


Cultivating a Culture of Diversity, Equity & Inclusion

PHILANTHROPIC LANDSCAPE 2020

© Copyright 2020 The Rome Group



Our Mission: Strengthening the nonprofits that strengthen our communities

Our Vision: Stronger Nonprofits. Stronger Communities.

Our Work:

- Fund development
- Organizational planning
- Operational performance



the**rome**group

INSIGHTS. STRATEGIES. SOLUTIONS



Cultivating a Culture of Diversity, Equity & Inclusion

Agenda

- I. National & Local Philanthropic Trends
- II. Keynote Address:

Attracting, Hiring, and Retaining Diverse Fundraising Talent - Are You Truly Prepared?



Birgit Smith Burton, Executive Director of Foundation Relations at the Georgia Institute of Technology in Atlanta

- III. Panel Discussion & Q/A

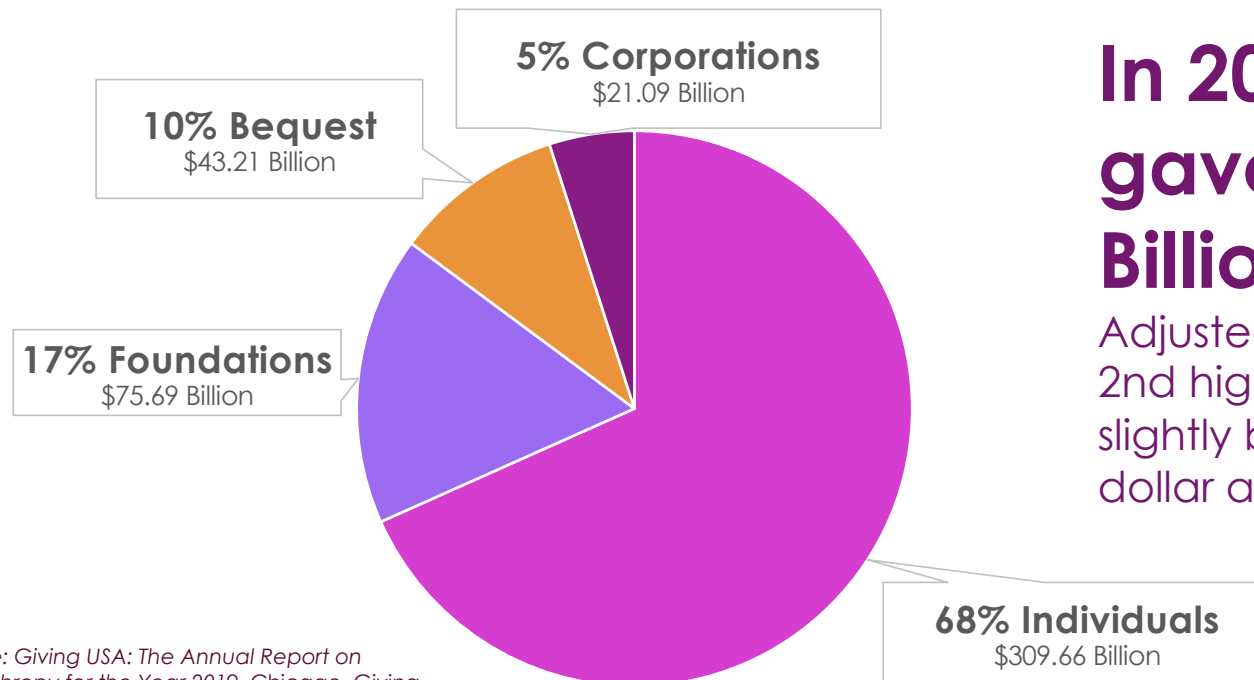
Denise DeCou, Washington University in St. Louis

Maranda Richardson, MWR Coaching and Consulting



Giving USA 2020

Contributions by Source



In 2019, Americans gave \$449.64 Billion to charity

Adjusted for inflation, it was the 2nd highest year on record, just slightly below the all-time-high dollar amount achieved in 2017.

