

DATA SAYS!

**What BIPOC fundraisers have
known for years!**

WITH ANNA REBECCA LOPEZ



WELCOME AND GROUNDING



LAND ACKNOWLEDGEMENT



BLACK LIVES MATTER



COMMUNITY-CENTRIC FUNDRAISING

**DATA
SAYS!**

SURVEY CONTEXT

On August 2018, 90 fundraisers of color met to discuss fundraising in the nonprofit sector.

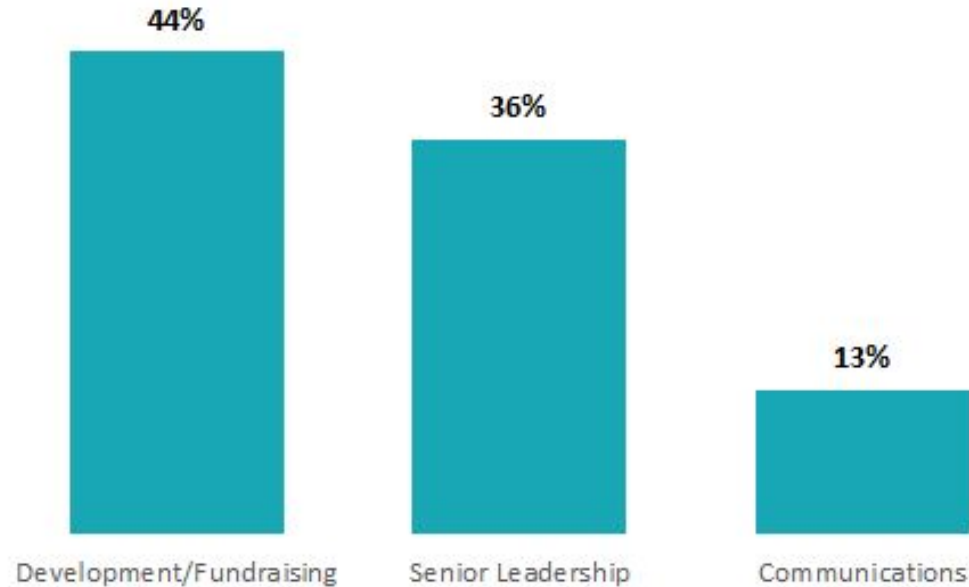
On May 2019, a survey distributed. **Over 2,100 nonprofit professionals responded to this survey.**

Black, Indigenous, and People of Color = BIPOC

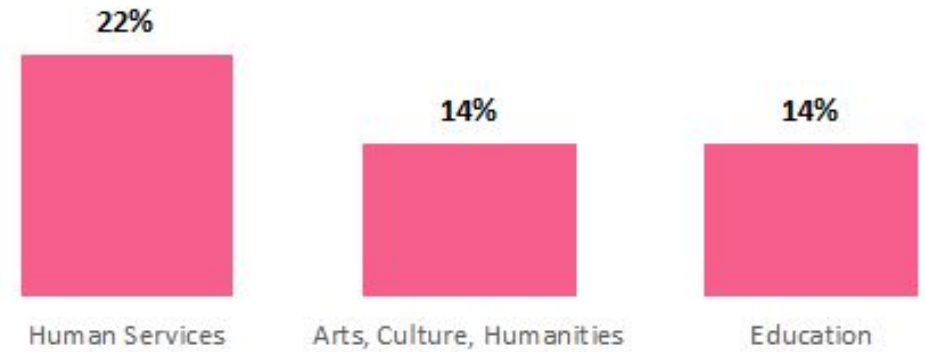
SURVEY CONTEXT

Here is what we know about the people who responded to this survey.

The top three areas/sectors include:



The top three jobs/careers include:



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



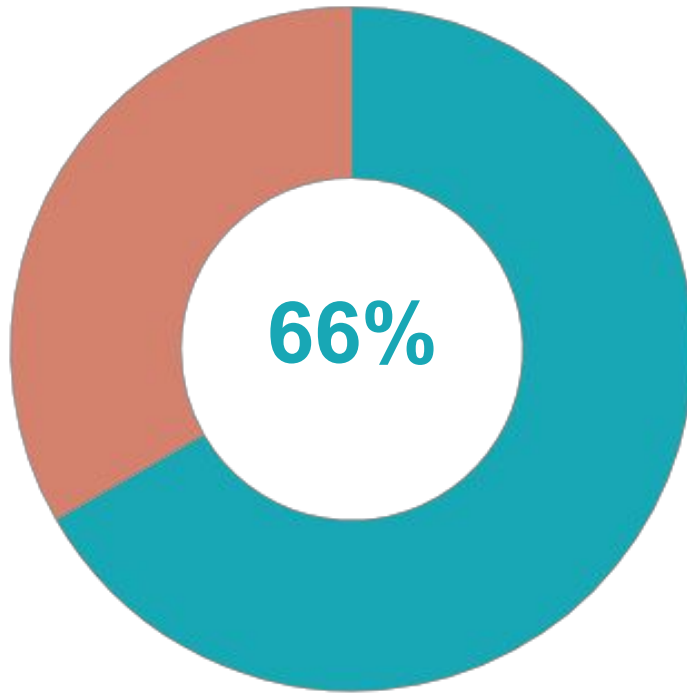
And here's a surprise:

