From Diversity to Inclusion in Philanthropy

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Good Works
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What, exactly, is diversity?
Philanthropy Today Looks Like the America of 25 Years Ago

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<tr>
<th></th>
<th>Caucasians</th>
<th>African Americans</th>
<th>Hispanics</th>
<th>Asians</th>
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</thead>
<tbody>
<tr>
<td>United States</td>
<td>76%</td>
<td>12%</td>
<td>9%</td>
<td>3%</td>
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<td>Population 1990</td>
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<tr>
<td>United States</td>
<td>64%</td>
<td>12%</td>
<td>16%</td>
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<td>Population 2010</td>
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<td>Philanthropy Today</td>
<td>73%</td>
<td>9%</td>
<td>11%</td>
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<tr>
<td>United States</td>
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<td>Population 2030 (Projected)</td>
<td>55%</td>
<td>13%</td>
<td>22%</td>
<td>6%</td>
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What does it mean in philanthropy?

*Diversity and Inclusion in Fundraising* – seeks to achieve a broad representation of experiences, perspectives, and cultures to ensure that the best possible thinking, ideas, opportunities and solutions are considered; intentionally creates a respectful and welcoming environment that is open to all; and appreciates the unique contributions of every member of the community.

~ Association of Fundraising Professionals (AFP)
Diversity is the Mix; Inclusion is Making the Mix Work
The Inclusive Giving Project

From Diversity to Inclusion in Philanthropy: An Action Plan for Ontario's Charitable Sector

2015 Summer Leadership Institute
Context

Ontario:
• 22% foreign born
• 3 largest visible minorities: Asian, Aboriginal, Black
• More than 50% of Toronto residents are part of visible ‘minority’

United States:
• 13% foreign born
• 3 largest visible minorities: Hispanic, Black, Asian
• 18% of Americans are part of visible minority
Objective One:
Develop Cultural Competencies in Philanthropy

• How can charities and non-profits increase their learning capacity to ensure there is a deeper understanding of different giving traditions?

• Across cultures, what are the shared giving values? What values differ?
Objective Two:
Refine identification, cultivation and stewardship tools

• What are some of the successful ways of diversifying philanthropic leadership?
• What does “thank you” look like in different communities? What does “good stewardship” mean?
• When it comes to diversity and philanthropy, does it matter who makes “the ask?”
Objective Three:
Promote and engage on the ground, and at leadership levels

• What roles can ethnic and special interest media play in promoting charitable giving?
• How do community-specific charities work with their own communities and leaders to encourage philanthropy?
• What are some examples of successful outreach initiatives to diverse communities?
Objective Four:
Enhance our understanding of the ‘diversity within diversity’ factor

• What are the various giving and philanthropic nuances found under an umbrella community group?
• How do other factors (religion, race, class, immigration history, etc.) affect participation in local giving?
• How can charities avoid making generalizations and assumptions about diversity and giving and ensure that their work isn’t tokenistic?
Objective Five:
Offer cross-cultural and cross-community networking opportunities

• Through this initiative, can we provide an opportunity for charitable leaders to network with philanthropic influencers and donors?
• How can non-profit researcher help develop academic and theoretical frameworks about programming and networking opportunities?
12 Communities
South Asian Philanthropy

- There are 2,000 ethnic groups of South Asian origin
- Fundraisers must avoid the temptation to develop one overarching strategy to engage and solicit South Asian donors
- Giving is a very personal act, motivated by one’s faith, professional networks, family, financial capacity
Chinese Philanthropy

• Giving time is as important as giving money (offer vol opps)
• Identify value and worth of donations
• Choose the right ‘asker’
• Save the date: Chinese New Year
• Diversity within diversity
Jewish Philanthropy

- Jewish people give every day: every home has a charity box
- Mentoring, leverage and innovation excite Jewish donors
- Next gen is top of mind
- Donor fatigue
- “Giving is in our DNA”
- Peer-to-peer solicitation is highly effective. Avoid Fridays and Saturdays
Indigenous Philanthropy

- Common shared values are the key
- Project/program must reflect indigenous experiences and giving
- Indigenous Reciprocity refers to the recognition of, and gratitude for, what is received and given: “I have the honour of giving and you honour me by receiving.”
- Unrealized opportunities
African and Caribbean Philanthropy

- Ubuntu: human kindness
- Fundraisers can make meaningful connections through discussions about faith, spirituality and shared humanity
- Approach these communities with the mindset of “friendraising” first
- Passion and cause can trump personal connection
Women and Philanthropy

- More focused on relationships/partnerships
- Give less to more charities
- Want more info than men before making decision
- Impact more important than recognition
- Want to be involved
- Women live longer
- Prefer collaborative approach
Next Gen Philanthropy

- Empowered by out-of-the-box thinking and using new and experimental giving models like crowdfunding, mobile giving and microfinance
- Feel that it’s their right and duty to be ‘all in’ and they take initiative with limited resources
- Raising money requires deep engagement and meaningful volunteer opportunities

