

## Moving from Awareness to Action: The Changing Landscape of Philanthropy in the United States

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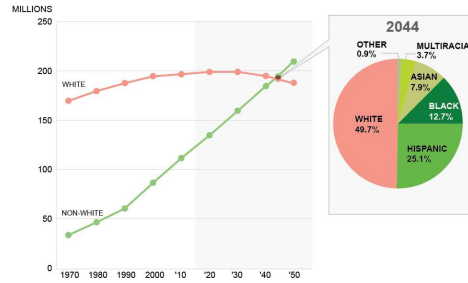
## What will be covered in this webinar?

- A presentation of recent data and examples of philanthropy driven by diverse philanthropists
- An interactive discussion looking at changes in philanthropy in the US, through the lens of diversity
- The changing landscape of philanthropy, and why diversity matters



# Racial/Ethnic Diversity: Yesterday, Today, Tomorrow

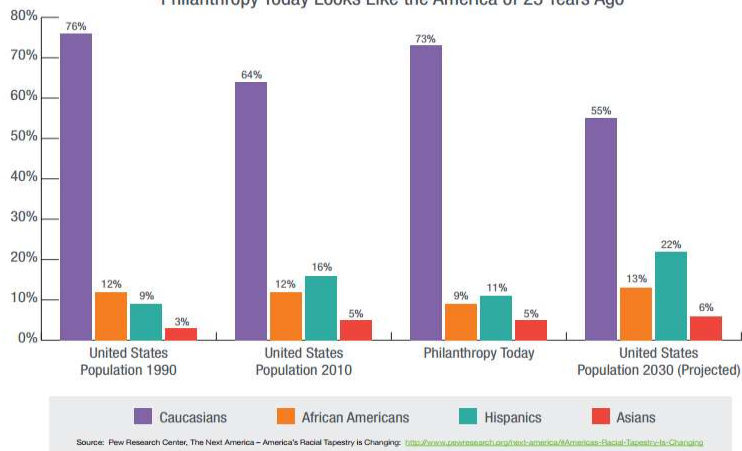
**U.S. White and Non-White Populations, 1970-2050**



Sources: William H. Frey analysis of the 2014 U.S. Census Bureau Projections



**Philanthropy Today Looks Like the America of 25 Years Ago**



## Diversity And Philanthropy Today

Moving Toward Inclusiveness and Equity



## Examples of Diversity's Impact on Philanthropy

- A multi-ethnic millennial couple changes the rules of philanthropy
- An unlikely partnership of one of the world's wealthiest people and a Texas minister working with the poor in San Francisco
- A Black church unites to support the National Museum of African American Museum of Culture
- An Hispanic couple wins the lottery and creates a family foundation, bringing "brown faces" to the field of philanthropy.



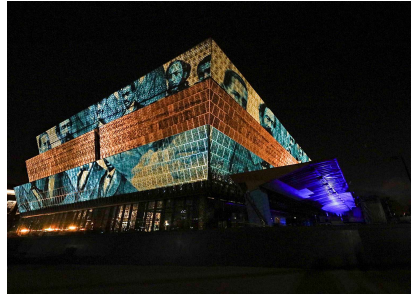
## CZI



## An Unlikely Philanthropic Partnership?



## National Museum of African American History and Culture and the Alfred Street Baptist Church



## Putting a Latina Face on Philanthropy



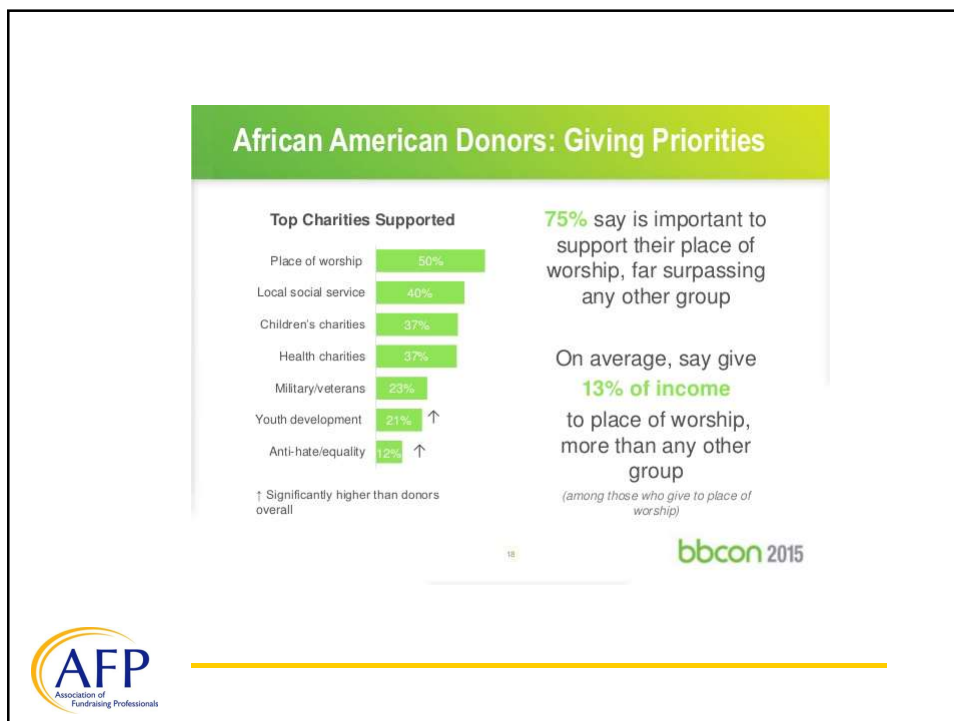
## Friends of Faith




## Moving Forward


What we need to know; What will we do next








## Hispanic Donors: At A Glance

 Youngest of all groups and most likely to have children in their households


 Strong commitment to children's causes

 Much more likely to say they give spontaneously, when something pulls at their heartstrings


 Give larger percentage of income to church than donors overall

 Not asked for donations as frequently as others, and not as likely to give through traditional direct response channels; most interested in hearing more from nonprofits


bbcon 2015



## Who Are You? Multiple-Race Population Growth



- 2010 Census reported multiple races grew by a larger percentage than those reporting a single race.
  - Multiple race (9.0 million) grew by 32.0% compared to single race growth of 9.2%.
  - Multiracial population in US will triple by 2060.



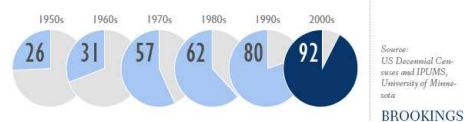


The future of philanthropy may hinge on our ability to see-and connect  
with-the America of 2016 and not of 1990. ■

### III. Minorities are driving growth, replenishing America's youth

Non-whites accounted for the overwhelming majority (92 percent) of U.S. population growth in the 2000s.

Minority share (%) of U.S. population growth, by decade, 1950s – 2000s



## Successful Engagement

- Cultivate relationships with ethnic media
- Recognize generational differences
- Build diverse networks that can operate in mainstream organizations
- Create leadership opportunities



## Moving from Awareness to Action

- Fundraising in the 21<sup>st</sup> century requires a differentiated approach – tailored to the interests, values, and traditions of the many.
- Replace the one size fits all approach
- As minorities become majorities in communities across America, successful nonprofit organizations will need a relevant diverse donor base.
- Building this successful diverse donor base will require that boards, staff, and programming also be diverse.



## Questions?