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.

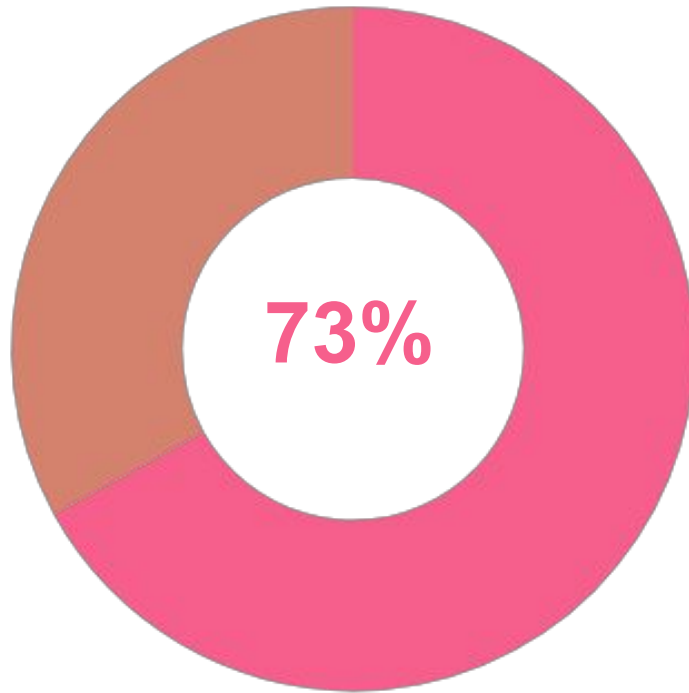
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TAKEAWAY #1

Nonprofit professionals are
unhappy with fundraising.



The majority of nonprofit professionals are unhappy with fundraising in the nonprofit sector.

