



Diversity and inclusion

How do we increase the participation of underrepresented communities in philanthropy as volunteers, donors, and staff by welcoming and valuing diversity?

←---→
LEA HARDCASTLE, SENIOR MANAGER IT, TRANS CANADA TRAIL
KHALIL GULIWALA, DIRECTOR OF DEV., PARKINSON QUÉBEC



WHAT CAN YOU EXPECT - I

This session is about how to create fundraising strategies to go out there and tap the money and assets that are just sitting out there in these communities.

The "new face" of philanthropy is not really new at all. Diverse communities have not only been involved in philanthropic work for decades, they're a critical element as we move forward.

"Inclusion is not a matter of political correctness. It is the key to growth." — Jesse Jackson



WHAT CAN YOU EXPECT - II

The session is divided into 3 parts:

- ▶ Understanding "Diversity"
- ▶ Advantages of the Diverse organization
- ▶ Increasing diversity across the organization (staff, volunteers, donors)



Part 1 - Understanding “Diversity”

Two metaphors:

Metaphor 1: One of these things is not like the other (differences in characteristics or “diversity markers”)

Metaphor 2: Apex predator (differences in power)

Metaphor 1

One of these things is not like the other
(differences in characteristics or “diversity
markers”)

Age

Sexual orientation

Gender

Race

Ethnicity


Religion

Linguistic

Geography

Socioeconomic class

Other

A yellow Muppet character with a long, pointed snout is sitting at a table covered with a red and white checkered tablecloth. There are two lemons on the table in front of it. The background is slightly out of focus, showing what appears to be a kitchen or backstage area.

♪ *One of these things
is not like the other.* ♪

When characteristics overlap

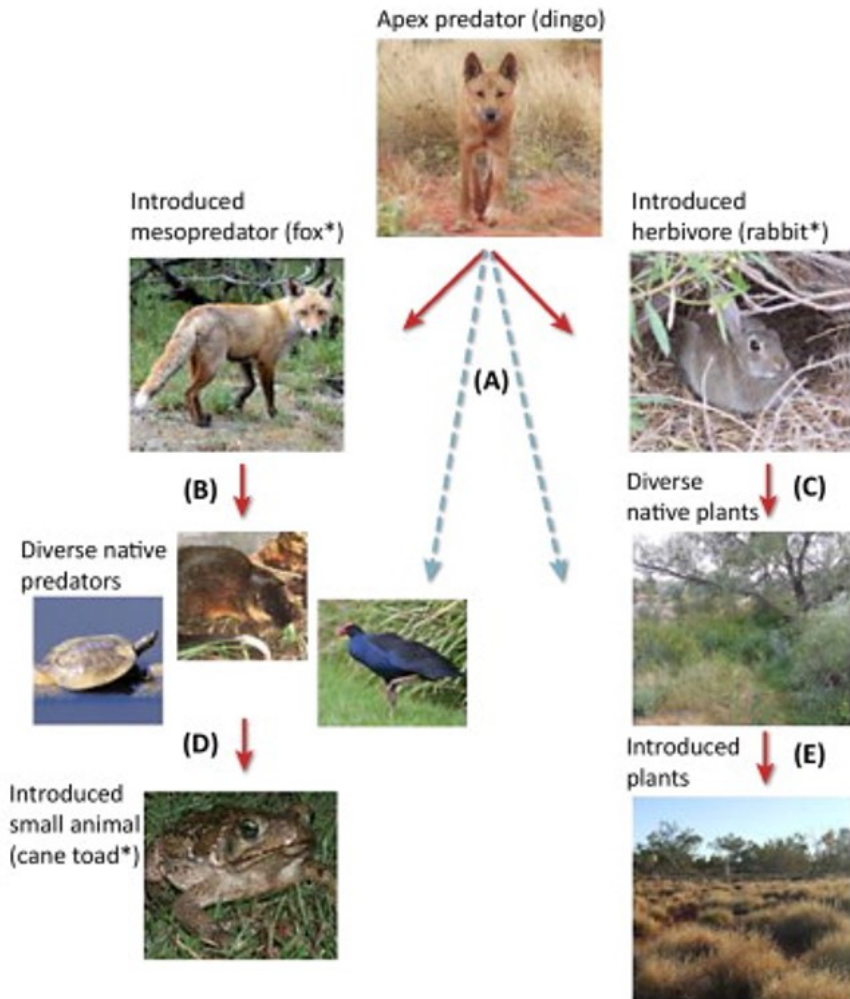
Immigrants to Canada are much more likely to give to religious organizations than are those born in Canada, and they give a larger proportion of the money they donate to these organizations. They are almost twice as likely to say they donate because of religious obligations.

