Diversity, Equity, and Inclusion in Philanthropy

Building the Data Infrastructure

March 26, 2018
Please suggest questions throughout the conversation.

Today’s webinar will be recorded.

Questions go in the “questions” tab

We will email everyone a copy of the recording after the event.
AGENDA

1. GuideStar: a Repository for DEI Data
2. Philanthropic Sector DEI Overview
3. Lessons from the Boston Foundation
4. Lessons from The California Endowment
5. The future of DEI in grantmaking
GuideStar is a Repository for Diversity Data
Data & Information Flow in the Social Sector


INPUTS

Nonprofits
Foundations
Donors
Experts
Volunteers
Beneficiaries

GUIDESTAR
(PLUS OUR PARTNERS)

GUIDESTAR WEBSITE
Free & Paid Services

PARTNERS & THEIR CHANNELS
Community Foundations
Grant Management
Financial Institutions
Technology Companies
Social Media Platforms

Nonprofits
Volunteers
Beneficiaries
Foundations
Teachers
Data & Information Flow in the Social Sector


GuideStar DATA HUB
Nonprofit Data
- Programs
- Operations
- Financials

Social Issues
Resources
What Works

PARTNERS & THEIR CHANNELS
- Community Foundations
- Grant Management
- Financial Institutions
- Technology Companies
- Social Media Platforms

Nonprofits
Donors
Government
Volunteers
Beneficiaries
Foundations
Researchers
<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,600,000</td>
<td>nonprofit organizations in our database</td>
</tr>
<tr>
<td>2,000,000</td>
<td>nonprofit officer, employee, and trustee information</td>
</tr>
<tr>
<td>1,600,000</td>
<td>active organizations (listed on the last IRS Business Master File)</td>
</tr>
<tr>
<td>150,000</td>
<td>nonprofit organizations providing proprietary data</td>
</tr>
<tr>
<td>250,000</td>
<td>faith based organizations</td>
</tr>
<tr>
<td>50,000</td>
<td>GuideStar Seal of Transparency holders providing supplemental qualitative data</td>
</tr>
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</table>
KEY GUIDESTAR DATA POINTS

GuideStar Nonprofit Profiles
- Proprietary quantitative and qualitative data for 150,000+ nonprofits

Donor Edge Community Partners

IRS BMF
IRS Publication 78 & IRS Revocations List/DB
IRS Internal Revenue Bulletin
IRS Forms 990/ 990-EZ/ 990-PF

The Department of the Treasury
OFAC

IES NCES National Center for Education Statistics
NCES for public schools

NCCS NATIONAL CENTER FOR CHARITABLE STATISTICS
NCCS for NTEE codes

© 2018
Providing diversity information about nonprofits will help us better...

• **Understand** who we are: as individual organizations, collectively as a sector, how we compare to the constituencies served.

• **Evaluate** the impact of nonprofit work and monitor trends to guide future strategies.

• **Increase** the will among nonprofits to advance DEI at their own organizations.

• **Foster** a stronger sense of partnership between funders/grantees: (Relationship > Transaction)

• **Lead** the sector toward greater equity in grantmaking.
Demographic Information Available on Guidestar Nonprofit Profiles

FOR BOARDS AND FULL & PART-TIME STAFF
• Gender Identity
• Race and Ethnicity
• Sexual Orientation
• Disability Status

FOR THE ORGANIZATION
• Diversity Strategies
DIVERSITY DATA DISPLAYED ON GUIDESTAR NONPROFIT PROFILES

**GENDER**

<table>
<thead>
<tr>
<th>Category</th>
<th>Male</th>
<th>Female</th>
<th>Transgender or unspecified nonconforming</th>
<th>Unknown or decline to state</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board Members</td>
<td>2</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Time Staff</td>
<td>38</td>
<td>41</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Part Time Staff</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Senior Staff</td>
<td>1</td>
<td>5</td>
<td></td>
<td></td>
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</tbody>
</table>

**RACE & ETHNICITY**

<table>
<thead>
<tr>
<th>Category</th>
<th>Asian or Asian American</th>
<th>Black or African American</th>
<th>Hispanic, Latino, or Latina</th>
<th>Multiracial or Multibothnic</th>
<th>Native American, American Indian, Alaska Native or Native Hawaiian</th>
<th>White</th>
<th>Additional ethnicities</th>
<th>Unknown or decline to state</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board Members</td>
<td>0</td>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Time Staff</td>
<td>1</td>
<td>78</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Part Time Staff</td>
<td>1</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Senior Staff</td>
<td>1</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SEXUAL ORIENTATION**

