



**RESOURCE GENERATION
2024 ANNUAL REPORT**

LETTER FROM THE EXECUTIVE DIRECTOR



2024 was a significant year for Resource Generation as an organization. Despite the chaotic and challenging political conditions, we hit some key milestones, including launching a national campaign, selling out our flagship annual conference, and staffing up to add more capacity and possibility to our organization.

We launched our national House Everyone campaign alongside our partners at Popular Democracy. Half of our chapters participated in a campaign training and launched, or are launching, local campaigns to ensure that everyone has access to safe, stable, and affordable housing.

We also hosted a fully sold-out Making Money Make Change (MMMC), our annual conference, inviting new members into this work and deepening the leadership of many already involved. At MMMC, we piloted a new plenary about our movement lineage that was powerful and will be finding a permanent home in the conference. We left proud of the transformational space we created, and with many ideas of how to make it an even stronger 101 space.

We also began dreaming about what an all-member convening could look like in 2026, in recognition of 30 years of working towards wealth redistribution and liberation for all. Stay tuned this year for more information about that.

Additionally, and as you'll read later, we brought on many new staff last year, to fully staff up our team of organizers and operations leaders. This included a slight restructuring of our senior leadership team to include two Senior Directors, one of Operations and one of Organizing. This structure, and the people we hired, are already adding more strength, clarity, and vision to our work.



LETTER FROM THE EXECUTIVE DIRECTOR (CONT.)

While our organization celebrated numerous wins in 2024, the wider landscape held multiple crises. We continued to be attuned to the ongoing brutal violence in Gaza, climate disasters, and of course, in November, the far right's seizure of political power. Throughout it all, we stayed clear in our role: to bring young people with access to wealth into our movements, to build their leadership, and to flank movements for justice and liberation with resources, through campaigns, and through shifting the narratives of wealth hoarding. In response, we leaned into our movement relationships, deepening our connections and collaboration with other donor networks, including Solidaire, Women Donors Network, and Donors of Color Network.

As you read this annual report, we hope you feel inspired and connected to this powerful and deeply caring work. The times ahead of us require us to hold each other close, protect our communities, strategize deeply, and then act with intention in order to bring about a world that is racially and economically just.

With Gratitude and In Community,

Yahya Alazrak
Executive Director



GET INVOLVED

1

Become a member of RG

Renew Your Membership

Membership dues are part of our practice of accountability to social justice movements and commitment to deepening and expanding RG's community and work. When we pay membership dues, we not only enable RG to keep running, but we also strengthen our alignment with social justice movements through participation in coalition building, campaigns, developing leaders, and more. **Our ask to you is to fund and participate in this organization like you want our movement to win** by committing to move 10% of your overall redistribution to your RG membership dues by July 31.

2

Sign RG'S Redistribution Pledge

Resource Generation is working toward a vision in which wealth, land, and power are equitably shared. Achieving this vision requires more than just individual action—it requires systemic, cultural, policy, and institutional shifts, reparations, and a radical reimagining of society. We believe that well-resourced grassroots social movements led by Black, Indigenous, and People of Color, poor and working-class communities, women, and queer and trans people are our best hope for achieving this vision. This is why we ask our members to commit to boldly sustaining social justice movements that are working toward systemic shifts through personal redistribution commitments in alignment with RG's [Redistribution Guidelines](#). **Take bold action toward your redistribution, and sign RG's Redistribution Pledge today!**



3

Sign Up For Updates & Get Involved Locally.

HIGHLIGHTS FROM RESOURCE GENERATION IN 2024

WE MOBILIZED RESOURCES

In 2024, 449 RGers pledged to...