Source: Thirty Years of Giving in Canada, Executive Summary, Fondation Rideau Hall Foundation, Imagine Canada

Metaphor 2

Apex predator (differences in power)

Highly complex
Contingent on the ecosystem
Constantly evolving





Metaphor 2

"I am not the Catholic candidate for president.
I am the Democratic party's candidate for president, who
happens also to be a Catholic.
I do not speak for my church on public matters, and the
church does not speak for me,"

- JFK

Address to the Greater Houston Ministerial Association,
delivered 12 September 1960 at the Rice Hotel in Houston,
TX



Part 2 - Advantages of the Diverse organization

The importance of diversity within organizations – Staff and Volunteers

“Diversity used to be a box that companies checked. But today, diversity is directly tied to company culture and financial performance. Our data shows that 78% of companies prioritize diversity to improve culture and 62% do so to boost financial performance.”

“Growing evidence that diverse teams are more productive, more innovative, and more engaged also make it hard to ignore.”

Global Recruiting Trends by LinkedIn

Importance of a Diverse and Inclusive work environment

“When we listen and celebrate what is both common and different, we become wiser, more inclusive, and better as an organization.” — Pat Wadors

Wadors, Chief Talent Officer at ServiceNow, is a strong advocate for diversity and inclusion efforts, and also cultivating a sense of belonging for employees.

Importance of a Diverse and Inclusive work environment

“A diverse mix of voices leads to better discussions, decisions, and outcomes for everyone.” — Sundar Pichai

A report on inclusive decision making by Cloverpop showed impressive results: Inclusive teams make better business decisions up to 87% of the time. And decisions made and executed by diverse teams delivered 60% better results.

Importance of a Diverse and Inclusive work environment

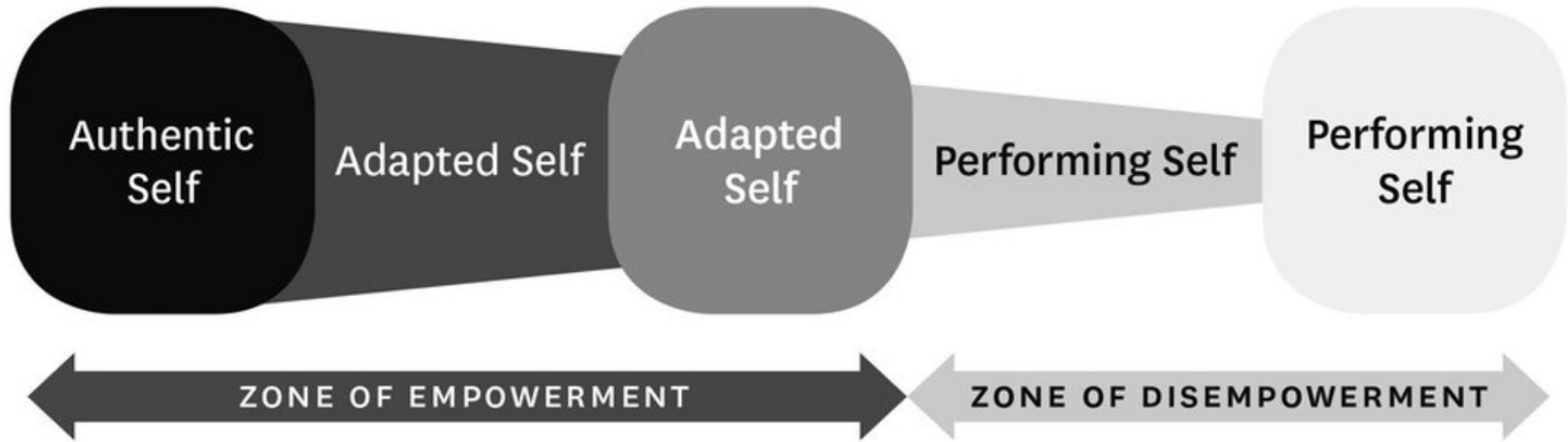
“We are building products that people with very diverse backgrounds use, and I think we all want our company makeup to reflect the makeup of the people who use our products.” — Sheryl Sandberg

