



Library of Impact

2020

Birmingham

2020 3rd Ave. N, Ste. 307
Birmingham, AL 35203

Washington, DC

1301 K St. NW, Ste. 300W
Washington, DC 20005

Oakland

906 Washington St.
Oakland, CA 94607

Little Rock

417 Main St., 4th Floor
Little Rock, AR 72201

contactus@thinkrubix.com

202-815-1028

thinkrubix.com



Message

Page 3

Studios

Page 5

Work

Page 7

Case Studies

Page 10

Meet the Team

Page 22

Looking Back

Page 32

Looking Ahead

Page 34

TSI

Page 37

Message



“Not everything that is faced can be changed, but nothing can be changed until it is faced.” - James Arthur Baldwin

America has much to face. America has much to change. The same is true for much of the globe. At Think Rubix, we help organizations, institutions and leaders engage in systemic change. We call that change social innovation. And we believe in facing the challenges of our country to enact that change substantively and materially for those on the margins by centering the transformative power of culture. We call that equity.

In the wake of a global pandemic, racial unrest and unjust treatment of marginalized communities, we're still here, still working, still advancing equity every chance we get. And the best part of it all is that we're helping you get there, too.

We may be a vertically integrated social innovation consultancy, but all that means is that we brought together the tools into one shed to help organizations, institutions, and leaders build or rebuild their life's work. We may function as management consultants by industry definition, but we're much more than that. We're political strategists, researchers, creatives, and equity innovators vested in your success.

What drives us, our north star, is how we intentionally constructed this space to center equity, and the diversity of the craftsmen and craftswomen who help us build it. Think Rubix is a story of those efforts. It's what makes us stand apart.

So, as we encounter the realities of our world laden with inequity, Think Rubix emerges stronger than ever to meet the challenges we face collectively. And we'll stop at nothing to deepen our work, and to unearth the critical social innovations that make 21st century systems shared, and more just.

Black Lives Still Matter.

Studios

Think Rubix is a social innovation consultancy. We help nonprofits, businesses, and governments to engage in systems change by harnessing the transformative power of culture. We are political strategists, researchers, creatives, and equity innovators. Our work lives in three studios.

The TR Studio Model

Think Storytelling

Storytelling Studio | Innovation By Design

With color, texture, and story, we bring ideas to life. We practice digital equity, and we design stories that animate shared values and move audiences. We discover why your audience connects with you. And we unearth the value of your work, service, product or impact to forge your most authentic narrative. Our creative design is made to connect. Made to move. Made to inspire.

Think Engagement

Engagement Studio | Powered By People

Engage is a small word with big meaning. So we explore the expanse of that meaning in our engagement practice. We view people as voters, workers, and consumers; innovators and change-makers; parents, children, and community across cultures, globally. We focus on harnessing the collective power of people to center inclusion in the public square.

Think Equity

Equity Innovation Studio | Just Transformation

Equity Innovation is about transformation. For many communities, innovations can be more of a bane rather than a boon. And rarely are DEI templates equipped with the tools to help you reimagine the systems, culture, relationships, and policies of an organization. Coupling equity and innovation offers countless possibilities to transform systems. Transformation takes time but once it's discovered, you'll wonder how you ever lived without it.

Work

Work

At Think Rubix, we help the folks doing good work do it better. We recognize that the world we live in is deeply flawed, but what sets us apart is that we don't see those flaws as obstacles - we see them as opportunities. Our clients come to us for innovative solutions to seemingly intractable problems, and we leverage our unique systems-change perspective to deliver results that break the status quo and reimagine what's possible.

Whether it's crafting powerful new branding and design, conducting rigorous research and analysis on integrating equity at every level of an institution, or engaging key political constituencies from the grassroots to the grass tops, we know how to leverage every tool we can imagine to deliver the change we all need. Our work is constantly growing and evolving, but here's a glimpse of who we work with atThink Rubix.



