

The Importance and Opportunity of Diversity and Inclusiveness in Fundraising

presented by

Anne Brennan, Gina Flores, Krishan Mehta



Our presenters:



Anne Brennan, who is legally blind, is the director of development for the Triangle Radio Reading Service (TRRS), a service for the blind and print impaired based in Raleigh, NC. A native New Yorker, she is a graduate of Russell Sage College where she earned a B.S. in Psychology and Public Service with a concentration in Health Administration. Anne's nonprofit career spans three plus wonderful decades serving in the disability services arena, hospital foundation, education, food banking, social service, medical membership association management and nonprofit management consulting. She is a great advocate for people with disabilities and works passionately toward making accessibility for people with all types of handicaps the best that it can be.



Gina M. Flores is the Senior Advancement Officer for the Smithsonian Latino Center, guiding the unit's development efforts and involvement in the Smithsonian Campaign. She also works closely with the Smithsonian National Latino Board (SNLB). Ms. Flores comes to the Smithsonian from the National Council of La Raza where she managed their corporate development efforts. Prior to NCLR, Ms. Flores was an executive recruiter at Isaacson, Miller; promoted Latino outreach at the American Red Cross National Headquarters; and worked in program management at the Hispanic Association of Colleges and Universities. In 2004, she participated in the Smithsonian James E. Webb fellowship program for minority business and public administration students.



Krishan Mehta is Executive Director, Campaign at Ryerson University. Previously, he held a variety of senior fundraising, alumni and marketing roles at Seneca College and the University of Toronto. Krishan is also an instructor in Ryerson's fundraising management program and a PhD candidate at the Ontario Institute for Studies in Education where he is conducting research on the philanthropy of high net-worth immigrants in Canada. He serves as President-Elect of the AFP Greater Toronto Chapter and was co-chair of AFP Diversity to Inclusion Series, which was the first phase of this exciting inclusion initiative in Ontario. Krishan is an active volunteer in the community, having served as board chair at the Alliance for South Asian AIDS Prevention, and advancement chair and board member at Social Planning Toronto. Currently, he is a member of the Working Women's Community Centre Patrons



Agenda

- Defining diversity, inclusion and equity
- Using diversity frameworks
- Case study 1: Lessons from emerging donor groups in Ontario
- Case study 2: Engaging people with print disabilities
- Case study 3: Engaging Latinos
- Case study 4: High net worth immigrants in Canada
- Questions and Discussion



Defining Diversity and Inclusion

In broad terms, **diversity** is any dimension that can be used to differentiate groups and people from one another. It means respect for and appreciation of differences in ethnicity, gender, age, national origin, disability, sexual orientation, education, and religion. But it's more than this. We all bring with us diverse perspectives, work experiences, life styles and cultures. As a source and driver of innovation, diversity is a "big idea" in business and in society.

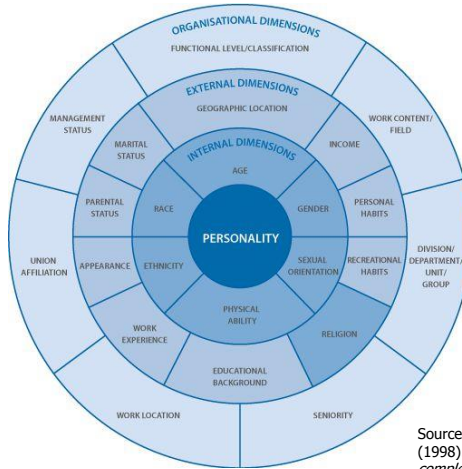
Inclusion is a state of being valued, respected and supported. It's about focusing on the needs of every individual and ensuring the right conditions are in place for each person to achieve his or her full potential. Inclusion should be reflected in an organization's culture, practices and relationships that are in place to support a diverse workforce.

In simple terms, diversity is the mix; inclusion is getting the mix to work well together.

Adapted from: <http://www.rbc.com/diversity/what-is-diversity.html>



A Diversity Framework



Source: Gardenswartz, L., & Rowe, A. (1998). *Managing diversity: A complete desk reference and planning guide*. McGraw Hill Professional.



