



10th Annual ADRP NYC Regional Conference

Friday, June 10, 2022

Integrating Community-Centric Fundraising into your Development Strategy

AD

RP



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Our Time Today

- Brief History of US Philanthropy
- Donor Centrism vs. Community Centrism
- CCF Principles
- CCF as a Movement + Your Role
- Q+A



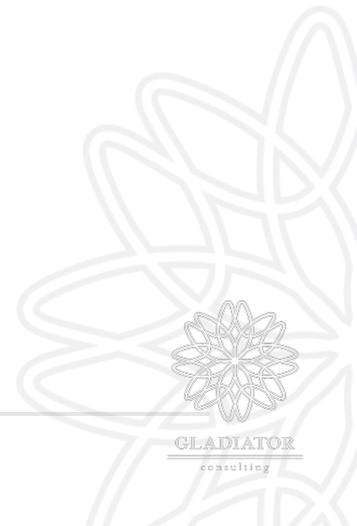
A History of US Philanthropy



- Meaning of Philanthropy
- Religious Traditions
- Indigenous Culture
- Immigration



- Post-Civil War + WWI
 - private efforts
 - public responsibility
- The Gospel of Wealth
- Policymaking



A Reawakening of US Philanthropy



- Revenue Act of 1954 + 1969
- Civil Rights Movement
- Trickle Down Economics
- Toward a New Gospel of Wealth
- Rise of Philanthrocapitalism

Philanthropy is commendable but it must not cause the philanthropist to overlook the circumstances of economic injustice which make philanthropy necessary



The Prevailing Model: Donor-Centered Fundraising



Donor-Centered Fundraising is an integrated and collaborative model to raising money that inspires donors to remain loyal longer and give more generously sooner. It is easy to understand; it focuses on the things that make fundraising profitable; and it comes from donors themselves.



What isn't working in our sector/system(s)?

- Distribution of power
- Relationships between stakeholders
- Norms, Attitudes, + Assumptions
- Values + Behaviors
- The role of development staff
- How do we define success?

What IS Community-Centric Fundraising?



Community-Centric Fundraising is a fundraising movement grounded in equity and social justice, prioritizing the entire community over individual organizations.

What Community-Centric Fundraising IS NOT

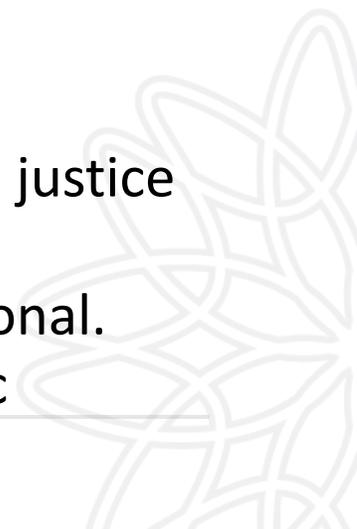
- New (even if it feels that way)
- Something you can do alone
- Linear or Finite or Exhaustive
- A solution to all your nonprofit woes
- Impossible





The 10 Principles of CCF

1. Fundraising must be grounded in race, equity, and social justice.
2. Individual organizational missions are not as important as the collective community.
3. Nonprofits are generous with and mutually supportive of one another.
4. All who engage in strengthening the community are equally valued, whether volunteer, staff, donor, or board member.
5. Time is valued equally as money.
6. We treat donors as partners, and this means that we are transparent, assume the best intentions, and occasionally have difficult conversations.
7. We foster a sense of belonging, not othering.
8. We promote the understanding that everyone (donors, staff, funders, board members, volunteers) personally benefits from engaging in the work of social justice – it's not just charity and compassion.
9. We see the work of social justice as holistic and transformative, not transactional.
10. We recognize that healing and liberation requires a commitment to economic justice.





What is Justice Philanthropy?

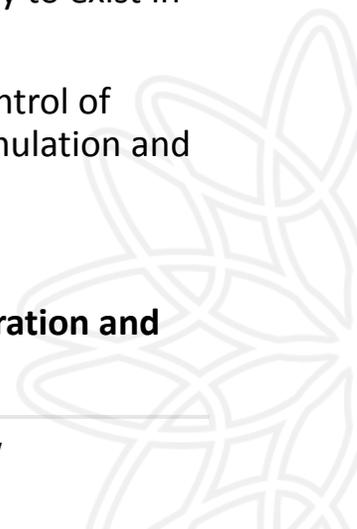
1. A shift in our underlying assumptions about capital...

