

# PRIVILEGE FOR SALE FUNDRAISING WITH A SOCIAL JUSTICE MINDSET



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# Today's Reflection



***"We rarely talk about race and equity in fundraising. We always talk about race and equity in the context of programs, services, advocacy, etc., ...never fundraising. Right now, the donor-centered model of fundraising isn't designed to build power. It's designed to make money.***

***And frankly, you can double the revenues of an organization, increase donations, staff, etc., and still fail horribly at the mission of being socially just, diverse and inclusive, even with donors."*** J.H. (development director of color)

# TODAY'S OBJECTIVES



- Explore how power and privilege influence philanthropy, donor class
- Examine how personal perspective and bias influence perception, relationships & possibly inform fundraising strategies
- Identify unconscious attitudes and blind spots that affect our understanding and decision-making
- Examine what it takes to foster a mindset of inclusivity and empathy towards BIPOC and increase equity & social justice awareness
- Examine supports for BIPOC fundraisers, ways to be more transparent
- Potential Action Plan of Awareness to take back to your organization

BIPOC=Black, Indigenous, and people of color



# RULES OF ENGAGEMENT



- What you share is confidential, honored, and respected.
- Express empathy; avoid analyzing others' experiences; focus on your experiences.
- Be honest and willing to share and be vulnerable.
- Accept non-closure – learning and unlearning is a journey.
- Reflect upon the emotions you are feeling.
- “Open Hearts, Open Minds” - be open to perspectives/experiences of others.
- Suspend judgment. Be open to the wisdom in each person's story.

FOR SALE

PRIVILEGE



# Privilege

An advantage that only one person or group has usually because of their position or status, class, societal position, or wealth.





The more privilege you have, the  
more opportunity you have. The  
more opportunity you have, the  
more responsibility you have.

— Noam Chomsky —

White privilege  
**doesn't** mean your life  
hasn't been hard;  
it means that your skin  
color isn't one of the  
things making it **harder.**

A conversation that matters..





# JUMP START EXERCISE:

## SELF-REFLECTION

1. How was race treated and discussed in your family when you were growing up? Or not?
2. What's one way you think your life would have been different had you been born another race?
3. What role, if any, has race played in your past fundraising efforts?
4. Is there a different approach you are thinking of trying in the future?

*D*

It all starts here....



**Racism is learned and can be unlearned**  
**Privilege is a birthright**

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# WHERE ARE WE?

## PRIVILEGE POINTS QUIZ

- How privileged are you? Here's a simple quiz with 10 questions.
- Click on the link provided through Chat and complete the quiz.
- The quiz is set up to auto-sum automatically.
- **Please make a note of your final score. Keep it for our discussion**

### Privilege Points Quiz

[https://osu.az1.qualtrics.com/jfe/form/SV\\_5u2aLmFUTEnslCt](https://osu.az1.qualtrics.com/jfe/form/SV_5u2aLmFUTEnslCt)



# SCORING OF PRIVILEGE POINTS

- **10-15** In U. S. society, many obstacles will be put in place that will interfere with you getting the things required to have what the society considers a good life, simply because of your racial identify
- **16-20** In U. S. society, some obstacles are put in place that will interfere with you getting the things required to have what the society considers a good life, simply because of your racial identify.
- **21-25** In U. S. society, some resources will be offered to you that support you to get the things required to have what the society considers a good life, simply because of your racial identify.
- **26-30** In U. S. society, many resources will be offered to you, whether or not you want them or ask for them, that will support you to get the things required to have what the society considers a good life, simply because of your racial identify.



# zoom

## BREAKOUT ROOMS

8 minutes group breakout

# REFLECTIVE QUESTIONS BASED ON PRIVILEGE QUIZ

1. What new information was most meaningful to you after completing this activity?
2. What's one privilege you never want to give up? ( Or wish you had).
3. How does this new information change your perspective on a situation or experience from the past?
4. What privilege do you have that others do not?
5. How can what you have learned possibly inform the work you do everyday?



