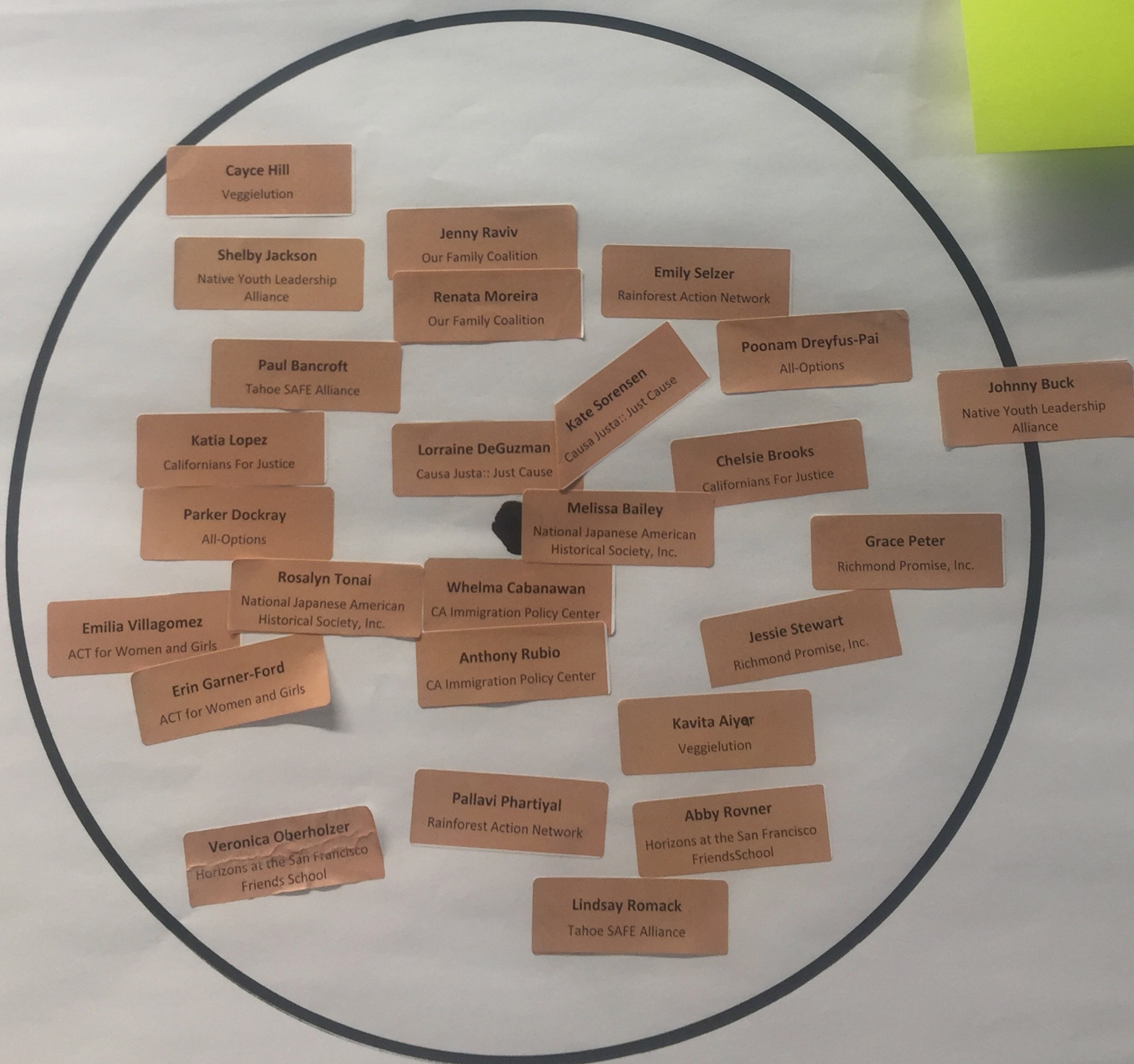


# 1: Fundraising must be grounded in Race, Equity, and Social Justice.

The conversations around fundraising must move beyond diversifying donors and tapping into marginalized communities to give, toward sometimes uncomfortable discussions regarding race and wealth disparities, etc. Many of us are having these conversations with our boards, colleagues, even volunteers. Donors, however, have mainly been exempt from participating in these crucial conversations, which is a disservice to our donors, and to the sector:

- All fundraising professionals are trained in anti-racism, systemic oppression, equity, wealth disparity, intersectionality, and other areas important to social justice
- Where we can, we encourage donors to think about the above topics, and their roles and privileges within these areas, understanding that people are on different points on various continua.
- We invest in fundraisers who come from the communities that we serve
- Larger organizations must be cognizant of their roles and minimize inequitable practices like Trickle-Down Community Engagement, where they absorb the majority of the funding and donations and filter down small amounts to organizations led by marginalized communities who do the significant community engagement work.

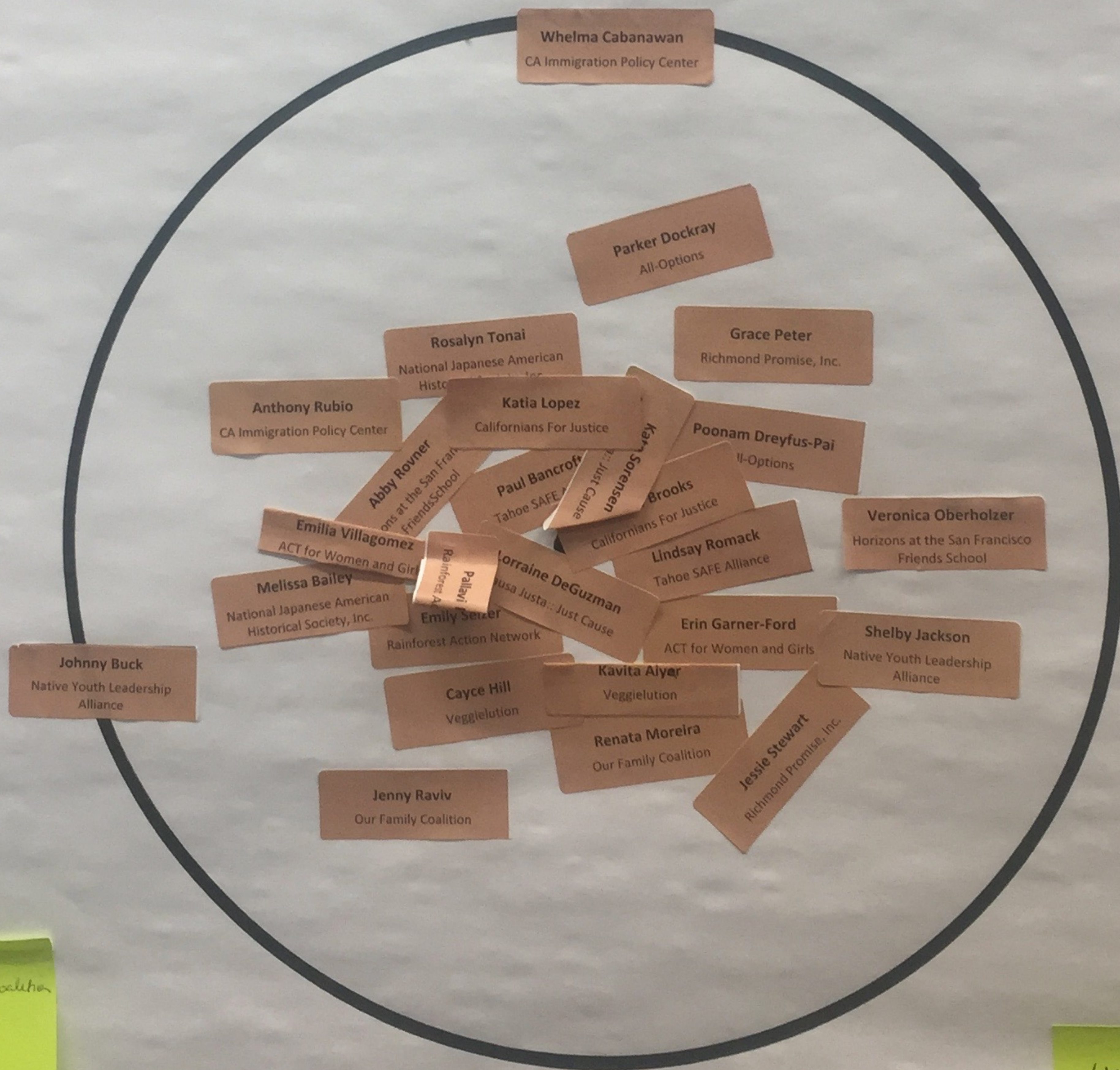
Political education training  
Coalition fundraising - Causa Justa