- **Away from** an assumption that individuals and institutions have the right to endlessly accumulate capital and make decisions on how it should be allocated for the public good,
- **Towards** an assumption that, rather than being accumulated by individuals and institutions, capital must support the collective capacity of communities most impacted by economic inequality to produce for themselves. All aspects of collective well-being are prioritized over the wealth and power of a few.

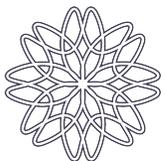
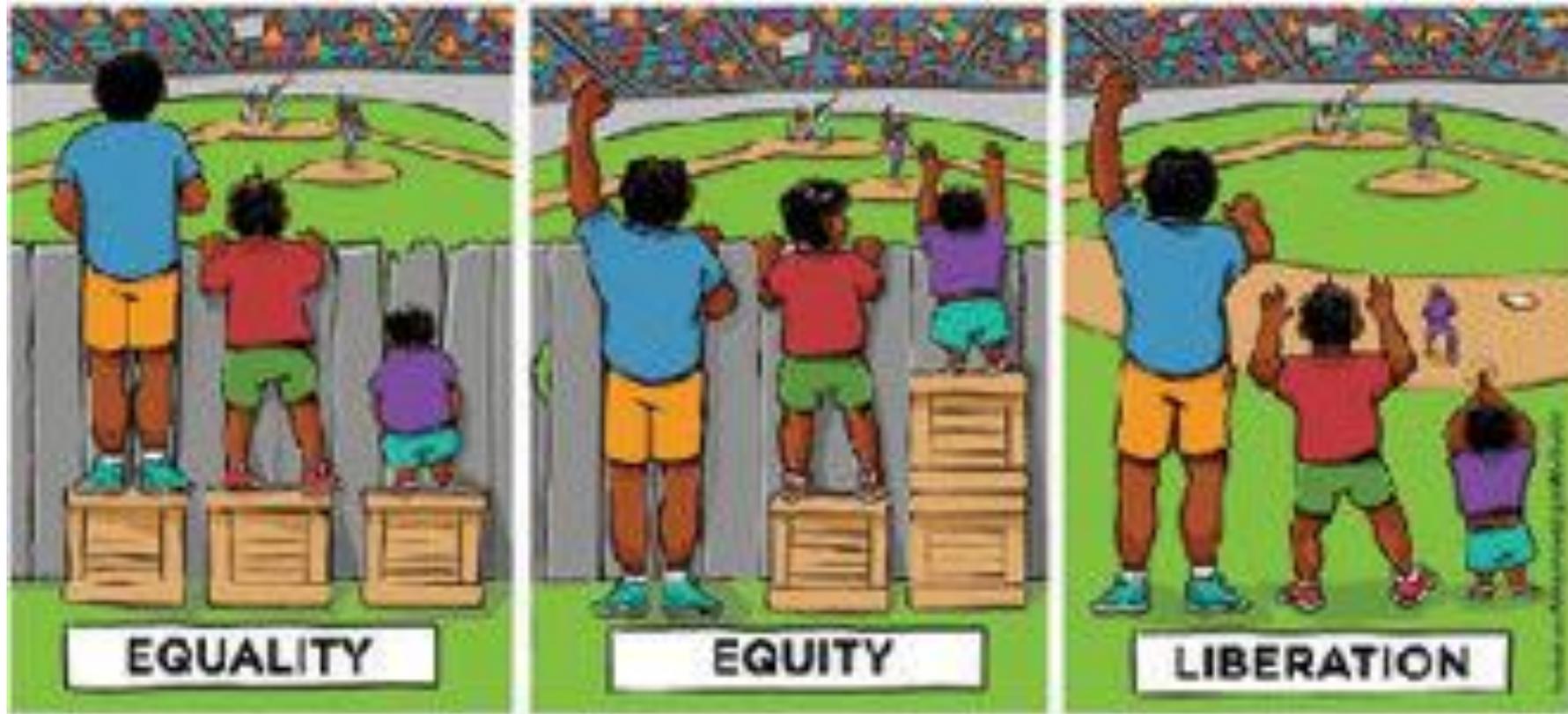
2. A shift in our underlying approach to philanthropy...

- **Away from** an approach where foundations maintain power, accumulate wealth and grow their endowments indefinitely to exist in perpetuity, by maximizing their return on investments even at the expense of communities they claim to support;
- **Towards** an approach where foundations actively support new economic systems that transfer the management and control of financial resources away from institutions and into the hands of communities who have been impacted by wealth accumulation and the extractive economy.

The transition from a system organized around limitless extraction and wealth accumulation to one organized around regeneration and resilience within natural limits is a transition in which philanthropy can play a catalytic role.



What's the goal of CCF?