Source: Giving USA: The Annual Report on Philanthropy for the Year 2019 Chicago, Giving USA Foundation

© Copyright 2020 The Rome Group

Contributions by Source

Reported in inflation adjusted dollars

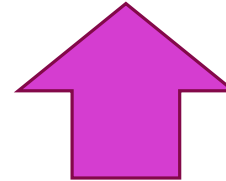
Giving by Corporations grew 11.4%

Giving by foundations has grown in nine of the last 10 years.

The increase in total giving was impacted by an increase in giving by individuals, which remains the largest source of giving.

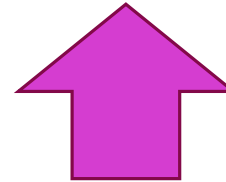
Source: Giving USA: The Annual Report on Philanthropy for the Year 2019 Chicago, Giving USA Foundation

0.7%



GIVING BY FOUNDATIONS
\$75.69B

11.4%



GIVING BY CORPORATIONS
\$21.09B

-1.6%



GIVING BY BEQUEST
\$43.21B

2.8%



GIVING BY INDIVIDUALS
\$309.66B

Contributions by Recipient Type

Recipient Organization	Dollars (billions)	% Share of Total	% change from 2018
Religion	\$128.17	29	+0.5
Education	\$64.11	14	+10.1
Human Services	\$55.99	12	+3.1
Foundations	\$53.51	12	+0.6
Health	\$41.46	9	+4.9
Public Society-Benefit	\$37.16	8	+11.1
International Affairs	\$28.89	6	-2.2
Arts, Culture, & Humanities	\$21.64	5	+10.6
Environment/Animals	\$14.16	3	+9.4
Individuals	\$10.11	2	+0.4

(Percent change has been adjusted for inflation)

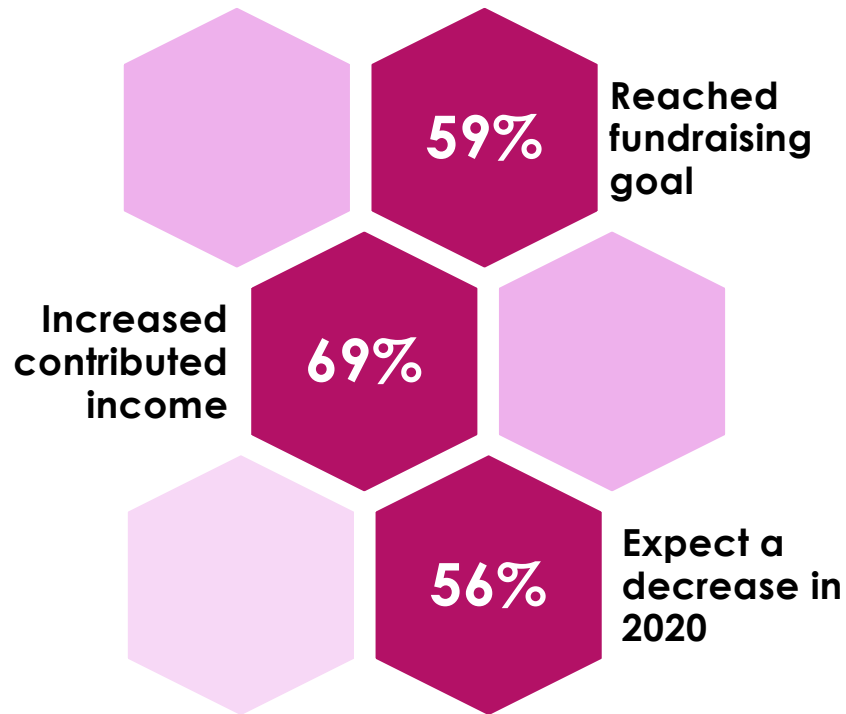
Source: Giving USA
The Annual Report
on Philanthropy for
the Year 2019
Chicago, Giving
USA Foundation

© Copyright 2020 The Rome Group



The Local Landscape

Nonprofit Organizations – 211 respondents

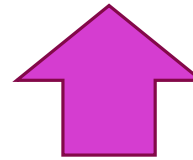


“We are not doing any fundraising due to the economic fallout of COVID”

Trends in Local Contributions by Source – 2019

Largest share of respondents reporting change

48%



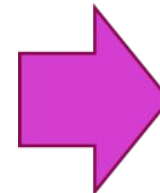
GIVING BY FOUNDATIONS

34%



GIVING BY CORPORATIONS
(32% STAYED THE SAME)

