



Go Grassroots

A concept note bought to you by
The Collective

Overview and situation analysis

Across every continent, we are all are facing a convergence of crises—rollback of rights, deepening inequality, climate breakdown, displacement, and the tightening grip of authoritarianism fuelled by toxic tech—yet this moment is also ripe with possibility. The Collective is a global, people-powered network of grassroots leaders, activists, and systems-change practitioners with decades of experience mobilising communities, defending rights, shaping policy, and supporting live movements worldwide. We are not a traditional organisation, but a shared, light-touch infrastructure created to strengthen coordination, redistribute power and resources, and enable collective action at the scale this moment demands, always in humility and partnership with what already exists.

Go Grassroots, our first pillar of change, exists to strengthen people power at scale by supporting those most affected by inequality to lead change on their own terms, while connecting and protecting movements across borders to tackle root causes through shared strategy and solidarity. This work is grounded in a simple truth: lasting transformation begins and remains with people—and when communities are resourced, connected, and safe, they are capable of reshaping systems, norms, and futures far beyond the limits of individual projects or political cycles.

The Outcome We Seek

People power drives systemic change — enabling deeper democracy, expanded civic space, and citizen-led solutions to inequality, at scale and across borders.

Through Go Grassroots, grassroots leadership becomes stronger, safer, more connected, and more influential. Civic participation expands beyond traditional NGO spaces. Movements gain the capacity not only to resist harm, but to build new systems grounded in equity, care, and shared power.

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Powering People and Movements

Our Approach

The People's Platform. Our methodology is grounded in participatory action, feminist principles, and long-term capacity building. We work in humility, building on what already exists, and acting as connective tissue rather than a parallel structure. Go Grassroots focuses on strengthening leadership, amplifying voice, enabling coordination, and creating the conditions for sustained, people-led change. We will:

Support Frontline Leadership

Provide sustained, flexible support to grassroots leaders – particularly women and movements across the Global South – to scale their solutions and safeguard their work. This includes campaign, advocacy, mobilisation, and organising support tailored to local contexts and priorities.

Elevate Community Knowledge

Develop The People's Charter, a global platform that mobilises citizen action by showcasing community-led research, lived experience, innovation, and visions for the future. This will centre knowledge produced by communities themselves and elevate it into national and global

Convene for Collective Strength

Create inclusive learning, strategy, and accountability spaces that connect civil society actors, activists, and citizens. These spaces build trust, align strategy, and enable collaboration across issues, geographies, and identities.

Act as Connective Tissue

Map existing ecosystems and actively strengthen coordination between movements, networks, and civil society infrastructure. By reducing duplication and amplifying what works, we increase collective impact without recreating or competing with existing efforts.

Protect Frontline Defenders

Deliver robust safeguarding and emergency support for activists and human rights defenders working in repressive and high-risk contexts, recognising that protection and care are essential to sustaining people power.

Support Strategic Campaigning and Citizens' Assemblies

Partner with existing networks to design and scale collective advocacy and support citizens' assemblies and other democratic innovations that deepen participation and strengthen people-led decision-making at all levels.

Move from Apathy to Agency

Inspire and equip ordinary citizens to act through an Action Menu of tangible, localised pathways to participation – enabling engagement that is practical, accessible, and meaningful.

Engage the Disengaged

Reach beyond traditional NGO and activist spaces to engage people excluded from civic participation due to class, race, gender, geography, or political marginalisation – expanding who participates and how power flows.



Proposed Timeline

Stage 1: Ground and Connect (Months 1–3)

Map existing grassroots ecosystems, confirm priority geographies and movements, and activate partnerships with trusted networks to ensure the work builds on what already exists.

Stage 2: Resource and Protect (Months 3–6)

Deploy flexible support mechanisms to frontline leaders and defenders, prioritising women and Global South movements operating in high-risk contexts.

Stage 3: Mobilise and Participate (Months 6–12)

Launch the People’s Charter and Action Menu to expand participation beyond traditional NGO spaces, engaging citizens through multiple pathways to action and democratic practice.

Stage 4: Align and Scale (Months 12–18)

Convene strategic learning and coordination spaces to align movements, scale collective campaigning, and amplify citizen-led solutions across borders and issues.

Stage 5: Embed and Sustain (Months 18–24)

Strengthen long-term grassroots infrastructure, participatory governance, and cross-movement collaboration to ensure people power continues to drive systemic change beyond the funding period.



Seed Funding Budget (Go Grassroots)

To deliver Go Grassroots at the scale and pace this moment demands, The Collective is seeking \$750,000 in investment. Investment options include:

- Seed funding: \$150,000
- Full-scale support: \$750,000+

A full budget breakdown is available on request.

Call to Action

Go Grassroots is an investment in people power — the most proven and durable force for systemic change. By strengthening frontline leadership, expanding participation, protecting activists, and connecting grassroots efforts into a global ecosystem of solidarity and mutual support, this pillar will unlock durable change that outlasts political cycles and projects. We invite partners to join us in resourcing the leadership, imagination, and collective action needed to shape a more just, democratic, and equitable future — starting with the grassroots.

For enquiries, contact us

-  www.gocollective.net
-  wegotthenumbers@gmail.com
-  +44 7982 909031