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

Nonprofits see and treat one another not as competitors (for the most part), but as critical partners with the common mission of strengthening the community.

- We do not let fear, scarcity mindset, or survival tendencies drive our decisions and actions when relating to other organizations
- We collaborate with organizations whose missions are interconnected with ours and support them to ensure they are also strong
- We introduce our donors to other nonprofits as appropriate
- We share grant opportunities and funder relationships as appropriate
- We give credit to other nonprofits publicly
- We collaborate and support one another during fundraising galas and other events
- We generously share resources, ideas, and promising practices in fundraising and other areas



Fundraising coalitions to get city contracts - Budget Justice Coalition  
 Alliance Fundraising - Right to the City Alliance  
 Support smaller grassroots partners by recommending them  
 (Cause Sworn Just Cause)

We routinely introduce partner and like-minded org into donor and foundation circles, sometimes even given up on a pot of \$4 to make room for impacted communities  
 - Pallavi

# 4: All elements that strengthen community are equally valued and appreciated:

We respect, appreciate, recognize, and build relationship with our donors, and we use those same principles with others, including staff, board members, volunteers, and clients:

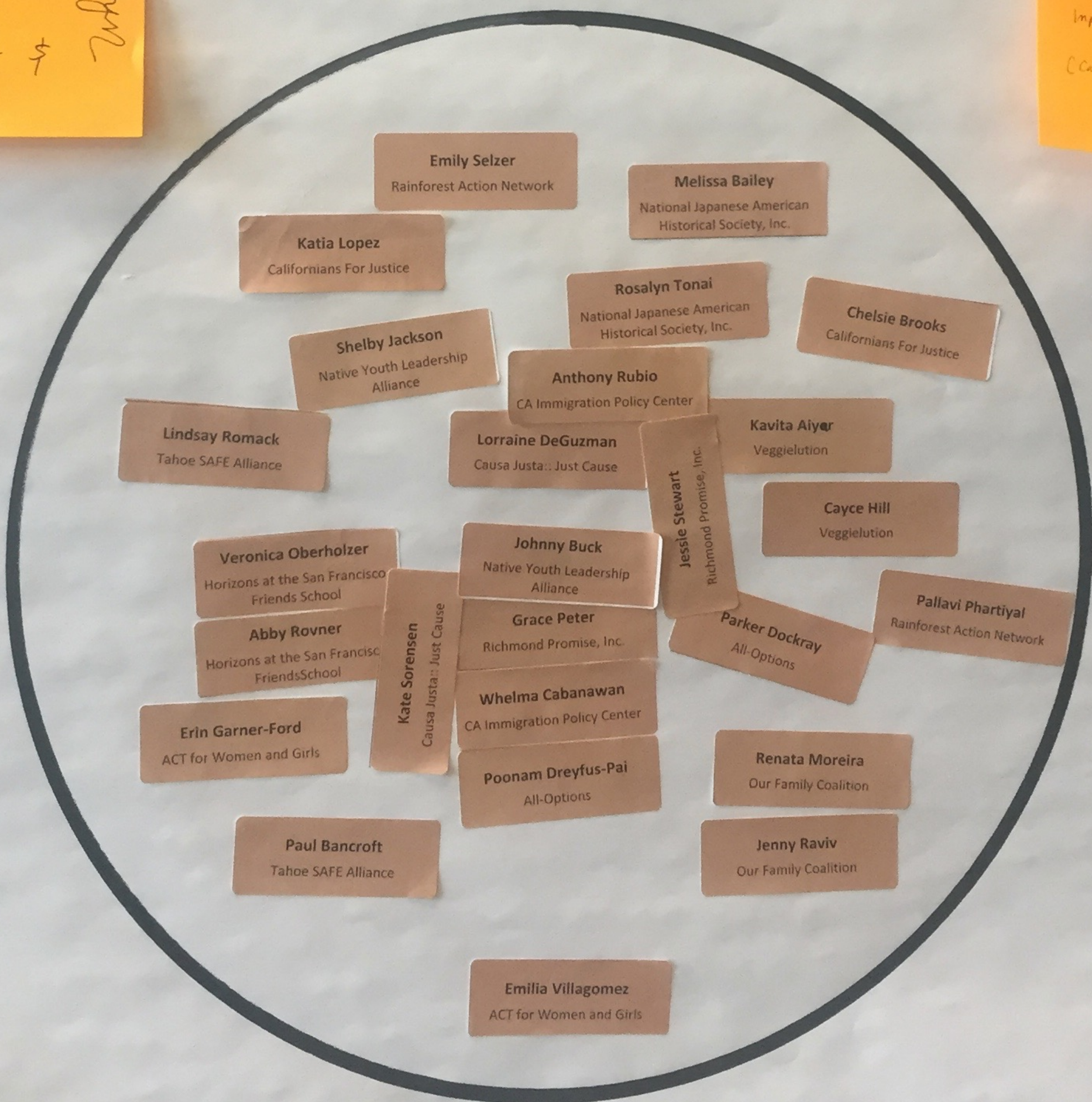
- Our staff play a critical role in building a strong and just community. We compensate them fairly, invest in their growth, and appreciate them as much as we appreciate donors.
- Our boards play critical roles in this work. We appreciate our board members as much as we appreciate our other donors.
- Our volunteers provide valuable skills and work and help to strength our community. We appreciate our volunteers as much as we appreciate donors.
- We see our clients not just as recipients of our services but vital contributors to the community. We appreciate our clients as much as we appreciate donors.