- Full Time Staff: 79

*This organization reports that it does not collect this information for Board Members and Volunteers.*

**DISABILITY**

<table>
<thead>
<tr>
<th>Category</th>
<th>Disability</th>
<th>Unknown or decline to state</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Time Staff</td>
<td>79</td>
<td></td>
</tr>
</tbody>
</table>
DIVERSITY STRATEGIES

- We track retention of staff, board, and volunteers across demographic categories
- We track income levels of staff, senior staff, and board across demographic categories
- We track the age of staff, senior staff, and board
- We track the diversity of vendors (e.g., consultants, professional service firms)
- We have a diversity committee in place
- We have a diversity manager in place
- We have a diversity plan
- We use other methods to support diversity
WHAT DIVERSITY DATA DO YOU COLLECT ABOUT YOUR GRANTEES?

FOUNDATIONS ONLY

Select all that apply

• Gender Identity
• Race and Ethnicity
• Sexual Orientation
• Disability Status
• Populations Served
Select all that apply

- Gender Identity
- Race and Ethnicity
- Sexual Orientation
- Disability Status
- Populations Served
## Insights from Our Diversity Dataset in Aggregate

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orgs sharing any demographic information</td>
<td>9,000+</td>
</tr>
<tr>
<td>Gender</td>
<td>8,755</td>
</tr>
<tr>
<td>Race</td>
<td>5,772</td>
</tr>
<tr>
<td>Sexual Orientation</td>
<td>1,197</td>
</tr>
<tr>
<td>Disability Status</td>
<td>1,676</td>
</tr>
<tr>
<td>Orgs sharing their Diversity Practices</td>
<td>6,631</td>
</tr>
<tr>
<td>Funders that have shared diversity practices</td>
<td>300+</td>
</tr>
<tr>
<td>Orgs reporting a strong representation of women in leadership</td>
<td>55%</td>
</tr>
<tr>
<td>Orgs who have boards that are composed of a majority people of color</td>
<td>6%</td>
</tr>
</tbody>
</table>
Funders/Foundations

• **Lead** by example and add DEI information for your foundation to your GuideStar Profile

• **Encourage** your grantees to add their demographic information to their GuideStar Nonprofit Profile

• **Invest** in this work with a grant to help fund GuideStar's DEI efforts

• **Provide** a letter of support to GuideStar, acknowledging the importance of demographic data and intelligence for the sector

• **Volunteer** for a session with our Product Design Team to share insights as we develop the next generation of the data collection and reporting tools
Nonprofits

- **Claim** your organization’s FREE GuideStar Nonprofit Profile
- **Add** your organization’s DEI information on your profile (All sections are voluntary so start where you are comfortable)
- **Earn** a GuideStar Seal to signal your commitment to transparency
- **Share** this opportunity with others in your networks and on social media
- **Direct** interested funders and stakeholders to this information on your Profile
- **Volunteer** for a user testing session with our Product Design Team to share insights as we develop the next generation of the data collection and reporting tools
Seamlessly incorporate the power of GuideStar into your website and applications.

✓ Obtain expanded program results, financial metrics, leadership and staff information

✓ Access in-depth nonprofit information for research and evaluation

✓ Dive deeper into nonprofits’ finances with pre-calculated ratios and visualizations

✓ Autopopulate grant applications for nonprofits

✓ Ensure a charity is eligible to receive tax-deductible donations and is in good standing with the IRS

✓ Populate your database with diversity information supplied to GuideStar directly from nonprofits
Resources in the Sector
Learn more about GuideStar’s Infrastructure Partners work in Diversity, Equity, and Inclusion
Nonprofit Sector Overview

Kelly Brown
Four Big Goals

1. Recruit diverse leaders for foundations—including CEOs, staff, and trustees

2. Increase funding for diverse communities and ensure that foundations offer all constituencies equal opportunity to access the resources they need

