



Full Circle Strategies

Allyship





About Full Circle Strategies

Our Mission

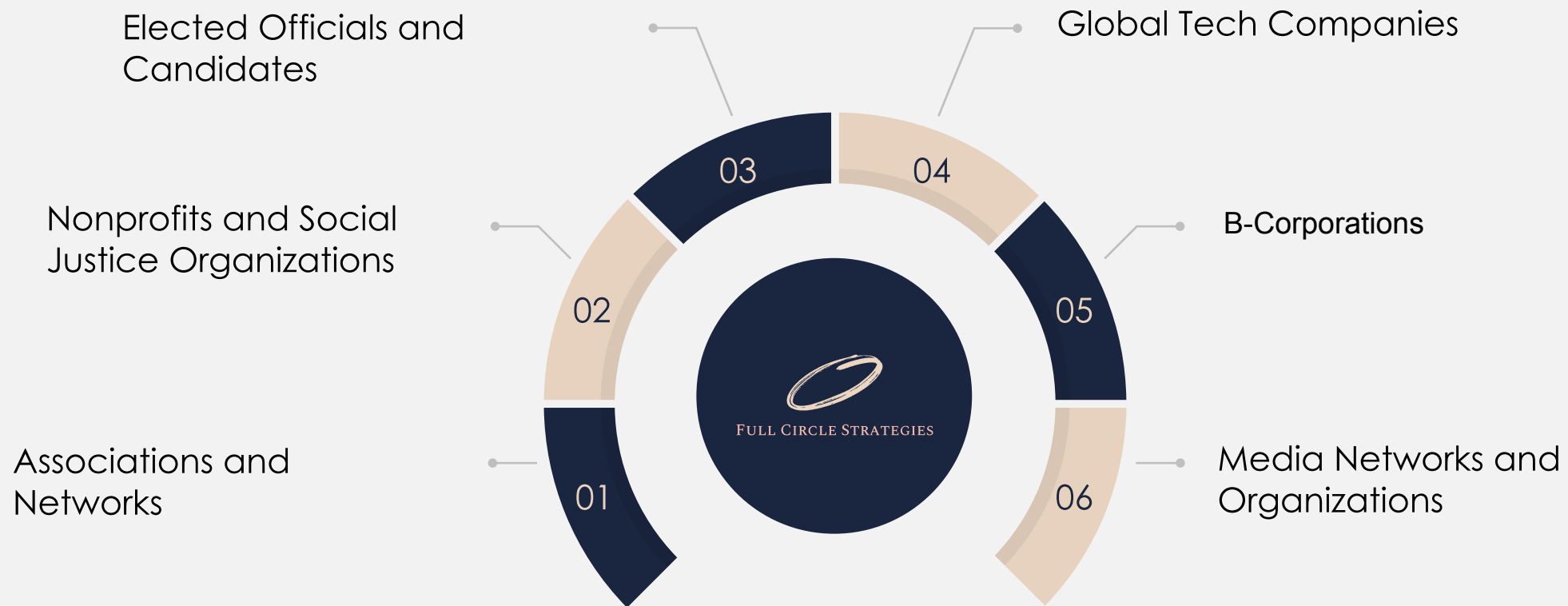


Full Circle Strategies LLC is a social impact focused consulting firm committed to advancing transformative change and global impact. We work with a broad range of clients including corporate, non-profit, foundations, technology and government organizations seeking to advance policy, ideas, and change. Our proven experience in business, politics, and non-profit advocacy provides us with a unique ability to provide public affairs and management consulting solutions for clients seeking to create a lasting impact. We focus our work in the following core areas: management consulting, political strategy, racial equity and inclusion, and public affairs.

Full Circle Strategies Works With A Wide Array Of Clients Focused on Impact

These clients represent a cross sector of industries. We help our clients achieve the impact they desire through intelligent strategies.