23%



GIVING FROM ESTATES

65%



GIVING BY INDIVIDUALS

27%



GOVERNMENT GRANTS
(23% STAYED THE SAME)

Most Effective Strategies - 2019

29% Grant writing



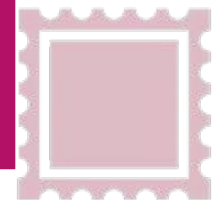
23% Major Gifts



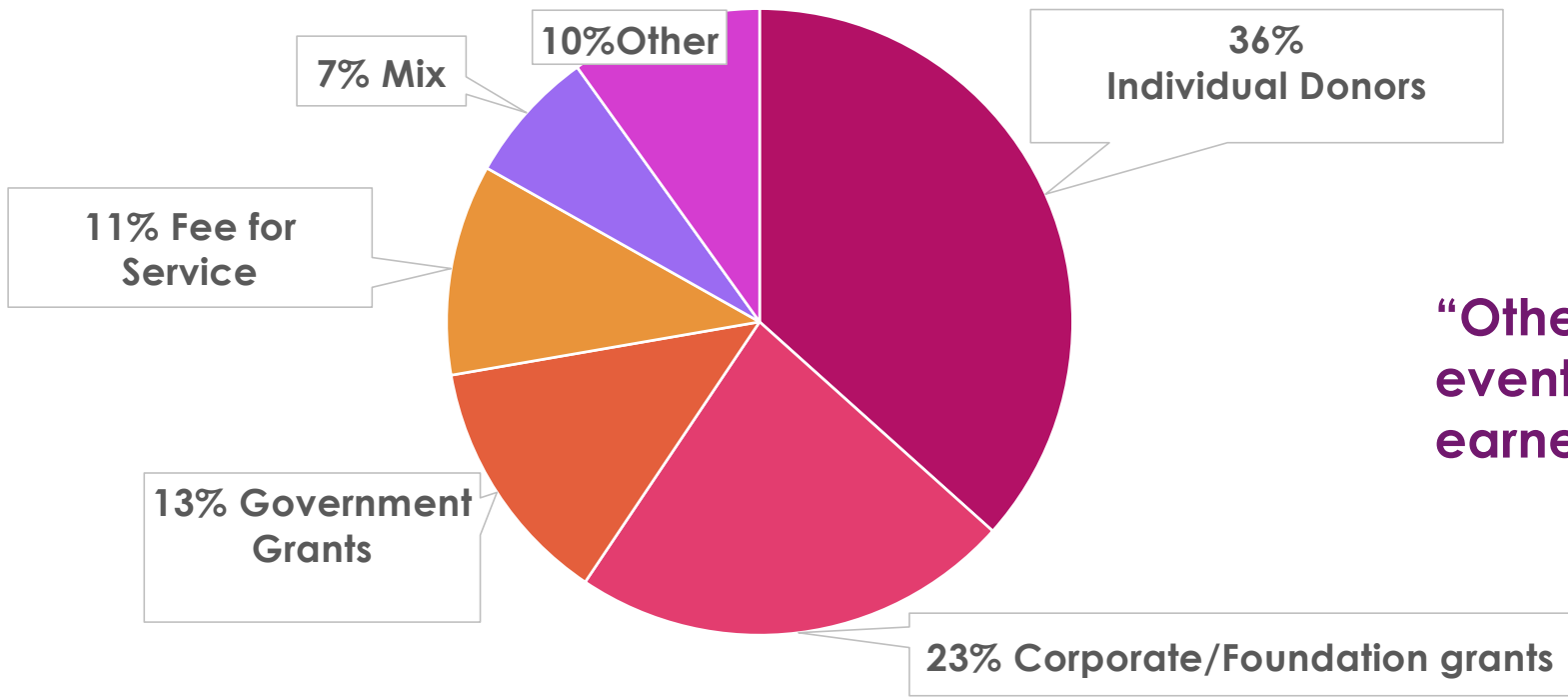
21% Special Events



11% Direct Mail



Largest portion of budget - 2019



“Other” includes events, retail and earned revenue

Individual giving continues to be the primary source of funding for many organizations

