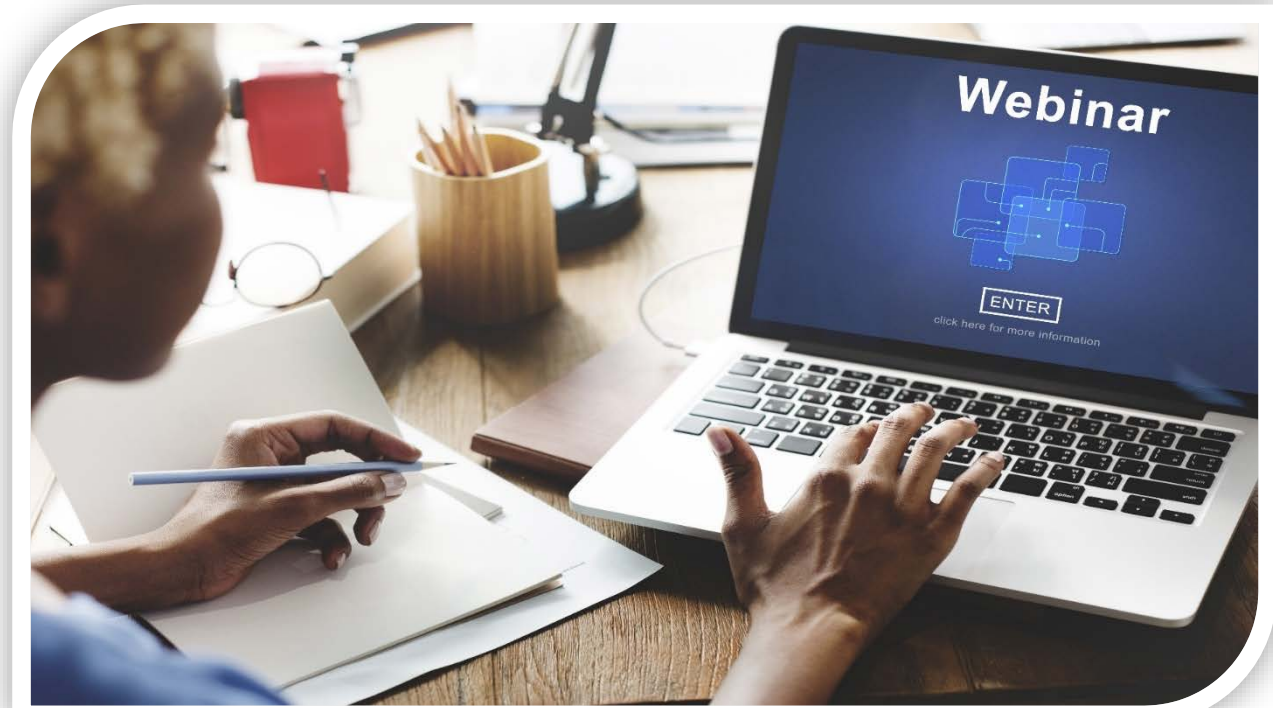


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THE ALFORD GROUP

Strengthening the not-for-profit community

Diversity in Philanthropy: How to reach new demographics



Jackie Copeland-Carson, Ph.D.
@jcopelandcarson

- Chief Program and Operations Officer, Catholic Charities of Santa Clara County, California
- More than 30 years experience leading complex social service and change programs throughout the U.S. and worldwide
- Partnered with clients in the U.S., Africa, the Caribbean, Europe and Brazil

