

Philanthropy Team Self-Assessment on Equity and Racial Justice

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Not Started:

- Development focuses exclusively on raising as much money as possible.

Initial Steps:

- Awareness of the overwhelmingly white, wealthy, often male demographics of funders and donors but belief that this is inevitable. “We don’t know any wealthy people of color, so what can we do?”
- A few people of color and partners from community groups are invited to the annual dinner or other marquis fundraising events.

Deeper Work:

- Organization acknowledges that major donors, their interests, and degree to which they have overwhelmingly wealthy, white, male group identities often shape the organization’s priorities, values.
- Organization discusses how current prospecting, modeling of donors/activists against wealth screens, and current networks of large donors need to shift; the investment needed; and short-term income trade-offs.
- Gift acceptance parameters are discussed, including how potential gifts might compromise justice and equity values of the organization.
- Demographics are tracked; efforts, progress made to diversify staff/board members who raise money, donors, and event speakers and participants.

Fully Engaged:

- Major donor prospecting is broader and innovative.
- Donors include a critical mass of women and people of color and the organization has invested in effectively engaging many white donors about the importance of justice and equity.
- Organization leaders, development staff openly discuss the racial wealth gap and structural inequities that have resulted in dominant demographics and dynamics of fundraising, especially in the environmental field.
- Organization engages donors on the organization’s commitment to inclusive behaviors, recognizing the constraints of donor accountability.
- Gift acceptance policies include that the organization’s justice and equity values cannot be compromised by donations.
- Event speakers and participants reflect gender parity and a critical mass of people of color.
- Development staff and other staff/board members who raise money, and event speakers and participants include a critical mass of people of color.