Arkansans matter. All Arkansans deserve fair access and opportunities to gain a quality education and a secure financial future.

Our imperative is to **dismantle systems** that block Arkansans who are striving to get out of poverty. We will **reconfigure these dysfunctional systems** to create a thriving and prosperous state that **benefits all Arkansans**.



THE RELENTLESS PURSUIT OF

ECONOMIC EQUITY

NECESSITATES THAT WE

Refuse the Status Quo

Tirelessly seek policy and systems change to create an economy that supports the dreams and aspirations of all Arkansas families. Currently, 70 percent of Arkansas's jobs are low-skill jobs, most of which do not pay family-supporting wages.

Seek Essential Policy Reform

Advocate for every Arkansas child to have access to quality housing, food, health care, child care, and education, whether they are the daughter of a janitor or son of a wealthy business owner.

Invest in Arkansas-Based Solutions

Build local solutions in Arkansas communities that address systemic barriers to work such as access to transportation, child care, and workforce training.

Ensure Family-Supporting Jobs for All Arkansans

Ensure parents in any occupation are able to earn a living-wage job.

Create a Blueprint for Change

Provide a plan for how state and local governments, policymakers, businesses, and residents can shape policies with stronger outcomes for children and families, especially femaleheaded households with children.

Craft the Business Case for Equity

Quantify the economic value of preparing all Arkansans to participate in the workforce or become entrepreneurs.



THE RELENTLESS PURSUIT OF EDUCATIONAL EQUITY

NECESSITATES THAT WE

Express Outrage

Take action to change inequity in Arkansas's education system, which currently places a \$142 million total annual economic burden on the state. Seventy percent of Arkansas's third graders cannot read on grade level, most of whom are students from families striving to get out of poverty.

Engage Parents, Students, Community Leaders, Policymakers, and Businesses

Bring together those affected by inequity in Arkansas's education system—meaning all Arkansans—to determine how to build a stronger education system that provides Arkansas students the high-quality education they and Arkansas communities deserve.

Facilitate Policy and Systems Change

Build strategic partnerships and networks to dismantle and reconfigure the education system to provide an excellent, equitable education for all Arkansas students through ForwARd Arkansas.

Commit to Universal Reading by Third Grade

Prepare every Arkansas student to read at grade level by the end of third grade through the *Arkansas Campaign for Grade-Level Reading*.

Build the Teacher Pipeline

Support innovative approaches to prepare students for careers in the field of teaching.

THE RELENTLESS PURSUIT OF **SOCIAL, ETHNIC, AND RACIAL EQUITY** NECESSITATES THAT WE

Tackle Inequity Head-On

Eliminate policies and practices that perpetuate structural racism and eliminate barriers to economic and educational equity.

Build the Movement

Co-create and advance an economic, educational, social, ethnic, and racial equity movement that connects and networks all sectors—public, private, nonprofit, academic, faith-based, and others.

Shift the Narrative

Create new narratives to change the popular narrative that undergirds inequities in Arkansas.

Empower Youth Leadership

Develop young, solution-focused, equity-oriented leaders across the state.

WE RISE TO THE

RELENTLESS PURSUIT OF EQUITY

CHALLENGE



To relentlessly pursue economic, educational, social, ethnic, and racial equity for all Arkansans.

The Winthrop Rockefeller
Foundation affirms the legacy of our
founder who envisioned a thriving
and prosperous Arkansas that
benefits all Arkansans.



ENGAGEMENT

We believe that everyone throughout Arkansas—especially those whose opinions are rarely sought and considered—should be heard, engaged, and therefore claim their rightful place in discussions to improve Arkansas.

EQUITY

We work to ensure that everyone has access to the core educational and economic tools needed to thrive in a healthy and prosperous state economy.

PARTNERSHIPS

The Foundation values developing and participating in partnerships that allow us to attract the support, expertise, and resources of others in the public and private sectors.

INTEGRITY

The Board and staff will be open and honest with one another, the state, and Foundation grantees, and will encourage the highest possible standards of conduct and ethics.

STEWARDSHIP

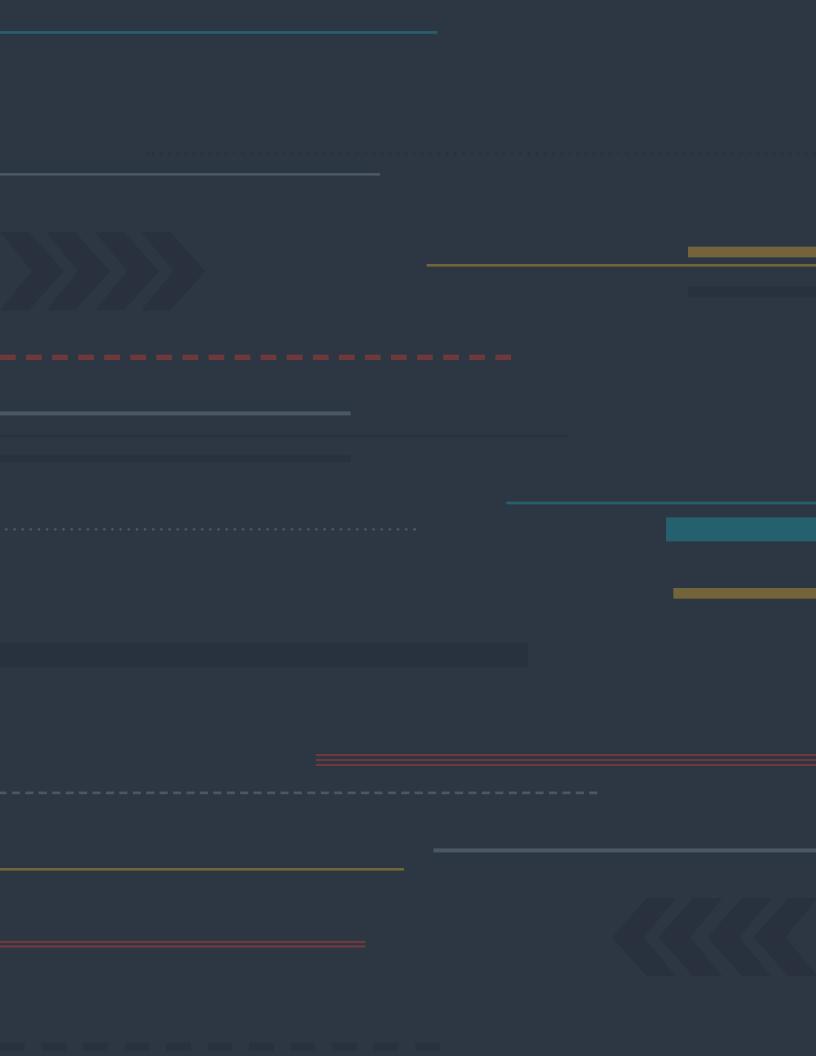
The Foundation is committed to prudent and responsible use of charitable assets to further our mission as well as care of the Foundation's reputation and standing in the state.

EXCELLENCE

We strive for excellence in everything we do so that the Foundation is synonymous with quality and trustworthiness.

RESPECT

The Foundation values the voices, ideas, and experiences of all Arkansans as a primary source of data and knowledge. We value learning by listening to diverse communities and to the lived experiences of our fellow Arkansans.







MAKING A DIFFERENCE IN ARKANSAS

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