PowAR is a political action committee committed to building progressive political power across the state of Arkansas. Think Rubix produced a sixty second GOTV commercial starring Scottie Pippen and provided GOTV digital marketing assets for PowAR affiliates, digital marketing influencers, and ambassadors.



The Birmingham Education Foundation (Ed) is dedicated to increasing the number of students in the Birmingham City Schools that are on the path to college, career, and life readiness. Think Rubix designed an engagement and research initiative, "The Power To Choose: A Conversation About School Choice" to provide a landscape analysis report on the school choice options in Birmingham.



The City of Birmingham in partnership with Think Rubix developed and executed "Count Me in Birmingham" a targeted engagement campaign to raise awareness and increase the completion of the 2020 Census.



Enterprise Content Solutions is a data-driven integrated marketing solutions company. Think Rubix worked with ESC to craft voter messaging and storytelling support for a direct mail and electronic mail campaign targeting seven key swing states in the 2020 election.



Think Rubix produced a 5-part digital training series, "The Continuum", as a collaborative partnership between the Student Nonviolent Coordinating Committee SNCC and Woke Vote, to sustain Black survival and organize multigenerational political and economic power for Black people.



Until Freedom an intersectional social justice organization rooted in the leadership of diverse people of color to address systemic and racial injustice. Think Rubix supported the organization's occupation of Louisville, KY to demand justice for the murder of Breona Taylor. TR managed the logistical planning and strategic implementation of Until Freedom Louisville outreach events by working alongside community stakeholders and local program partners.



WePower activates community power to re-design education, economic, health, and justice systems to be just and equitable for all. Think Rubix facilitated a strategic planning session with WePower stakeholders and developed a new brand strategy, guidelines and messaging for the organization.



The Southern Movement Assembly organizes and asserts bottom-up people power to provide solutions to the South's biggest systemic challenges. Think Rubix designed a new brand system for the organization updating its logo, website, and messaging guidelines to amplify SMA's impact.

Case Studies



The Southern Movement Assembly, or SMA, is an organizing process and convergence space that centers the voices and experiences of grassroots leadership on multiple frontlines across the South. As a governance and organizing force for over 15 different groups and movements across the region, SMA punches above its weight in leveraging the grassroots power of some of the most under-represented folks in this country.

2020 represented a year of massive upheaval - and new opportunities - all across the US, but nowhere more so than the South. SMA wanted to harness all the righteous anger, cultural shifts, and movement momentum that 2020 inspired to actualize their vision for a radical new South helmed by the grassroots activists they represent.



Southern Movement Assembly

To keep up with the rapidly shifting winds of change across the South in 2020, SMA approached Think Rubix with a question: how do we grow Southern political and people power and use this moment to expand and engage our members to the best of our ability?

We took a hard look at SMA's existing strategies, messaging, brand, and vision to see what was working and what we needed to build upon to meet the demands of the moment. Our Storytelling Studio quickly discovered that they had all the right ideas informing their work, but when it came down to telling their own story through their brand, their core message was getting lost in translation. As with so many organizations that rightly focus on the work of making change happen rather than the performance of social justice, SMA needed a guiding hand to help them distill, refine, and ultimately sell their story to the right audience.

SOW

Brand Strategy & Architecture
Logo & ID Systems
Brand Style Guide
Narrative Messaging and Development
Website Redesign

Impact

By the end of 2020, SMA had a brand new visual identity and core narrative that more accurately reflected the scope, power, and modernity of its work. At the conclusion of our initial scope of work, SMA team members were thrilled with their upgrade, and continue to engage Think Rubix in a new scope of work in 2021.



Are you busy later? I need corrections made on the design project. Colors? Moreover, there are more projects lined up charge extra the...

Anyway, you are the designer, you know what to do.

I'm not really sure, try something else. I was wondering if my cat could in the flyer that's great, but can you make it work for 2, please? I want level. You are lucky to even be doing this for us this is just a 5 minutes have in your portfolio. I like it, but can the snow look a little warmer? I want this could go viral. I think we need to start from scratch. The filler show the best version so can you help me out? Could you do an actual logo instead of a font? Can you pimp this powerpoint? We need more geometry patterns, and we don't need a contract. This concept is bang on, but can we look at a better execution? We need more images of groups of people having non-specific types of fun, so I think we need to start from scratch and there is too much white space.