- ▶ Find donors who connect with your mission and help them invest in a cause they care about- you
- ▶ Make donor retention a priority
- ▶ Evaluate your major gift and planned giving efforts

CARES ACT Provisions related to charitable giving

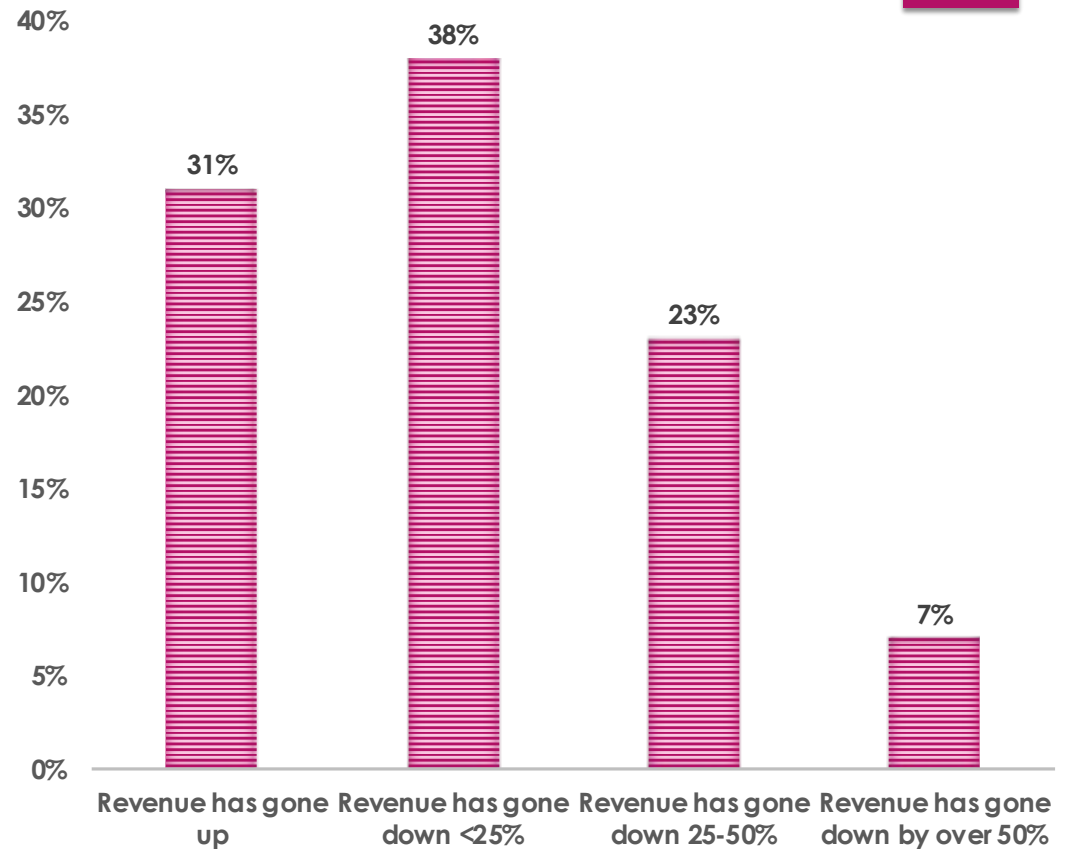
Elimination of adjusted gross income caps for individuals' charitable deductions

- Households can deduct cash gifts of up to 100% of their adjusted gross income, effectively eliminating their federal tax liability in 2020.
- May be used to make new gifts, or to prepay an existing multi-year pledge.

Universal Charitable Deduction

- Non-itemizers can claim a deduction for up to \$300 in charitable giving (possibly \$600 for a household filing jointly).

