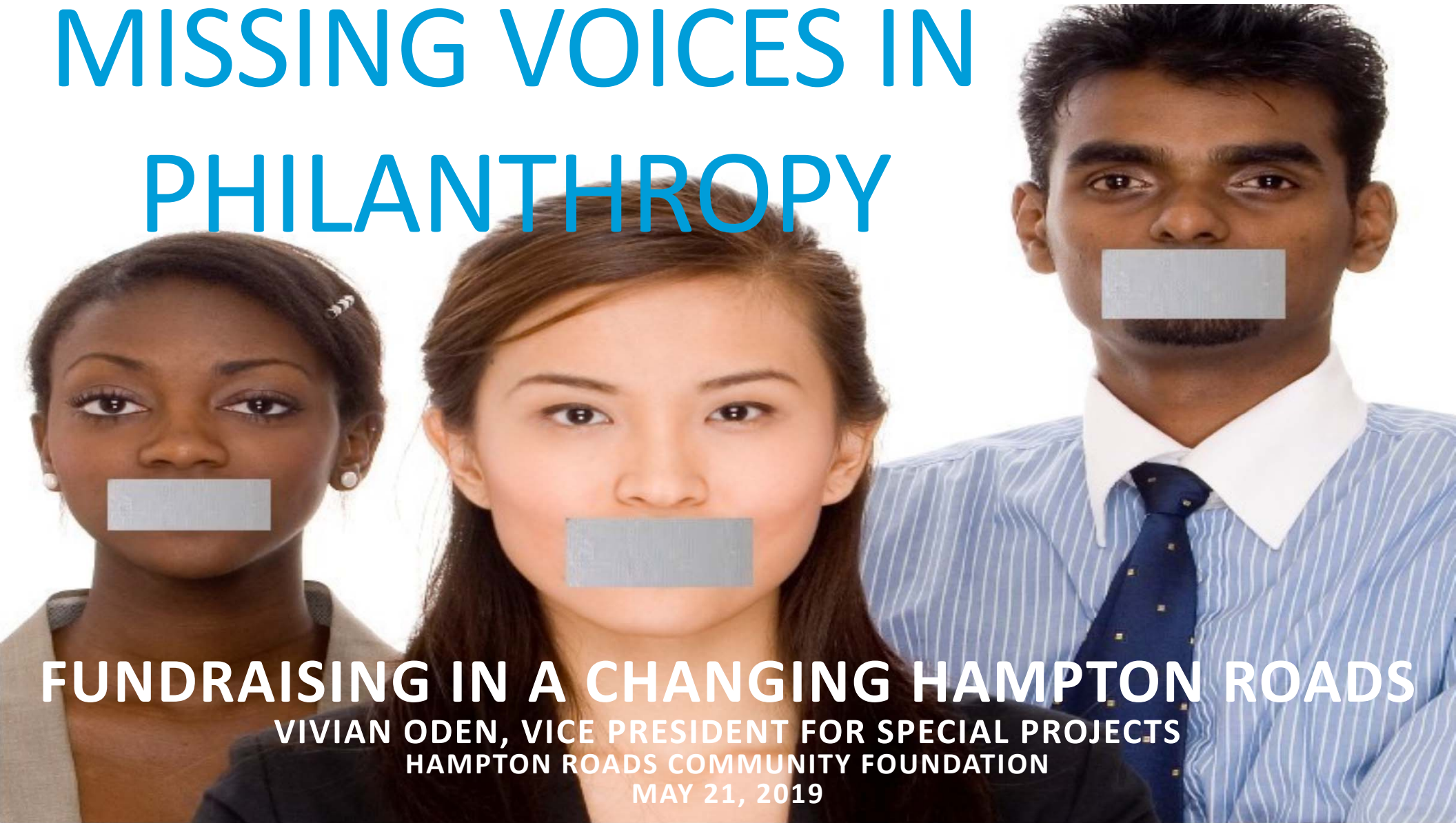


MISSING VOICES IN PHILANTHROPY



FUNDRAISING IN A CHANGING HAMPTON ROADS

VIVIAN ODEN, VICE PRESIDENT FOR SPECIAL PROJECTS
HAMPTON ROADS COMMUNITY FOUNDATION
MAY 21, 2019

"Fundraising in the 21st century will require a differentiated approach tailored to the interests, values, and traditions of the many rather than a one-size-fits-all approach"



~ Emmett Carson

WHY I GIVE BACK

I give back because...

