

Peterborough Area Fundraiser Network: Dismantling Harmful Best Practices Session 2

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Land Acknowledgement

If you want to make reconciliation real, it begins with not saying sorry twice.

Cindy Blackstock
First Nations Child and
Family Caring Society
2016 Progress Summit

Learning Objectives

- Understand assumptions about the best practices in fundraising
- Learn how donor centrality damages relationships and is ineffective
- Explore new ways to fundraise that are anti-oppressive and built on equity and authentic relationships

Brave Space

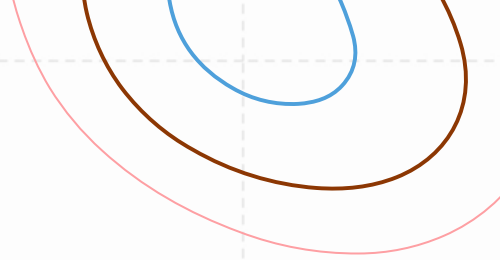
Together we will create brave space. Because there is no such thing as a “safe space”

We exist in the real world. We all carry scars and we have all caused wounds.

In this space we seek to turn down the volume of the outside world, We amplify voices that fight to be heard elsewhere,

We have the responsibility to examine what we think we know. We will not be perfect.

This space will not be perfect. It will not always be what we wish it to be. But it will be our brave space together, and we will work on it side by side.



Grounding Principles

We have been taught misinformation

We will make mistakes

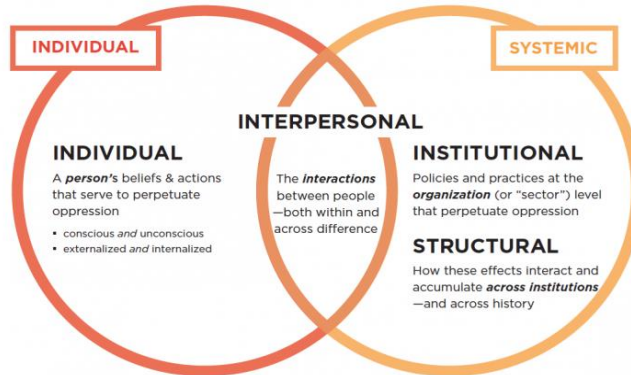
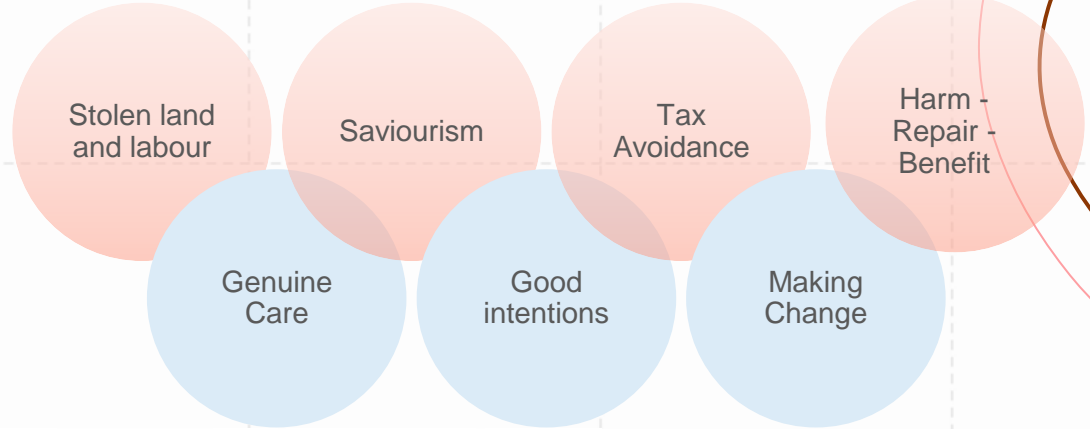
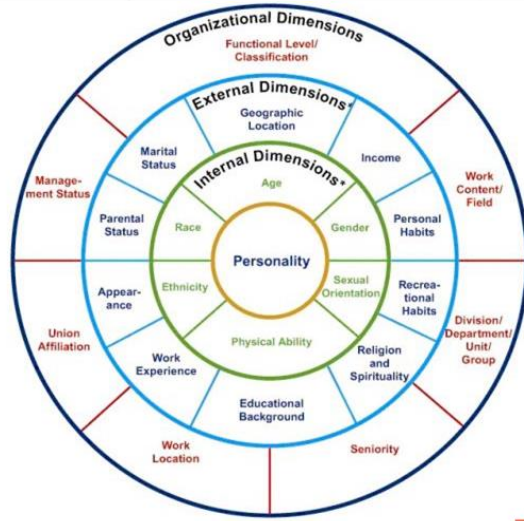
We respectfully challenge each other

