



EMBRACING HOME

HEALTHY OPPORTUNITIES MADE FOR EVERYONE
America's Shift to Capitalism Rooted in Love

Written by Donovan Duncan & Asani Shakur



For the past 45 years, Urban Strategies, Inc. has been examining the importance of community and community-based solutions. In many ways, we strive for opportunities that ensure integrated, well-rounded spaces where we work, live, and enjoy our leisure time. As we refine our thinking, we continue to examine capitalism. The communities we support are filled with capitalists who love their families, neighbors, and neighborhoods. This piece is the first in a series of creative explorations that reframes concepts that could catalyze change to support our great country.

In a world where economic systems often seem detached from the human experience, there emerges a profound call to rethink and reimagine capitalism—not as a mere mechanism for wealth accumulation but as a system deeply rooted in the principles of love and inclusivity. We need a new form of capitalism, one that is more inclusive, where everyone has a fair chance to succeed.

Traditionally defined, capitalism is an economic system in which private individuals or businesses own capital goods. In this system, business owners employ workers who receive wages, while labor does not own the means of production but instead uses them on behalf of the owners of capital. This paradigm has shaped societies and economies across the globe, creating a framework where market value, private property, and the accumulation of wealth dominate the discourse.



REFINE
RETHINK
REIMAGINE
REFRAME



 **inclusivity**
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Yet, within this framework, there is a growing recognition of the need for transformation—a shift towards capitalism that is not merely an engine of economic growth but one that is fundamentally rooted in love. Love, a multifaceted and profound emotion, can serve as a powerful force for social and economic change. In the context of our nation, love manifests in three pivotal ways: as an intense or strong liking, through myriad acts of compassion that demonstrate a range of socio-political beliefs, and as a choice to sustain a commitment to this country, even if it means perpetual critique. As James Baldwin eloquently stated, **“I love America more than any other country in the world and, exactly for this reason, I insist on the right to criticize her perpetually.”**

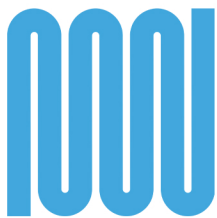
Currently, capitalism's focus on terms like private companies, market value, and property ownership perpetuates a system where people—the true drivers of wealth through their labor—receive little real opportunity to gain wealth. This limited focus underscores the necessity for a paradigm shift. A capitalism rooted in love would prioritize human well-being, relationships, and the collective good within the capitalist framework while still achieving financial success. This reimagined system assures that individuals are seen and appreciated for their contributions, and their needs are met through fair compensation and genuine opportunities for prosperity. **Because we are shifting to a capitalism rooted in love, not away from capitalism in its entirety, this system can align with the idea that all human beings and all work have inherent value. People are valuable not just for their capacity to participate in the market as producers and consumers but for what their flourishing means to our collective prosperity as a society.**

The benefits of shifting to a capitalism rooted in love are manifold. When we prioritize the well-being of all individuals, we create a society where more people are not only happier but also more prosperous, both monetarily and in overall quality of life. Such a shift fosters a stronger, more competitive, and more resilient nation. By cultivating compassion, empathy, and collaboration among all participants in the economy, we lay the groundwork for a society that thrives on mutual respect and shared success.

LOVE


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In practical terms, our working hypothesis is that members of our more equitable and inclusive society love this country and genuinely believe in “liberty and justice for all.” Reframing the core competencies of capitalist love would ensure that everyone has genuine opportunities to thrive and contribute positively to our collective success. This involves significant investments in our education system to ensure it is adaptable to the overarching needs of all individuals, supporting robust and inclusive infrastructures, and fostering an economic environment where prosperity is shared broadly.

By embracing capitalism rooted in love, we honor our collective commitment to making this country a true home for everyone. This approach invites us to redefine capitalism through the lens of love, creating a homeland where every individual has the chance to thrive and contribute to the flourishing of our shared American story. This is our collective calling—to transform our economic systems and societal structures to ensure that healthy opportunities made for everyone are not just an aspiration but a reality for all Americans.



Let us move forward with unwavering determination, crafting a new narrative where love and capitalism coexist to create a homeland that truly embodies the ideals of **freedom, opportunity, and justice** for **ALL**. By rooting capitalism in **love**, we can **build** a future where economic **success** and human **flourishing** go hand in hand, ensuring that our society is not only **prosperous** but also **compassionate** and **just**. This vision of capitalism is not utopian; it is a necessary evolution for a nation that seeks to live up to its highest ideals. It is a call to action, a call to reimagine and reconstruct our economic landscape in a way that honors our shared humanity and our collective potential.

As we close, we're reminded of a Clark Sisters' song entitled "Love Song." The lyric states, *"A love song, beautiful song, love song, sweet simple song, could it be a dream or is it reality? Sounds just like a symphony, music so, so sweet, so rich, so rich and complete."* As we take this journey of exploration to redefine capitalism through the lens of LOVE, we ask everyone to close their eyes and envision with us: a song, HOME, and any other attributes they consider near and dear to their American experience. May we hold each other accountable to create that eco-system of love for

"ALL PEOPLE WHO CALL THIS PLACE HOME".