MY GIVING



Key Terms

- **Diversity:** A group of individuals from a different background, race, ethnicity, gender, religion, sexual orientation, socio-economic status, age, physical ability and political belief.
- **Ethnicity:** The social characteristics that people may have in common, such as language, religion, regional background, culture, foods, etc.
- **Implicit Bias:** The unconscious association of attitudes or stereotypes that affect our understanding, actions, and decisions toward a particular group.
- **Inclusion:** Authentically brings traditionally excluded individuals and/or groups into processes, activities and decision/policy making.
- **Racial Equity:** The condition that would be achieved if one's racial identity no longer predicted, in a statistical sense, how one fares.

Implicit Bias about Giving

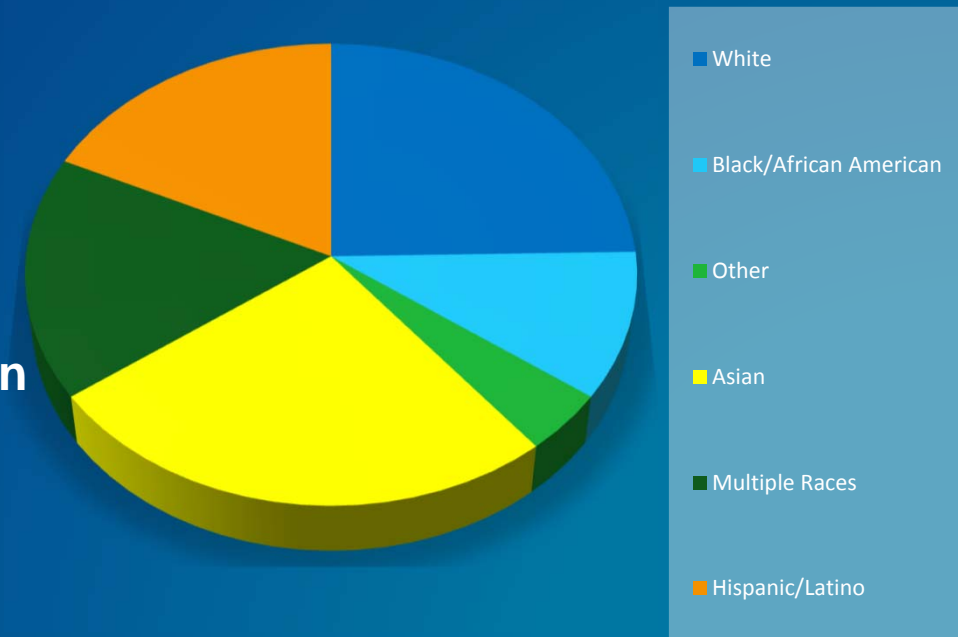
- 1 We don't have much diversity in our organization, so why bother asking diverse donors to support us?
- 2 People of color don't give or have the money to give, so why ask?
- 3 People of color only give in small amounts, because they're all poor.
- 4 People of color only give to their own organizations.
- 5 People of color only give to religious organizations.
- 6 It's just too much trouble and cost too much money to develop all these new relationships with people of color.

Household Income on the Rise

Households earning \$200k+ nationally, the number of Black households increased by 138% compared to 74% for non-Hispanic White households between 2005-2013.

Collective net worth of Hispanics is \$1.4 trillion & projected to grow to \$2.5 to \$4.4 trillion by 2025 through combination of population and income growth.