**Donors?**

**Organizations?**

**Implicit Bias**

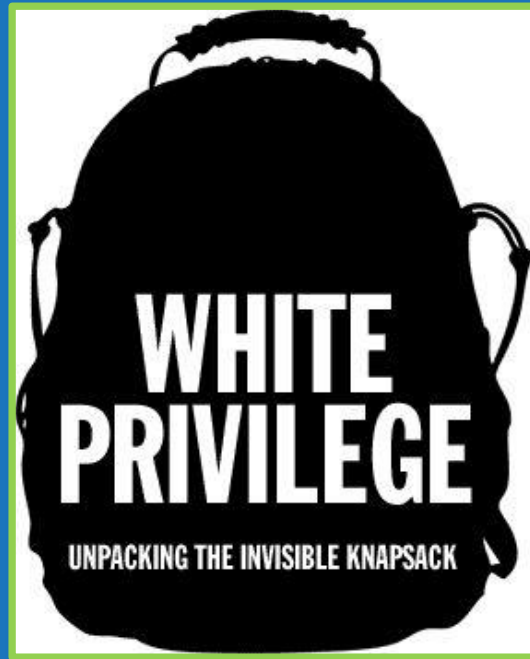
**Life Experiences**

**My Role?**

**Strategist?**

**Funders?**

**My Colleagues?**





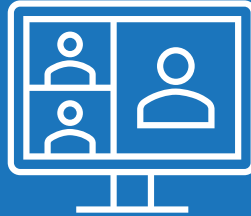




# zoom

## BREAKOUT ROOMS

8 minutes group breakout



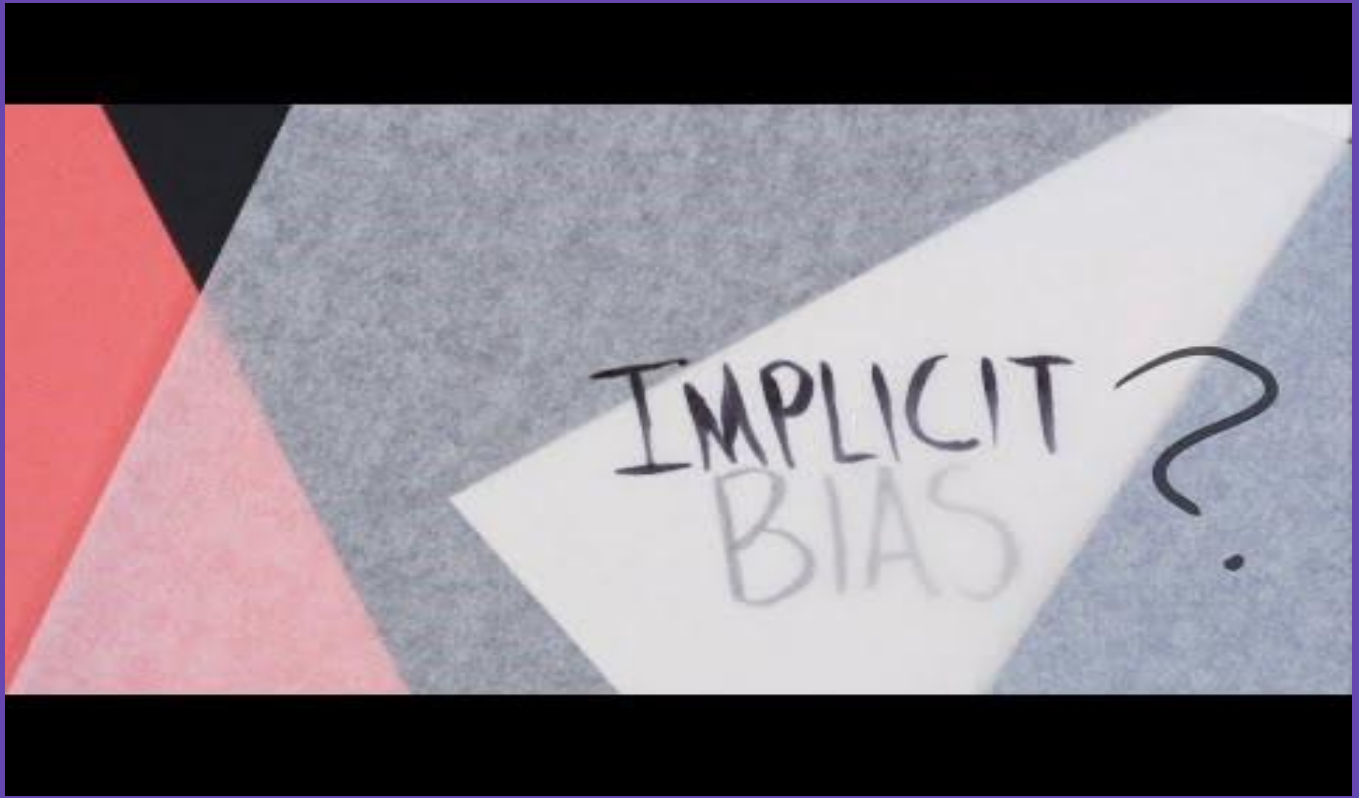
## Video Feedback Group session

**What were your thoughts after seeing who ended up  
Left behind? Not in the front row?**

**Can You relate to anyone or any experience in  
this video?**

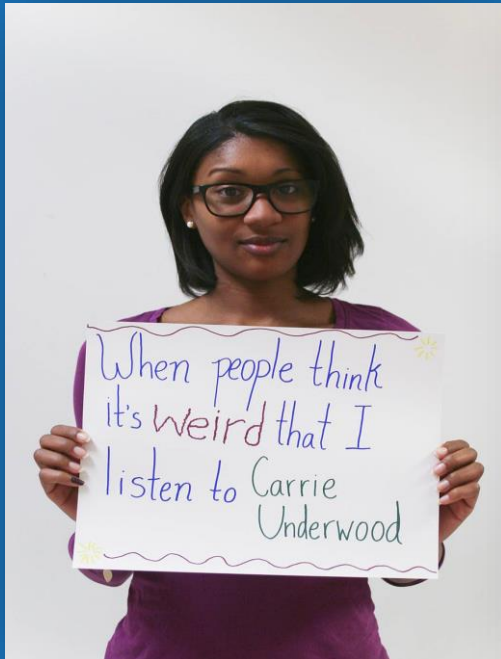
**How does privilege impact the work you do?**

# IMPLICIT BIAS



# WE ALL HAVE BIAS

**Implicit Bias** - Also known as unconscious or hidden bias, implicit biases are negative associations that people unknowingly hold. They are expressed automatically, without conscious awareness.





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# IMPLICIT BIAS POST QUIZ MAIN GROUP



➤ Affinity Bias

➤ Name Bias

➤ Beauty Bias

➤ Weight Bias

➤ Gender Bias

➤ Height Bias

➤ Ageism

➤ Color Bias

➤ Financial

## Who Makes up Your Donor Class?

- Families from Germany, China, Africa might approach giving differently,
- 35-year-old donors, Boomers, Millennials -may have a different giving dynamic from Corporations, Biz Leaders
- 70-year-old + donors, or Orthodox or Secular Jewish philanthropists will have their own bias
- What's Changing?- it's becoming more critical for nfp's to understand cultural & societal differences, within their supporter base that share a similar culture or cause-  
Build on that knowledge



