



Go Visionary

A concept note bought to you by
The Collective

Overview and situation analysis

Around the world, long-held norms of fairness, dignity, democracy, solidarity, and care for the planet are being deliberately dismantled. Powerful interests are investing heavily in disinformation, polarisation, and hate, normalising cruelty, inequality, environmental destruction, and permanent crisis. This effort is organised, intentional, and well-resourced — and it is winning because it speaks to fear, belonging, and identity. Progressive movements, by contrast, remain fragmented and under-resourced in the narrative space. While there is growing recognition across philanthropy and civil society that narratives shape politics, culture, and economic outcomes, investment in narrative power remains small, siloed, and short-term. Too often, storytelling is treated as a communications function or fundraising tool, rather than as essential infrastructure for democracy, justice, and planetary survival.

Go Visionary is The Collective's fourth pillar of change. It exists to reclaim narrative power at a scale proportionate to the challenge. We propose the creation of a global narrative agency — a creative, strategic powerhouse designed to generate, coordinate, and sustain values-driven narratives of hope, justice, and collective possibility. Rooted in lived experience and led by those most affected by injustice, Go Visionary treats narrative power as a core strategy for shifting power, reshaping norms, and unlocking collective action worldwide.

The Outcome We Seek

People around the world take action for a better future because they feel their power again.

Through Go Visionary, fear is replaced with possibility, isolation with solidarity, and inevitability with hope. Narratives of dignity, care, shared humanity, and people power become visible, credible, and culturally resonant across geographies. Over time, this work shifts what feels normal, possible, and fair — creating the cultural conditions for deeper democracy, systemic reform, and lasting justice.

Hope at scale: A future people can believe in

Our Approach

Go Visionary operates as shared narrative infrastructure for movements and civil society worldwide, coordinating content, timing, framing, and amplification across channels ranging from community gatherings and independent journalism to social and mainstream media. Working alongside existing movements and narrative organisations — we fuse cultural strategy, communications, technology, and movement-building to amplify what already exists, enabling coordinated, sustained storytelling that makes justice feel normal and collective action possible at scale.

Co-Create New Narratives

Partner with communities, creatives, and movements to develop values-driven stories rooted in lived experience, shared dignity, and collective struggle — telling stories with people, not about them.

Centre Frontline Voices

Fund and amplify storytelling by those facing injustice — especially Indigenous peoples, women, young leaders, and Global South creators — elevating agency, vision, and authorship.

Build Storytelling Ecosystems

Support coordinated networks of local and global storytellers, campaigners, journalists, and cultural producers to shift norms and beliefs through aligned narrative strategies rather than isolated outputs.

Disrupt Harmful Narratives

Monitor, analyse, and counter disinformation, hate, and divisive framing, while actively promoting empathy, connection, and collective resilience.

Harness Technology for Good

Collaborate with ethical tech partners to democratise reach, experiment with new platforms and tools, and develop innovative modes of narrative activism that work with — and against — algorithmic systems.

Launch Global “Thunderclaps”

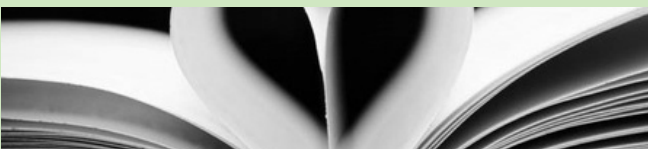
Coordinate mass storytelling moments that synchronise positive, values-led narratives across countries, platforms, and sectors — including significant leadership from African creators and movements — to subvert algorithms and drive belief change at scale.

Create a Global Narrative Agency

Establish a permanent Narratives for Good platform providing research, audience insight, message testing, coordination, and shared infrastructure — reducing duplication and increasing impact across regions.

Build Sustainability and Longevity

Explore revenue-generating models, partnerships, and services that allow the agency to become financially sustainable over time, freeing philanthropic capital for grassroots movements.



Proposed Timeline

Phase 1 (Months 1–6):

Convene core narrative partners, establish governance, commission foundational research, and begin co-creating shared narrative frameworks.

Phase 2 (Months 6–12):

Launch the narrative agency, fund frontline storytellers, initiate early thunderclaps, and activate coordinated storytelling across regions.

Phase 3 (Months 12–18):

Scale global campaigns, deepen partnerships with media and creators, and expand audience research and message testing.

Phase 4 (Months 18–24):

Consolidate learning, strengthen regional narrative ecosystems, and embed coordination across movements and issues.

Phase 5 (Ongoing):

Build long-term sustainability, expand reach, and position Go Visionary as permanent infrastructure for narrative power.



Seed Funding Budget (Go Visionary)

To launch and scale Go Visionary, we are seeking \$3,500,00 in investment. Investment options include:

- Seed funding: \$250,000
- Full-scale support: \$3,500,000


A full budget breakdown is available on request. Investment will support creative production, frontline storyteller funding, research and coordination infrastructure, technology partnerships, and the establishment of a sustainable global narrative agency


Call to Action

Whoever defines what feels normal, possible, and inevitable shapes the future. Go Visionary exists to ensure that future belongs to people, not elites. This is an invitation to invest in narrative power as essential infrastructure for justice — bold, collective, and rooted in lived experience — so that hope, dignity, and solidarity can once again drive action at a global scale.

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