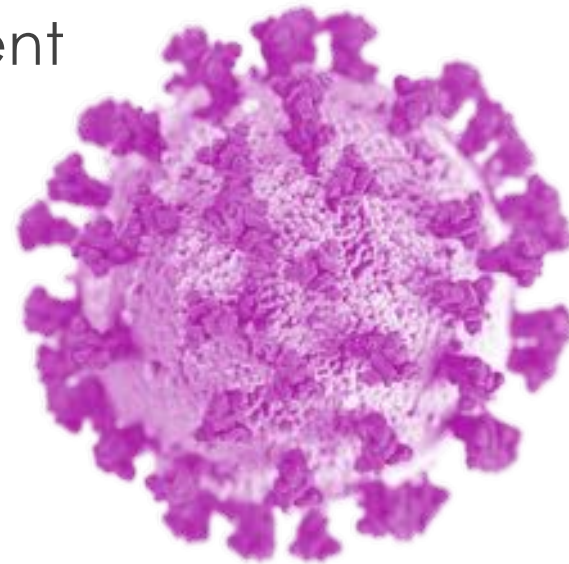
How has your overall contributed revenue been impacted by the COVID-19 crisis?



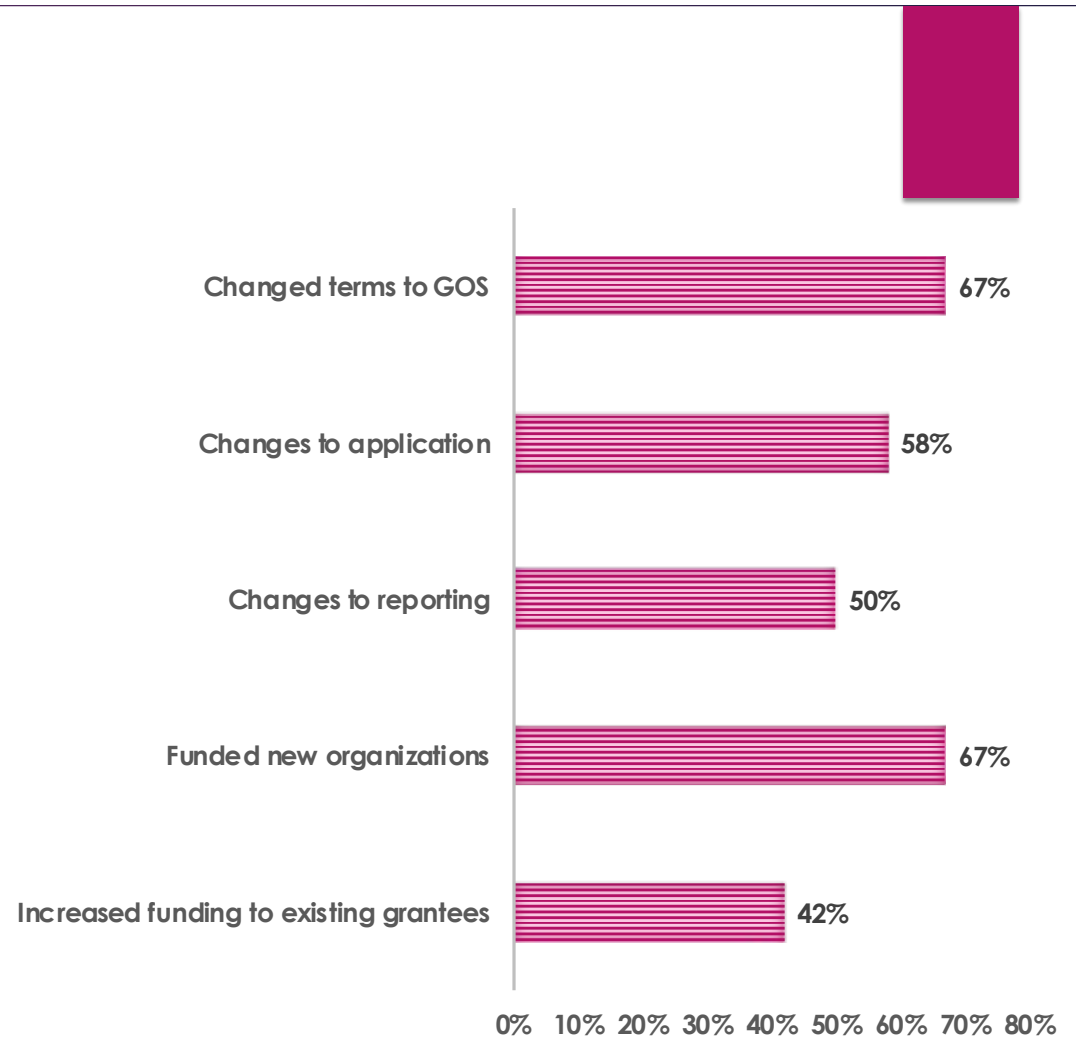
Events

93% of respondents were forced to cancel or re-envision an event as a result of COVID-19