3. Improve data collection and transparency so we can measure progress

4. Identify the best actions we can take in our organizations to advance diversity, equity, and inclusion
Philanthropy has the research capacity to be more transparent about progress on DEI
1850 surveyed; 365 responses; 19 interviews

Broad spectrum of foundation type, size, geographic scope, and issues area

Roughly half collecting and not collecting

Most common data collected were race, ethnicity and gender and mostly on constituents served
Using Demographic Data

- Insight into who they were serving
- Desire to be inclusive of diverse communities
- Some have explicit goals around equity and representation
- Many collecting but not using consistently
Challenges

- Differing taxonomies
- Unclear on accuracy
- Fear of retribution
- Not sure how to use
- Hard to assess for advocacy and policy work
The Field

Most Foundations/Social Sector Organizations - Persuadable

Collecting

Not Collecting

DEI Advocates

DEI Resisters
Demographic Data - Building the will for Insight, Impact and Equity

- Provide/promote tools to make it easier
- Use strategy to persuade organizations to collect data
- Highlight respected peers who are collecting and using
- Share stories of improved impact and mission alignment
Can’t Not Do

Changing Face of America
Percent of total U.S. population by race and ethnicity, 1960-2060

Pew Research Center
Lessons from the Boston Foundation

Amanda Holm
The Boston Foundation

- Community foundation for Greater Boston
- Celebrated centennial in 2015
- $1 billion in assets
- Over $100 million per year in Donor Advised Funds
- Approx. $16 million in discretionary grants each year
The Boston Foundation's History

- 1915: TBF is founded
- 1960s: Melnea Cass, Project Exodus
- 1970s: TBF and the BRA
- 1985: Anna Faith Jones
- 2010: StreetSafe Boston
- 2013: Collaborate Boston
Operation Exodus

Anna Faith Jones
The Boston Foundation - Current Efforts

Internal Culture
- Program Department

Supporting Grantees and Nonprofits
- Boston Neighborhood Fellows
- Collaborate Boston
- Grassroots Fund

Changing Practice
- Opportunity in Change
- Changing the Infrastructure
- Grantee Requirements

Boston Neighborhood Fellows 2017
DEI and Data

Next Steps:
• Due diligence process updates
• New fields on the Giving Common
• Prioritization of DEI in decision-making

www.givingcommon.org
Lessons from the California Endowment

Dolores Estrada
The California Endowment’s mission is to expand access to affordable, quality health care for underserved individuals and communities and to promote fundamental improvements in the health status of all Californians.
INSTITUTIONAL SUPPORT TO DIVERSITY

Authorizing Environment – Permission to talk about and engage in diversity-related work with TCE as leverage
TCE IS COMMITTED TO DIVERSITY, EQUITY, AND INCLUSION

- Defined to include race, ethnicity, age, gender, sexual orientation, disability, and geographic diversity.
- Essential to organizational effectiveness and excellence, and that services are enhanced when organizations are reflective of communities being served. As such, The Endowment will continue to raise issues of inclusion and promote diversity in our grant making and operational activities.
- Our commitment to diversity is reflected in the composition of our staff, management, and Board of Directors. We also are committed to using diverse vendors, contractors and consultants, and promoting equal opportunity through our business transactions. We will strive to make our facilities and communications accessible to all.
- Committed to discuss issues related to diversity and inclusion with grantees and applicants.
- Information related to governance, management, staff and volunteer composition in the interest of encouraging diversity and inclusion whenever possible will be asked of grant applicants, as appropriate.
- The Endowment will participate in and support efforts of our peer funders to increase diversity and inclusion in the field of philanthropy.
Equity and Inclusion Lens for Decision Making

Tool’s purpose:

TCE is committed to advancing equity and inclusion. The Equity and Inclusion Lens for Decision Making strengthens TCE’s existing equity and inclusion oriented practices. This tool supports staff efforts to put equity and inclusion at the forefront of decision-making and helps to counter-balance existing biases. As laid out in TCE’s “Diversity, Equity, and Inclusion Statement,” this document uses the following definitions of diversity, equity, and inclusion:

- Diversity includes race, ethnicity, national origin, immigration status, age, gender, gender identity and expression, sexual orientation, disability, as well as geographic diversity.
- Equity includes promoting fair conditions, opportunities, and outcomes for communities.
- Inclusion refers to valuing and raising the perspectives and voices of diverse communities to be considered where decisions are being made.