An Inclusion Framework



Source: https://www.ucdmc.ucdavis.edu/diversity-inclusion/excellence/inclusion_excellence.html
 (Adapted from the "Netter Principles: A Framework for Building Organizational Inclusion", the Workplace Diversity Network, 2000)



Case Study 1: Lessons from Emerging Donor Groups in Ontario

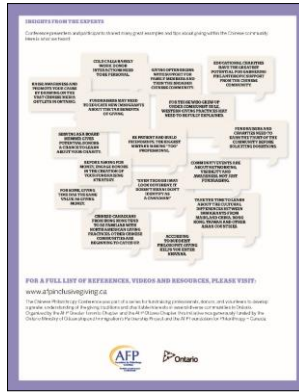


Case Study 1: Lessons from Emerging Donor Groups in Ontario

- It's all about building relationships
- Unpack your diversity committee
- The "diverse" person doesn't know everything about diversity
- Collect your facts
- Acknowledge and celebrate the occasions that matter
- Focus on culture not diversity
- Be deliberate and honest about the stories you tell
- Who asks matters to some people
- Stewardship is always important
- Reflect the community you serve at all levels of your organization



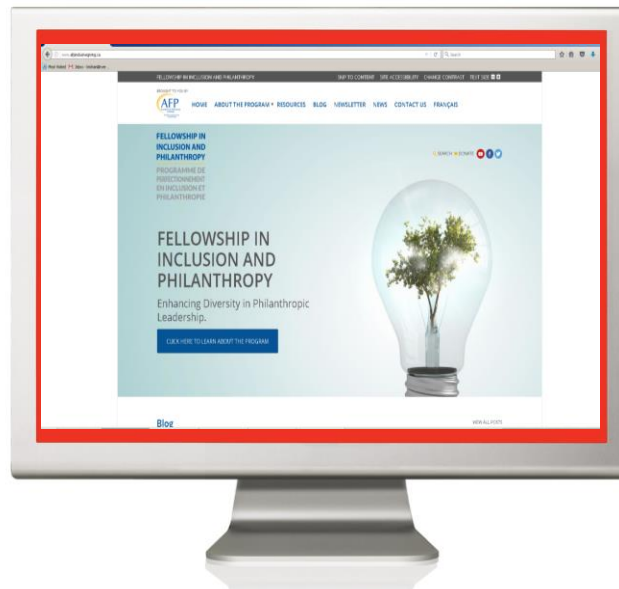
Case Study 1: Lessons from Emerging Donor Groups in Ontario



Visit the "Diverse Communities" section of the AFP International website (afpnet.org) to download these resources in English and French



Case Study 1: Lessons from Emerging Donor Groups in Ontario



More resources here

Case Study 2: Engaging People with Print Disabilities

Strategic Planning with the Friends of the NC Library
for the Blind and Physically Handicapped "Rules of
Engagement" and what I learned

Why It's Important to "include everyone" and "how to
make sure that you do."



Case Study 2: Engaging People with Print Disabilities

Use the Resources
Share the Resources
Ask for input on the Resources



Case Study 2: Engaging People with Print Disabilities

Tell your constituents that your Development Plan
Action Steps Include:

- making all of your presentation materials accessible to everyone!



Case Study 2: Engaging People with Print Disabilities

Know Your Resources!

Website Accessibility:

<https://www.w3.org/WAI/intro/wcag.php>

Widely used as the standard for accessibility both domestically and internationally.

General Resources: Note, there are many out there, these are just a few!