Our engagement with the private sector, non-profit institutions, foundations, and government empowers our clients to create the dynamic change they seek. Solving complex problems through groundbreaking concepts, campaigns, and programs that contribute to a stronger American democracy and technology sector is at the heart of what we set out to do.



Full Circle Strategies - Founder and CEO



Jotaka Eaddy

22 Years Experience Government,
Tech/Business, Public Affairs,
Non-Profit, Strategy Development

Jotaka L. Eaddy is the founder and CEO of Full Circle Strategies, LLC. Described as the "Olivia Pope of Silicon Valley" by Forbes Magazine, Jotaka is a dedicated and seasoned strategist with more than 20 years of experience in policy, organizing, and movement building.

Jotaka has led regulatory, legislative, and social impact initiatives at the federal and state level for leading nonprofits and within the C-Suite of leading technology companies, helping to bridge the gap between Washington DC and Silicon Valley. These partnerships have resulted in education, policy, and social impact initiatives that have reached more than 3 million consumers served by the tech industry and beyond.

From 2009-2014, Eaddy served as Senior Advisor to the President and CEO and Senior Director for Voting Rights for the NAACP. Within that capacity she directed external affairs and strategic initiatives on behalf of the Office of the President and CEO and led the NAACP's strategy to defend and expand voting rights. In 2004, she directed the national lobby and international advocacy campaign against the juvenile death penalty in the United States. Those efforts contributed to the 2005 landmark US Supreme Court decision *Roper v. Simmons* which abolished the juvenile death penalty in the United States.

A noted speaker and advocate, Jotaka has traveled extensively, serving as a guest lecturer and strategist on human rights and social impact at various institutions and universities covering 49 states and 25 countries. She has lobbied within various international forums including the United Nations, the Organization of American States, and Council of Europe, among others.

As a student at the University of South Carolina, Jotaka served in several leadership capacities, including tenure as student representative on the University's Board of Trustees. Most notably, Jotaka was elected Student Body President, becoming the first black woman to be elected to the position in the University of South Carolina's 213-year history and the first black woman elected to such a position in the state of South Carolina.

Jotaka's work has been highlighted in several publications including: Forbes Magazine, TechCrunch, Inc., Wall Street Journal, Essence Magazine, Fortune Magazine, Black Enterprise Magazine, Root 100 Most Influential African Americans, Politics 365.com, MSNBC, CNN, Al Jazeera America, Aspire Network, Huffington Post, The Los Angeles Times, The Washington Post, BET, The Nation Magazine, Democracy Now, the Art of Activism, Black America Web.com, the American Prospect, among others.

Allyship

Allyship is a process, and with this process, everyone has more to learn.

Articles on Allyship

- Frances E. Kendall, How to Be an Ally if You Are a Person with Privilege
- Peggy McIntosh, White Privilege: Unpacking the Invisible Backpack
- Ta-Nehisi Coates, The Case for Reparations
- Ali Michael Org, 10 Quick Ways to Analyze Children's Books For Racism and Sexism,
- Allan Johnson, Excerpt from Privilege: Power and Difference
- Margaret Biser, I used to lead tours on a plantation. You wouldn't believe the questions I got about slavery.
- Holy shit, being an ally isn't about me!, Voices of WOC & Allies
- Levana Saxon, Allyship and Accountability Glossary
- Ryan Struyk, Blacks and whites see racism in the US very very differently
- Matthew Hughey & W. Carson Byrd Born that Way: Scientific Racism is Creeping Back Into Our Thinking
- NPR: Michael Martin, Fear of the Black Man, How Racial Bias Impacts Crime/Labor
- Ernest Owens, 10 Messages of Wisdom We Need to Give Black Youth Right Now
- Alexis Madrigal, The Racist Housing Policy that Made your Neighborhood
- Goyette and Scheller, 15 Charts that Prove We're Far From Post Racial
- Julie Turkowicz, A 'Historic Moment' for Native Americans
- Nicholas Kristof, When Whites Just Don't Get It, Parts 1-7