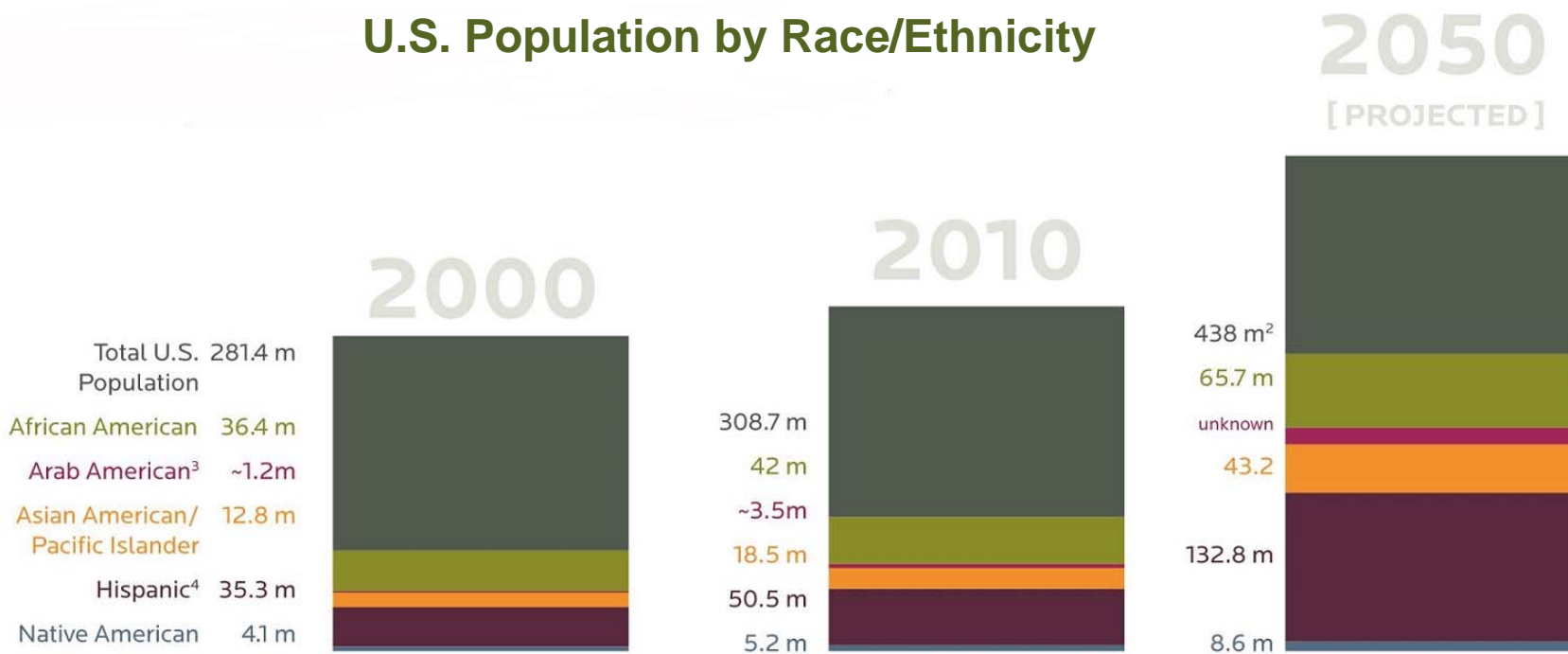
Household Income of \$100,000 or More by Race/Ethnicity in Hampton Roads



Growth in Population Size

Although Asian Americans represent 5.6% of the US population, they are growing at four times the national average.