Over time, we've seen a number of unfortunate mistakes made by teams that may have lacked diversity and perspective

Importance of a Diverse and Inclusive work environment

Creating an inclusive work environment means creating a place where everyone feels welcomed and accepted—and able to speak up, share insights, and provide more value to the organization.

Taking time to hear what others' experiences have been like. Listening can shed light on situations you might not otherwise think about.



Authentic Self = how you would behave if you didn't fear the consequences of your behavior.

Performing Self = who you are when you feel like you don't have a choice but to conform or mask aspects of your true self; when you're performing, it feels awful.

Adapted Self = who you are when you make a choice to change an aspect of your behavior, in order to meet your own needs or others' needs. When you adapt, you're not driven by fear – you're driven by an authentic desire to change your behavior. Because you're making a choice willingly, it feels good to do.



Part 2 - Increasing diversity across the organization (staff, volunteers, donors)

Common approaches

- Inclusive language and imagery
- Ensuring services are accessible (physical, mental, age-related disabilities)
- Learning more about donors to market better
- Ambassadors



BUILD INCLUSIVE
MARKETING...
AND THEY WILL
COME.

Enlist the help of an Ambassador/Guide/Champion/ Interpreter – ‘Like-Attracts-Like’

“In recent years, I have had the chance to speak to a number of donors from a variety of emerging philanthropic communities. Over and over again, I hear that the role of the solicitor is very important.

Sometimes it’s better for a member from their own community to make the ask. But in other instances, it’s even more powerful when it comes from a member of the perceived ‘establishment.’

Taking the time [to] understand ‘who’ should be involved in extending the ‘invitation’ is critical in achieving success.”

- Dr. Krishan Mehta, AVP, Engagement - Ryerson University,
quoted in KCI Philanthropic Trends Quarterly, 2011: Issue 2

Limitations of the Ambassador Model – Linkage is to the Ambassador First

Essentially a P2P model, where relationship between prospect/donor and charity mitigated through the Champion (re-acquisition efforts can be costly and time-consuming, especially if high-end events are used as primary acquisition streams)

Not broadbased (like Instagram Influencers), but network / net-worth based
(Not ‘Indian community’ but ‘Indians in X’s network’)

To be extraordinarily successful, you have to have your end-donor in mind first and then select your Champion accordingly VS starting with your Champion and seeing which names they can bring on (similar to Major Gift fundraising)

Primary limitation of all these approaches

Not integrated with overall strategy of the organization

The Untapped Market Tool – by Khalil Guliwala

- Who are your clients (citizens) in your geographical model?
- Who are your clients (customers) in your business model?
- Who are your clients (donors) in your financial model?
- How do these match up?
- Is there an **obvious** market/segment that you haven't connected with yet?

