

BUILDING INSTITUTIONS AND NETWORKS

We Believe in Resilience in Financing

This video transcript captures an interview with Marcia Smith, president and co-founder of Firelight, a production company that makes documentary films by and about communities of color—and one of the first organizations to receive a BUILD grant. The Ford Foundation’s BUILD initiative provides grantees with multiyear flexible funding, enabling them to build more durable, resilient, and impactful organizations and networks.

Transcript begins.

[A Black woman with short hair sits for an interview.]

MARCIA SMITH: Ford is really onto something in offering general support, infrastructure support, capacity-building support, and multiyear support. It’s critical.

To have BUILD come in and say, essentially, “We believe in Firelight, we believe in your vision, we want to support you as an organization,” it’s a huge gift. It allows us to actually think about who we want to be as an organization in the future. It allows us to build different types of partnerships with different organizations. It allows us to think about, how do we build a development department that’s going to sustain us in the future. How do we think about fundraising that includes board development, that includes building a reserve fund—down the line, an endowment. So BUILD really allows us to think about all those things, to plan for those things.

[on-screen text: We believe in financing.
We believe in building resilience.
We believe in reimagining philanthropy.
fordfoundation.org/build]

[on-screen graphic: Ford Foundation logo]

End of transcript.