Could you rotate the picture to show the other side of the room? Make it pop, jazz it up a little. This concept is bang on, but can we look at a better execution? We need more images of groups of people having non-specific types of fun, so I think we need to start from scratch and there is too much white space.

Ok, that's it, let me tell you all this again so you can understand it better.

O I think we need to start from scratch!



Phone: (888) 353-1107



Ideations



Process Notes

For concept one, we wanted to express a key idea that stood out in the brand questionnaire response, that SMA is not the beginning or end of liberation movements, but are an important part of the continuum. On one hand they are rooted in history, and on another hand they are co-creating a more equitable and just future. They're doing this while situated in an intersectional movement collective. The interconnected circles reached into the past and future, while opening space in the present for your current organizing work.

For the third concept, we want to give the continuum concept a boxed form factor that can function as a clean standalone logo or as an alternate to Concept 1. This version, given its horizontal orientation, will fit well into smaller, tighter collateral spaces and can be easily adopted alongside other partner logos.

For the second concept, we wanted to express another key idea central to SMA's mission to organize and assert bottom-up people power to build solidarity economies, practice peoples democracy, and protect frontline communities from violence in all its forms. We used multiple, open, gender neutral hands at different heights to express upward movement, collectivity, and assertion of democratic political power.

For the fourth concept, we wanted to keep what has worked well for the coalition up to this point and improve upon it. We lifted the territory from the previous logo, outlined and scaled it in size to make it easier to identify, and paired it with typeface that expresses a subtle, distinguished charm.

“

Think Rubix listens, which is one of the most important elements of communication. Their style of working to collaborate and partner with clients is effective, especially for social justice and movement groups that are swimming upstream against so many currents.

Stephanie Guilloud

CO-DIRECTOR • SOUTHERN MOVEMENT ASSEMBLY



WEPOWER

WePower is an organization comprised of Black and Latinx community leaders, change-makers, and entrepreneurs in East St. Louis, Missouri, building collective power to design new education and economic systems for the under-served and oft-ignored communities they represent.

Although the systemic problems that generate harm and hardship for East St. Louis folks predate COVID-19, the pandemic intensified all those problems and generated countless more. This left the communities under WePower's scope in desperate need of leadership, advocacy, and care. WePower recognized this gap, and knew that they had the capacity, know-how, and community trust to fill this critical role and fight for a more equitable East St. Louis.



WePower

Facing a disproportionate toll from Covid-19 in East St. Louis, WePower was questioning how to leverage their collective power to deliver on behalf of their communities and how to implement a strategy to guide them through the pandemic and beyond.

The Think Rubix team, in close collaboration with our client, decided that WePower needed two key assets. First, they needed a brand upgrade, both to reflect the significance and shifting urgency of its work and to showcase their status as a key power player and voice for the communities of East St. Louis. Second, they needed a broad strategic plan to refine, organize, and prioritize their many goals and projects to serve their communities as effectively and equitably as possible during the pandemic and beyond.

SOW

Narrative Messaging and Development
Strategic Design & Implementation
Brand & Visual Identify Facilitation
Elevator Pitches to Target Audience

Impact

WePower ended 2020 with a powerful new brand identity that accurately reflected the strength of the collective community in East St. Louis, and a clearly defined plan for the future to meet the needs of their constituents through the Coronavirus crisis and beyond.

By the end of our work together, WePower's team expressed immense satisfaction with the updated vibrance of the brand, the unique collaborative and innovative nature of the Think Rubix process, and the strength and viability of our strategic guidance.

“

The work felt very collaborative, and it was about the product as much as it was about the process. It not only strengthened my thinking, but pushed my thinking along the way. In general, I appreciated the vibes, energy, and shared analysis of power. I think that the energy Think Rubix brings makes the team feel like approachable and relatable consultants. I still don't think I've met a firm like Think Rubix.