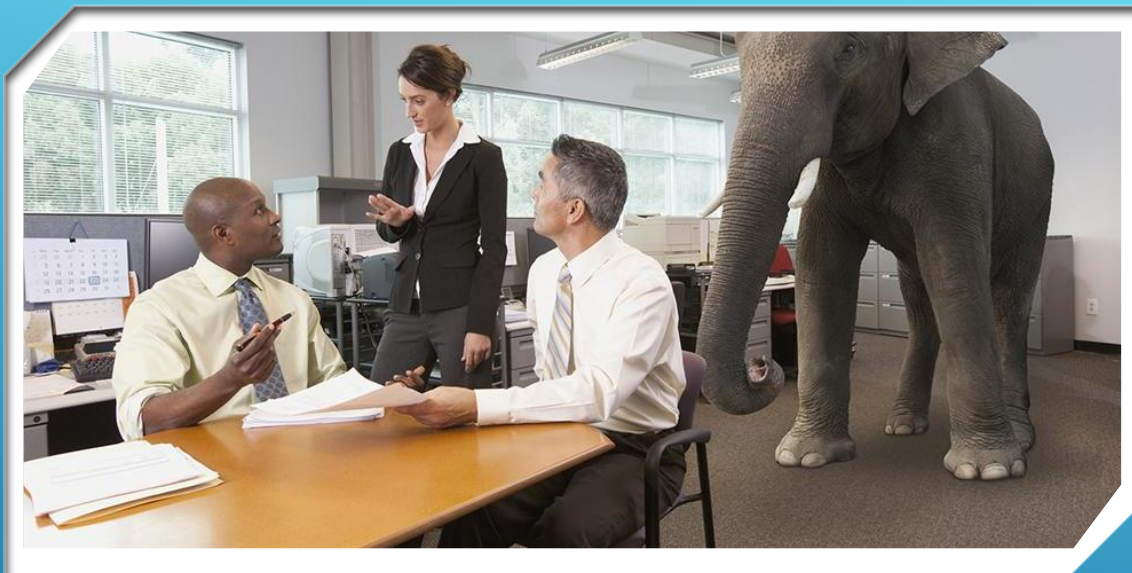


“Fundraising involves external relationships where bias might be present” and “fundraising reflects and magnifies the racial hierarchies of our culture.” *Executive Director of a NFP*



“THE DEVELOPMENT TEAM IS USUALLY THE WHITEST PART OF A NONPROFIT ORGANIZATION,”

DEVELOPMENT OFFICER OF A NFP



"DONORS FEEL UNCOMFORTABLE SITTING  
ACROSS FROM A BLACK OR BROWN PERSON  
IN A FINANCIAL DIALOGUE."

CFO OF A NFP

# WHAT'S GOING ON? WHERE WE NOW

▶It is essential for white development staffers and allies to be an active part of the solution, beyond simply “not being part of the problem.”

▶Supervisors of development staff of color must understand their own lens on structural racism and how it affects their staff of color's ability to be successful at their jobs.

▶Philanthropy's funding gap, and color-blind strategies are real, leaders of color have been sounding the alarm for awhile in agencies they run or work at.

▶Coronavirus pandemic is wreaking havoc on the finances of all nonprofits, right now, those of color are even more vulnerable

▶ Funders are working with grassroots leaders – Which is profoundly different from working with leaders of well-known, established nonprofits.

▶Conversations that matter- which require uncomfortable honesty, radical empathy, and a kind of flexibility not often practiced in philanthropy., a shift in principles



# How do we Diversify? What are others doing?

## **Inclusion Principles**

**Allocate at least 30%** of overall 2021 budget to spending in communities of color and indigenous communities

- **Fund organizations** led by people of color and indigenous people, with attention to women of color led organizations, with relevant expertise to carry out programming in communities of color and indigenous communities;
- **Build Leadership**:- Ensure that all vendors, consultants, and partner organizations are either owned by people of color or include people of color in sr. leadership roles w/ substantive decision-making and spending authority;
- **Hire senior staff** --that includes people of color and indigenous people with substantive decision-making and spending authority; and respect their voice, ideas
- **Produce an end of yr. Report** - Make publicly available and confirms the organization complied with the Principles and provides details on how they achieved compliance.