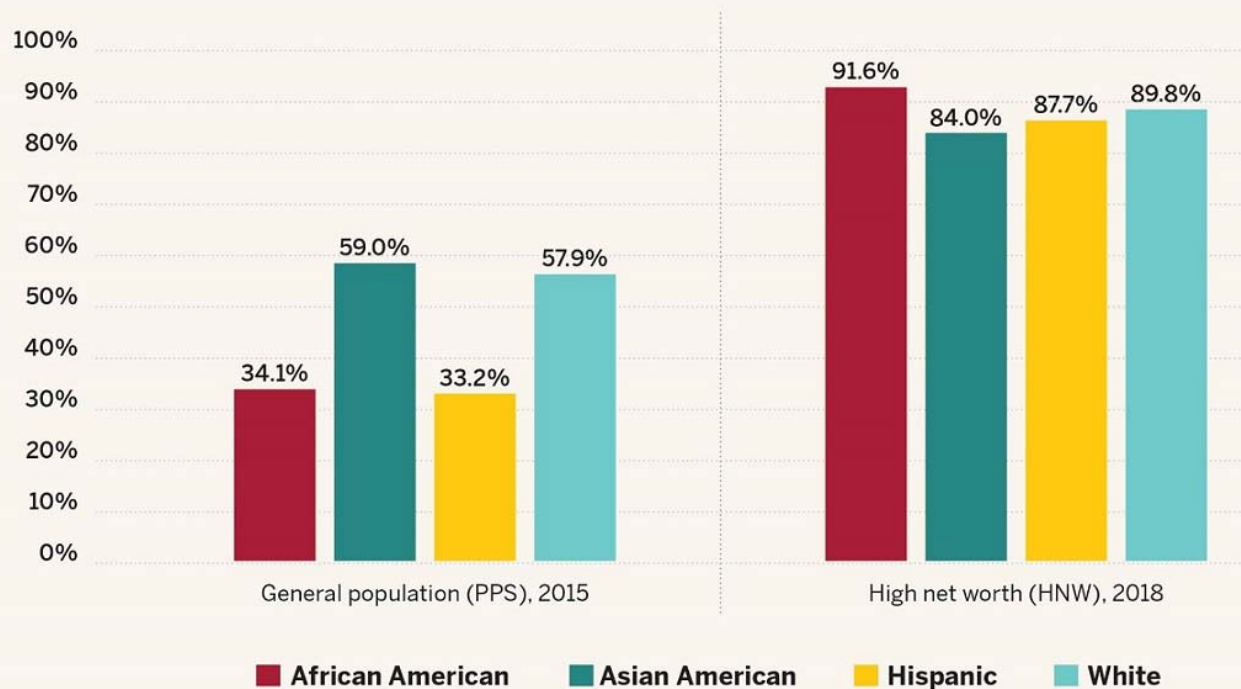
U.S. Population by Race/Ethnicity



Source: Cultures of Giving, 2013

Charitable Giving

Figure 1: Percentage of general population and high net worth households who give, by race/ethnicity



African Americans were significantly more likely to plan to increase their charitable giving contribution level in the next three years.

Source: WomenGive, 2019 & The Apparitional Donor, 2017

African American Giving

1

More charitable than other races and ethnic groups; however, family, church, sororities, fraternities, education, health and social service organizations are longstanding priorities for their giving.

2

Longstanding tradition in funding advocacy work and social change like the Civil Rights Movement.

3

More welcoming of opportunities to contribute to nonprofits through walks, dinners, social media campaigns and other social events.

4

It is strong and getting stronger in Hampton Roads, but it's under the radar. The organizations they give to are often not highlighted, publish fancy annual reports or have a large web presence.

5

The **National Center for Black Philanthropy** encourages giving and volunteerism among African Americans. **Black Philanthropy Month** is in August. **Giving Black Day** is August 28.

Source: Beyond the Check 2018 & Diversity in Giving Study 2015



Asian American Giving

1

Older generations are more likely to support causes directly associated with their community. Younger generations are less likely to view this as a priority.

2

As a whole, they have significantly less religious affiliation than non-Asians.

3

Support cultural institutions, social service organizations and educational opportunities.