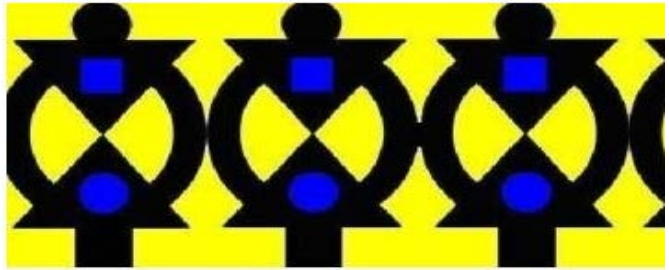


Diversity in Philanthropy

Diversity in Philanthropy: How to reach new demographics

Jackie Copeland-Carson, PhD

September 28, 2017



PAN-AFRICAN WOMEN'S PHILANTHROPY NETWORK



Catholic Charities
of Santa Clara County

Giving 3.0: American Global Giving Study

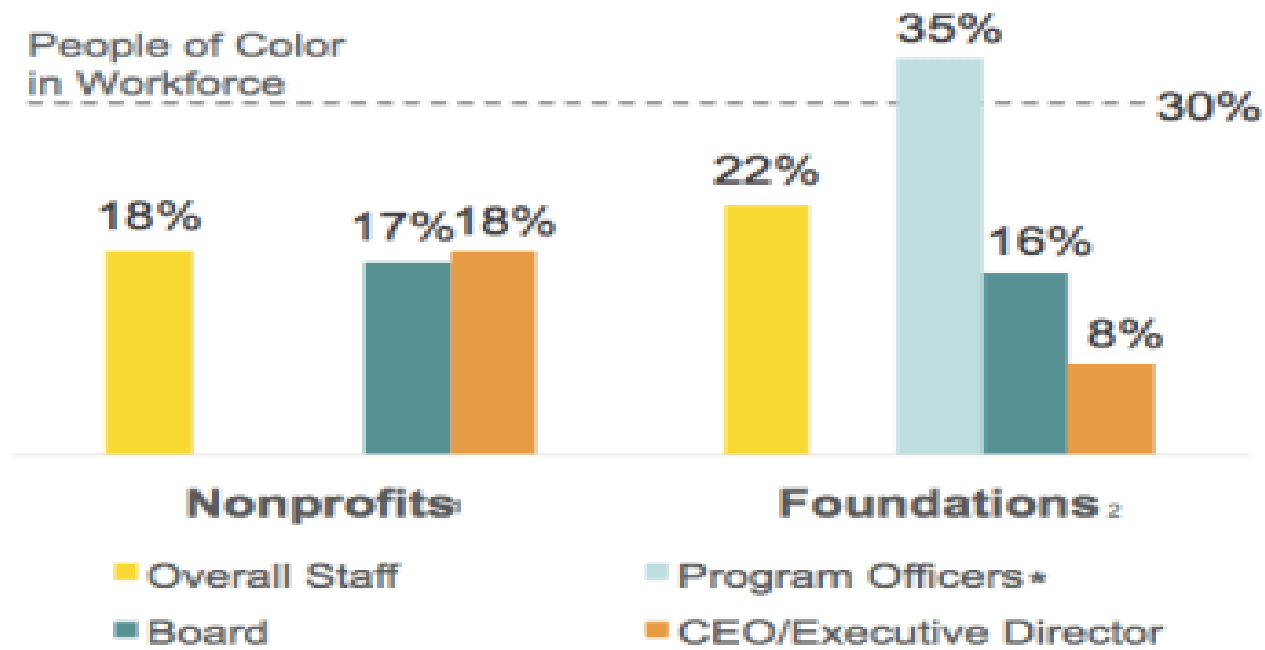


**GLOBAL FUND FOR
WOMEN**
Champions for Equality™

All People Give: Market and Scientific Fact



People of Color
in Workforce

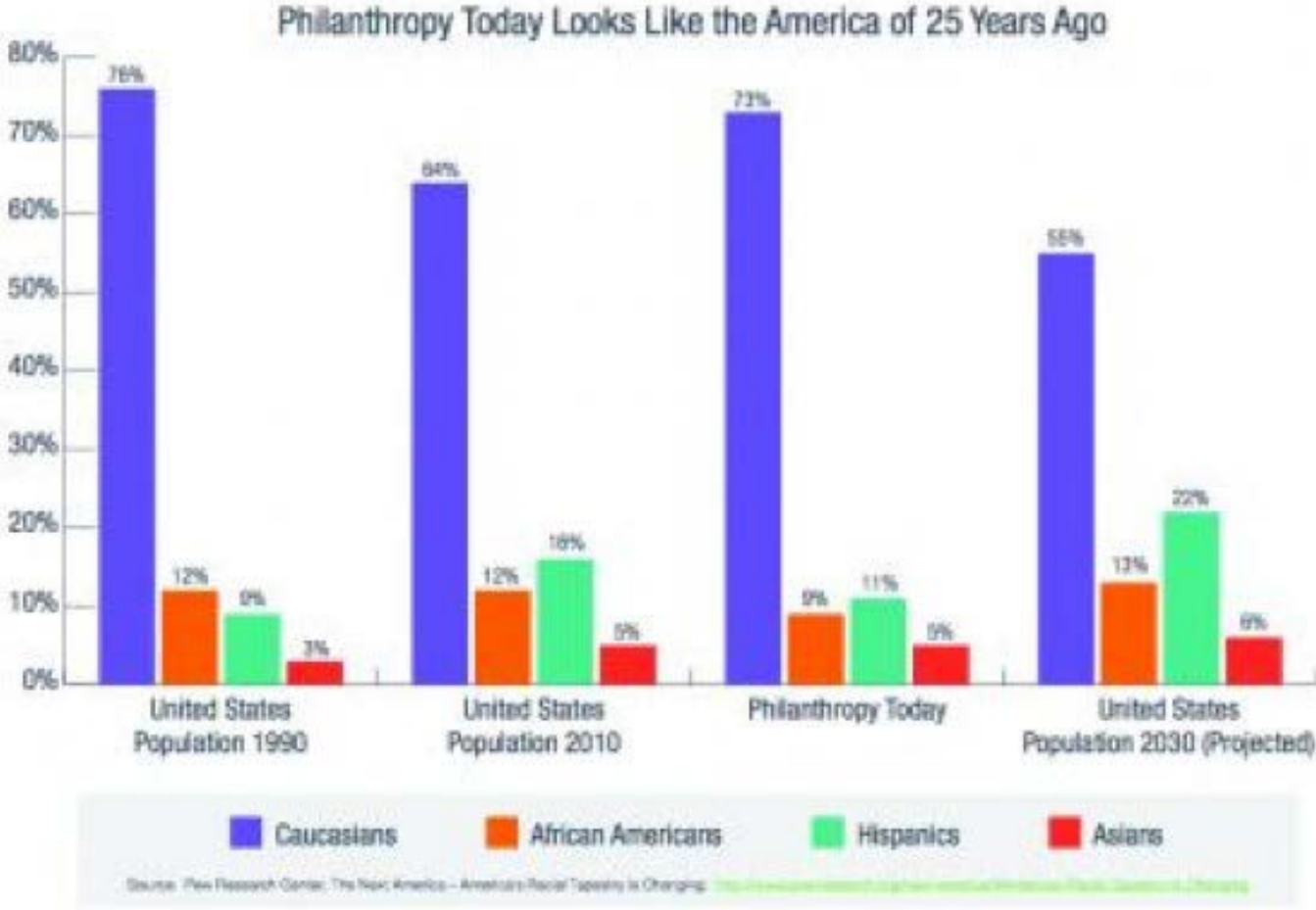


* Program Officer defined as programming related staff (does not include administrative roles)

¹ Diversity Journal. "Is the Nonprofit Sector Doing Enough for Diversity?" (overall); BoardSource, 2010. Nonprofit Governance Index (board); CompassPoint, 2006. "Daring to Lead" (CEO/Executive Director)

² D5, 2014. "State of the Work."

Donor Diversity: Virtually Unchanged



Donor Diversity

“When you look at the high levels of giving from people of color today, Donor Diversity is the Last Frontier of American Philanthropy.”

--American Global Giving Study Respondent

Many Diverse Forms of Giving



A new wave of interest in growing charitable giving, which some measures say is stuck around 2 percent of GDP, is under way. But many measures of giving, like the share of GDP, do not sufficiently account for the changing patterns in how Americans are spending their financial resources for social good.

This dashboard brings together selected core indicators that can track some of the changing patterns and levels of individual giving using the best data sources available.

Measuring, Sorting, and Making Sense of It All

What has happened should we use to understand and help a more about growth in giving? What should we be paying attention to? A significant amount of activity in the giving world is changing. Measuring giving trends and practices, and the factors that are driving the engagement and volatility of these gifts, and the quality of the data to other indicators, and the challenges of measurement often go overlooked.

Understanding Why Indicators Are Important

Indicators help shape how we think about charitable giving, and they drive the actions and strategies the donor community around giving. But to be influential, indicators must be used by journalists, academics, and policy analysts and embraced by influential people and organizations in our society.