Charli Cooksey

CEO • WEPOWER





Until Freedom is an intersectional social justice organization rooted in the leadership of diverse people of color to address systemic and racial injustice, with the operating mantra that the folks closest to the pain are closest to the solution.

In early 2020, the murders of Ahmaud Arbery, Breonna Taylor, and George Floyd delivered a gut punch to Black communities across the country, and forced the country as a whole into a long-overdue reckoning of systemic racism and violence. Until Freedom saw a need to push the country forward rather than let it fall back into complacency at the expense of Black lives.



Until Freedom

In the wake of Breonna Taylor’s killing by police in Louisville, Until Freedom saw an immediate and urgent need for seasoned, diverse leadership to get on the ground and organize to demand justice.

The problem facing any fight for justice, but particularly the largely decentralized fight for Black lives, is how to provide the necessary organization and administration to sustain the movement beyond a single march or one-off demand. Through the strength of founder and managing principal DeJuana Thompson’s work on the Think Rubix-affiliated Woke Vote campaign, Until Freedom reached out to our team to provide critical tools, guidance, and administration to maintain the fight for Breonna Taylor and the broader movement through 2020.

SOW

Narrative Messaging and Development
Strategic Design & Implementation
Brand & Visual Identify Facilitation
Elevator Pitches to Target Audience

Impact

Until Freedom’s initial 30 day ground game operation in Louisville was able to last beyond the initial scope for a 45 day sustained movement that successfully advocated for the passage of Breonna’s Law banning no-knock warrants both in Louisville and the wider state of Kentucky.

Breonna Taylor’s story echoed beyond the city and state and made national headlines, continuing to resonate and shape the ongoing movement for Black lives. The success of the partnership evolved into a new scope of work activating Black voters and shaping campaign narratives in the Georgia Senate run-off races in late 2020.

“

Strategic. Organized. Connected. That's Think Rubix for me. They have the expertise, skills and drive to execute projects and campaigns meticulously and with purpose. It has been a pleasure to work with them on major social justice initiatives this past year.

Tamika D. Mallory

CO-FOUNDER • UNTIL FREEDOM



Meet the Team

Tristan Wilkerson

MANAGING PRINCIPAL

The world is changing very, very fast. And in five years or less, what we had known before will be but an afterthought. The opportunity to shape what our world looks like is at our fingertips. And I'll be damned if it ain't folks like us who are shaping that future. This is why TR is here. This is why TR matters.

Words I live by: If you want to go fast, go alone. If you want to go far, go together.



DeJuana Thompson

PRINCIPAL • ENGAGEMENT STUDIO

Think Rubix was created because we want to radically transform how markets, systems and leaders engage communities most vulnerable. We want to create long term solutions to systemic issues. We want to elevate the consciousness of the corporate community, make room for the foot soldier and inspire the next generation of leaders with our dynamic approach to social innovation. We matter because the work we do at TR shifts the culture and how we do it defines the culture.

After working in so many spaces, even so-called progressive spaces that didn't authentically engage and intentionally serve people of color - I wanted to bring my expertise, passion and integrity into a space that opened every day to empower people. I also wanted a place where I could unapologetically champion causes that would change the material conditions of communities like mine. We couldn't find it, so we created it. Think different, Think Rubix.



Mitch Brooks, IV

BUSINESS DEVELOPMENT & OPERATIONS

Think Rubix matters because it's a team of change agents that help transform cultures and workplaces for a better tomorrow.

I came to TR as a seasoned business executive with a wide range of experience in business operations, strategy, and development. I'm hopeful that my insight and analytical approach which is rooted in the intersection of public, private, and government partnerships can grow the firm.

Words I live by: Winning isn't everything, but wanting to win is.