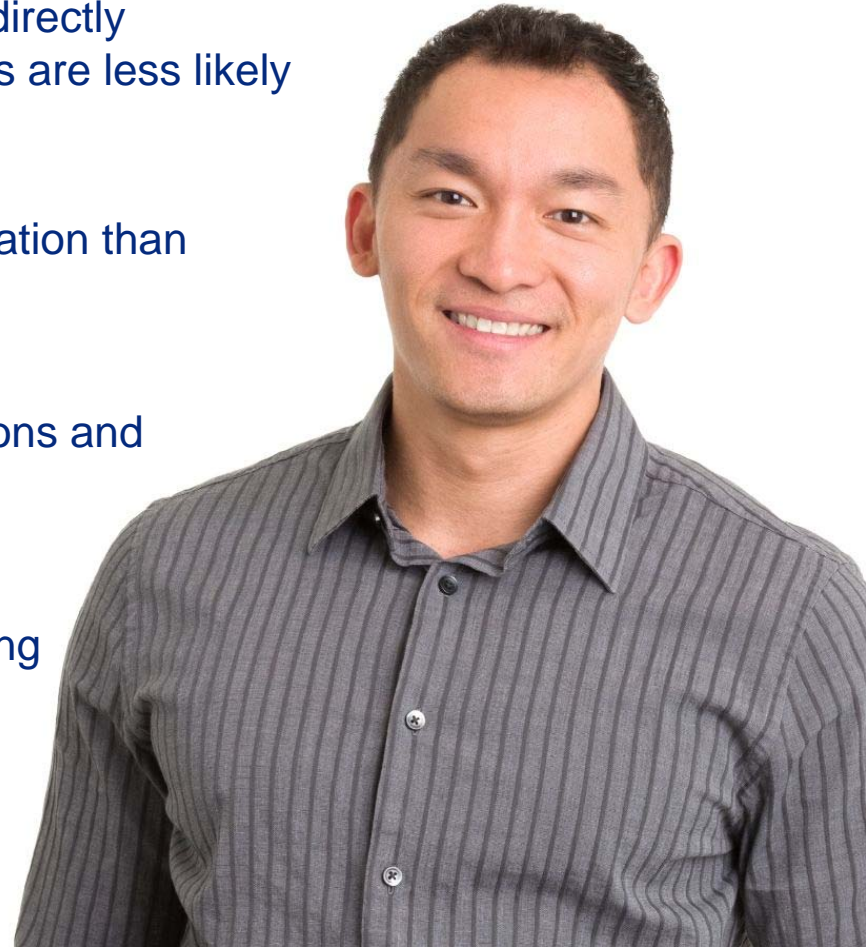
4

Asian Americans/Pacific Islanders (AAPI) in Philanthropy is dedicated to expanding and mobilizing philanthropic and community resources for AAPI.

5

Asian American and Pacific Islander Heritage Month is in May.

Source: Beyond the Check 2018



Asian-Indian Giving

1

Asian-Indians have higher median wealth than Blacks, Latinos and other Asian Americans; putting them in the top 10% of earners nationally.

2

Older generations are more likely to support causes directly associated with their community, back in India and preserving the traditions for their children born in the U.S. Younger generations are less likely to view this as a priority.

3

Giving is personal in nature; personal connections matter. They want to maintain a connection with their Indian heritage and support their religious institutions.

4

Support organizations and causes that provide food, education and healthcare. Also, they support arts and culture, especially programs that promote traditional Indian art forms such as dance and music.

5

Asian Americans/Pacific Islanders (AAPI) in Philanthropy is dedicated to expanding and mobilizing philanthropic and community resources for AAPI. **Asian American and Pacific Islander Heritage Month** is in May.

Source: India Philanthropy Report & Prosperity Now Racial Wealth Snapshot



Filipino American Giving

1

Focuses on their immediate family, schools and organizations in their community. Support families in the Philippines.

2

Support organizations that address issues in employment, housing, food, health, underserved seniors or youth and English language proficiency.

3

Fund civil rights, human justice and legal aid organizations.