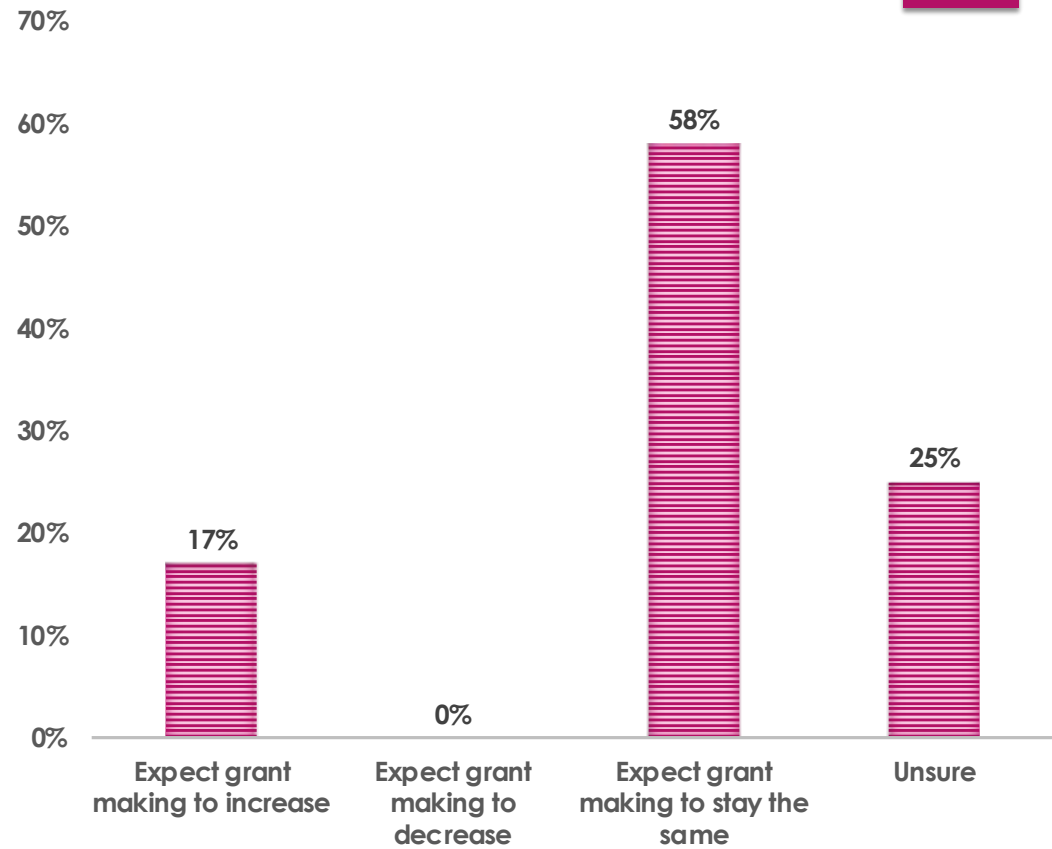
- ▶ Postponed 19%
- ▶ Cancelled 28%
- ▶ Went Virtual 38%



FUNDERS
(n=12):
Changes to
grantmaking
in response
to COVID-19



FUNDERS
(n=12):
Expectations
for 2021



While there is
uncertainty, all
is not lost

- ▶ Use your year-end appeals to share how you are continuing to make a difference
- ▶ Include those who have already supported you
- ▶ Remember the \$300 above-the-line charitable deduction