## STAFF APPRECIATION

- wellness gift
- self-care baskets
- flex hours
- staff development \$

Whelma

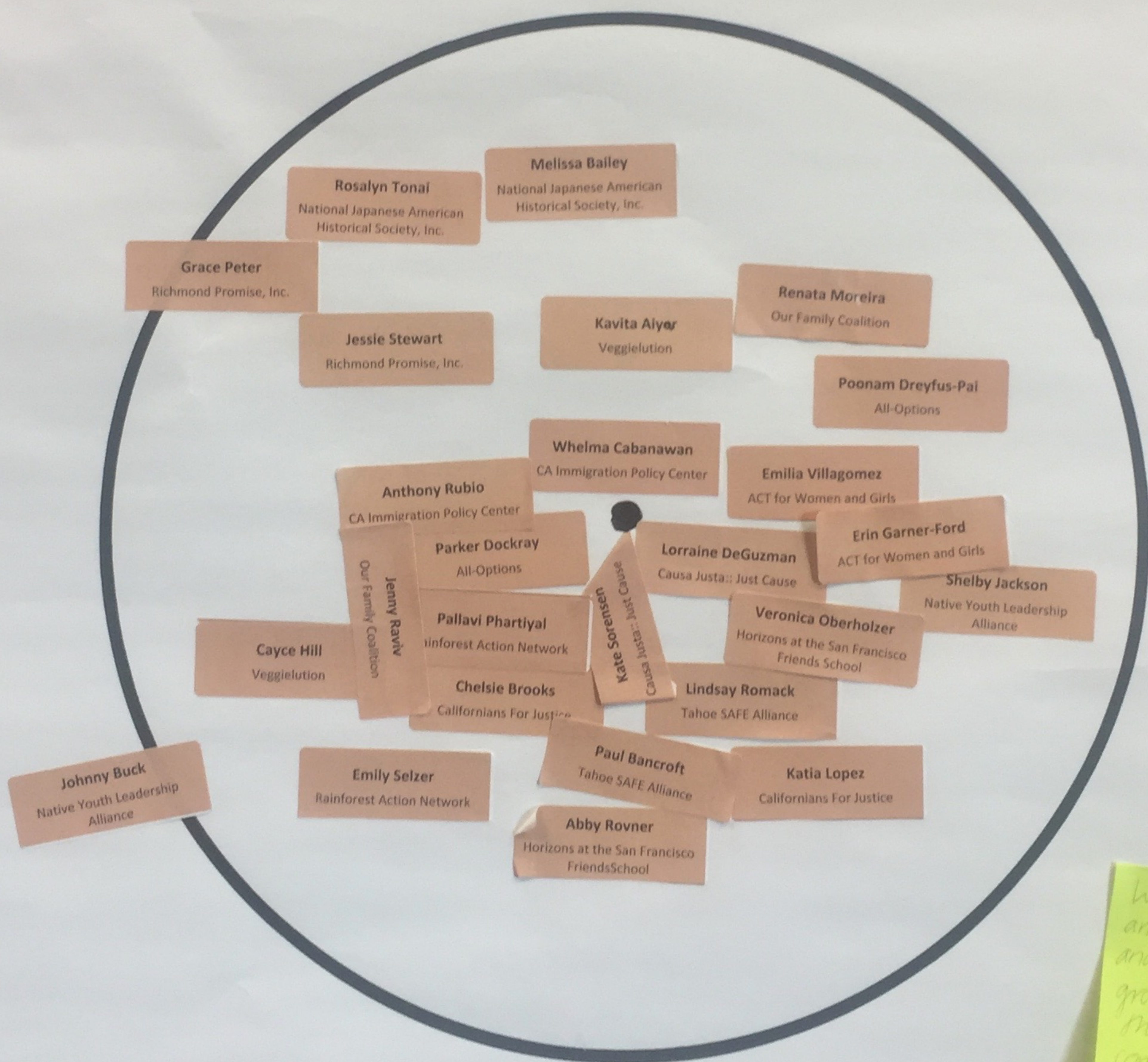
Thank you gatherings for volunteers and donors - inviting them to picnic dinner and theater shows in summer  
 ↳ think individual interns of good bye ~~gatherings~~  
 Improving health care benefits and ~~annual~~ salary increases for staff  
 (Causa Justa)



