



## Brand Presentation

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## Welcome to HUEmanistic

This presentation details goals and plans for the HUEmanistic Organization as well as define who we are, what we stand for and what our brand looks like

## SUMMARY

HUEmanistic wants to create content and build programs that will bring in volunteers, money and resources to aid in our mission to end racism in our society. To this end, we have produced and curated engaging content on several platforms attracting a large millennial following but seek to attract more. We've acquired educational information that is archived and displayed on our main website. We've built an international audience organically and continue to develop engaging programs that will lead to community and charity events, public fundraisers and educational outreach. We will place an emphasis on scholarships for talented young people who need the support. And we're doing all of this with a crew of 5 people.

**In short, to end racism, we need your help.**

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## Who We Are

HUEmanistic is a non-profit organization that exists to end racism.

HUEmanistic is driven by passionate individuals who have a thirst for social justice. Our voice is about Black history, diverse perspectives on current events, and our life experiences. We believe through conversation we can create a bridge over hatred, racism, and intolerance.

## A Definition

To be HUEmanistic (hu•man•ist•ic) is to adopt diversity and equality as the norm; advocating against racism and believing that every human, despite color, has and deserves the potential to be great. By peeling away the societal layers that define and divide us, we can re-educate and build an understanding and supportive society that embraces our differences. Creating a movement around building community and branching from there to build bridges of true unification and solidarity for us, as humans, despite our color.

## Our Mission

HUEmanistic functions to enlist, develop, and educate our world's communities to evolve by becoming allies who harness **diversity, inclusion and equity, despite the many hues of our skin.** We strive to harness the power of being better together, one neighbor at a time.

**In order to challenge racism in our society, we need to understand it.**

HUEmanistic's mission is to educate and empower the next generation to dismantle patterns of racism and injustice in our communities. HUEmanistic envisions a world where all young people learn and thrive in racially equitable, liberating, and empowering educational spaces. Through research, action collaboration and dialogue, HUEmanistic will use our space to provide useful tools which will empower our youth to create a more equitable and just world, freeing society of racist ideas and practices.

**HUEmanistic Exists to End Racism.**

## **Our Vision**

A unified nation where all people of color experience the same privileges and basic human rights as white people.

## Our Focus

We are one race - the human race - yet the everyday inequities Black people face must be addressed. A longtime racial divide needs to be dismantled--one which includes avoiding hasty decisions to accept misinformation, breaking down harmful stereotypes and misunderstandings, and boosting educational and diversified perspectives to teach the next generation to do better.

By bridging the gap of understanding through education, community empowerment and advocacy, we can rebuild our communities to include the voices of Black lives; bringing forth positive connections and solidarity with diversity, inclusion and equity for all.

HUEmanistic's goal is to build awareness, solutions, and leadership for racial justice by generating transformative ideas, information, and experiences.

We believe by providing anti-racist support and information we will equip our younger generations with the knowledge, skills, and support, allowing them to join in making the changes that will free society of racism.

By peeling away the societal layers that define and divide us, we can re-educate and build an understanding and supportive society that embraces our differences.

By creating a movement around building community and branching from there, allows us to build bridges of true unification and solidarity for us, as humans, despite our color.

## Our Core Values

Grounded in humanity.

We are a humanitarian-focused organization with no political or religious affiliation. Our values include:

- Diversity
- Inclusion
- Equality
- Transparency
- Acknowledgement

- Allyship
- Racial Justice
- Community
- Transformation

## Our Current Audience

### Primary Audience

Generation X & Millennials - adults aged 30's - 50's

Our current audience represents the current leadership of the country, and people similar to the current staff of HUEmanistic

# Our Target Audience

## **Primary Audience**

Children, teens and young adults (college aged)

## **Secondary Audience**

Parents, teachers and community leaders.

Our target audience represents the youth of society who possesses the hope, energy and drive to bring about change



## Our Strategy & Tactics

Marketing Efforts | Research | Education | Podcasts & Videos

Community Outreach | Fundraising

HUEmanistic's strategy and tactics are focused on our target audience.

