

# TRANSAFRICA FORUM

December 9, 1983

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Dear TransAfrica Supporter:

I am writing to you today out of a special sense of urgency. Two years after its founding, TransAfrica Forum has arrived at a critical juncture. We must make the transition from almost total dependence on foundation grants to self-sufficiency, if we are to survive. But we may not survive this transition period because we are running out of money.

When the Forum was established, we received grants with the explicit understanding that within a short period of time we should be able to cover our expenses with subscription income. But that hasn't happened. In fact, only 12% of our income comes from subscriptions. In the past, we made up the difference through grants, donations, and fund raisers; but as the winds of Reaganomics sweep across this country, we find our traditional sources of economic support drying up.

We are now engaged in a major drive to see if the TransAfrica community is willing to support our current level of activity. Although there are 10,000 TransAfrica members, only 500 of you are subscribers. We need 3,500 new subscriptions by February to keep the presses rolling. We need 10,000 new subscriptions by 1985 if we are to become self-sufficient before we lose our grant money. Today we have less than 1,200 subscribers.

On our part, we are reducing expenses wherever possible and have redoubled our efforts to sell subscriptions to libraries, community organizations, and other groups. We are also approaching new foundations and potential supporters for grants. But this is the worse time to be asking for this type of support. Budgets are being cut back, and, quite frankly, it is hard to convince others to support us if we are not being supported by our members.

We need you to return the enclosed subscription form with a check for a subscription for you, if you don't have one, or for a friend or your local school or public library, if you are already a subscriber. We also need your tax-deductible contributions to help defray our on-going costs while we await the results of our marketing efforts.

We, the supporters of a progressive U.S. foreign policy toward Africa and the Caribbean, must make the Forum financially independent. All we have to do is vote with our dollars. Those who support Reaganism and South Africa are voting with theirs. Please help us show them that the TransAfrica Family can support its own. Thank you for your support.

Sincerely yours,

*Randall Robinson*  
Randall Robinson  
Executive Director

A Research and Educational Affiliate of TransAfrica

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# TRANSAFRICA FORUM

A Quarterly Journal of Opinion on Africa and the Caribbean

TRANSAFRICA FORUM is a quarterly journal of opinion on matters pertaining to Africa and the Caribbean. The journal presents an independent review of differing perspectives on political, economic and cultural issues affecting black communities globally. The intent of the journal is to provide an expanded analytical framework which can be useful to a broad audience with a continuing commitment to African and Caribbean advancement.

*"TRANSAFRICA FORUM publications produce news and information which have been often exclusive, provocative, and very helpful in our deliberations."*

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