**Increase Diversity and Inclusion** Evaluate your internal practices, begin to pay attention to New opportunities that include a social justice lens



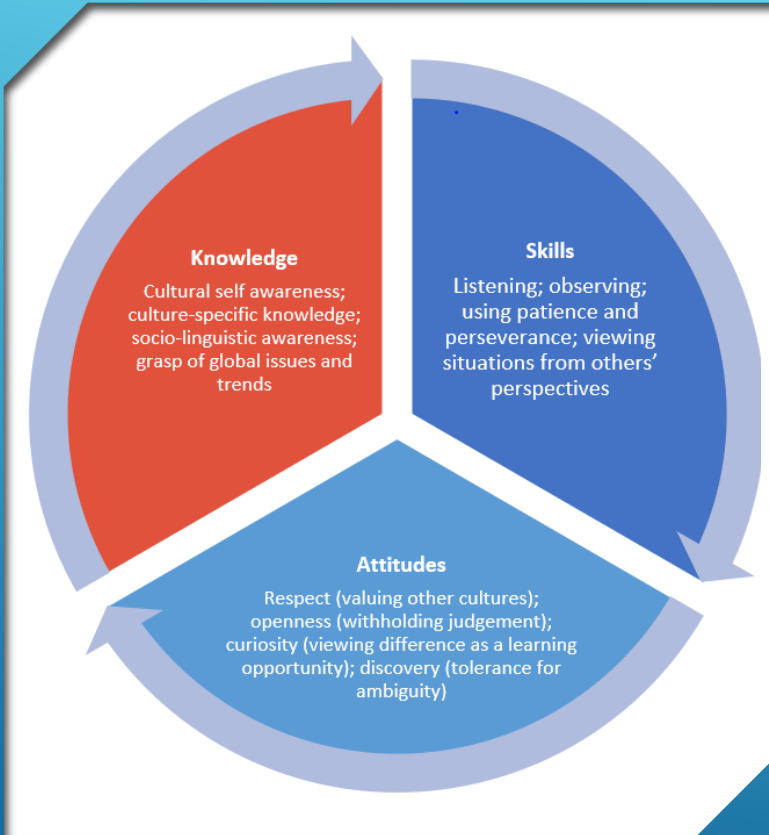


**SOCIAL JUSTICE MINDSET?**

**JUSTICE IN TERMS OF THE DISTRIBUTION  
OF WEALTH, OPPORTUNITIES, EQUITY  
AND PRIVILEGES WITHIN OUR SOCIETY**

# WHAT DOES IT TAKE?

## SOCIAL JUSTICE MINDSET



Cultural Scholar Debra Deardorff - building social conscious mindset three-pillared approach:



**Reflect:** Begin by reflecting as a dept. or organization to understand – what cultures/identities are represented in your donor body? In your staff? What are your own biases and assumptions that might be based on your cultural background? BIPOC