REDISTRIBUTE

\$106M

TO SOCIAL JUSTICE
MOVEMENTS

FUNDRAISE

\$3.5M

FROM THEIR
NETWORKS (OR
THROUGH FAMILY
FOUNDATIONS)

INVEST

\$21.9M

IN ALIGNMENT
WITH OUR
TRANSFORMATIVE
INVESTMENT
PRINCIPLES

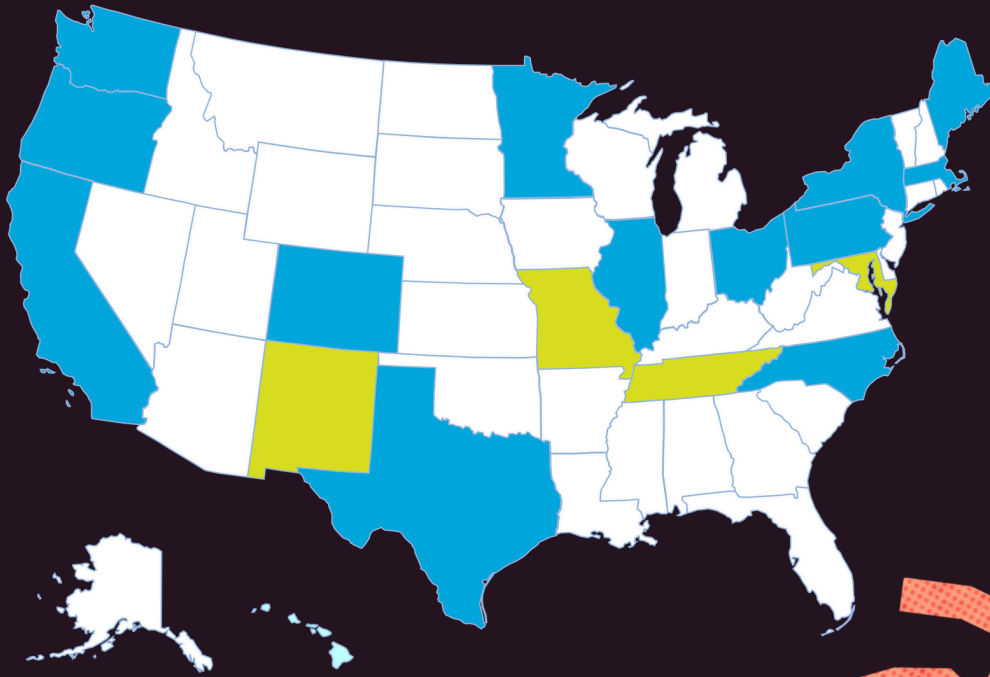
MOVE

\$3.4M

TO RG'S
CAMPAIGN
PARTNERS,
MOVEMENT FOR
BLACK LIVES
AND POPULAR
DEMOCRACY



WE ORGANIZED PEOPLE...



19

official chapters

Asheville | Bay Area | Boston | Chicago
Colorado | DC | Los Angeles | Maine
Michigan | Minnesota | Nashville
New York City | North Carolina Triangle
Ohio | Philadelphia | Portland | Seattle
St. Louis | Vermont



3

emerging chapters

Baltimore | Pittsburgh | Austin

WE BUILT POWER WITH OUR BASE

GROWING OUR PEOPLE POWER

In 2024, our team supported hundreds of young people to grow our base, invest in skilling up our leaders, move resources collectively, and join in on our national housing campaign.

- Through our Spring Organizing Drive, we moved members to renew RG membership, pledge to redistribute wealth to movements via the Redistribution Pledge, and develop leadership skills through a multi-week cohort-style campaign training program to learn and practice key organizing skills.
- We also continued to refine our intake and absorption processes, bringing hundreds of new people into this work.
- Our Solidarity Economy / Transformative Investment Principles (SE/TIPS) working group, a member-led body, developed powerful programming that led to **\$18.5M in divestment pledges from Wall Street** – the highest amount pledged since the launch of TIPS in 2021.