Tool’s function:

This tool is intended for use in the following situations:

- Major strategic decisions (macro)
GRANTMAKING STATS

April 2015 – March 2016

- Total Awards – 1998 grants/contracts
- Total Approved $202,334,184

April 2016 – March 2017

- Total Awards – 1742 grants/contracts
- Total Approved $178,501,462
Start with external applications (by invitation only)

Voluntary diversity questionnaire

Reporting categories: Directors, Executives and Staff

Store organization data in GIFTS database
## DIVERSITY DATA CHECK POINTS

<table>
<thead>
<tr>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Low responses to diversity data</td>
<td>▪ Articulate value of collecting data to non-profit partners</td>
</tr>
<tr>
<td>▪ Non-profit partners did not know how data would be used</td>
<td>▪ Collect information why data is not collected and what challenges/barriers might exist</td>
</tr>
<tr>
<td>▪ Non-profit partners did not collect data</td>
<td>▪ Refresh values and goal of data collecting with staff</td>
</tr>
</tbody>
</table>
MESSAGE FROM THE CEO

November 1, 2014

Dear Grantee,

At The California Endowment, our commitment to diversity and inclusiveness is strong. It is driven by a fundamental belief that we cannot achieve our mission of improved health for Californians unless every segment of our community participates in advancing solutions. We believe that the effectiveness of the Foundation improves when we reflect the communities we serve. This allows the Foundation to develop strategies that better meet the needs of our diverse state.

For this reason, The California Endowment places a high value on diversity and inclusion both in our internal operations and in the implementation of programs and initiatives. In particular, we have a strong focus on serving diverse populations and communities through our Building Healthy Communities strategy and by addressing diversity, equity, and inclusion in our grantmaking. This goal reflects our value that the organizations we support should also be reflective of the diverse communities they serve and be fully effective.

California’s future is in color. Our state’s demographics are increasingly of color. Only by tapping into the full potential of our diverse population can we keep California strong and vibrant. That is why in October 2013, our Board of Directors voted to make diversity a core value of our organization and our grantmaking. Please complete the diversity data collection at the end of this application. Should you have questions, please contact our Grants Administration Department at (800) 440-4249 for assistance.

Our collection of these diversity data, both internally and externally, serves multiple purposes:

- To help the Foundation understand how well we reflect on the needs of the communities we serve
- To equip our staff with critical data to assist grantees and applicants to better serve the needs of California’s diverse communities
- To ensure that The Endowment tracks its progress and reports to our Board on an ongoing basis.

Thank you for your commitment to building a healthy and inclusive California, and for sharing critical information to support our mission. Your information is very important to us to be effective stewards of a public trust and to continually strive to meet the needs of diverse communities that ultimately benefit from our collective efforts.

Sincerely,

Robert K. Ross, M.D.
President and CEO
WHAT WE LEARNED

▪ Messaging about “why” TCE collects diversity data was very important
▪ Database is ill equipped to provide us with the flexibility and organization needed to share information
▪ Some of our non-profit partners have barriers to collecting this data
▪ TCE needs to have a more active role in building the field
3 STEPS TO DIVERSITY

1. Strong authorizing environment at the board and executive levels

2. Opportunities to learn, share and have open dialogue conversations about diversity, equity and inclusion at an organizational scale

3. Collect diversity data and share what you learn
LONG TERM GOAL

Beginning August 2016, TCE requests applicants voluntarily complete GuideStar diversity profile.

Train staff and building field on value of “knowing” who we are investing with.

Additionally, TCE will explore opportunities to provide capacity or technical assistance in order to help address barriers/challenges raised by applicants.
Panelist Discussion:

If all foundations collect diversity data from grantees in a methodical way, how might this impact grantmaking for the better?
Questions for the panelists?

Gabe Cohen
Senior Director of Communications
GuideStar
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Kelly Brown
Principal Consultant
D5 Compass/Viewpoint Consulting
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Amanda Holm
Manager, Nonprofit Effectiveness
The Boston Foundation
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Dolores Estrada
Director, Grant Operations
The California Endowment
destrada@calendow.org

Moderator
Panelist
Panelist
Panelist
Thanks for Joining!

Let’s continue the conversation:

learn.guidestar.org/dei

Email:
philanthropic.partners@guidestar.org