Community-Centric Fundraising

National Small Nonprofit Summit

April 7, 2022
An Introduction to Community-Centric Fundraising

So often as fundraisers, we hear “make the donor the hero of your organization.” But why would the donor be the only hero when the effort is collective? What if there’s another way to fundraise - one that centers community over individual? Loree Lipstein and Marisa Stubbs will talk about community-centric fundraising, a growing movement that seeks to align our funding philosophies, practices, and relationships with equity and justice. They’ll share how the movement has shifted their work, some resources to orient you to the approach, and challenge you to think about incorporating these concepts in your work.
INTRODUCTIONS

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AGENDA

• Introduction
• What is Community-Centric Fundraising (CCF)?
• Why CCF?
• The 10 Principles of CCF
• Conversation on CCF Adventures
• Q&A
• Additional Resources
WHAT IS CCF?
Community-Centric Fundraising (CCF) is a fundraising model that is grounded in equity and social justice.

**WHAT IS COMMUNITY CENTRIC FUNDRAISING?**

Thanks to Anna Rebecca Lopez, CCF Texas, and Erika Chen for this slide.

**CENTERED AROUND COMMUNITY**

We need a fundraising model in which we respect donors and build strong relationships with them, but one that they are not the center of. The community we serve and benefit from must be centered.

**MOVEMENT BUILDING**

We envision a sector that believes in the principles of Community-Centric Fundraising, that uses these fundraising principles and practices to build the power and voice of communities of color.
Community-Centric Fundraising (CCF) is a movement to evolve how fundraising is done in the nonprofit sector.

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WHY CCF?
WHY DID THE CCF MOVEMENT BEGIN?

The majority of fundraisers and nonprofit professionals are unhappy and think fundraising practices and philosophies are harmful to nonprofits' work of addressing systemic injustice. While white and BIPOC folx generally agree that the current system is not working, a higher percentage of BIPOC are unhappy with the status quo.

**WHAT BIPOC FUNDRAISERS THINK OF CURRENT FUNDRAISING PRACTICES + PHILOSOPHIES**

- Very harmful to somewhat harmful: 42%
- Neutral: 10%
- Somewhat helpful to very helpful: 14%
- 4%

**WHAT WHITE FUNDRAISERS THINK OF CURRENT FUNDRAISING PRACTICES + PHILOSOPHIES**

- Very harmful to somewhat harmful: 47%
- Neutral: 18%
- Somewhat helpful to very helpful: 17%
- 3%

Infographics assembled by Anna Rebecca Lopez and available on communitycentricfundraising.org
WHY DID THE CCF MOVEMENT BEGIN?

Half of fundraisers and nonprofit professionals think there is a decrease of the diversity of fundraisers in the sector due to current fundraising philosophies and practices.

ALL SURVEY RESPONDENTS

Over half of all nonprofit professionals surveyed (BIPOC and white) think fundraising philosophies and practices have led to a general decrease in the diversity of fundraisers in the sector. This means that not only are we seeing less people of color in fundraising, but we are also seeing fewer people who bring a variety of lived experiences, and provide unique ways of doing and being.

58%

WHITE RESPONDENTS

26%

White nonprofit professionals were generally more moderate in their responses compared to BIPOCs. One-fourth think current fundraising philosophies and practices have led to a significant decrease in the diversity of fundraisers (26%).

BIPOC RESPONDENTS

38%

In contrast, more than one-third of BIPOC nonprofit professionals think current fundraising philosophies and practices have led to a significant decrease in the diversity of fundraisers (38%).

Infographics assembled by Anna Rebecca Lopez and available on communitycentricfundraising.org
**WHY DID THE CCF MOVEMENT BEGIN?**

Nearly all fundraisers and nonprofit professionals think current fundraising philosophies and practices lead to an increase in **white saviorism**.

**BIPOC**

90%

**WHITE**

90%

Survey respondents who think fundraising philosophies and practices increase **white saviorism**.

**WHITE SAVIORISM DEFINITION:**
A white person, culture, or organization who ‘rescues’ people of color from their own situation, often while taking away the ability for people of color to help themselves, grow as a community and/or to have a sense of agency.

Infographics assembled by Anna Rebecca Lopez and available on communitycentricfundraising.org
WHY IS CCF IMPORTANT?

Drop into the chat why CCF is important to you. Why are you here today?

CCF is important to us as nonprofit professionals because ---
THE 10 PRINCIPLES OF CCF
CCF 10 PRINCIPLES

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.
CCF 10 PRINCIPLES

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.
CONVERSATION on
CCF ADVENTURES
• Intro to CCF - https://communitycentricfundraising.org/

• The CCF Movement - https://communitycentricfundraising.org/ccf-movement/

• CCF Mission, History and 10 principles - https://www.youtube.com/watch?v=iy5lw4Qix94&feature=emb_logo

• A Serious Convo about Donor Love - https://nonprofitaf.com/2022/02/we-need-to-have-a-serious-conversation-about-donor-love/

THANK YOU + STAY CONNECTED

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