Revisiting the Scope of What Counts as Giving

The dominant approach to quantifying charitable giving, relying only on individual donations to registered public charities, often fails to capture the entire scope of giving. Why not count money given online instead on the order of the grocery store? Or money pledged when a friend or relative participates in a charity event? Or money given to public companies and other causes? These questions are particularly more difficult to measure, but as electronic and online giving become more common, they may be more to explore in giving statistics.

More and more people are giving to the cause

The number of people who give to charity has increased over time, and the amount of money they give has also increased. This is true for both individual and corporate giving. In 2014, the total amount of money given to charity was \$144.4 billion, up from \$138.3 billion in 2012, a 4.4 percent increase. This increase was driven by a 4.4 percent increase in individual giving, from \$130.7 billion in 2013 to \$136.5 billion in 2014, and a 5.0 percent increase in corporate giving, from \$10.1 billion in 2013 to \$10.6 billion in 2014.

More and more people are giving online

Online giving has become a major part of the charitable giving landscape. In 2014, online giving accounted for \$13.7 billion, or 9.5 percent of total giving. This is up from \$12.8 billion in 2013, a 7.1 percent increase. Online giving is growing faster than total giving, and it is becoming an increasingly important part of the charitable giving ecosystem.

More and more people are giving to public companies

Public companies are becoming an increasingly important part of the charitable giving landscape. In 2014, public companies gave \$1.5 billion, up from \$1.2 billion in 2013, a 25 percent increase. This increase was driven by a 25 percent increase in the number of public companies that gave, from 100 in 2013 to 125 in 2014, and a 25 percent increase in the amount of money they gave, from \$1.2 billion in 2013 to \$1.5 billion in 2014.

More and more people are giving to political causes

Political giving has become a major part of the charitable giving landscape. In 2014, political giving accounted for \$1.5 billion, up from \$1.2 billion in 2013, a 25 percent increase. This increase was driven by a 25 percent increase in the number of political organizations that gave, from 100 in 2013 to 125 in 2014, and a 25 percent increase in the amount of money they gave, from \$1.2 billion in 2013 to \$1.5 billion in 2014.

More and more people are giving to public causes

Public causes are becoming an increasingly important part of the charitable giving landscape. In 2014, public causes gave \$1.5 billion, up from \$1.2 billion in 2013, a 25 percent increase. This increase was driven by a 25 percent increase in the number of public causes that gave, from 100 in 2013 to 125 in 2014, and a 25 percent increase in the amount of money they gave, from \$1.2 billion in 2013 to \$1.5 billion in 2014.