## 6: We respect our donors' integrity and treat donors as partners, which means occasionally pushing back:

we have honest, respectful conversations, including strong disagreements as needed, with our donors:

- We provide opportunities for donors to further their understanding of the complexity of this work
- We respectfully and firmly push back when donors do or say things that may be detrimental to our work or to the community we are serving
- We are honest and transparent with our donors about the resources that it takes to comply with their wishes and to maintain relationships, and push back when that becomes excessive
- We do not adhere to donors' wishes if it ever comes at the expense of our clients and community



We're including a section in our annual report about the challenges and decisions we're making as a growing organization to further our understanding of the complexity of this work  
-Veronica O

Initial first letter to donor to push back + begin engagement/convo

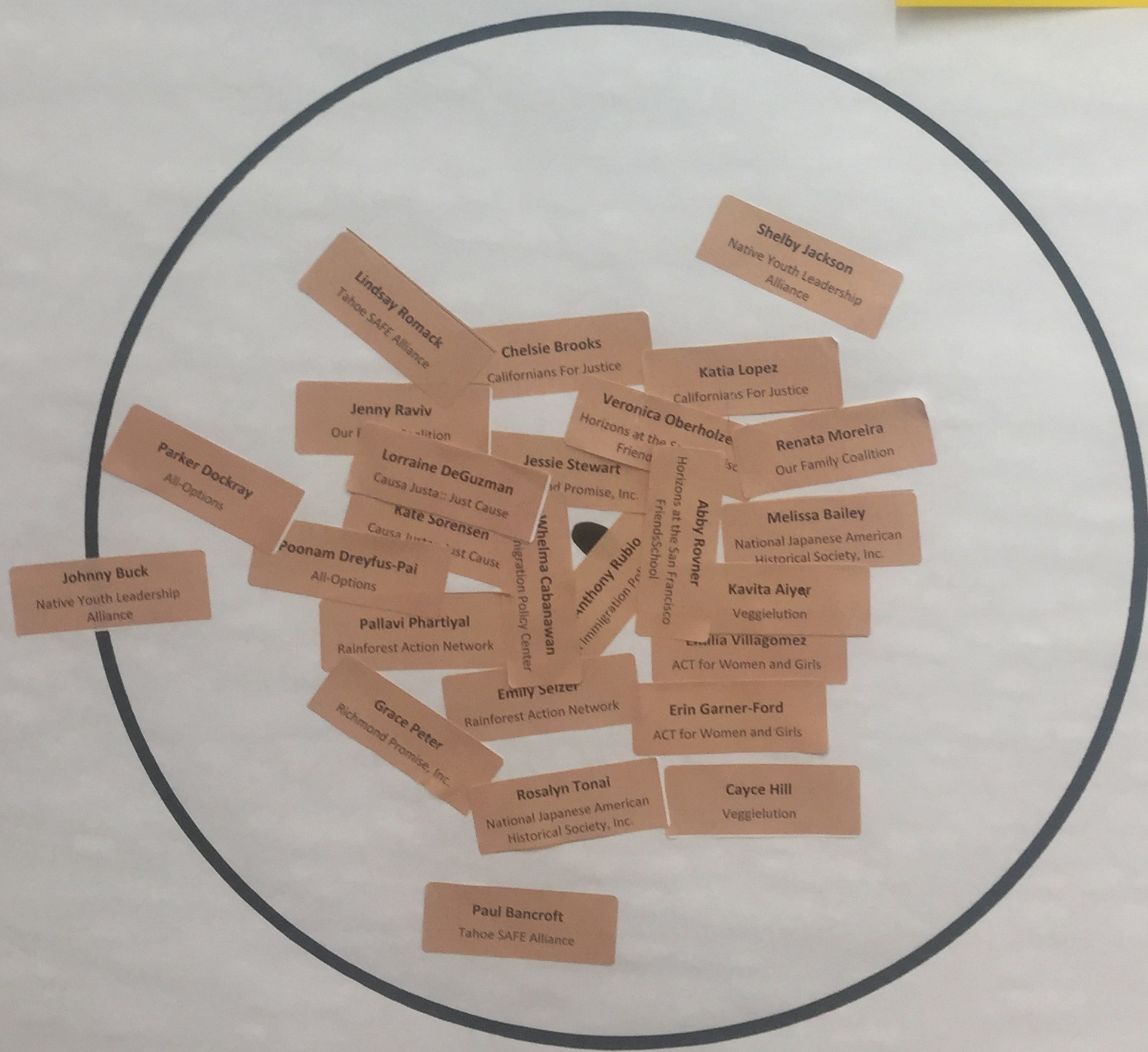
HONESTY + TRANSPARENT TO BUILD TRUST THAT CREATES STRONG RELATIONSHIPS  
-CIRC

## 7: We foster a sense of belonging in our fundraising work; we avoid treating anyone as an "other":

We need to be careful to avoid "othering" the people we serve and reinforcing the savior complex. We use fundraising to ensure everyone feel a sense of belonging:

- We authentically partner with our community members when asking them to be involved in fundraising efforts
- We are thoughtful of the impact on our community members when we ask them to share their stories for fundraising purposes
- We are thoughtful about what images we use on our website, brochures, social media, etc., in order to avoid reinforcing the existing archetypes and stereotypes.
- We use "we," the collective "we" that includes the donor as part of the community doing this work.