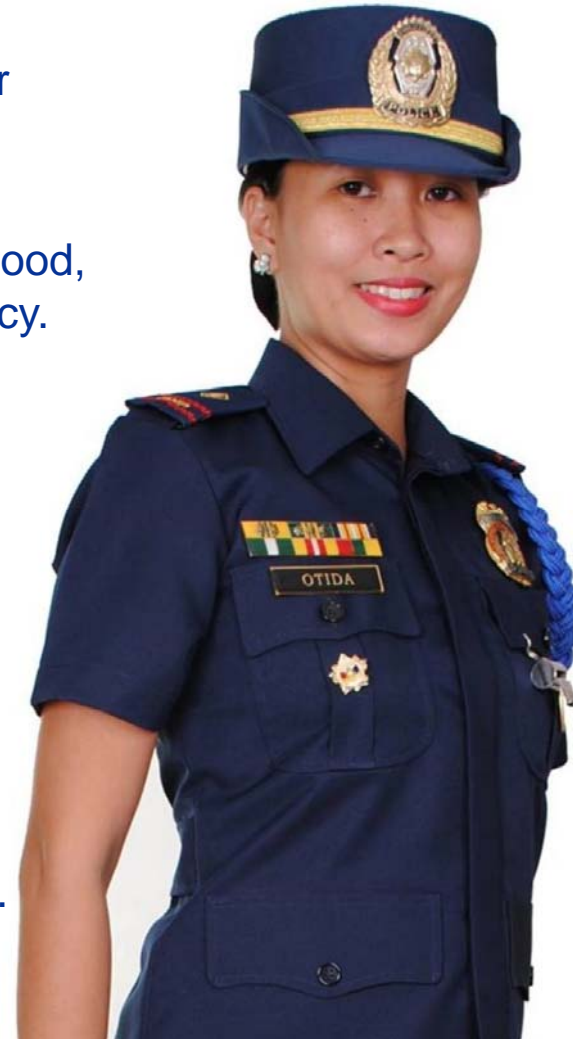
4

Promote and educate others on the Filipino culture through the support of museum programs and cultural centers.

5

Asian Americans/Pacific Islanders (AAPI) in Philanthropy is dedicated to expanding and mobilizing philanthropic and community resources for AAPI. **Filipino American History Month** is in October.

Source: Philanthropy and the Nonprofit Sector in a Changing America & Philanthropy in Communities of Color



Hispanic/Latinx Giving

1

Traditions involve family, church and education. Youth and the elderly are also high interest areas. More interested than most in learning about nonprofit causes, especially health and social service nonprofits.

2

Giving is personal in nature; personal relationships matter.

3

Older donors have a strong primary interest in culturally associated organizations while younger donors have a much stronger interest in education.

4

Donors express strong interest in preserving and identifying with their heritage.

5

Hispanics in Philanthropy makes impactful investments in the Latino community. **National Hispanic Heritage Month** is September 15 – October 15.

Source: Beyond the Check 2018



Native American Giving

1

Tribal philanthropy exists on the level of tens to hundreds of millions of dollars each year.

2

Scholarship programs make up almost half of tribal philanthropy.