Key takeaways:

- Start where you are
- Align your fundraising strategy with the diversity group that makes the most sense and based on the resources you have
- Lifetime process
- Keep it light - https://www.youtube.com/watch?v=MEb_epsuLqA

Resources to help with outreach to specific communities



AT A GLANCE
 1 000 000 000+ Total population
 4 000 000+ Total population of Africa
 1 000 000+ Population of Caribbean
 46 Percentage of Africans in Ontario
 46 Percentage of Africans in Canada
 46 Percentage of Africans in Ontario
 46 Percentage of Africans in Canada

African and Caribbean Philanthropy in Ontario

In October 2013, the Association of Fundraising Professionals Foundation for Philanthropy - Canada hosted a conference that brought together charity leaders, donors and volunteers to explore the philanthropy of the African and Caribbean communities in Ontario. Here is a summary of what the conference and our shared humanity. Further, a successful fundraiser will approach their clients with the mindset of "banking time". Making authentic connections takes time. While you may have a few minutes to meet immediately, individuals can point you to others in the community it appears to have been an "hour gift" donors by reaching out to a broad range of people in the so that you can engage and build long-term relationships with many people of different incomes. As a result, the ability to engage with people will have significant personal enrichment and networking as well.

TERMINOLOGY
 It is important to understand the concept of "banking time" which is a metaphorical term that connects to human.

WISE WORDS



"Africa's African and Caribbean communities are very distinct – both with histories and their relationship with Canada. The intricate the philanthropic's study makes is finding these groups as a single, homogeneous community. I remainable in the concept of Ubuntu – or "human kindness" – and the faith connection is in my strong and focused spirit. Rather than the way we fundraise can make meaningful connections with individuals through their faith, spirituality and our shared humanity. Further, a successful fundraiser will approach their clients with the mindset of "banking time". Making authentic connections takes time. While you may have a few minutes to meet immediately, individuals can point you to others in the community it appears to have been an "hour gift" donors by reaching out to a broad range of people in the so that you can engage and build long-term relationships with many people of different incomes. As a result, the ability to engage with people will have significant personal enrichment and networking as well."

—Nanette Gwynne, Diversity Expert and Chair, African and Caribbean Philanthropy Conference

FREE BLACKS, BLACK BRITISH LOYALISTS AND AMERICAN SLAVES: BY

Black Canadians have various geographic roots and have taken diverse journeys to Canada. The first Black person in Canada was a free man who served as an interpreter in 1604. Some had been American, some born in Canada and descended from Black people who had been enslaved by the British. While other Black Canadians immigrated more recently to Canada or are the descendants of immigrants.

During the American Revolution in the 18th century, slaves were brought to Canada with their white Loyalist owners. Black Loyalists in America were promised freedom for supporting the British and thousands made their way to Canada.

Under the French, and subsequently British colonial rule in Canada, there were African slaves in Canada until the abolition of slavery in the British colonies in 1834. In the 19th century, prior to the American Civil War, tens of thousands of African American slaves sought freedom in Canada through the Underground Railroad. The Fugitive Slave Act of 1850 prohibited them from leaving Canada within five days following the capture and return south of suspected slaves. This led to movements of not only refugees, but also free Blacks into to Canada.



AT A GLANCE
 1 300 000+ Chinese population
 537 060 Chinese population in Canada
 44 Percentage of Chinese in Ontario
 86 Percentage of Mandarin sp.
 90 000+ Number of intranets
 488 Percentage of Chinese-Canadians
 77 Percentage of Chinese-Canadians

Chinese Philanthropy in Ontario

In January 2014, the Association of Fundraising Professionals Foundation for Philanthropy - Canada hosted a conference that brought together charity leaders, donors and volunteers to explore the philanthropy of the Chinese community in Ontario. Here is a summary of what the conference and our shared humanity. Further, a successful fundraiser will approach their clients with the mindset of "banking time". Making authentic connections takes time. While you may have a few minutes to meet immediately, individuals can point you to others in the community it appears to have been an "hour gift" donors by reaching out to a broad range of people in the so that you can engage and build long-term relationships with many people of different incomes. As a result, the ability to engage with people will have significant personal enrichment and networking as well.

SAVE THE DATE
 (Check New Year's list below)
 Chinese calendar: This occurs annually and falls between the winter and spring equinoxes.