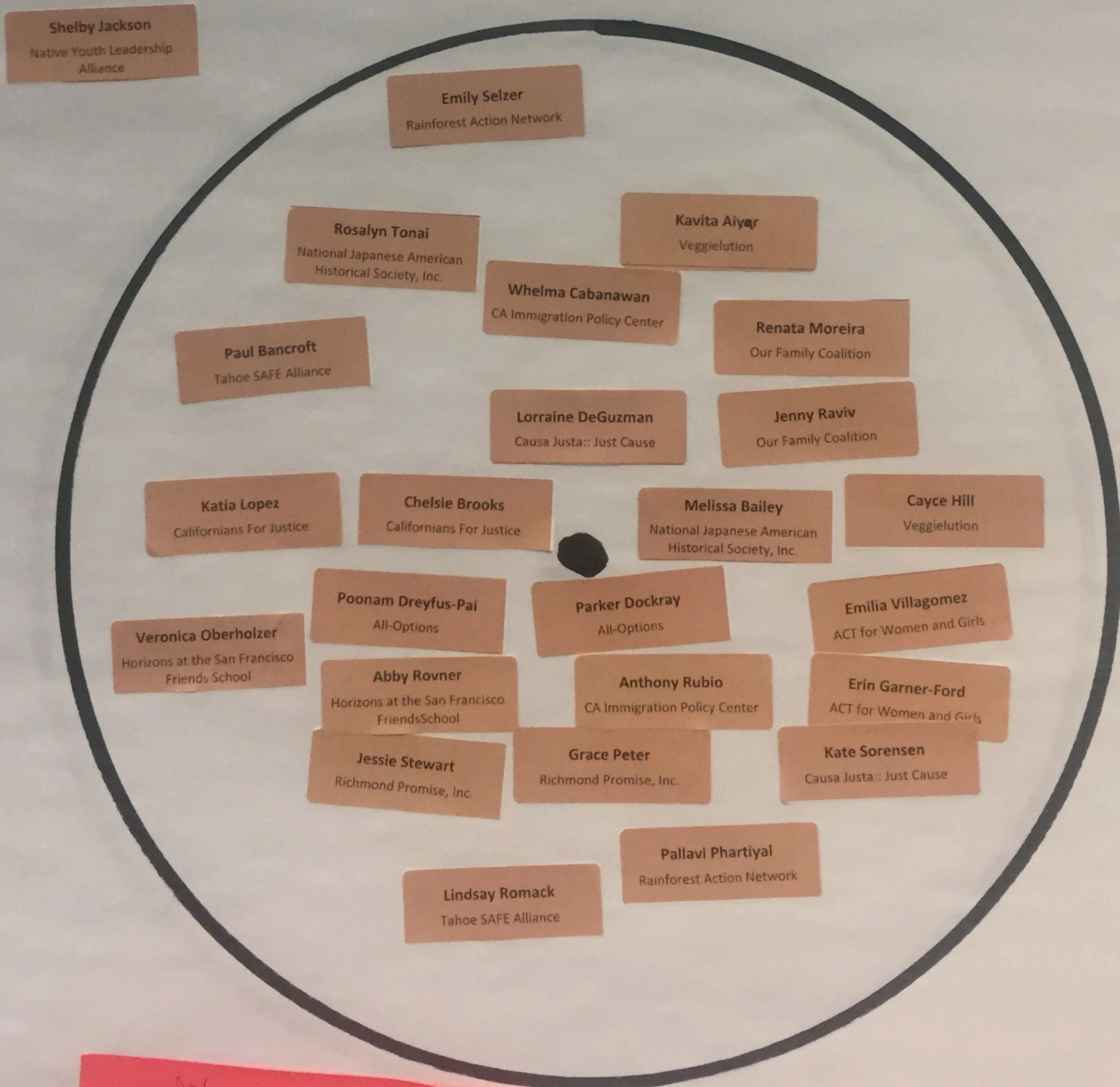
When we share stories about our clients we focus on their strengths and consult with them to make sure they're comfortable with how we're portraying their stories  
-Veronica O



## 9: We believe, and encourage donors to believe, that the work is holistic, not a collection of isolated segments.

We need to get people to see the work as a whole, not reinforce transactional thinking, which focuses on the split between program costs and "overhead," as well as the division of our clients into discreet units supported by different individual donors. We need to get donors to see and appreciate that many elements are needed to make things run.

- We are transparent with financial reporting, but whenever possible, to report holistically, not segmented out by which donors paid for what. E.g., "Your \$1,000, combined with the funding from grants and other donors, along with support with volunteers and staff, helped us serve 300 kids this year." Not "Your \$1,000 bought books and equipment for 10 kids, and none of your money went to overhead."
- We encourage funders to understand and support core mission support, i.e., "overhead" or "indirect" expenses
- We do not exaggerate how low our core support expenses are, as this affects everyone in the sector.
- We avoid saying things like "We got a funder/donor to underwrite this event; 100% of your donations go to programs/services."



community/  
Board Education  
shifty narrative →