Recommendation for Blind and Print Impaired (Note definition of Print Disabilities): American Council of the Blind

www.acb.org

Recommendation for Deaf Services

<https://www.gallaudet.edu/clerc-center/info-to-go/national-resources-and-directories/organizations.html>

AAPD: American Association of People with Disabilities

www.aaped.com



Case Study 3: Engaging Latinos

Young Ambassadors Program Alumni

- Giving Tuesday
- Peer-to-peer
- Targeted giving
- Alumni Family Fund
- Lessons learned:
 - Segment
 - Participation vs. amount
 - Starting young



Case Study 3: Engaging Latinos

Practical Take-Aways

- **People**
 - Incorporate diverse voices on board
 - Who are your diverse constituents and which are most active
 - Partner with organizations that have deep community ties, local and national
 - Seek members of corporate affinity groups
 - Investigate influencers and donors to similar causes
- **Outreach**
 - Relevancy in programming
 - Snail and electronic
 - Personal touch
 - Share ambitious plans, expand network of insiders
- **Mindset**
 - Be sensitive to lexicon
 - Stewardship is paramount
 - Peer-to-peer fundraising
 - Be patient
- **Admin**
 - Ensure a budget
 - List building



Case Study 3: Engaging Latinos

Resources

Individuals

- Diversity in Giving: The Changing Landscape of American Philanthropy, Feb 2015, www.blackbaud.com

Foundations

- HIP Foundation Funding for Hispanics/Latinos in the United States and for Latin America, Dec 2011, www.hiponline.org
- Gaps and Opportunities: Foundation Funding and Latino Community Priorities, April 2012, www.hiponline.org

Corporations

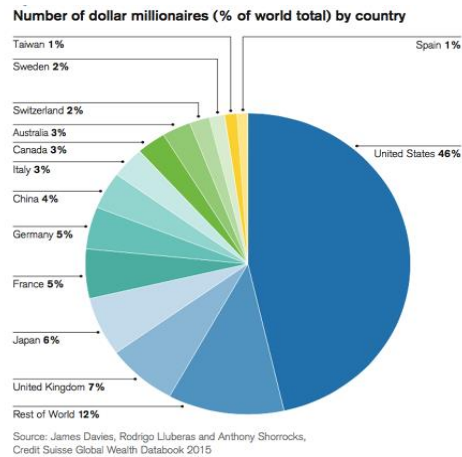
- Corporate Inclusion Index 2015, The Hispanic Association on Corporate Responsibility, www.hacr.org

Other resources

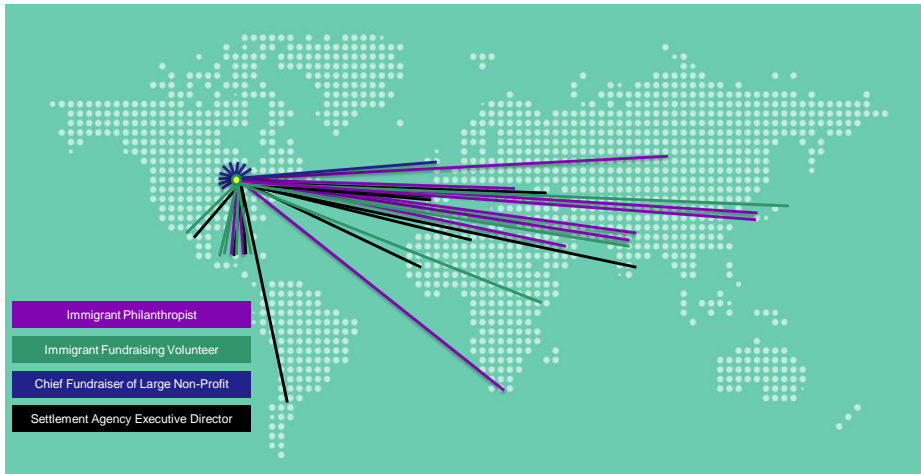
- Pew Research Center, Hispanic Trends, www.pewhispanic.org
- National Council of La Raza affiliate map, www.nclr.org/affiliates



Case Study 4: High Net Worth Immigrants in Canada



Case Study 4: High Net worth Immigrants in Canada



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Case Study 4: High Net Worth Immigrants in Canada

Recurring Issues and Themes

Balancing between exclusive and inclusive
 Arriving with privilege
 Philanthropy is a marker of citizenship
 Cross-border mobility
 Transnational to translocal
 The "emptiness" of the gala
 Whose house is this anyway?
 Trust first, money last
 What is the outcome of the gift exchange?
 Shifting from philanthropy to social finance



Questions and Discussion

