

Restore Forward



FREQUENTLY ASKED QUESTIONS

A special thank you



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We want to offer a special thank you to these consultants who patiently, and with fervor and commitment provided Black Women's Blueprint with thought partnership to help our founder, Farah Tanis and team at BWB with strategy, creativity, brand considerations, community mapping, engagement and base retention as BWB evolved to scale.

WHY THIS NEW LOGO?



**BLACKWOMEN'S
BLUEPRINT**



We wanted to offer a representation of BWB's consistency while communicating its evolution. The logo retains the original face of BWB to indicate that our leadership and base remains consistent, even as we expand to include other identities. The logo now wears a crown, representing our commitment to Black women's continued leadership. The growth of the natural world in the crown, demonstrates our new direction with Earth, land-based healing and an integration of our concern and connection with healing and justice not only for ourselves but for the environment. The biodiversity in the crown draws parallel between what's sustainable for our planet and our new way of being—our more expanded stance. The logo is an invitation and a message to diverse people that no matter their background, at Restore Forward they can restore their relationship with each other, with health and healing, joy, wholeness and the Earth.

THE PROCESS

A snapshot of the **Journey our team took with consultants in order** to clarify our brand and message platform:

- **Strategic meetings** - we held meetings to talk about current consideration about your communications, and to discuss goals and audiences
- **Branding session** with team, to further refined goals, prioritize audiences, and finalized a words/DNA exercise to lift up our key words and unique niche.
- **Audience** sessions, reviewed the background of our audiences, how they feel about BWB, how they might feel about BWB expanding with a Restore Forward initiative that could hold its mission and do mor, what we might want our current and potentially new audience to think, and who competes for their attention.
- **Research** into a select group of our competitors was conducted.
- **New message platform** was drafted and reviewed.
- **Final session** was held to finalize the messaging and develop next steps.

WHAT PROMPTED BWB TO EXPAND TO RESTORE FORWARD?



Upon engaging in what we at Black Women's Blueprint appreciated as both a mandatory and selective pause, during the COVID-19 pandemic, like many around the world, we were each being called to heal our individual and collective wounds and recover from traumas we had ignored for too long. We quickly realized that we needed to build a space which could hold a vision for a new us, new ways of being in ourselves. We realized that we needed to build more evolved strategies for a new society and a new social contract for sustainable repair and reconciliation as practice that honors the past and brings sacred humanity forward.

We are approaching this journey in the spirit of hope, respect, and desire to learn from others across identities, and while we are always striving towards the restoration of what was lost, we are also looking forward towards discovering new possibilities that will emerge from the joining of our knowledge and experiences.

We needed a space to hold that expanded vision, that new space is Restore Forward.

WHY RESTORE FORWARD?

WHY

From our beginnings as Black Women's Blueprint more than 10 years ago, we have been on a journey to address what it will really take to achieve freedom and a violence-free world.

We know that healing and liberation cannot happen in isolation. It requires reconciliation with ourselves and with others across communities, no matter what their background.

WHAT

Through 2 Centers, RESTORE FORWARD makes health, healing, and connections to the Earth possible in a joyful community with more than 100 partners and allies.

Our programs SEED HEALTH, HEAL COMMUNITIES, RESTORE LAND, and TRANSFORM INSTITUTIONS for everyone, no matter their background.

WHY DOES THE ORGANIZATION ANCHOR ITS WORK IN 2 CENTERS?

We're achieving our work through 2 centers. BWB is one of them. The Reconciliation Center is the other Center.

When Black women's Blueprint began, it sought to fill a need for spaces and services designed by and for Black Women and survivors to heal from trauma and violence in retreat. Having advanced these goals and navigated momentous change, we realized that we needed to move to a less restrictive paradigm in order to manifest the vision for repair and reconciliation mandated by our 2010-2016 Black Women's Truth and Reconciliation Commission. To do that, we needed to create an environment for every being to find a place inside our vision while still centering Black women. Two centers, Black Women's Blueprint and The Reconciliation Center

WHO IS BWB ENGAGING THROUGH RESTORE FORWARD?



Primary Audiences

- Current Members & Communities (including individuals, families, unassociated groups)
- Public Sector Institutional Partners
- Non-profit Organizations
- Philanthropic/Foundations
- Corporations
- Supportive Upstate NY Residents
- Government/intl. bodies

WHERE IS THE ORGANIZATION PRIMARILY BASED?

BWB is still anchored in Brooklyn, NY. It opens 2 new offices in Far-Rockaway, New York, in January 2023.

BWB also secured almost 300 acres of land with a farm and facilities in Oneida County where Restore Forward is headquartered. The property lies 30 miles north of Utica, 60 miles northeast of Syracuse with access to airports, hospitals and stores in surrounding towns.

HOW CAN I ENGAGE WITH RESTORE FORWARD?

ACTION

We invite individuals and institutions to join with RESTORE FORWARD to:

- HEAL WITH US - Gain access to our healing immersions, programs and residencies as we get in right relationship with ourselves and our healing.
- FARM WITH US - Access our farming collective to advance sustainable land use practices.
- RETREAT WITH US - Visit our retreat center to rest, reflect, heal and restore joy.
- LEARN WITH US - Join one of our professional workshops to advance learning in our core areas of health, healing and holistic land use.
- TRANSFORM WITH US – Work in authentic partnership with us through our DEI approach that emphasizes racial healing and empowers individuals and institutions to make change.

HOW IS BWB SUSTAINED?



BWB continues to be a 501 c 3, while Restore Forward allows it to gain Cooperative Status and exist within an ecosystem of entities who share resources mutually. More than 5000 donors continue to make our work possible. The philanthropic community has shifted the landscape beneath us. Moving to a less restrictive paradigm allows us to cultivate and nurture new relationships to ensure our sustainability and future-proof BWB as it lives inside of Restore Forward.

All of our locations and addresses can be found on our website.
RestoreNY.org

THANK

A solid red horizontal bar that spans the width of the word 'THANK' and extends slightly to the right.

YOU!

Farah Tanis, Founder and Executive
Director, Restore Forward