

BlackFacts Ecosystem Overview: One Mission, Two Entities



BlackFacts.com LLC

Structure: For-profit company

Leadership:

- **Dale Dowdie:** Chief Executive Officer
- **Ken Granderson:** Chief Technology Officer

Primary Role: Technology innovation and platform development

Functions:

- Builds and operates the **BlackFacts.com** website and underlying platforms like **Timbuktu**, **Diversity Schoolhouse**, and related AI-driven educational tools.
- Offers both free and premium access to curated Black history content
- Generates revenue through advertising, content licensing, technology services, premium subscriptions, and consulting.
- Acts as the **technology incubator and development lab** for educational platforms.

Audiences:

- General public
- Educational institutions
- Media, publishers, and partners

Ecosystem Roles:

- Builds and maintains the technical foundation and data infrastructure.
- Serves institutional clients and educational partners with scalable software and services.
- Launches experimental features and pilots that, if aligned with the mission, may be transitioned or co-supported by the nonprofit arm.



BlackFacts Educational Foundation

Structure: 501(c)(3) nonprofit organization

Leadership:

- **Ken Granderson:** Executive Director (community-facing)
- **Dale Dowdie:** Chair of the Board of Directors

Primary Role: Community engagement, outreach, and equitable access

Functions:

- Creates and owns original content displayed on the BlackFacts.com website and Diversity Schoolhouse and BlackFacts For Families applications
- Expands community-centered access to BlackFacts content and tools
- Operates initiatives like **BlackFacts for Families**
- Raises funds through donations, grants, and campaigns to support free or subsidized access

Audiences:

- Black families (especially homeschoolers)
- Other historically marginalized or silenced communities
- Educators, community organizations, faith institutions

Roles in the Ecosystem:

- **Amplifies and funds mission-aligned initiatives** developed by the for-profit side (e.g., BlackFacts for Families).
- **Distributes free or subsidized access** to content, tools, and training for families, community groups, and grassroots educators.
- Acts as the public-facing, grant-eligible, **philanthropic and educational outreach wing** of the BlackFacts ecosystem.



How They Work Together

Area	BlackFacts.com LLC	BlackFacts Educational Foundation
IP & Platform Ownership	Owns technology, licenses content	Owns content, licensed to use tools for educational access
Innovation	Builds and tests new tools	Adopts & deploys mission-aligned features
Revenue	Paid licensing, ads, services	Grants, donations, crowdfunding
Audience	Schools, institutions, partners	Families, communities, educators
Focus	Product & tech development	Outreach, equity, education, impact

Key Principle: The Foundation exists to **expand access and deepen impact** - not to compete with the LLC. Instead, the two entities **collaborate under a shared mission**, with clear legal and financial boundaries, ethical alignment, and shared history.



Shared Mission Statement

We build technologies that empower historically silenced communities to remember what's been erased, resist the forces that distort their truths, and reimagine futures rooted in cultural pride and self-determination.

From the Black Diaspora to other communities whose stories have been ignored, erased, or distorted, we create tools to teach, protect, and amplify voices that power justice and belonging.



BlackFacts Educational Foundation Board Structure



Board of Directors

Core Legal & Fiduciary Governance Body

- **Chair of the Board:** Dale Dowdie
- **Executive Director (Ex Officio):** Ken Granderson
- **Recommended Size:** 5–9 members
- **Term Length:** 2–3 years, renewable once
- **Meeting Frequency:** Quarterly via Zoom, with ad hoc calls for major decisions
- **Responsibilities:**
 - Uphold mission and vision
 - Approve strategic plans and budgets
 - Ensure fiscal responsibility and legal compliance
 - Provide oversight and accountability
 - No donations expected

Suggested Roles:

- Chair (Dale Dowdie)
- Treasurer (financial oversight)
- Secretary (meeting records, governance compliance)
- 2–6 Board Members-at-Large (with expertise in education, philanthropy, technology, community organizing, or nonprofit leadership)



Advisory Board

Non-governing body offering insight, visibility, and advocacy

- **Size:** 6–15 members

- **Commitment:** 2-year renewable term
- **Meeting Frequency:** 2–4 times/year (virtual); ongoing Slack/async discussion

Expectations:

- Lend subject matter expertise
- Connect Foundation with key networks
- Provide feedback on strategy and programming
- Participate in public-facing campaigns (e.g., crowdfunding, events)

Ideal Members Include:

- Leaders in education, media, technology
- Advocates for cultural heritage, family learning, and justice
- Alumni of BlackFacts platforms and historical preservation work