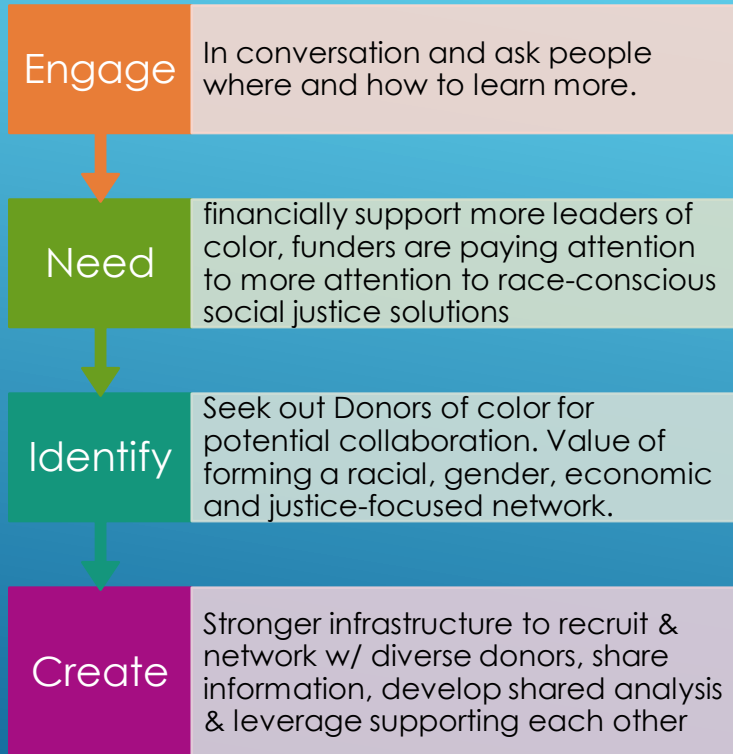
**Keep In Mind:** Do fundraising volunteers have any similarities to the people they're speaking with? Are we making decisions because they're right for all our donors, or because it's what we're used to? Are we being progressive with the times?

**Ask:** Don't be afraid to ask the right person to understand a complex or unfamiliar cultural situation. That person may be an organizational colleague, a board member or consultant, or in some cases, the donor themselves. Be open

**KNOWLEDGE \* SKILLS \* ATTITUDES**







- \*KNOWLEDGE
- \*SKILLS
- \*ATTITUDE



“ Having people of color who understand development is crucial to ending the undercapitalization of people of color social justice organizations....Only we can do this work and do it well in ways that humanize our people and create change. Time for us to be more upfront and in the conversation that matters.”

*Mid-career Fundraising Professional of Color*





# CALL TO ACTION

- **EDUCATION AND TRAINING:**
  - Understand Privilege & Bias
  - Cultural Competence & Sensitivity
  - Social Justice & Racism
- **STAFFING:**
  - Evaluate Core Values
  - BIPOC Representation (Org. Leadership)
  - Diversity & Inclusion Committees
  - Listen to your own BIPOC staff
- **STRATEGIC PLANNING:**
  - BIPOC Donors
  - BIPOC Communities of Support
  - Adopt Principles of Inclusion



“Do the best you can until you know better. Then when you know better, do better.”

- Maya Angelou





**Becoming aware of  
PRIVILEGE  
should not be viewed as  
a burden or source of  
guilt, but rather, an  
OPPORTUNITY  
to learn and be  
responsible so that we  
may work toward a more  
just and inclusive world.**



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# Resources

2019 report: *Money, Power and Race:  
The Lived Experience of Fundraisers of Color*

<https://afpglobal.org/issue-racism-fundraising-profession>  
*Issue of Racism in the Fundraising Profession*

<https://racetolead.org/race-to-lead/> *Confronting the Not-for-profit leadership gap*

<https://ccsfundraising.com/intercultural-competence-for-nonprofit-fundraising/> *Intercultural Competence for fundraising*

**The Problem with “Color-Blind” Philanthropy,**  
by [Cheryl Dorsey](#) , [Jeff Bradach](#) and [Peter Kim](#)



# Resources

<https://www.rota.org.uk/content/importance-intersectional-approach-social-research> The Importance of Intersectionality

<https://philanthropynetwork.org/news/four-takeaways-race-class-and-gender-intersectional-approaches-social-justice-funding> Four takeaways from Race, Class AND Gender: Intersectional Approaches to Social Justice Funding

<https://donorsofcoloraction.org/inclusion-principles/>  
Donors of Color Action Group

[https://www.racialequitytools.org/resourcefiles/Compilation\\_of\\_Racial\\_Identity\\_Models\\_7\\_15\\_11.pdf](https://www.racialequitytools.org/resourcefiles/Compilation_of_Racial_Identity_Models_7_15_11.pdf) Summary of Stages of Racial Identity Development

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