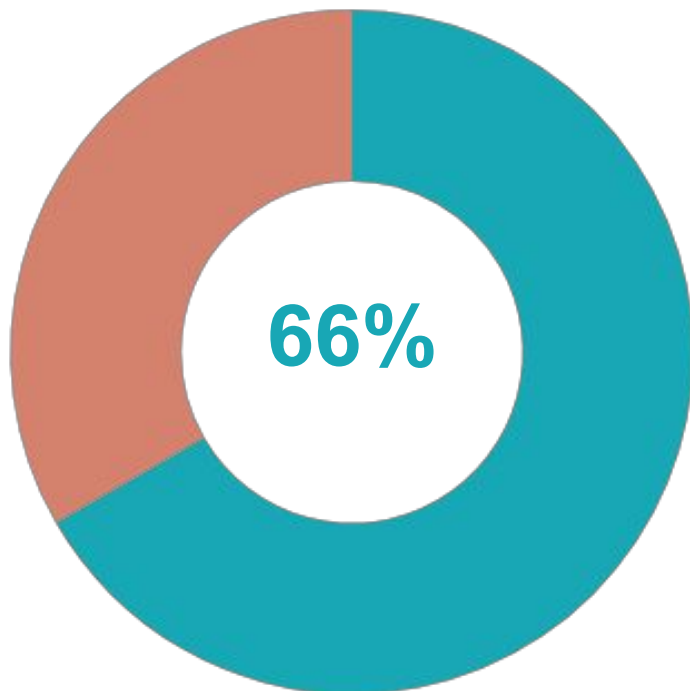


**Three-fourths of
BIPOC fundraisers
are unhappy**

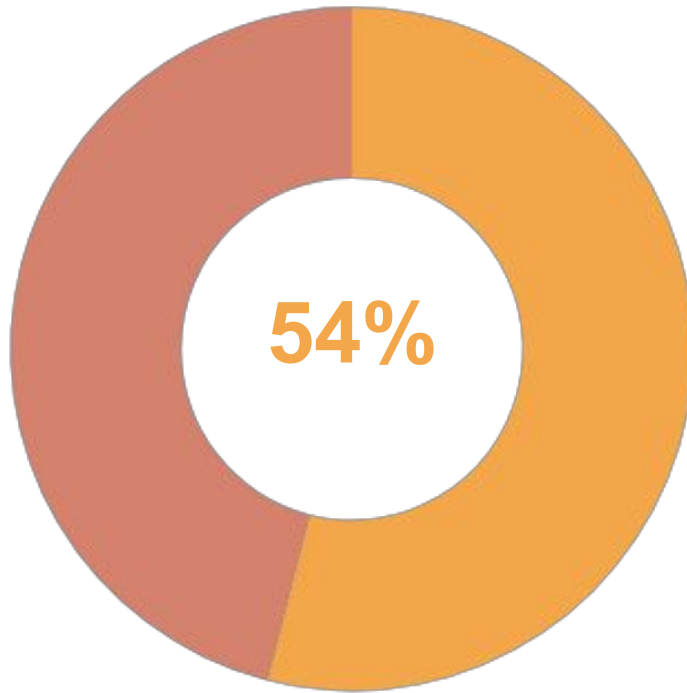
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TAKEAWAY #2

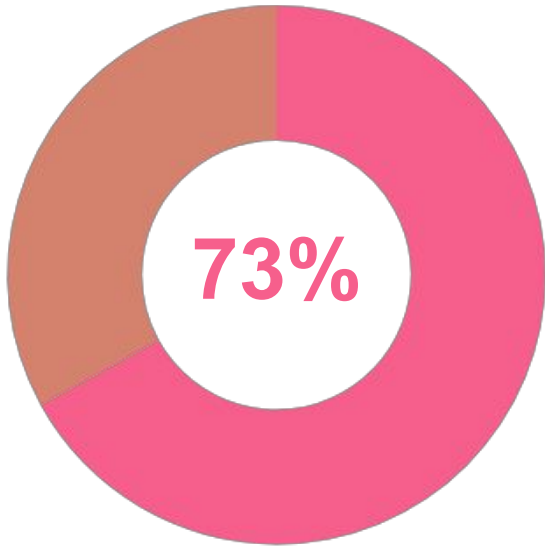
Fundraising philosophies and practices are harmful.



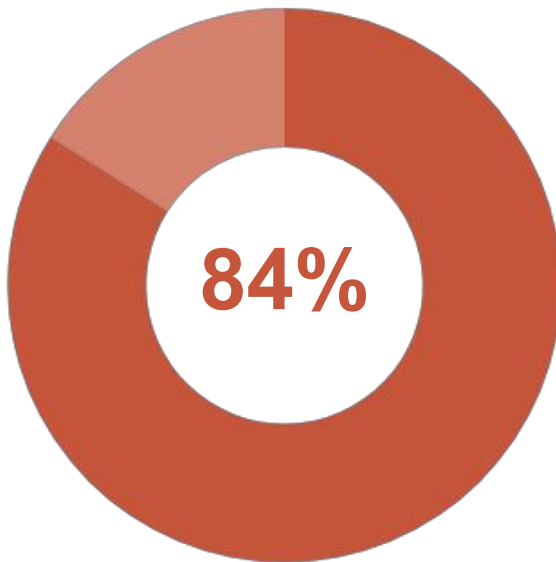
Two-thirds of BIPOC fundraisers think current fundraising philosophies and practices are harmful to nonprofits' work addressing system injustice.



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



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

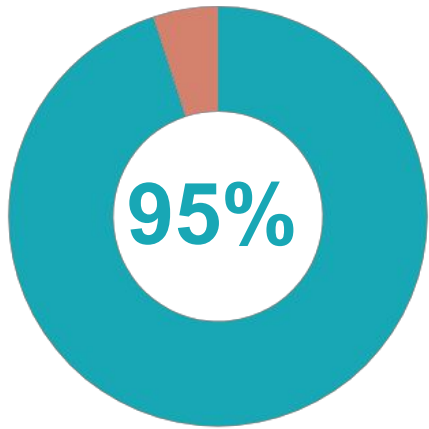


A majority of BIPOC fundraisers think fundraising leads to an increase in the savior complex.

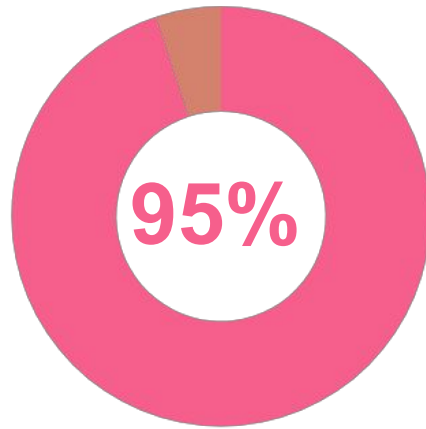
TAKEAWAY #3

Nonprofit professionals need
and want support.