CHAPTER ORGANIZING

Chapters in every region built upon local cross-class partnerships and relationships to do some incredible work, including:

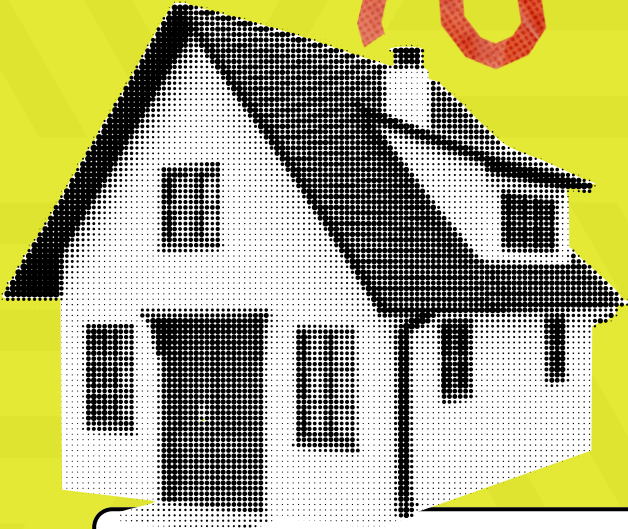
- **Vermont:** leading a fundraising campaign for environmental and economic democracy
- **Bay Area:** inviting members to hear Land Back stories
- **Philadelphia:** running a fundraising campaign for a community hub and organizing space for a local partner
- **New York City:** fundraising in support of a Native organization
- **Colorado, Ohio, Michigan, and more:** building out housing justice campaigns with local partners

STILL WE BUILD

Although the escalating polycrisis and extreme political conditions made 2024 a hard year for our movement ecosystem, this local and national work put us on track to organize, adapt, and experiment with new tactics at a time when it's vital for us to flank our campaign partners and movements.



WE LAUNCHED A NATIONAL HOUSING CAMPAIGN



Housing is one of the places where the wealth of a few is most directly linked to the exploitation and marginalization of working-class and poor people in this country. This is why Resource Generation, after much research and community engagement including consultation with National Campaign partners and movement allies, RG Board and Staff, and conducting a member-led campaign decision-making process, decided to throw substantial support behind **Popular Democracy (PD)'s House Everyone Campaign** as one step toward systemic change and structural wealth redistribution. This means we're working toward their campaign goals and developing a complementary strategy to mobilize our base and resources to meet those goals. Long-term, we are working towards housing justice: the decommodification of housing and the end of housing insecurity and homelessness.

Towards that end, in 2024 we:

- Hosted an All-Member Call featuring our partners at Popular Democracy to talk housing goals, strategy, and how we can strengthen our cross-class power
- Ran an intensive base-building and resource-mobilizing Organizing Drive in the lead-up to the launch of our National Campaign on Housing
- Ran a 6-week Campaigns Training for **47** new organizers to learn the ins and outs of campaign organizing
- Joined Popular Democracy for a National Day of Action in Washington D.C.

CAMPAIGN TESTIMONIAL



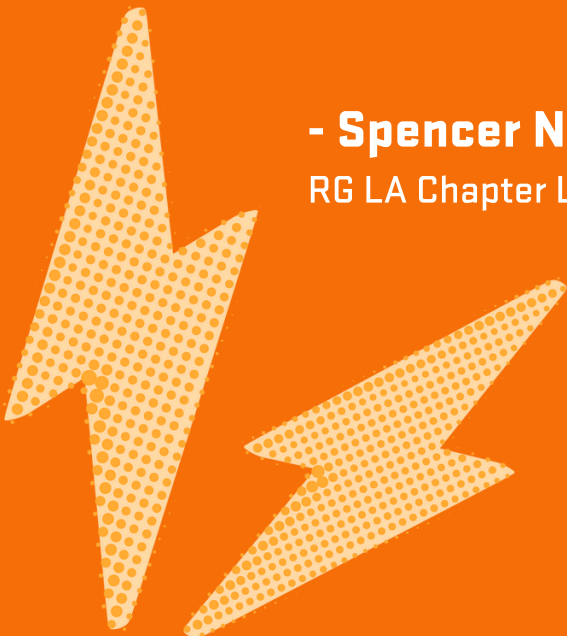
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I am really excited about RG launching a national campaign because I want RG to be a formidable organizing force. For RG to be a meaningful partner and real participant in making affordable community-owned housing a reality, we need to grow. We need to invest in ourselves and in building this organization to show up meaningfully as accomplices to Popular Democracy. We can't just be here to help. We need to be active protagonists, recognizing our shared stake in the world that we are trying to build. We need to be growing in a way that is sustainable, because we know that this fight is not a one-year fight. This fight is the fight of a lifetime.

