



**BlackFacts**  
EDUCATIONAL FOUNDATION

Advanced Social Impact Technology  
Solutions for Underserved Communities  
Since 1995

## The BlackFacts Grapevine



**“I heard it through the Grapevine.”**

Across our communities, incredible work is happening every day.

Churches host programs. Nonprofits organize events. Schools offer opportunities.  
Cultural organizations plan activities. Community groups mobilize around important issues.

Yet too often, these efforts remain **isolated from one another**.

Organizations regularly don't know what others are doing. Important events go unnoticed.  
Opportunities fail to reach the people who could benefit from them. Many only learn about community events AFTER they happen, by reading about them in local newspapers.

We have become used to living in a **community information gap**.  
**The Grapevine is designed to close that gap.**

# 1. What is The Grapevine?

The Grapevine is a **community information network** that helps organizations easily share events, announcements, and opportunities - and helps communities discover them.

Organizations submit information once.

The Grapevine helps distribute that information through a network of subscribers, partners, and websites. This makes it easier for people to discover:

- community events
- youth programs
- educational opportunities
- health resources
- cultural activities
- economic initiatives



# 2. How Does the Grapevine Work?

The Grapevine is designed to be **simple and straightforward to use**.

Organizations do not need to learn a new system or platform.

In fact, the simplest way to participate is:



## 2.1 Just add The Grapevine email to your mailing list.

Organizations can simply add:

**grapevine@blackfacts.com**

to their existing event announcement mailing lists.

Then, whenever they send out announcements or event information, The Grapevine will automatically receive a copy and process it for inclusion in the network.

That's it. No additional work required.

Organizations can also submit events through web forms or other channels, but **email alone is enough to participate.**

## 2.2 How the Grapevine Informs the Community

Once information is submitted, The Grapevine organizes and distributes it across the network.

There are **two primary ways information reaches people.**

### 2.2.1 Individual Subscribers

Residents, students, families, and community members can **subscribe directly to The Grapevine.**

Subscribers can choose the types of information they want to receive, such as:

- cultural events
- youth programs
- education opportunities
- health initiatives
- community meetings
- economic opportunities

The Grapevine then sends notifications when relevant events are announced.

These may arrive through:

- email updates
- alerts and announcements
- community newsletters
- shared calendars

People only receive the types of information they choose.



## 2.2.2 Organizational Subscribers

Organizations that want to **promote community events and opportunities** can also subscribe.

For example:

- churches
- nonprofits
- civic groups
- community organizations
- schools
- neighborhood associations

These organizations can tell The Grapevine what kinds of events they want to highlight for their audiences.

The Grapevine will then send them **relevant announcements and opportunities** that match their interests.

This helps organizations keep their communities informed without having to search for information themselves.

## 2.2.3 Grapevine Events on Organization Websites

The Grapevine will also make it easy for organizations to display community announcements **directly on their websites**.

For example, organizations will be able to add:

- Grapevine event widgets
- community announcement feeds
- event listings

These tools can be added to websites - including **WordPress sites** - without any programming.

Organizations simply install the widget or embed a feed, and their website will automatically display relevant Grapevine announcements.

This allows community information to appear on **many websites at once**, dramatically expanding visibility for events and opportunities.

# 3. The Grapevine Connects Communities

Today, community information is scattered across many platforms.



Organizations maintain separate email lists, websites, and social media pages.  
But there is often **no shared system that connects them all.**

The Grapevine helps solve that problem by creating a **shared information network for the community.**

When organizations share information through The Grapevine:

- more people discover their events
- collaboration between groups increases
- opportunities reach the people who need them
- communities become more connected

## 4. The Grapevine BHAG (Big, Hairy, Audacious Goal)

Over time, The Grapevine will grow into a **shared community information infrastructure** - helping communities stay informed, connected, and engaged.

Instead of important opportunities being scattered across dozens of platforms, The Grapevine helps bring them together.

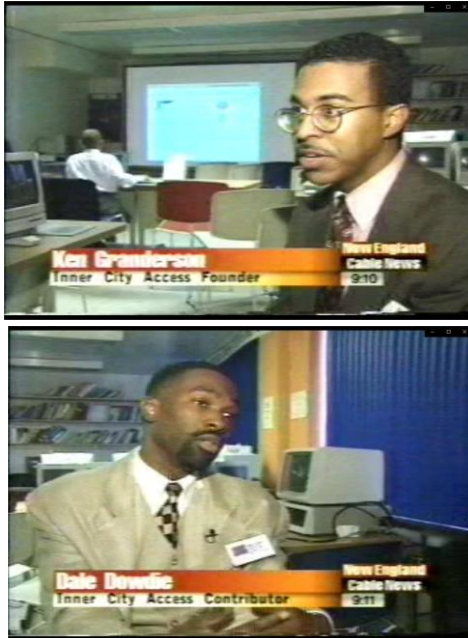
Because when communities share information more effectively, everyone benefits.

- More participation.
- More collaboration.
- More opportunity.
- More unity.



## 5. Coming to You From the BlackFacts Foundation

The Grapevine is yet another Community Technology Innovation from the team behind the **BlackFacts Educational Foundation**, who has decades of experience building technologies to strengthen and connect communities.



In **1996**, we put Roxbury, Boston's primary community of color online - when most people didn't even know the Internet **EXISTED**.

And in **2002**, we upgraded it with the precursor to what the Grapevine can become today.



At a time when community organizations relied on **printed flyers and physical distribution**,



**Roxbury.com** introduced a simple but powerful idea:

Organizations could **scan or type their flyers directly into the system**, allowing their events and announcements to reach the entire community online.

Instead of paying for printing and hoping flyers would circulate, organizations could instantly share information digitally. We showed how technology could amplify community voices and connect organizations that were previously working in isolation.

Oh, and this was 4 YEARS before Eventbrite was founded in 2006.

The Grapevine is the 2026 version of our same idea.

**Make it easy for organizations to share information with their communities** - and do it 2026 style, where smartphones, social media and AI enable us to reach almost EVERYONE in our communities.

The Grapevine is just the **next chapter of a journey that began 30 years ago** - using technology to make sure community information travels farther, faster, freely, and reaches the people who need it most.

To learn more about the Grapevine, and to pre-register as an Organizational Source or Community Subscriber, visit the Grapevine website at: [website TBD].