We will experience discomfort

We respect confidentiality

We create space for all voices

Foundational Concepts





Anti-Oppressive Framework & Practices

An anti-oppressive framework helps us understand how systems of oppression (i.e., colonialism, racism, sexism, homophobia, and ableism) result in discriminatory actions and systemic inequalities for certain groups.

Anti-oppressive practices seek to recognize and dismantle discriminatory actions and power imbalances at an individual, group and institutional level.

Adapted from Elementary Teachers Federation of Ontario website

Unlearning Harmful 'Best Practices'

1. Myth of meritocracy
2. The donor is always right
3. **We must remain neutral to secure funding**
4. **Donors belong on a pedestal**
5. **Beneficiaries need saving**

3. Remain Neutral to Secure Funding

What is it

- Remaining silent on critical issues
- Scarcity mindset

Why is it harmful

- Lack of systemic change
- Mission stagnation

What can you do

- Learn the laws, and how to navigate
- Staff and donor education

What does change look like

- Published public policy agenda or points of view
- Advocacy in donor engagement/coms

4. Donors Belong on a Pedestal

What is it

- Subjugating yourself / mission
- Othering and keeping donors far from work

Why is it harmful

- Giving away your power
- Setting wrong expectations

What can you do

- Redefine relationship as an exchange
- Sharing space for collective wisdom

What does change look like

- Conversations/communications with donors rooted in truth
- Donor is not centered

Discussion

You are developing the stewardship and recognition plan for a donor who has pledged a high value gift to your charity. You believe public recognition is important to this donor given the information you have found about their previous donations to other organizations.

How can you use an anti-oppressive approach in developing the plan?

What pitfalls do you need to watch out for in developing the plan?

5. Beneficiaries Need Saving

What is it

- Saviourism
- Centering the charity/donors in the narrative

Why is it harmful

- Perpetuates harmful narratives
- Focus on personal instead of systemic issues

What can you do

- Speak about systemic issues
- Train folks to interrupt this narrative trap

What does change look like

- Saviour-free communications
- Communications showing assets of beneficiaries

Alternate Frameworks:

10 Principles of Community Centric Fundraising

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.
6. We treat donors as partners, and this means that we are transparent, 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.

Breakout Discussion

Your leadership team/Board of Directors has asked you to apply a more equitable and anti-oppressive lens to your multi-channel fundraising campaigns. You are concerned about how to do this in a way that achieves their buy-in and demonstrates that it won't affect their revenue negatively.

Discussion Questions

1. What do you need to consider?
2. What steps could you take to make changes?
3. What risks do you have to mitigate?

Why use an Anti-Oppressive Approach?

- Better understand the core issues around your mission, wealth generation, and philanthropy
- Remove problematic narratives from your messaging
- Utilize an asset-based lens in your fundraising
- Create a more inclusive environment that acknowledges oppression, especially for folks with intersectional identities
- Develop fundraising strategies that value the contributions of everyone



Final Thoughts

Reading about mountains does not make you a mountaineer.

It's never too late to follow up.

Recognize the privilege and opportunity you have to be influential in re-imagining donor centricity.

Resources and Supports

If your organization is interested in ***custom programs or training*** reach out to us at philanthropyandequityCOP@gmail.com or on Linked In

If you enjoyed this session, consider joining our ***Community of Practice*** to deepen your skills in imagining and implementing more equitable fundraising practices. You will be joining a group hundreds of like-minded folks working through the tough issues at the intersection of philanthropy and equity.

Upcoming Sessions - <https://tinyurl.com/PhilanthropyCoP>

Jun 2: Hiring & retaining diverse employees