”

- **Spencer N.,**

RG LA Chapter Leader & Member of RG's National Campaign Team



WE DEVELOPED LEADERSHIP & SKILLS....

1,745 REGISTRANTS
38 NATIONAL EVENTS

Including Financing the Solidarity Economy and
“RG Demands Housing Justice for All!” Public Campaign Launch

We facilitated **4 national virtual High Net Wealth Praxis groups**, in which **28** participants engaged in political education, group reflection, and action for wealth redistribution.

Hosted **4 Member Leader Labs** offering collaborative problem-solving and cross-chapter sharing about important base-building and organizing topics, including Recruitment Strategies, Team Soundness, Culture & Relationship, and Leadership Development.



MAKING MONEY MAKE CHANGE

This year's sold-out conference brought together 75 new and emerging leaders for workshops, panels, a Transforming Philanthropy track, and more.

Participants pledged an additional **\$9.6 million to movements in 2025** and tens of millions over the coming years.

We **deepened the leadership** of existing members who excelled as pod leaders, panelists, workshop presenters, and hosts of community-building activities.

We **built alignment** with our national strategy of Base-Building and Leadership Development toward winning Campaigns, Resource Mobilization, and Culture Change.

We **strengthened our relationships** with movement partners through workshop presentations, plenaries, panels, and the Activist Cafe, where participants met one-on-one with movement leaders.



WE SUSTAINED OUR MEMBERSHIP THROUGH TWO DRIVES...

143
NEW MEMBERS

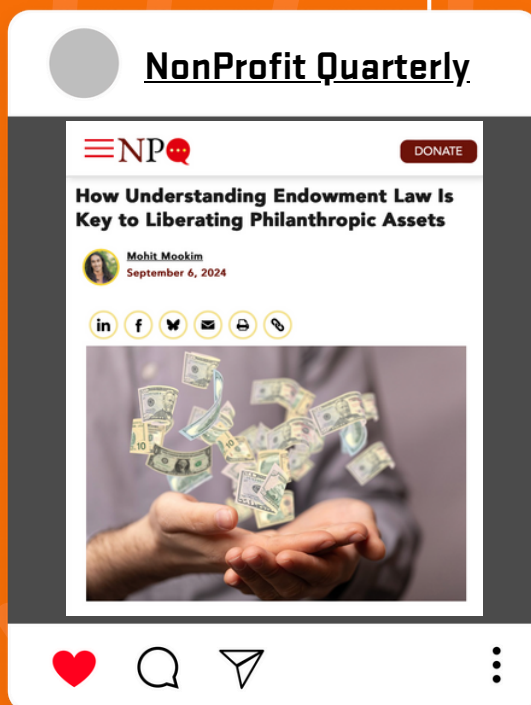
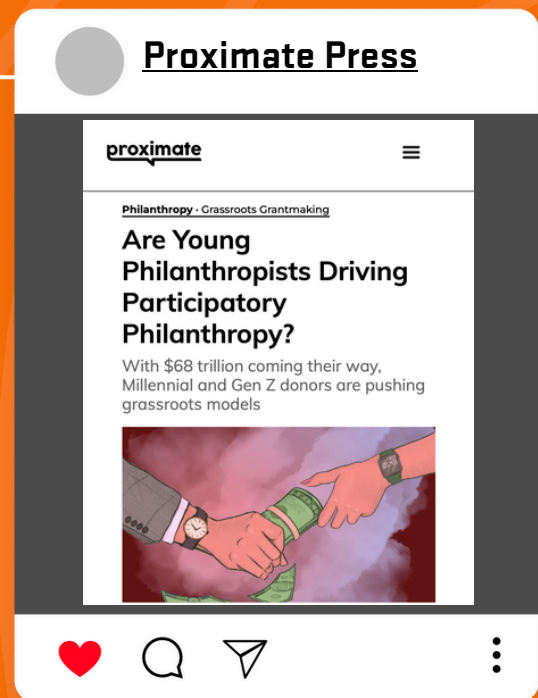
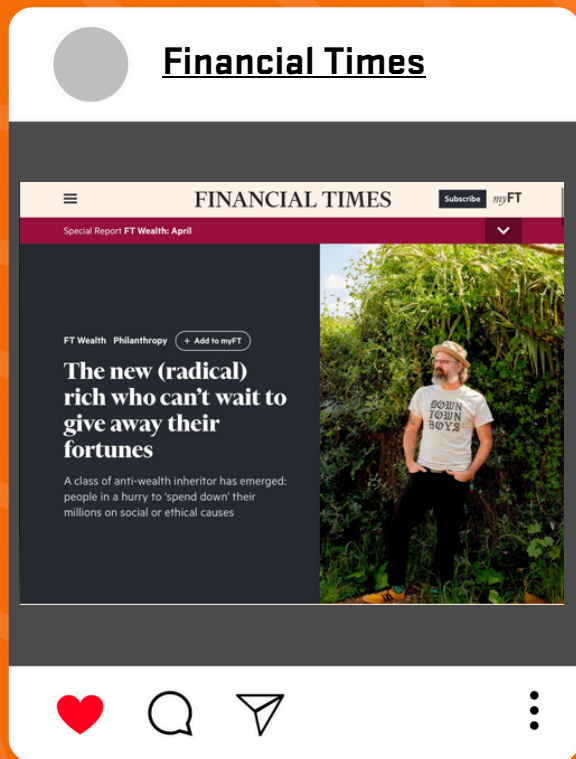
916
DUES-PAYING MEMBERS