Article by Jotaka Eaddy on Allyship “An Open Letter to My White Friends/Non Black Friends”

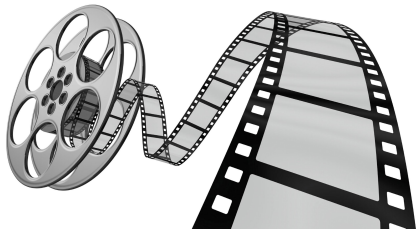
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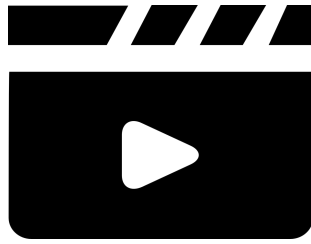
Books on Allyship and Race

- [Courageous Conversations About Race: A Field Guide for Achieving Equity in Schools, 2nd Edition \(2015\) Glenn Singleton.](#)
- [Race Amity: A Primer on America's Other Tradition, Natl Center for Race Amity](#)
- [White Privilege: Essential Readings on the Other Side of Racism, Paula Rothenberg](#)
- [Woke Church: An Urgent Call for Christians in America to Confront Racism and Injustice, Eric Mason](#)
- [White Fragility: Why It's So Hard for White People to Talk About Racism, Robin DiAngelo](#)
- [Privilege: Power and Difference, Allan Johnson](#)
- [Privilege: A Reader, Michael Kimmel & Abby Ferber](#)
- [Raising Race Questions, Ali Michael](#)
- [The New Jim Crow: Mass Incarceration in the Age of Colorblindness, Michelle Alexander](#)
- [Just Mercy, Bryan Stevenson](#)
- [America's Original Sin : America's Original Sin: Racism, White Privilege, and the Bridge to a New America, Jim Wallis](#)
- [Slavery By Another Name, Douglas Blackmon](#)
- [When Affirmative Action Was White, Ira Katznelson](#)
- [So You Want to Talk About Race, Ijeoma Oluo](#)
- [The Color of Law: The Forgotten Story of How Government Segregated America, Richard Rothstein](#)
- [Stamped from the Beginning: The Definitive History of Racist Ideas in America, Ibram X. Kendi](#)
- [How to be an Antiracist, Ibram X. Kendi](#)
- [White Awake: An Honest Look at What it Means to be White, Daniel Hill](#)
- [Empire of Cotton: A Global History, Sven Beckert](#)
- [Slavery's Capitalism: A New History of American Economic Development, Sven Beckert and Seth Rockman](#)
- [The Business of Slavery and the Rise of American Capitalism, Calvin Schermerhorn](#)
- [The History of White People, Nell Irvin Painter](#)



Films on Allyship and Race

- 13th, Ava DuVernay
- When They See Us, Ava DuVernay
- The Color of Fear, Lee Mun Wah
- I'm Not Racist Am I?, Andre Lee
- BOSS: The Black Experience in Business, PBS documentary
- Slavery By Another Name: The Re-Enslavement of Black Americans From the Civil War to World War II, PBS based on book by Douglas Blackmon
- Reconstruction, PBS based on book by Eric Foner



Videos on Allyship and Race

- White Lies We Tell Our Children, Colin Stokes
- The Enduring Myth of Black Criminality, Ta-Nehisi Coates via The Atlantic
- How to Have a Voice and Lean Into Conversations on Race, Amanda Kemp
- The Future of Race in America (on The New Jim Crow: Mass Incarceration in the Age of Colorblindness, Michelle Alexander)
- A Conversation with Black Women on Race, New York Times Op-Docs Series
- A Conversation with White People about Race, New York Times Op-Docs Series
- How Race Settled the Suburbs, Upworthy (Adam Ruins Everything)
- Equity vs Equality, Carneades

For More Information - Please Contact



Christina@TheFullCircleStrategy.com