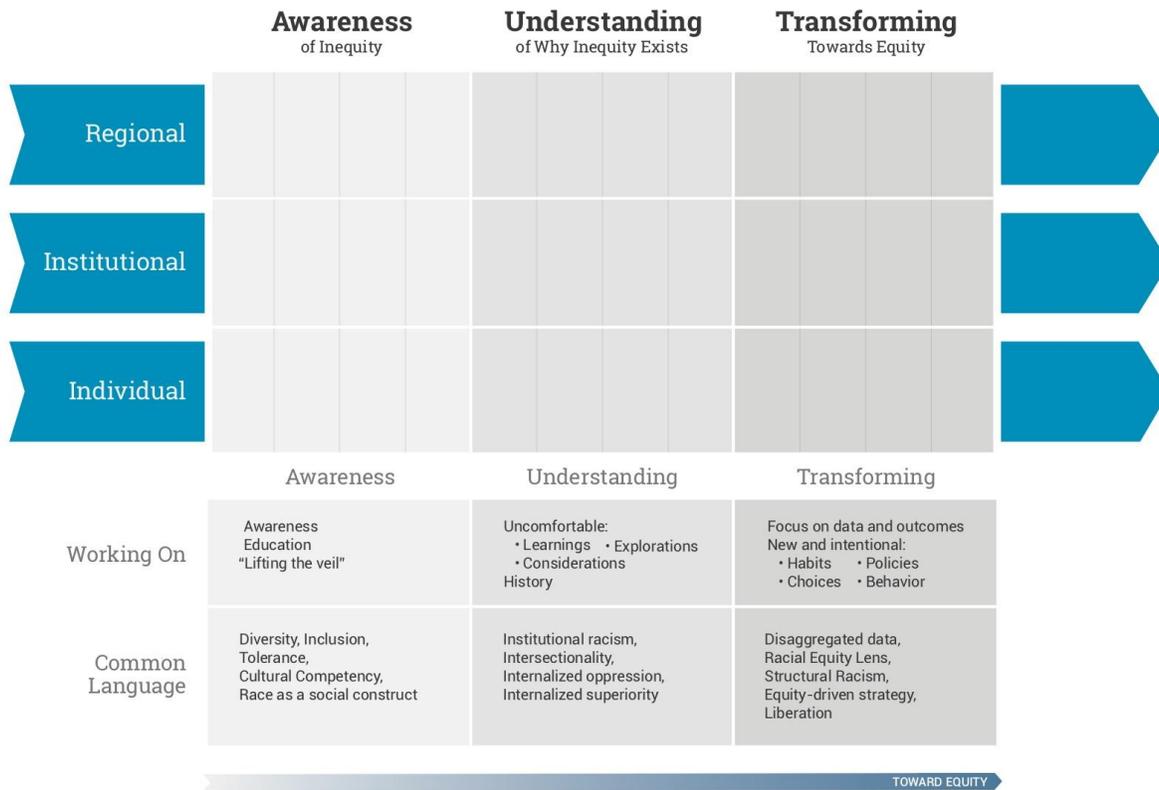


- I have an organization to run
- I have actual money to raise
- I have a board who is overly helpful/not helpful/micro-managing
- Change is hard!
- Our donors won't understand
- Our staff doesn't like learning new things
- Can't we do what we've always done?
- I don't have time
- We just did a strategic plan
- We don't have a strategic plan
- I am succession planning
- I need to offboard staff
- We have too many conflicting priorities
- WE'RE IN A PANDEMIC!

OK, but how does this
all work?
Because.....

A Quick Note on Social Movements

A PATH TO RACIAL EQUITY



The Social Change Ecosystem Map



@deepaviyer
 @BuildingMovementProject

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@dviyer
 @BldingMovement



#1 - Fundraising must be grounded in race, equity, and social justice.

#2 - Individual organizational missions are not as important as the collective community.



Tonina **PARTNERS IN CHANGE**

an ALL VIRTUAL event featuring

THURSDAY 06.11.20

5:30 - 7:00PM

VIRTUAL DOORS @ 5:15PM
REGISTER @ bit.ly/ftfpic

Sarah Abbas

BLOCK PARTY

**COMMUNITY KICKOFF:
RACIAL HEALING + JUSTICE FUND**

supported by
US BANK CDC



#3- Nonprofits are generous with and mutually supportive of one another.

#4 - All who engage in strengthening the community are equally valued, whether volunteer, staff, donor, or board member.

#5 - Time is valued equally as money.





#6 - We treat donors as partners, and this means that we are transparent, assume the best intentions, and occasionally have difficult conversations.