88%
RENEWAL RATE

A note about RG membership

- The way that members resource RG is a microcosm of the movement. **The more RG succeeds in getting members to boldly move membership and redistribution commitments early, the more movements benefit.**
- When membership and redistribution pledge asks are leveraged as a base-building tool, they can bolster chapter capacity and help reach local partner fundraising goals.
- Local resource mobilization partnerships are powerful and move hundreds of thousands of dollars—if not millions—to local campaign partners! RG infrastructure continues to support this and RG leaders are funding crucial movement work and showing up as transformational co-conspirators.
- The reported wealth of 2024 redistribution pledge signers is over \$443 million. Because only 32% of RG's dues-paying members signed the RP in 2024, we know this number is under-reported and in actuality much higher. **2024 RP signers pledged to resource movements this year with more than \$106 million to build the world to come.**

WE SHIFTED THE NARRATIVE...




WE INVESTED IN ORGANIZATIONAL SUSTAINABILITY & TRANSFORMATION...



We added new policies to support staff well-being and promote a culture of collaboration, initiative, and employee satisfaction. This included a Safe Leave policy (enabling staff to take time off for safety reasons) and a policy on Additional Pay for Additional Work (ensuring past and future compensation for staff who take on significant additional responsibilities beyond their regular role).

We planted new seeds, grew more leadership, and said goodbye with gratitude

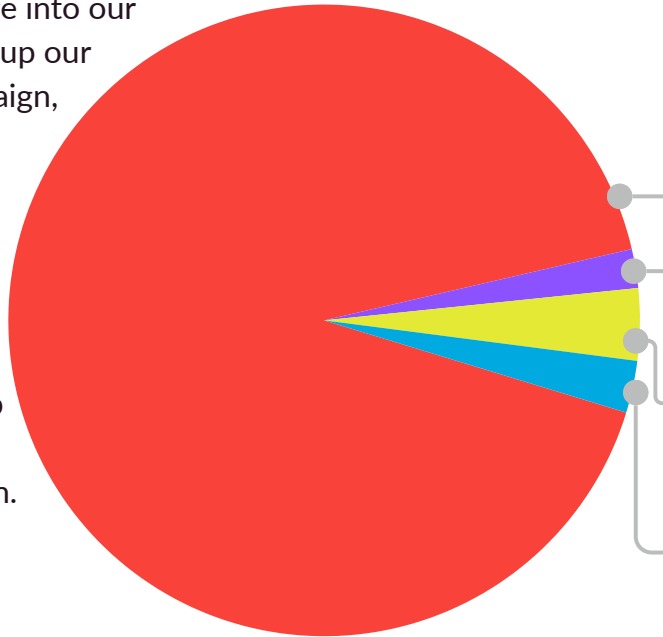
- **Welcome** Michelle W. as Senior Director of Operations, Tammy S. as Senior Director of Organizing, Eboni C. as HR Manager, Tucker B. as Southern Regional Organizer, Daniela S. as New England Regional Organizer, and Em B. as Membership Coordinator!