Chris Mueller

DIRECTOR • STORYTELLING STUDIO

Think Rubix matters because there's no guarantee that the arc of innovation will bend towards equity, or that the arc of history will bend towards justice. Just transformation is a collective choice we must make. TR ensures that systemic problem-solving is delivered with purpose and centers the people who have historically been closest to the inequity.

My journey to TR was stressful, faithful and serendipitous. Doubling down on my mission at the very moment I was prepared to abandon it has brought me into a community, opportunity and vocation that I dreamt about 5 years ago.

Words I live by: Work hard, live by your values, and remain committed to learning. Put numbers on the board.



Nia. L. McConnell

SR. ASSOCIATE • STORYTELLING STUDIO

Think Rubix is a space where creativity, collaboration, and culture thrives. I've had a front row seat to TR's growth into a collective of thought-leaders, designers, strategists, and researchers eager to be the change we want to see. I'm grateful that the work we've dedicated ourselves to is transformative and impactful to the clients and communities we serve.

Words I live by: Follow your instincts because even if they change, they're leading you in the right direction.



Charles Chew

ASSOCIATE • STORYTELLING STUDIO

TR matters because we take pride in driving major initiatives across a broad spectrum of societal challenges. We recognize the value TR can unravel for individuals, organizations, and societies—and the need to do better.

Words I live by: Dare to dream, but even more importantly, dare to put action behind your dreams.



Dr. Pierce Gordon

DIRECTOR • EQUITY INNOVATION STUDIO

TR matters because it's a space where people build the world we want to see. I came to TR because I was compelled by black changemakers that recognized the complexity in social problems, working to impact the world for the better.

I always define my growth by learning new ways I can help others grow and build as well. Right now, by building this Equity Innovation Studio, growth means supporting a coalition of geniuses working to build the world into a better place.

Words I live by: If your social change work doesn't change you as a person, then you haven't done it right.



Rhonna-Rose Akama-Makia

SR. ASSOCIATE • EQUITY INNOVATION & ENGAGEMENT STUDIO

Think Rubix showed up at a time that I was looking for a company that aligned with my internal values while fostering growth and development in their team. What I found was a place that challenges my concepts, allows me to show up as my whole self, and pushes me to bring my best everyday. TR is the fertile ground where change grows.

Words I live by: What is meant for you will not pass you by.



Fiona McCarthy

RESEARCH & WRITING FELLOW • EQUITY INNOVATION STUDIO

Think Rubix matters because I'm not content living in a world that actively rejects justice and equity, and so many organizations have claimed to agree with me - at least, until it's time to confront the hard truths about our own roles in perpetuating that inequity. TR boldly confronts those complexities, and I found a place here because we are all committed to serving as a living example of the change we want to see.

In collaboration with this team, I'm emulating what I want to see from other white folks: listen to people of color when they tell you what's wrong with our systems, and follow their lead to change them.



Looking Back

“The most important election of our lifetime.”

2020 was a year of incalculable tragedy and adversity, but those difficulties also opened a door to make real, lasting change happen moving into the new decade. Nowhere captured this duality more than Georgia. As a battleground state that’s seen not only blatant voter suppression and rampant racism, but also decades of movement organizing and rising anger at the state’s disenfranchisement campaign, all eyes were on Georgia as the 2020 elections kicked into gear. After Election Day, when Georgia shocked the country by flipping blue for the first time in decades, the fate of the Senate - and a new President’s entire agenda - rested on the backs of a few thousand Peach State voters.

Think Rubix, primarily through its organizing brand, Woke Vote, had the connections, know-how, and infrastructure to immediately kick our voter turnout operation into high gear. We found that many of our folks were feeling either disempowered or disassociated from participating in our democracy, and they needed an access point to understand both the risk that causes for communities of color and how much power their vote had to change it. We went into communities with the lowest voter turnout rates and made sure our folks had everything they needed to be able to vote and understood everything at stake, and that effort paid off in the Senate run-off sweep in January 2021.

