Diversity, Equity & Inclusion Series
Engaging Black Philanthropists
Wednesday, February 20, 2019
TONY BEALL
Trainer, Sanford Institute of Philanthropy
YOU’VE GOT A CAUSE. LEARN HOW TO FUND IT.
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#SIPwebinar
VALAIDA FULLWOOD

Writer & Project Consultant

www.Valaida.com

@ValaidaF

@ValaidaF

/in/Valaida
Reframing Portraits of Philanthropy
Conventional ideas about who’s a “philanthropist” are narrow.

Destructive stereotypes undermine opportunities to attract new donors.

No magic-bullet approach; instead, standard best practices, which include building authentic relationships.

Plus, knowledge of historical context and cultural influences.
Today, we will cover...

Insights on the history and principles that characterize traditions of Black philanthropy

Why Black giving matters and how to engage with Black donors and communities in meaningful ways

Ideas for what you and your organization can do to deepen or establish relationships with Black donors
Among racial or ethnic groups, Black families are shown to contribute the largest proportion of their wealth to charitable causes.

What share of family wealth goes to charitable causes?

- 2%
- 4%
- 6%
- 8%
OUR HISTORY
Our History
Our History

Commemorating 400 Years (1619 – 2019)

“Until you know how African you are, you will never know how American you are.”

Robert Farris Thompson, Ph.D.
American historian
Our History

4 Centuries / 4 Philanthropy Stories

Richard Allen & Absalom Jones
(1760-1831)       (1746-1818)

Photo sources:
BlackAmericaWeb.com
CincinnatiCathedral.com
Our History

4 Centuries / 4 Philanthropy Stories

Catherine Ferguson
(1779 – 1854)

Photo sources:
Wikipedia
Our History

4 Centuries / 4 Philanthropy Stories

Madame CJ Walker
(1867 – 1918)

Photo sources:
Wikipedia
Our History

4 Centuries / 4 Philanthropy Stories

Matel Dawson
(1921 – 2002)

Photo sources:
Wikipedia
Our History

**PRINCIPLES**

- Opportunity
- Responsiveness
- Mutuality, **Ubuntu**
Ubuntu:

I am who I am because of what we all are”

-African Proverb
Our History

PRINCIPLES

• Words Matter
• Representation
• Collective Giving Traditions
• Fairness, Justness
Philanthropy is commendable but it must not cause the philanthropist to overlook the circumstances of economic injustice which make philanthropy necessary.

— Dr. Martin Luther King Jr.
Black Giving Matters
Black Giving Matters

- ‘You Can’t Be What You Can’t See’
- Asserts Our **Humanity**; Everyone’s Humanity
- America’s Increasing Racial & Ethnic **Diversity**
- Distinctive Line of Sight; Vested interest
- Issues too Complex to Exclude Swaths of Givers
Meaningful Engagement
What ratio of Black households make formal donations to charitable causes?

- 1 in 3
- 1 in 4
- 2 in 3
- 2 in 4
Black Giving Matters

• African Americans give 8.6 percent of their discretionary income to charity – more than any other racial group in America.

• Further, African Americans donate 25 percent more of their discretionary income than do Americans of European descent.

• Nearly two-thirds of African American households give to charity more formally; overall approx. $11 billion annually

Meaningful Engagement
Meaningful Engagement

• Authentic relationship, genuine interest
• Listen
• Seek to build bridges
• Ongoing engagement; Demonstrate appreciation
Meaningful Engagement

Often a long-game strategy, because of past missteps and squandered opportunities.
Meaningful Engagement
Black Philanthropy Month

Global campaign every August to:

❖ Celebrate African-descent giving in all its forms
❖ Inform, inspire, involve & invest in Black philanthropic leadership
Black Philanthropy Month

- A part for everyone to play
- One month of concerted action, reflective of giving, year-round

CHECK OUT THESE HASHTAGS!
#BPM2018 #BPM365
Meaningful Engagement

#BPM365
Giving Augustly, Year-round
Meaningful Engagement

BPM Happenings & Engagement

❖ Storytelling; Donor Profiles
❖ Community convos; Educational forums
❖ Social media engagement
❖ Networking receptions; Donor appreciation events
Meaningful Engagement

BPM Happenings & Engagement

❖ Proclamations
❖ Relevant readings with discussion
❖ Exhibitions of The Soul of Philanthropy
Meaningful Engagement
Meaningful Engagement
Meaningful Engagement
Meaningful Engagement

How to Plan for BPM 2019

❖ Start planning today
❖ Leverage August (BPM) to initiate or re-energize efforts to engage Black community members, regularly
❖ Collaborate with others to deepen/expand relationships and to tap into a range of resources, knowledge & strengths
Meaningful Engagement

REMEMBER

❖ Keep listening and learning
❖ Stay mindful of how cultural values, beliefs and interests influence giving
❖ Both common and disparate giving practices exist across Black communities

Follow #BPM365 for more stories & ideas!
Meaningful Engagement
Meaningful Engagement
Questions?

Please send them in the chat!
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DON’T MISS OUR NEXT WEBINAR!

Cause Selling: *The 8-Step Cycle that Fundraisers Need to Know*

Wednesday, March 20
11:00am – 12:00pm PST
2:00pm – 3:00pm EST

[Register Today!]
THANK YOU!

We’d love to hear your feedback.

Please take our survey!!