2015 Summer Leadership Institute
Muslim Philanthropy

- Philanthropy is a central tenet of Islam
- Most practicing Muslims regularly give away a certain percentage of their savings
- Faith leaders are important in rallying giving
- Fundraisers must develop true, authentic engagement opportunities and encourage the full participation of this growing faith community
LGBT Philanthropy

• Philanthropy in LGBT communities is rooted in a proud history of activism, social justice and mutual support

• Historically, events have been a common vehicle through which many nonprofits raise money in LGBT communities

• Focus on initiatives that build lifelong and authentic relationships
Hispanic Philanthropy

- To engage Hispanic donors, first understand their rich and diverse culture and history
- Storytelling, social media and focusing on building relationships are key
- Natural connection to social issues
Philanthropy and People with Disabilities

- Use the “Triple A” formula: develop awareness, with an enthusiastic attitude, to accomplish our goals
- Differences need to be celebrated
- Work with the community to change perceptions of and barriers faced by people with disabilities instead of trying to “mend” them
INSIGHTS FROM THE EXPERTS

PEOPLE WITH DISABILITIES NEED TO BE INVITED TO SERVE ON CHARITABLE BOARDS, NOT BECAUSE THEY HAVE A DISABILITY, BUT BECAUSE THEY HAVE THE TALENT, PASSION, LEADERSHIP CAPACITY, POSITIVE ATTITUDE, COLLABORATIVE SPIRIT AND THE ABILITY TO REPRESENT THE VOICES OF ALL PEOPLE.

CROWDFUNDING IS A GREAT WAY TO ALLOW PEOPLE TO FEEL LIKE THEY ARE A PART OF YOUR CAUSE.

FUNDRAISING STORIES SHOULD FOCUS ON SERVICE DELIVERY AND POTENTIAL, NOT Elicit FEELINGS OF SYMPATHY OR SORROW.

UTILIZE FREE ADVERTISING WITH GOOGLE FOR NONPROFITS TO RAISE AWARENESS OF YOUR CAUSE.

WHEN DEVELOPING FUNDRAISING COMMUNICATIONS, LISTEN TO PEOPLE WITH DISABILITIES; FOCUS ON HOW THE SERVICES OF YOUR ORGANIZATION HAVE IMPACTED THEIR LIVES.

PREPARE PEOPLE WITH DISABILITIES FOR GREATER RESPONSIBILITY: “BRING US IN AT ENTRY LEVEL; PROVIDE MENTORSHIP AND PROFESSIONAL DEVELOPMENT.”

FUNDRAISERS SHOULD DEVELOP A PROSPECT LIST OF ALL THE TOP PEOPLE WITH DISABILITIES IN THIS COUNTRY TO MOBILIZE THEIR COLLECTIVE RESOURCES.

LET PICTURES SPEAK FOR THEMSELVES AND ALLOW PEOPLE TO THINK FREELY ABOUT IMAGES OF DISABILITY.

WHEN SEEKING FINANCIAL SUPPORT FROM A COMPANY, CONSIDER WHAT PROMOTIONAL OPPORTUNITIES YOU MIGHT BE ABLE TO OFFER TO EXPRESS GRATITUDE FOR A DONATION.

AVOID WELL-MEANING BUT MISGUIDED CAMPAIGNS THAT FOCUS ON PITY AND SADNESS.

“MY DISABILITY DOES NOT DEFINE ME. IT’S ABOUT ABILITY MORE THAN DISABILITY.”

“HAVING A DISABILITY DOESN’T MAKE YOU EXCEPTIONAL; QUESTIONING WHAT YOU THINK YOU KNOW ABOUT IT DOES.”

GREATER NEED MEANS POTENTIAL FOR FUNDRAISING. IMPORTANT TO NOTE THAT SENIORS WITH AGE-RELATED DISABILITIES ARE THE FASTEST GROWING SEGMENT OF THE OVERALL POPULATION.

USE SOCIAL MEDIA TO EXPAND YOUR REACH AND ADVANCE A CONVERSATION WITH YOUR COMMUNITY.

ENGAGE PEOPLE WITH DISABILITIES AS FUNDRAISERS – THEY OFFER A CRITICAL PARTICIPANT PERSPECTIVE.

TERMINOLOGY CONTINUALLY EVOLVES; ASK WHAT IS PREFERRED AND/OR APPROPRIATE.
Overarching Guidelines

- Don’t make assumptions
- Do research to learn and understand
- Employ respect and curiosity
- Enlist a ‘guide’ or interpreter

- Create shared ownership
- Don’t just translate... resonate
- Be in it for the long haul
- At the end of the day, it’s all about relationships
Next Steps

1. We need to educate ourselves.
2. Develop a definition of diversity, equity and inclusion for your organization.
3. Gather some baseline data.
4. Don’t be afraid to reach out.
5. Develop a strategic plan around diversity, equity and inclusion.
6. Consider training in cultural competency.
Tools and Resources:

http://www.afpinclusivegiving.ca/
Tools and Resources:
http://www.ccdi.ca/
Tools and Resources:
http://www.environicsanalytics.ca/software/originscanada
Tools and Resources:
http://extension.usu.edu/diversity/htm/testing-developing-and-learning-about-cultural-competency
Tools and Resources:
https://implicit.harvard.edu/implicit/
Questions?

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