“Our Georgia election strategy was absolutely designed to elevate and empower the most marginalized communities around the potential impact of the election cycle. We knew exactly how they could use this opportunity to build power for long-term systems change so they could own it going forward. That’s building the beloved community.” - DeJuana Thompson



1.33 Million

Voters Engaged



150

Voter Precincts



1,300

Community Leaders



320,000

People Committed to Voting



5,000

Newly Registered Voters



\$100,000+

Grants Awarded

Looking Ahead

The Future is Here. The Future is Now.

It's time to channel the uncommon.

This Library of Impact proudly outlines how we've effectuated change with our partners over the past year. When we look to the future, however, it requires us to dive deeper into the trends we've seen emerge throughout society - and how our team sees opportunities for change.

In 2020, we had to learn - very quickly - how to live through history in the present. The pandemic served as both a mirror and an accelerant for so many injustices we've seen in our lifetime. People across the world lost their jobs, lost their businesses, lost their loved ones, and much more beyond full measure.

From TR's vantage point, the pandemic, as esteemed race-critical data researcher Ruha Benjamin stated, is navigating "well-worn paths of inequity." During the pandemic, while thousands of citizens lost their jobs, ten men gained over \$540 billion during the pandemic - enough to pay for everyone's vaccine. The Texas snowstorm, and the California wildfires last year, reveal the evolving consequences of climate change and how we cultivate energy, and the disproportionate impact on communities already experiencing the plague of environmental racism. Those on the margins have been dealt psychological, social, and spiritual blows the likes of which none of us were prepared.

Unlike other social innovation firms, however, Think Rubix uses these lessons to prepare for the future. As a collective, Think Rubix will steward equity innovation at the core of all our endeavors: our thought leadership, our client work, our partnership, and our advocacy with two underlying objectives:

- Identifying the opportunities for systems change.
- Foster enlightenment for people, communities, and organizations to transform their respective spaces into cultures of equity.

“Never let a good crisis go to waste.” - Winston Churchill

We’re not one to quote Churchill but, in this context, he’s right. On the heels of a transformative global pandemic, and brewing political division in America and abroad, we must look inward to truly channel the courage and clarity to shape how we live, work, and lead in the 21st century.

So, what’s next for TR in 2021?

We’re taking our studio model, our team, and our work on the road. We’re actively looking to penetrate new and emerging industries sprouting from a breakneck pace of disruptive innovations.

We’re looking to work with older, established organizations, firms, and corporations to transform their triple bottom line, ushering in a 21st century corporate social responsibility frame centered on and in equity.

And we’re looking to equitize the economy of technology. We know full well what is upon us in economic terms. And we are determined to ensure the 21st century knowledge economy is equitable, colorful, and broadly transcendent, creating overdue rightsizing of shared human progress and prosperity.

Join us on the journey.

Think Social Impact

We know that real impact knows no limits. It has no boundaries. And to achieve it, we need our tools to evolve as much as our problems do. That's why we developed Think Social Impact to house our non-profit partnerships and philanthropic efforts. Think Social Impact is made up of our 501(c)3 and 501(c)4 sister organizations that, together, deepen our impact and expand our reach. Get to know our Foundation for Social Impact and the Social Impact Action Fund. Ask us how we can build together.



Foundation for Social Impact

a 501(c)3 tax exempt nonprofit organization

Democracy entrepreneurship, inclusive innovation, and that which lies in between are the ground for which the Foundation for Social Impact (a 501(c)3 tax exempt nonprofit organization) stands. We believe it is critically important to resource a culture of civic and economic participation in underrepresented communities to erect and sustain viable, 21st century ecosystems.

Social Impact Action Fund

a 501(c)4 tax exempt non-profit organization

Generating equity requires closing the civic and entrepreneurship participation gaps at every level, from local authorities all the way up to the federal government. Public policy determines the material conditions for millions of people. For this reason, a second outfit, the Social Impact Action Fund (a 501(c)4 tax exempt non-profit organization), serves as our direct advocacy arm to improve the public policy that shapes social and economic conditions for marginalized communities.

Sponsored Programs



Think **Different**