3

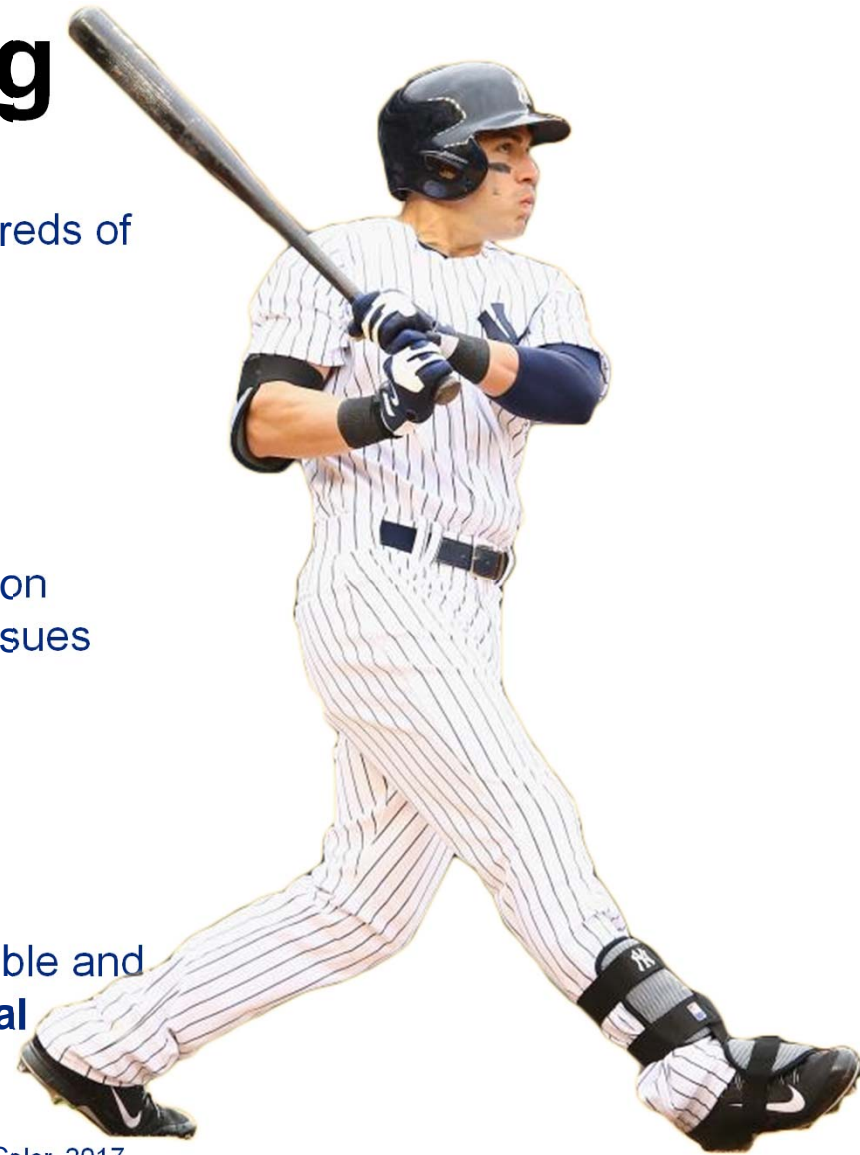
A large amount of Native American giving is focused on Native communities, so connect broader advocacy issues directly to improving outcomes for Native Americans.

4

Governance issues matter.

5

Native Americans in Philanthropy promotes equitable and effective philanthropy in Native communities. **National American Indian Heritage Month** is in November.



Source: The Apparitional Donor: Understanding & Engaging High Net Worth Donors of Color, 2017

What does Your Fundraising Portfolio Look Like?

- Who are You Engaging?
- What is Your Organization's Strategy?
- What does Your Fundraising, Marketing & Other Materials Look Like?
- How can You/Your Organization Support, Build or Expand Networks?

Professional Organizations

- AFP Diverse Communities and Affinity Groups
- Asian Business Association of Hampton Roads
- Black Brand
- Hispanic Chamber of Commerce of Coastal Virginia
- Philippine American Chamber of Commerce serving Southeastern VA
- Sororities and Fraternities
- Service Organizations

The Future of Philanthropy in Hampton Roads

People of
color will be
the majority
in 2050.

Organizations
should
develop a
Diversity,
Equity and
Inclusion Plan.

Diversity
fosters
innovation
and stronger
impact.

Learn and
understand
giving across
race and
ethnicity.

Focus on
building
LONG-TERM
relationships!

Resources

- <https://implicit.harvard.edu/implicit/>
- Diversity and Philanthropy: Expanding the Circle of Giving by Lilya Wagner
- Diversity in Giving: The Changing Landscape of American Philanthropy; 2015 Blackbaud Study
- Generation Impact: How Next Gen Donors Are Revolutionizing Giving by Michael Moody, Ph.D. and Sharna Goldseker
- Beyond the Check 2018: A Roadmap for Engaging Individual Donors
- HRCF Video: African-American Donors (<http://bit.ly/AAFacesofPhilanthropy>)
- HRCF Video: The Changing Face of Philanthropy (<http://bit.ly/ChangingFacesofPhilanthropy>)

WE ARE CHANGING
THE FACE OF



PHILANTHROPY

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~ Emmett Carson



THANK YOU!!!

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