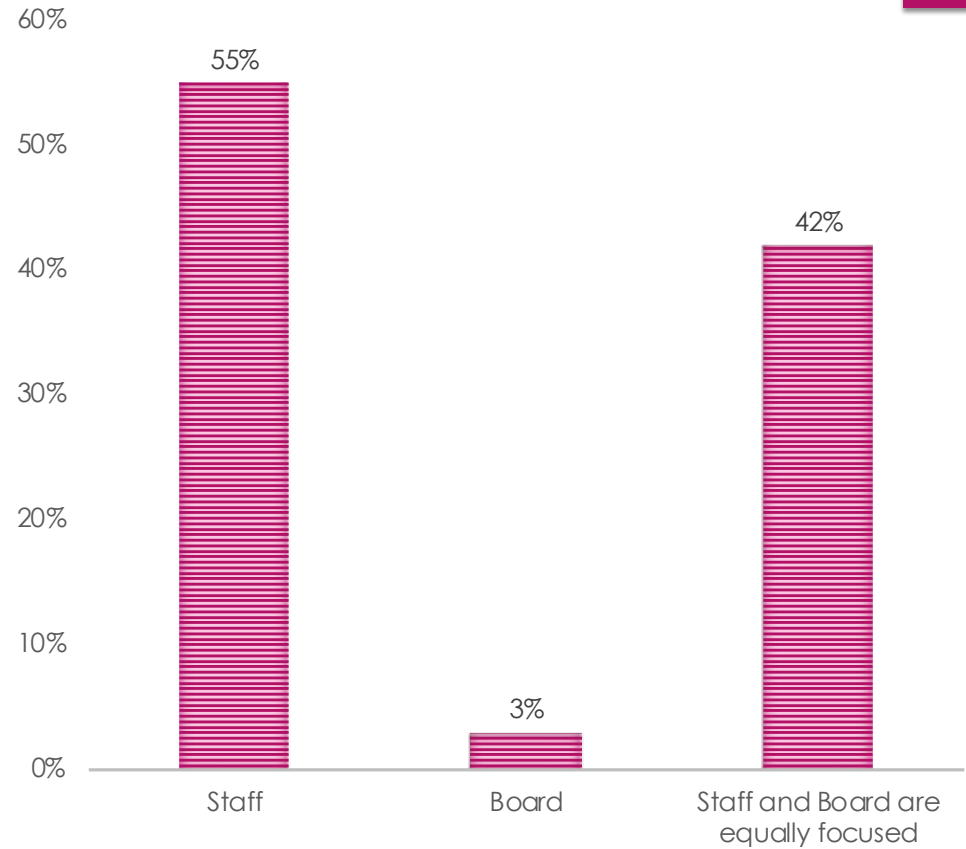


Diversity, Equity and Inclusion

Most common efforts to address DEI

- ▶ **73%** Actively recruiting board members of color
- ▶ **67%** Focusing on diversity in recruiting and hiring staff
- ▶ **64%** Diversity, equity, and inclusion are explicitly stated as organizational values
- ▶ **54%** Leaders are talking to staff about the importance of racial equity and diversity

Within your organization, who is more focused on equity and inclusion?





My Organization:

	Always		Never	
	2015	2020	2015	2020
Understands and communicates that reducing racial inequities is mission-critical	35%	42%	8%	4%
Offers training on cultural competency for board and staff	13%	25%	24%	21%



My Organization:

	Always		Never	
	2015	2020	2015	2020
Collects and analyzes data by race/ethnicity for programs and operations	37%	42%	12%	13%
Proposes strategies that consider inclusion/equity	41%	45%	4%	3%



My Organization:

	Always	Frequently	Occasionally	Never
Values diversity and inquires about the cultural competence of staff to work with diverse groups	48%	36%	13%	4%
Supports the efforts of internal groups to work on issues of equity, diversity and inclusion	53%	27%	14%	6%



My Organization:

	Always	Frequently	Occasionally	Never
Has mechanisms for management accountability around racial equity, diversity and inclusion	16%	28%	39%	18%
Has mechanisms for staff accountability around racial equity, diversity and inclusion	15%	28%	39%	18%

How would you characterize your organization's current state on the Path to Racial Equity?





Keynote Speaker Birgit Smith Burton



DENISE DECOU




MARANDA RICHARDSON

Our Panel

© Copyright 2020 The Rome Group

© Copyright 2020 The Rome Group



Thank you to all our nonprofit partners, including Gateway Center for Giving, who administered the grant maker survey.

GATEWAY CENTER
for GIVING
HELPING DONORS DO MORE