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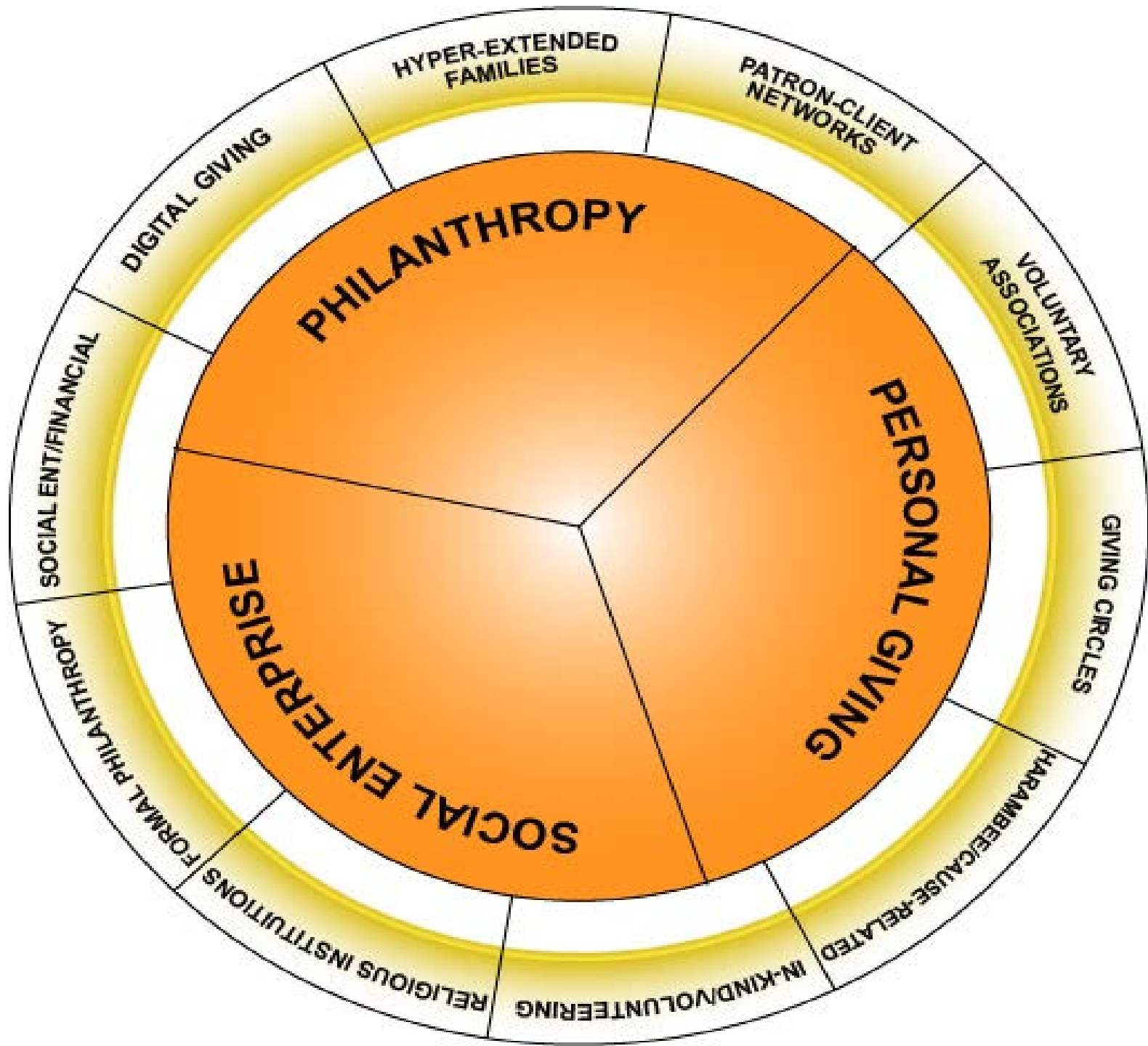
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2. Pockets of Wealth

- 7 million Hispanics and African-Americans had a net worth of more than \$500,000 in 2011.
- Asian Americans have highest median income
- Nigerian-Americans most educated of American ethnic groups

\$160 Billion Giving Economy

\$40 billion in philanthropy

\$120 billion in remittances

Implicit Bias and Lack of Institutional Diversity Impede Donor Diversity

- ▶ People of color don't give: so, why should we ask?
- ▶ People of color only give in small amounts, because they're all poor?
- ▶ People of color only give to their own organizations?
- ▶ People of color only give to religious organizations.
- ▶ We don't have much diversity in our organization; so, why bother asking diverse donors to support us?
- ▶ Really, it's just too much trouble to develop all these new relationships.

Donor Diversity Strategies:

1. Making the Case

- ▶ Morality argument that all people should have an opportunity to participate fully in civic life—separate but equal not part of the sector's stated values
- ▶ Diversity as an Economic Necessity
- ▶ People of color becoming the majority
- ▶ Sustainability will require donor diversity
- ▶ Diversity fosters innovation and stronger impact

Donor Diversity Strategy 2. Making it Real

- ▶ Whole organization diversity, equity and inclusion (DEI) audits
- ▶ Devise DEI plan with goals, qualitative/quantitative metrics

Donor Diversity Strategies:

1. Learn Multicultural Fundraising Issues

- Diversity within diversity
- Generational diversity
- Fluidity of place and identity
- Community vs. Public Giving
- Giving as Identity

Six Principles for Donor Diversity

- ▶ Flexibility
- ▶ Organizational diversity
- ▶ Understand multicultural universal forms of giving across cultures and ethnicities
- ▶ Understand your market's giving demographics and diversity
- ▶ Culturally-specific marketing
- ▶ Beyond cultivation to engagement

Questions?

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Best Practices for Donor Recognition in 21st Century Philanthropy

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