WISE WORDS



"The speakers at the Chinese Philanthropy Conference shared a number of insights about giving. Throughout the day, we heard that the core diversity means that a one size fits all approach doesn't work. To some of us, we have been in Canada for generations, some have been only a few years. Some of us have grown up under harsh rules, so our mindset is to give. We have different languages and dialects, religious practices, and with all of these nuances come so many different perspectives on good speaking, however, relationships really matter in our community. This is not just in the business world, but in the home. It is between the charitable organizations in the Chinese community. Take some time to learn about the history of the Chinese of very clear about how "customer's gift" will have an impact on the community. From what I have learned, for all of these reasons, people tend to be more receptive to solutions someone who has been there and there is someone who understands these things. —Janet Hui, Philanthropy and Chair, Chinese Philanthropy Conference

BACK IN TIME IN 1788, A SMALL NUMBER OF CHINESE CARPENTERS AND SHIPBUILDERS ARRIVED IN CANADA.

Shortly thereafter, successive waves of laborers arrived across the ocean from China as part of gold mining the Fraser River in British Columbia. The Chinese were brought to Canada by the adoption of United Nations Human Rights in 1948. Chinese workers were finally granted the right to sit and immigrants from Hong Kong and other parts of the Asia Pacific region had arrived in Canada.



AT A GLANCE
 600 000 000 Global in Spanish is the third most spoken language in the world
 271 545 Number of people living in Ontario
 364 655 Number of people living in Ontario
 94 Percentage of Latin Canada's official language
 64 Percentage of Canada

Hispanic Philanthropy in Ontario

In September 2014, the Association of Fundraising Professionals Foundation for Philanthropy - Canada hosted a conference that brought together charity leaders, donors and volunteers to explore the philanthropy of the Hispanic community in Ontario. Here is a summary of what the conference and our shared humanity. Further, a successful fundraiser will approach their clients with the mindset of "banking time". Making authentic connections takes time. While you may have a few minutes to meet immediately, individuals can point you to others in the community it appears to have been an "hour gift" donors by reaching out to a broad range of people in the so that you can engage and build long-term relationships with many people of different incomes. As a result, the ability to engage with people will have significant personal enrichment and networking as well.

TERMINOLOGY
 Latin America is a region comprising five countries in the Western Hemisphere: Mexico, Central America, and the Caribbean. It is a diverse region with a rich cultural heritage.

WISE WORDS



"To successfully engage Hispanic donors, it is important to first understand their culture and values. Hispanic donors are often more relationship-oriented and value personal connections. They may be more likely to give through family or community networks. It is important to build trust and rapport with these donors. Understanding their cultural values and traditions can help us better connect with them and encourage their philanthropic giving. —Janet Hui, Philanthropy and Chair, Chinese Philanthropy Conference

BACK IN TIME ACCORDING TO PERUVIAN-CANADIAN SOCIOLOGIST FERNAN VAZQUEZ OF MIGRATION FROM LATIN AMERICA.

In the 1950s, Latin American immigrants began to arrive in Canada in large numbers. They were brought to Canada by the adoption of United Nations Human Rights in 1948. Chinese workers were finally granted the right to sit and immigrants from Hong Kong and other parts of the Asia Pacific region had arrived in Canada.



AT A GLANCE
 1 053 945 Indian population in Ontario
 2 Islam is the second most common religion in Ontario
 75-90 and 1
 77 Percent highest co
 426 925 M
 65 890 M
 residing in

Muslim Philanthropy in Ontario

In June 2014, the Association of Fundraising Professionals Foundation for Philanthropy - Canada hosted a conference that brought together charity leaders, donors and volunteers to explore the philanthropy of the Muslim community in Ontario. Here is a summary of what the conference and our shared humanity. Further, a successful fundraiser will approach their clients with the mindset of "banking time". Making authentic connections takes time. While you may have a few minutes to meet immediately, individuals can point you to others in the community it appears to have been an "hour gift" donors by reaching out to a broad range of people in the so that you can engage and build long-term relationships with many people of different incomes. As a result, the ability to engage with people will have significant personal enrichment and networking as well.

TERMINOLOGY
 The Muslim community in Ontario is diverse and growing. It is important to understand the unique needs and values of this community. Building trust and rapport with Muslim donors is key to successful fundraising. Understanding their cultural and religious practices can help us better connect with them and encourage their philanthropic giving.

