



Diversity, Inclusion, & Equity in Community Foundations

“Asset Development Strategies for Reaching Diverse Donors”

Like many non-profit organizations who are working to strengthen their diversity, inclusion, and equity practices, community foundations are searching for viable ways to engage and serve donors of diverse ethnic and racial backgrounds. Recently, much has been written about the growing diversity among individuals with enough wealth to make a strong contribution to the improvement of our cities and communities. What are the approaches and tools leaders in philanthropy are drawing on to connect with and engage those individuals? What does it take to initiate and sustain a viable donor development strategy targeting donors of color? What are the strategic considerations a community foundation must take into account to determine if any of these approaches can be assimilated into their asset development practices?

With a professional background in donor development work, Diana Newman is considered one of the leading experts in philanthropy on these matters. A former Vice President for Advancement at the Columbus Foundation in Ohio, she is the author of *Opening Doors Pathways to Diverse Donors (2002)*. As the founder and principal of the Philanthropic Resource Group, Diana provides a variety of strategic planning and consultant services to non-profit organizations across the country.

In this session, Diana will be teaming up with Winsome Hawkins to facilitate a nuts and bolts discussion about the strategic and practical issues community foundations must address to successfully reach donors of color in America.

Overview of Session

- ◆ Intro to Session (Winsome Hawkins)
 - .. Presentation of CF's Strategies, Issues, and Concerns (Network Members)
 - .. Past Experiences, Overview of Strategic Issues, Strategies & Best Practices, Tools & Resources (Diana Newman)
 - .. General Q & A (Diana & Winsome)
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“One of the most important contributions of the book is that it emphasizes the importance of having a diverse board and staff with a mission that is relevant to the community the organization solicits. *Opening Doors* reinforces the crucial point that successful fund development occurs from effectively carrying out and communicating the organization's mission. Nonprofit organizations must walk the talk if they are to be successful in soliciting diverse donors.”

Emmett Carson, President & CEO, The Minneapolis Foundation