Meet the HQ team!

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mission statement

our aims and values

To help nonprofits significantly increase their fundraising capabilities and impact they have in their communities and society, through proven contemporary curriculum presented by world-class nonprofit leaders, best in class faculty and renowned philanthropists.
Meet Your Speaker

ARMANDO ZUMAYA

• Consultant, Diversity and Fundraising
• 32 years in Development and Nonprofit Leadership
• Early and one of the few CDO level Latinos in the US, in the Ivy’s
• Advocate for Prospect Research
• Major Gifts Prospecting focus
• Speak at AFP, APRA, The Foundation Center, WVDO, SAWA, GIFT and more.
Discover simple tactics to actively help your team do the crucial work to recruit and retain diverse staff, Board members and donors.

Discuss how to design donor diversity plans for your Development team.

Explore techniques to identify diverse circles of influence amongst your donors and prospects.

Explain how to test new donor prospecting campaigns at all levels: Annual, Online, Events and Major Giving.

Review real case studies of comprehensive diversity in philanthropy success stories.
Let’s Take a Poll!
Does your nonprofit currently have a formal strategy to fundraise from diverse populations?

- Yes
- No
- In the Works
- Other – submit via chat

A poll will launch on your screen
People of Color & Philanthropy
Historical Giving

Long history of giving

Churches
Self Help
Why haven’t we raised money from people of color?

- Intentionality
- Tendency to fundraise from those we know
- Lack of knowledge about changes in wealth
- Implicit bias
- Victimization
- Programs and information don’t interact with HNW People of Color
Asian Americans in the U.S.
FACTS AND FIGURES

**POPULATION**

18.2 million

The estimated number of U.S. residents in 2011 who were Asian, alone or in combination with one or more additional races.

Source: 2011 Population Estimates, Table A

34.4 million

The projected Asian population in 2040, when they would constitute 8.2 percent of the nation’s total population.

Source: Population Estimation

77.4 million

The projected black population in 2040, which would constitute 14.4 percent of the nation’s total population.

Source: Population Projections

**BUSINESSES**

$350.7 billion

Receipts for Hispanic-owned businesses in 2007, up 18 percent from 2002. The number of Hispanic-owned businesses totaled 2.3 million in 2007, up 43.6 percent from 2002.


$506 billion

Total receipts of businesses owned by Asians in 2007, up 34.9 percent from 2002. The number of Asian-owned businesses totaled 1.5 million in 2007, an increase of 40.4 percent from 2002.

Source: 2007 Survey of Business Owners

$135.7 billion

Receipts for black-owned businesses in 2007, up 33.1 percent from 2002. The number of black-owned businesses totaled 1.9 million in 2007, up 30.5 percent.

Source: 2007 Survey of Business Owners

**BUYING POWER**

$1 trillion


Source: National Diversity Council

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Who Cares About Diversity?

- 90% of Boards
- 85% of Senior Staff
- 73% of Donors

- Are White
- Ignored and avoided the subject

NO change for 20 years

Sources:
Nonprofit Quarterly: The Declining Diversity of Nonprofit Boards and What to Do about It
Blackbaud: Diversity in Giving
BoardSource
Battalia Winston
HIDDEN BARRIERS
Hidden Barriers

• Racism
• Implicit Bias
• Sexism

Tools to Circumvent Barriers

❖ Intentionality
❖ Communication
❖ Safe environments
❖ Let’s be frank and open
It all starts with the BOARD
It All Starts With the Board

• Moral pressure & guilt
• Tokenism
• Less than 100% Board support

• Realistic Timeline
• Selling Approaches
  • “New Markets Model”
  • Long term sustainability and demographics
  • Community Outreach/Program Effectiveness Model
It All Starts With the Board

• Hardest part of ensuring a **diverse** Board
• How does your organization CURRENTLY recruit your Board?
  • Is your Board in charge of recruiting new members?
    • How is that working?
  • Is your ED/CEO involved in Board recruitment?
  • Does your **Development team** have a role in identifying, assessing, and qualifying Board candidates?
Building a Diverse Donor Base - Defining Community

- What does your community look like?
- Is it national? Is it local?
- Who cares about your cause? Institution?
- How does your community know about your cause and institution?
- Are their internal assumptions made about populations?
Building a Diverse Donor Base - Where are You?

- Are you multilingual? Materials, website, phone?
- Do you work on issues that matter to them?
- Does your Board represent the community?
- Does your staff represent the whole community?
- Are you attending the entire communities’ events & happenings? Are you visually present?
Recruit and Retain Diverse Staff

- Again, intentionality.....

- Executive Search

- In-house HR Recruitment

- Identify POC Affinity Groups

- Recruit and Train from inside ranks

- Recruit at higher education institutions HSU’s and HBU’s.
Donor Diversity Plans

- Understand Your Demographics
- Surveys
- Community Leaders
  - Recruit spokespeople?
- Approaching standing institutions
  - Churches
  - Civic organizations
  - Business associations
- Is a Sub Campaign Appropriate?
Donor Diversity Plans - **Major Gifts**

- Look for Affinity Circles
- Creation of New Philanthropy
- Wealth more likely privately held
  - Real Estate
  - Private Business
- Business Associations and Chambers of Commerce
- Dominant Industries?
  - Construction, Law?
Identification Techniques

• Hire a Freelance Prospect Researcher if you don’t have one on staff!

• Who’s Wealthy? Why?

• LinkedIn

• Prospect Research of Key Industries

• Associations
Case Studies

National Museum of African American History and Culture
- A total of 143 Founding Donors ($1M+) from individuals, corporations in all major industries, and charitable foundations provided $297 million of the funding
- Three donors of $20 million+ and five donors of $10 million+
- The largest private fundraising campaign for a Smithsonian museum

Latino Community Foundation: $795,000 raised in $1,000 “Giving Circles”

Perez Museum-Miami- Contemporary Art Museum
- $30 million nucleus fund from founder Jorge Perez, $220 million dollar capital campaign

Apollo Theatre Campaign- $20 million

St. Jude and Univision- $110 million
Questions?

Please send them in the chat!
Contact Our Presenter!

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DON’T MISS OUR NEXT WEBINAR!

Top Technology Trends: How to Prepare Your Nonprofit and Your Community

Wednesday, October 17
11:00am – 12:00pm Pacific Time

Register Today!
THANK YOU!

We’d love to hear your feedback.

Please take our survey!!