#7 - We foster a sense of belonging, not othering.

#8- We promote the understanding that everyone (donors, staff, funders, board members, volunteers) personally benefits from engaging in the work of social justice – it's not just charity and compassion.



#9-We see the work of social justice as holistic and transformative, not transactional.

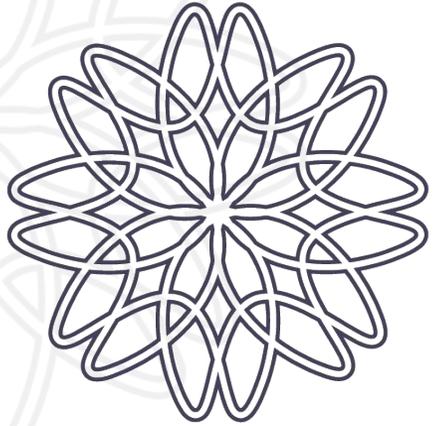


**St. Louis churches buy
up \$12.9 million in
medical debt, then give it
away**



#10- We recognize that healing and liberation requires a commitment to economic justice.





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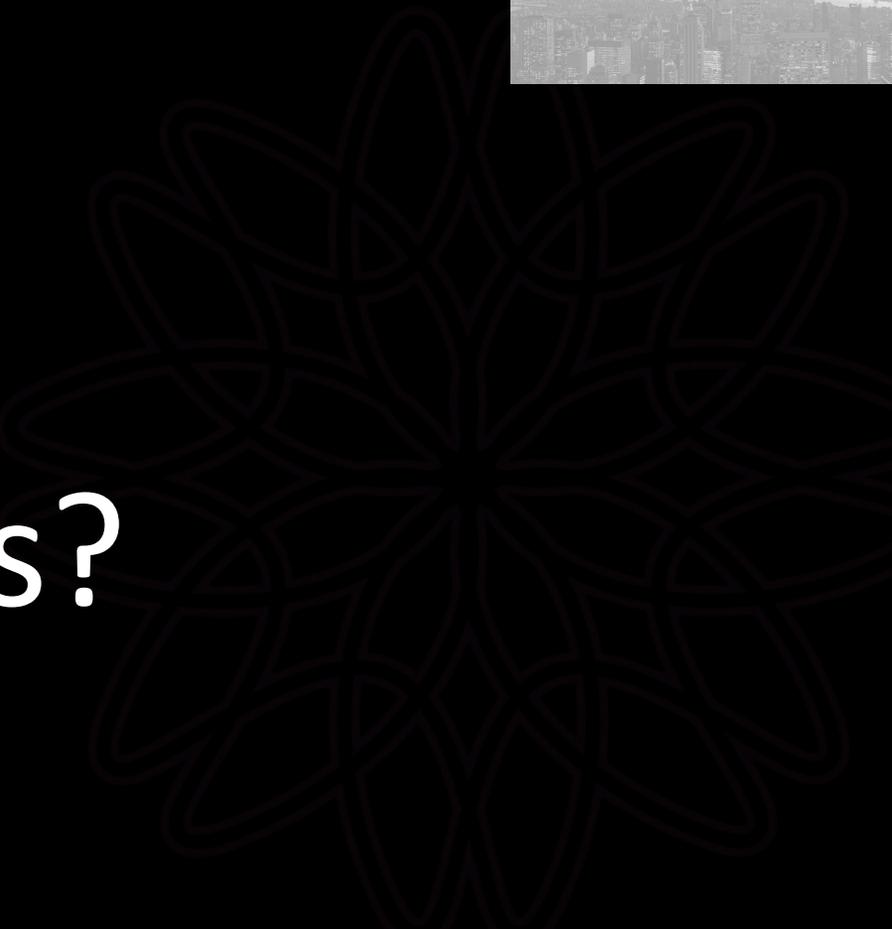
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@Comm_Centric

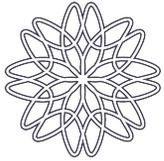
Moving from Talk To Action

- Reflect
 - Acknowledge where you internalize White Supremacy Culture
 - Conduct a fundraising and marketing audit
 - Talk to your stakeholders
 - Embrace a Process of Innovation
 - Operate based on Core Values/Principles
 - Create space for Forgiving and Healing
 - LEARN!
 - Leverage Existing Expertise
 - Design a Network of Strategic Partnerships
 - Fail
 - Build Your Village
 - Pick a Place and START
-



Questions?





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General Reflections?

What are your questions?

Where will you start?

What is required of you to lead differently?



Stay In touch!

AD

RRP



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Find CCF on Slack