Our marketing efforts, podcasts, and videos are delivered primarily over social media. Through education we are hoping to produce interest in subjects that many of us weren't taught in school. We hope that with community outreach and fundraising we can gain interest in our cause as well as the support we need to continue and expand.

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HUEmanistic's focus is to end racism by making the next generation aware of the issues plaguing our society. Through the use of education, online tools and multimedia, HUEmanistic will create and curate the anti-racist resources necessary to aid our supporters.

We have a substantial and ambitious goal. Recognizing the broad scope, we have the following programs to incrementally deliver content for discussion, education and training.

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## Marketing Efforts

Our content is primarily delivered via our website and our social media presence. Currently, we can be found on Facebook, Instagram, Apple Podcasts, Anchor, Spotify and [huemanistic.org](http://huemanistic.org).



**Huemanistic.org**

## Our Platforms Have Global Reach

HUEmanistic has a presence in over 10 countries including:

- **Australia**
- **Canada**
- **China**
- **Germany**
- **India**
- **Ireland**
- **Uganda**
- **New Zealand**
- **United Kingdom**
- **United States**

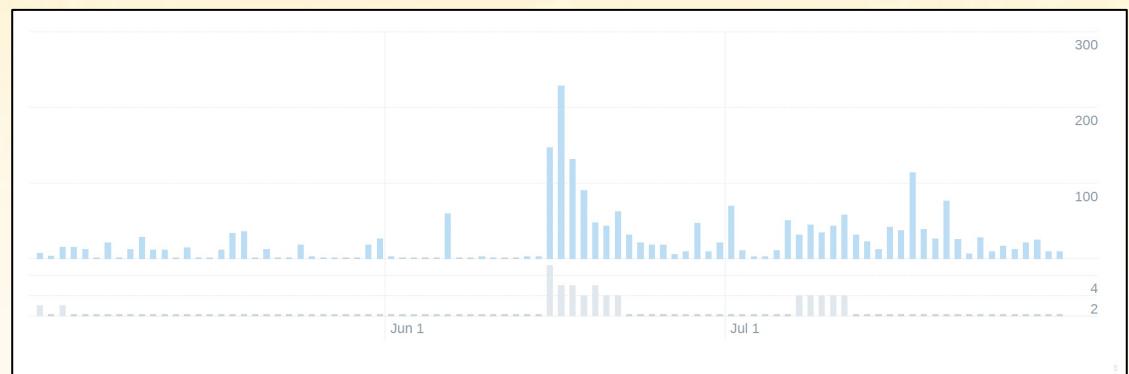
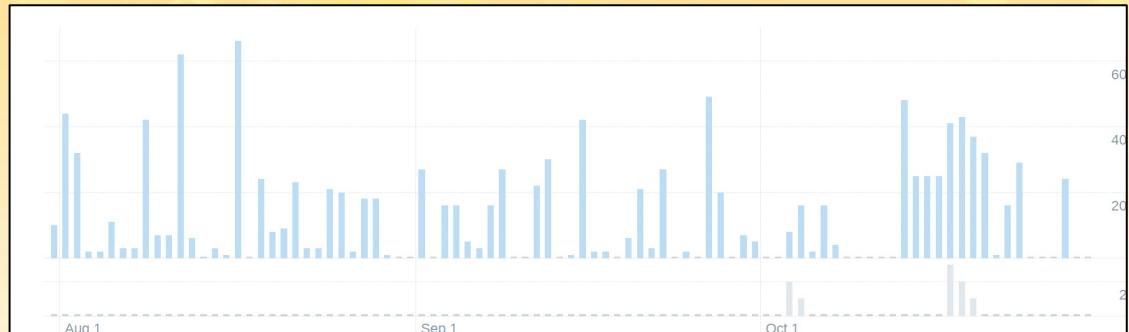


## We Are Growing!

Between May 2021 through May 2022

Our socials have organically generated over 10,000 impressions, with an average 10% engagement per month.