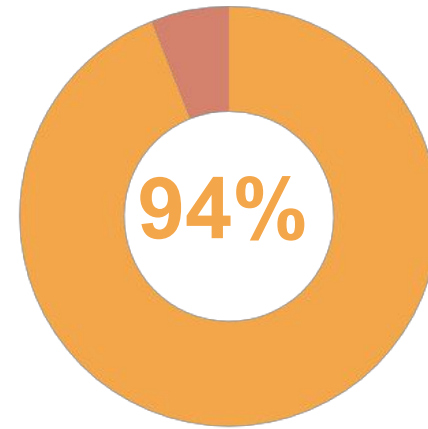
Nearly all nonprofit professionals want more trainings on...



Race



Disabilities



LGBTQ+



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

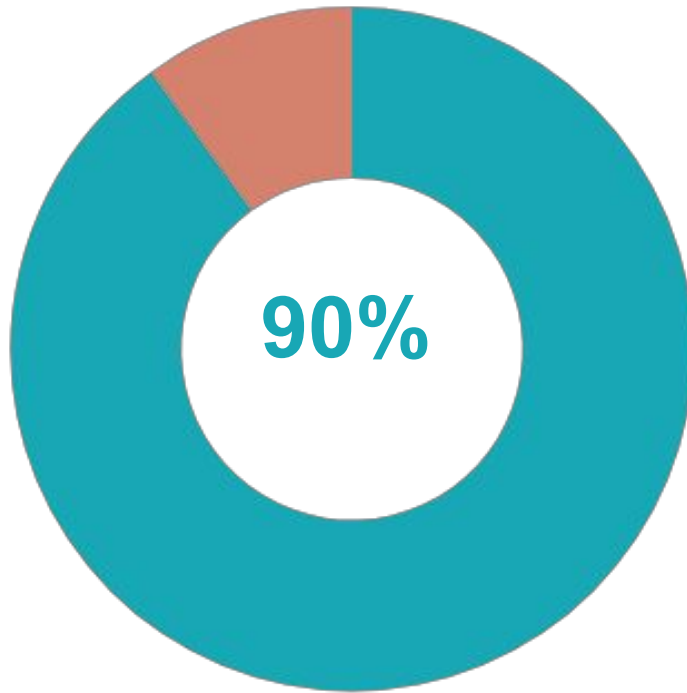


And Margaret Mitchell, CEO & President of YWCA Greater Cleveland, said that *“...racial equity needs to be recognized as a core “leadership acumen,” particularly for those who want to lead an organization in 2020 and beyond.”*

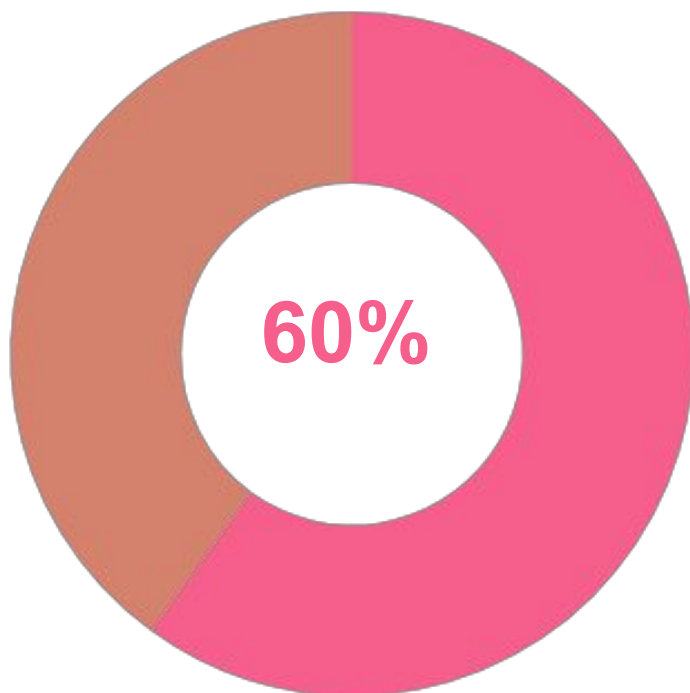
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TAKEAWAY #4

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



DATA SAYS!

**THANK YOU FOR JOINING OUR
WEBINAR TODAY!**

FIND US AT [COMMUNITYCENTRICFUNDRAISING.ORG](https://communitycentricfundraising.org)