



Social Justice Madison

Website: www.socialjusticemadison.wordpress.com | Twitter: @socialjusticem2
Instagram: @socialjusticemadison | Facebook: facebook.com/socialjusticemadison

Social Justice Madison is a non-profit organization launching a tool to assist Dane County area residents, including University of Wisconsin-Madison students in analyzing, preparing for, and sustaining local social justice movements to strengthen their impact on our local community and beyond. Through multiple features, the app provides resources for users to educate themselves on local orgs, find upcoming event information, and learn about necessary protest precautions.

Features:

- Organizations can post upcoming events
- Individuals can RSVP to posted events
- News about past events or stories synthesized
- Resources for petitions, letters and phone call templates
- Protest checklists

Revenue:

- Grants from foundations like 786 Foundation and Ford Foundation for non-profit organizations
- Sponsorships from local business in the greater Madison area
- Fundraisers involving local vendors and groups

Community Preference Data:

As social justice movements continue to grow in size and recognition, protests are organized on a more frequent basis.

After conducting a survey with 114 participants from both UW-Madison students and non-UW Madison students our team found that:

- 65.81% said they at least sometimes attend social justice events
- 31.78% said their barrier to individual activism was due to a lack of knowledge about time/location
- 72.32% people would attend social justice events if there was a place where those events were clearly organized

This data demonstrates that Madison residents feel overwhelmed and uninformed when it comes to social justice but have the desire to be involved. SJM makes activism more accessible; we provide the community with information, resources, news and events centralized into one place.



Changing The Way You Make Change:

Social Justice Madison creates a space that will help all individuals engage in activist movements. SJM has the ability to be implemented on a national and global scale, customized to each local community. Anyone with a desire for change should have the opportunity to get involved within their community; SJM provides the necessary tools and information to make an impact.