As we generate more content on a weekly basis, we are expected to triple these numbers before the end of 3<sup>rd</sup> quarter 2022!



## Research

We research, collect and post material creating awareness of issues involving systematic racism and white privilege. Through study, research and staff recommendations, we populate our website, HUEmanistic.org, with useful, relevant content available for free to all our audience.



## Education

We develop programs, content, and curriculum for high priority entities (e.g., financial, law enforcement, education...) requiring research and professional resources. We are focused on creating the proper structure and program content targeted at unraveling systemic racism and white privilege.



## Podcasts and Videos

We create timely podcasts and video content with emphasis historical topics, major social issues and current events, generated through discussions by our volunteers, staff and invited guests.

COLOR COMMENTARY

YOUR BLACK FRIEND



PROFILES

## Our Strategy and Tactics

### Our Podcasts are popular with Millennials

A significant 60% of our listening audience is made up of people in the age range of 28 - 44.

With a little more than 60% skewing male.

Millennials are tuning in followed by Generation

X!



## Community Outreach

Fostered primarily through donations, HUEmanistic provides resources to sponsor events that is beneficial to local neighborhoods promoting racial tolerance and understanding.

Future support goals include providing scholarships to deserving young people of color to further their education.



Photo by [Sara Cottle](#) on [Unsplash](#)

## Fundraising

Since HUEmanistic is a non-profit organization, we realize on the generosity of others, whether it be do financial donations, volunteering opportunities or both



Photo by [Katt Yukawa](#) on [Unsplash](#)



## 5-Year Timeline

[Phase One](#) | [Phase Two](#) | [Phase Three](#) | [Summary](#)

## **Investment Proposal - 5 Year Timeline**

In order to carry out our mission, HUEmanistic looks to donations, sponsors and volunteers to bolster our funding initiatives. In the next 5 years, here are the objectives of the organization once funding sources are available

## PHASE ONE GROWING OUR AUDIENCE - & SUPPORT BASE 6 months - 1 year

### General Needs

1-2 web volunteers/interns

Lawyer consult - event liabilities

Event insurance

Audio editor / freelance - \$18/hr. (6 podcasts a month - 6 hours a podcast = \$7800/yr.)

Basic operational costs - (\$300 nonprofit title, website maintenance, monthly social accounts)

### Programs

Q&A - with HUEmanistic members

Q&A with black business owners

### Events

- Meet-ups (program) - Standard - (\$17/mo - \$200/year)
- Live Events
- Book Club - meets once or twice a month
- Raffles

### Venue Rentals

- Starbucks - \$150/hr.
- Library - free
- Seattle Library - \$50 up to 4 hours
- Local coffee shops

Projected financial costs: 50k

## PHASE TWO Expanding HUEmanistic and Resources 2-3 years

### Company Growth and Reach

- Hire employees
  - 4 web volunteers/interns
  - 2 web designers/UI designers volunteers/interns
  - Event coordinator
  - Lawyers
- Acquiring Office Space
- Upgraded organizational software
  - Adobe
  - Google Enterprise

### Upgraded telecommunications

- Slack
- Zoom
- Google workspace
- New Equipment

### Events

- Larger Fundraisers
- Live streaming
- Moderated Events
- TED Talks
- Seminars

Projected financial costs: 100k - 300k

## **PHASE THREE** Further expansion 3-5 years

### **Charity and Education**

- Major Scholarship Awards
- Training Workshops for Finance, Jobs and Schools
  - Coding programs
  - Teaching credentials
  - Establishing a 401k, etc.

### **Annual HUEmanistic Events**

- 5K - 10K races for charity-
- Juneteenth Celebration
- Black History Events

Projected financial costs: 500k +

## THE HUMANS BEHIND HUEUMANISTIC



**Sean Moore**

President &  
Director of Marketing



**Hazzauna  
Underwood**

Vice-President



**Marianna  
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Secretary



**Christina  
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# THANK YOU

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