 - **Congratulations** to Megan M. on the promotion to Director of People and Culture, and Katie W. on the promotion to Senior Pacific Regional Organizer!
 - We said **goodbye** to some beloved staff: Faisal A., our Deputy Director; Etta M., our Director of People and Culture; and Julianne G., our Program Director.
- 

We continued to invest in and work closely with our National Member Council, including representation from our Large, Medium, Small, Emerging & At-Large chapters

Members, staff, & board engaged in important conflict transformation work at national and local levels, and practiced living more deeply into our values around anti-classism, anti-racism, and transformative justice.

BUDGET SUMMARY

We powerfully raised our budget, moving RG out of ongoing cash flow challenges for the first time in many years. This speaks more broadly to RG's organizing successes in 2024 – bringing new young people with wealth and class privilege into our base as leaders, anteing up our National Housing Campaign, and skilling up our staff and members in transformative fundraising. FY24's revenue surplus makes it possible to collaboratively dream up new strategies for growing our organization.



FY24 INCOME

Memberships: \$4.3M

Foundations: \$125K
Foundational grants for general operations

Earned Income: \$173K
MMC and National High-Net Wealth Praxis

Investments: \$93k
Return on Investments

Sponsorship & Partnerships: \$35K
Chapter sponsorship and partnership funding

Admin: \$262K
Rent, State Charitable Licenses, Insurance, Tech

Professional Fees: \$359K
Accounting, professional services, and more

Travel & Meetings: \$322K
All-staff and team retreats, MMC

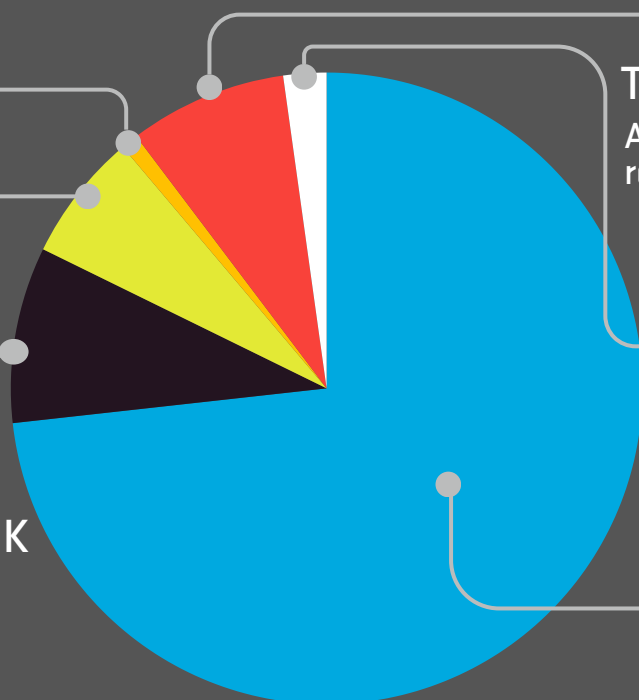
Other: \$87k

Payroll fees, mailing & postage, marketing, bank charges, professional development

Salary & Expenses: \$2.9M

Living wage, benefits, and associated costs for our staff team

FY24 EXPENSES



GET INVOLVED TODAY

<https://resourcegeneration.org/join-rg/>