What BIPOC fundraisers have known for years!

WITH ANNA REBECCA LOPEZ
WELCOME AND GROUNDING
LAND ACKNOWLEDGEMENT
BLACK LIVES MATTER
COMMUNITY-CENTRIC FUNDRAISING
On August 2018, 90 fundraisers of color met to discuss fundraising in the nonprofit sector.

On May 2019, a survey distributed. **Over 2,100 nonprofit professionals responded to this survey.**

Black, Indigenous, and People of Color = BIPOC
Here is what we know about the people who responded to this survey.

The top three areas/sectors include:

- Development/Fundraising: 44%
- Senior Leadership: 36%
- Communications: 13%

The top three jobs/careers include:

- Human Services: 22%
- Arts, Culture, Humanities: 14%
- Education: 14%
SURVEY CONTEXT

• Over one-third of folks come from organizations that have **little racial diversity** (less than 10% BIPOC representation).

• Nearly all respondents identify as **white (88%)**.

• Majority of respondents are in **the middle class (54%)** followed by **upper-middle class (28%)** when asked to identify their socioeconomic class.

• **One-third (37%) are 46 years of age** or older.
The biggest differences between BIPOC and white fundraisers?

**White fundraisers are generally:**
- Older
- Have more years fundraising in the sector
- Are of a higher socioeconomic class

**BIPOC fundraisers are generally:**
- Younger
- Have less years fundraising in the sector
- Are of a lower socioeconomic class
- Slightly more people identified as LGBTQ+
- Slightly more people identified as living with a disability
And here’s a surprise:

Perceptions between white and BIPOC fundraisers are not that different! We’re all on the same team! But BIPOC fundraisers’ thoughts are generally stronger, while white fundraisers’ thoughts are generally moderate.
DATA SAYS!
TAKEAWAY #1

Nonprofit professionals are unhappy with fundraising.
The majority of nonprofit professionals are unhappy with fundraising in the nonprofit sector.
Three-fourths of BIPOC fundraisers are unhappy

73%
DATA SAYS!
Fundraising philosophies and practices are harmful.
Two-thirds of BIPOC fundraisers think current fundraising philosophies and practices are harmful to nonprofits’ work addressing system injustice.
TAKEAWAY #2

Over half of BIPOC fundraisers think fundraising has decreased the diversity of fundraisers in the sector.
TAKEAWAY #2

Three-fourths BIPOC fundraisers think fundraising leads to an increase in poverty tourism.

A majority of BIPOC fundraisers think fundraising leads to an increase in the savior complex.
TAKEAWAY #3

Nonprofit professionals need and want support.
Nearly all nonprofit professionals want more trainings on...

- **Race**: 95%
- **Disabilities**: 95%
- **LGBTQ+**: 94%
TRAINING IS NOT ENOUGH
Kerrien Suarez, Executive Director of Equity in the Center, acknowledged that trainings are important and useful, but “[it’s the] transformation and the anti-racist action inside of organizations that will make progress toward equity.”
Edgar Villanueva, author of *Decolonizing Wealth*, said that DEI initiatives are often seen as “add-ons,” as a way of checking a box. He reminds us that DEIA should be woven into the fabric of the organization...and it’s going to take time and commitment.

**Diversity, Equity, Inclusion and Access= DEIA**
And Margaret Mitchell, CEO & President of YWCA Greater Cleveland, said that “...racial equity needs to be recognized as a core “leadership acumen,” particularly for those who want to lead an organization in 2020 and beyond.”
TAKEAWAY #4

The intersections of social justice and fundraising
Nine out of ten BIPOC fundraisers think fundraisers need to spend more time talking about the intersections of social justice and fundraising.
Nearly two-thirds of BIPOC fundraisers say they must play a significant role in educating donors about racism, equity, wealth disparity, and other social justice issues.
We are all headed in the same direction.

Community-centric fundraising!
What do you see is possible now?

How might this data be used?
AUDIENCE SHARING
ANNOUNCEMENTS
WHAT’S COMING UP

Please mark your calendars for the following upcoming CCF events!

- **JULY 29:** Launch of “The Ethical Rainmaker,” a podcast from Michelle Shireen Muri
- **AUGUST 10:** CCF Town Hall
THANK YOU FOR JOINING OUR WEBINAR TODAY!

FIND US AT COMMUNITYCENTRICFUNDRAISING.ORG