Guest Speaker Webinar Series

September-October 2017

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#NPOStrength
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

#NPOStrength
Diversity in Philanthropy

Diversity in Philanthropy: How to reach new demographics
Jackie Copeland-Carson, PhD
September 28, 2017
All People Give:
Market and Scientific Fact
Slow Progress and Gaps Remain

<table>
<thead>
<tr>
<th>People of Color in Workforce</th>
<th>Nonprofits</th>
<th>Foundations</th>
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<tbody>
<tr>
<td></td>
<td>18%</td>
<td>35%</td>
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<td></td>
<td>17%</td>
<td>22%</td>
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<tr>
<td></td>
<td>18%</td>
<td>16%</td>
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<tr>
<td></td>
<td>22%</td>
<td>8%</td>
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</table>

**Nonprofits**
- Overall Staff
- Board

**Foundations**
- Program Officers*
- CEO/Executive Director

* 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)
Donor Diversity: Virtually Unchanged

Philanthropy Today Looks Like the America of 25 Years Ago

<table>
<thead>
<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 Population 1990</td>
<td>76%</td>
<td>12%</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>United States Population 2010</td>
<td>64%</td>
<td>12%</td>
<td>18%</td>
<td>0%</td>
</tr>
<tr>
<td>Philanthropy Today</td>
<td>73%</td>
<td>9%</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>United States Population 2030 (Projected)</td>
<td>55%</td>
<td>13%</td>
<td>22%</td>
<td>6%</td>
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</table>

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
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
Guest Speaker Webinar Series

How a Nonprofit Employee Embezzled $12 Million over 4 Years: Safeguarding your donors’ dollars and trust
Thursday, October 12 – Presented by Sharon Tiknis and Ivy Walker, CEO, Helios Digital Learning

Best Practices for Donor Recognition in 21st Century Philanthropy
Thursday, October 26 – Presented by Amy Hines and Karen Rotko-Wynn, CFRE

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