



# SISTA ROOT

Organizing Competency  Administrative Efficiency  
Fundraising Sustainability



Rooted in Womanist Traditions

## Purpose

SistaRoot is the entry-level leadership and capacity-building tier within the Black Southern Women's Collaborative (BSWC). **It was created to identify, nurture, and prepare emerging Black-women-led grassroots organizations across the South** to eventually become full BSWC members.

## Strengthening the Organizing Infrastructure of the South

While BSWC's core members are already established 501(c)(3)/(c)(4) organizations led by seasoned executives, **SistaRoot focuses on incubating smaller or newer groups — those that have strong community roots but limited infrastructure, staffing, or fundraising capacity.** The program bridges that gap by providing intensive coaching, organizational development support, and wellness-based leadership formation. Like all of BSWC's work, this too is grounded in Womanist principles, which centers Black women's lived experiences as a path toward dismantling all forms of oppression and achieving collective thriving.



**BLACK  
SOUTHERN  
WOMEN'S  
COLLABORATIVE**



## Program Components

### 1. Organizing Competency

- ▶ **Leadership Development:** Cohort-based curriculum centered on power building, strategic planning, and creating a healthy organizing structure, with explicit outline of the executive director role.
- ▶ **Political Education & Organizing Skills:** Deep training in relational and issue-based organizing within a Southern context, knowing the difference between metrics used in electoral and deep relational organizing.

### 2. Administrative Efficiency

- ▶ **Organizational Strengthening:** One-on-one coaching on finance, governance, HR, and compliance.

### 3. Fundraising Sustainability

- ▶ **Organizational Durability and Growth:** Training and coaching on creation and implementation of a development plan with a diversity of income streams.

All of this is rooted with **Healing & Sustainability Training**, which incorporates somatic practices, reflection, and community care to counter burnout. To maximize our discipline and devotion to Black Women Leadership that is experienced differently than other women, we will have:

**Retreats & Convenings:** Hybrid kickoff retreat plus quarterly in-person deep dives.

**Equity-Based Supports:** Participant stipends and travel reimbursements to ensure equitable participation regardless of geography or financial means.

## Support the Program

For more information and to support the program, **please contact Phyllis M. Hill**, Founder of the Black Southern Women's Collaborative, at [phill@powercoalition.org](mailto:phill@powercoalition.org)

## Intended Outcomes:

- ▶ At least 15 emerging organizations complete the program each year.
- ▶ 60% demonstrate measurable improvement in organizational infrastructure (governance, finance, HR).
- ▶ 60% increase their base-building and campaign capacity.
- ▶ 40% of participants transition into full BSWC membership within 12–18 months.

For those who are not selected, there will be a constructive and transparent conversation to highlight strengths and identify areas for growth. Over the course of a year, organizations that implement changes and demonstrate improvement based on those growth areas will be encouraged to reapply for membership. To support this journey, there will be quarterly check-ins to review progress, celebrate achievements, and adjust goals as needed.

## Budget Summary:

**Annual program cost: \$297,450**  
(includes 5% contingency).

## WOMANIST LENS & TEACHINGS

**Womanism centers Black women's lived experiences** as a path toward dismantling all forms of oppression and achieving collective thriving. The four tenets of Womanism are:

- ▶ **Radical Subjectivity**
- ▶ **Traditional Communalism**
- ▶ **Redemptive Self Love**
- ▶ **Critical Engagement**



**Learn more about Womanism  
at [bswc.org/Womanism](https://bswc.org/Womanism)**