

Dear friends and colleagues:

As we have come to know firsthand, advocacy leverages foundation dollars for greater results. Foundations have the opportunities to both serve underrepresented communities, as well as empower and amplify the voices of those underrepresented communities. That way, they can tackle the seemingly unsolvable problems and immerse themselves in the public policy arena to champion their causes.

Our aim is to encourage a broader understanding about how foundations can better implement, explore, and expand support for advocacy.

Alliance for Justice has just published *Philanthropy Advocacy Playbook: Leveraging Your Dollars*, and we believe it is a must-read for foundation leaders, trustees, and staff members.

We encourage you to share *The Playbook* with your board, staff, and peers. *The Playbook* provides you and your team with the information necessary for considering ways to support advocacy with your nonprofit grantees and within your foundations. Specifically, it is filled with concrete examples, tips, and suggestions of how foundation investments in advocacy have generated meaningful policy change.

Sincerely,

**David Abbott**  
*Executive Director*  
*The George Gund Foundation*  
Cleveland, OH

**Cecilia & Garrett Boone**  
*Directors*  
*The Boone Family Foundation*  
Dallas, TX

**Emmett D. Carson, Ph.D.**  
*President & CEO*  
*Silicon Valley Community Foundation*  
Mountain View, CA

**Ken Grossinger**  
*Chairman*  
*CrossCurrents Foundation*  
Washington, DC

**Stephen Heintz**  
*President*  
*Rockefeller Brothers Fund*  
New York, NY

**Antonia Hernandez**  
*President & CEO*  
*California Community Foundation*  
Los Angeles, CA

**Mary E. McClymont**  
*President & CEO*  
*Public Welfare Foundation*  
Washington, DC

**Robert K. Ross, M.D.**  
*President & CEO*  
*The California Endowment*  
Los Angeles, CA

**Luz A. Vega-Marquis**  
*President & CEO*  
*Marguerite Casey Foundation*  
Seattle, WA

**Lee Wasserman**  
*Director*  
*Rockefeller Family Fund*  
New York, NY