WISE WORDS



"Philanthropy is a central focus of Islam. It is regularly given a certain percentage of the wealth those who possess. At the conference, the importance of faith leaders, particularly those who are respected in the community, was highlighted. We also heard about the importance of building trust and rapport with donors. Understanding their cultural and religious practices can help us better connect with them and encourage their philanthropic giving. —Janet Hui, Philanthropy and Chair, Chinese Philanthropy Conference

BACK IN TIME THE FIRST CENSUS OF 1871 REVEALED 13 EUROPEAN IMMIGRANTS ARRIVED IN CANADA.

First-wave European immigrants from Europe founded the first European communities in Ontario, including the first Catholic school building in 1847. The second wave of European immigrants arrived in Ontario in the 1850s, with the adoption of the universal passport for immigrants, granted waves of immigrants began to settle in Canada. In the 1970s, large scale transatlantic immigration to Canada began, and the vast majority of these immigrants were from Europe, Africa, and Asia.



AT A GLANCE
 2 000 Number of ethnic groups of South Asian origin in Ontario
 1 600 000 South Asian population in Canada
 4 200 000 Estimated South Asian population by 2031
 Toronto, Brampton, Mississauga and Markham: Cities in Ontario with the greatest concentration of South Asians

South Asian Philanthropy in Ontario

In January 2013, the Association of Fundraising Professionals Foundation for Philanthropy - Canada hosted a conference that brought together charity leaders, donors and volunteers to explore the philanthropy of the South Asian community in Ontario. Here is a summary of what the conference and our shared humanity. Further, a successful fundraiser will approach their clients with the mindset of "banking time". Making authentic connections takes time. While you may have a few minutes to meet immediately, individuals can point you to others in the community it appears to have been an "hour gift" donors by reaching out to a broad range of people in the so that you can engage and build long-term relationships with many people of different incomes. As a result, the ability to engage with people will have significant personal enrichment and networking as well.

TERMINOLOGY
 South Asia is the eastern part of the Asian continent, including Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka. South Asian diaspora communities are found in many parts of the world, including North America.

WISE WORDS



"The South Asian community is one of the largest cultural groups that make up Canada's minority majority. It makes sense, then, that a growing number of our people leaders are taking an active interest in learning about the charitable movements of this diverse community. However, many of the speakers at the South Asian Philanthropy Conference highlighted an important fact: with all of the historical, cultural and linguistic dimensions of the community, fundraisers must take the time to develop one-on-one relationships with donors. Understanding their unique needs and values can help us better connect with them and encourage their philanthropic giving. —Janet Hui, Philanthropy and Chair, Chinese Philanthropy Conference

BACK IN TIME THE FIRST KNOWN RECORD OF SOUTH ASIANS IN CANADA DATES BACK TO 1903.

South Asians arrived in British Columbia seeking employment opportunities. While they were often employed in menial jobs, they were also active in their communities. In 1914, the Komagata Maru incident occurred, preventing South Asian immigrants from entering Canada. In the 1970s, large scale transatlantic immigration to Canada began, and the vast majority of these immigrants were from Europe, Africa, and Asia.

The 19th century, prior to the American Civil War, tens of thousands of African American slaves sought freedom in Canada through the Underground Railroad. The Fugitive Slave Act of 1850 prohibited them from leaving Canada within five days following the capture and return south of suspected slaves. This led to movements of not only refugees, but also free Blacks into to Canada.

Under the French, and subsequently British colonial rule in Canada, there were African slaves in Canada until the abolition of slavery in the British colonies in 1834. In the 19th century, prior to the American Civil War, tens of thousands of African American slaves sought freedom in Canada through the Underground Railroad. The Fugitive Slave Act of 1850 prohibited them from leaving Canada within five days following the capture and return south of suspected slaves. This led to movements of not only refugees, but also free Blacks into to Canada.

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Source: <http://www.afpinclusivegiving.ca/about-the-program/history/>



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