



The Future Faces of Philanthropy

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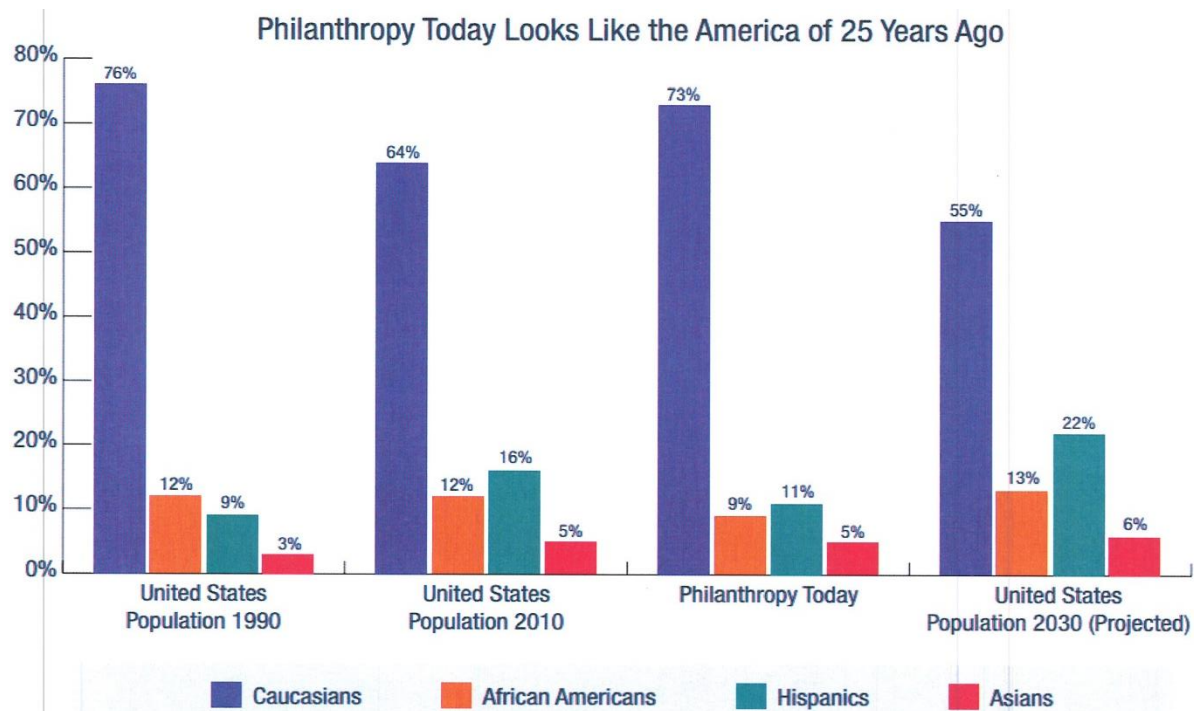
Creating Your Diversity Statement- Questions

- Questions to ask yourself:
 - Did we use data or our business-driven knowledge to create this statement?
 - Does the statement highlight diversity as a priority for our business?
 - Does it define what diversity means to us?
 - If your organization HAS a statement who was a part of the process?

Creating Your Diversity Statement- the HOW

- Compile Data
- Identify the needs and/or area of concerns
- Address policies or practices affecting diversity
- Identify YOUR business objectives
- Get buy-in
- Implement
- Communicate/market statement
- Measure and Disseminate
- Review and Adjust

The Gap



Source: Pew Research Center, The Next America – America's Racial Tapestry is Changing: <http://www.pewresearch.org/next-america/#Americas-Racial-Tapestry-Is-Changing>

1. Source: 2010 U.S. Census: <http://www.census.gov/2010census/>

2015 Summer Leadership Institute

NCE
National Conference of Executives of The Arc
The Arc

The African American Donor

- Giving Priorities:
 - Religion—approximately 13% of their income
 - Social Services
 - Children's Welfare Organizations
 - Health Organizations

More than any other group, they are interested in supporting their unique heritage and community



The African American Donor

- Reaching out:
 - Giving seems to be more impulsive
 - If they are asked, they have a higher chance of giving
 - Support by participating in social events
 - Responsible to support nonprofits that positively impact their own community.

The Asian Donor

- Giving Priorities
 - Health organizations
 - Children's Organizations
 - Local Social Services
 - Emergency Relief
 - Formal education
 - Youth development



The Asian Donor

- Reaching Out:
 - Less impulsive
 - Research is done before they commit
 - Prefer to give to organizations that change policies and laws

More than any other group, they are more likely to support when friends and families ask rather than the organization.

The Hispanic Donor

- Giving Priorities
 - Religion
 - Children organizations
 - Health organizations
 - Social service organizations



The Hispanic Donor

- Reaching Out
 - Spontaneity is a driving factor in giving
 - Giving is based on “EMOTIONS”
 - Storytelling is HUGE
 - Building relationships is a MUST
 - Want to be asked more often.
 - They are not being asked as often as their counter parts.
 - Hispanic donors with kiddos at home donate more than their kid-less counterparts.

THE LGBTQ+ Donor

- Giving Priorities
 - Social Justice Organizations
 - Organizations dedicated to LGBTQ+ History
 - Focused on organizations or initiatives that build lifelong and authentic relationships



THE LGBTQ+ Donor

- Reaching Out
 - Programming efforts
 - Initiatives that focus on forward movement
 - Initiatives that focus on community building

People with Disabilities as Donors

- Giving Priorities:
 - Organizations focused on Awareness
 - Groups or organizations focused on changing policies or laws for the community



People with Disabilities as Donors

- Reaching Out:
 - Create initiatives that focus on awareness and will help them accomplish their goals
 - Be sensitive in language focusing to “erase” the disability; rather focus on changing perception

The Millennial Donor

- Giving Priorities
 - Social Justice Issues- A CAUSE
 - Will give to groups or organizations that focus on GIVING back



The Millennial Donor

- Reaching Out
 - Crowdfunding
 - Mobile Giving
 - With limited financial resources, they will rally for donating clothes, food and other non-monetary items

Creating the Opportunities

- Engage with them at their level
 - Face to Face
 - Virtual
 - Snail Mail
- Educate the influencers they currently seek advice from have the information about philanthropy
- Make them FEEL as if they are a part of your team
 - Invite them to help create the project rather than being the project



Questions?

Resources

- [How to Write an Effective Diversity Statement](#)
- [Diversity in Giving: The Changing Landscape of American Philanthropy](#)
- [Philanthropy and Inclusivity](#)
- [NCE Summer Institute](#)
- [Cultures of Giving](#)

Thank you!

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