

Advancing DEI Practice in Philanthropy: Grantmaking and Engagement

March 25, 2021

Moderator:

Gloria Johnson-Cusack

Part-time Lecturer, SPS Nonprofit Management
Chairman of the Board of Trustee, Firelight Foundation
Senior Advisor to the President of Florida International
University

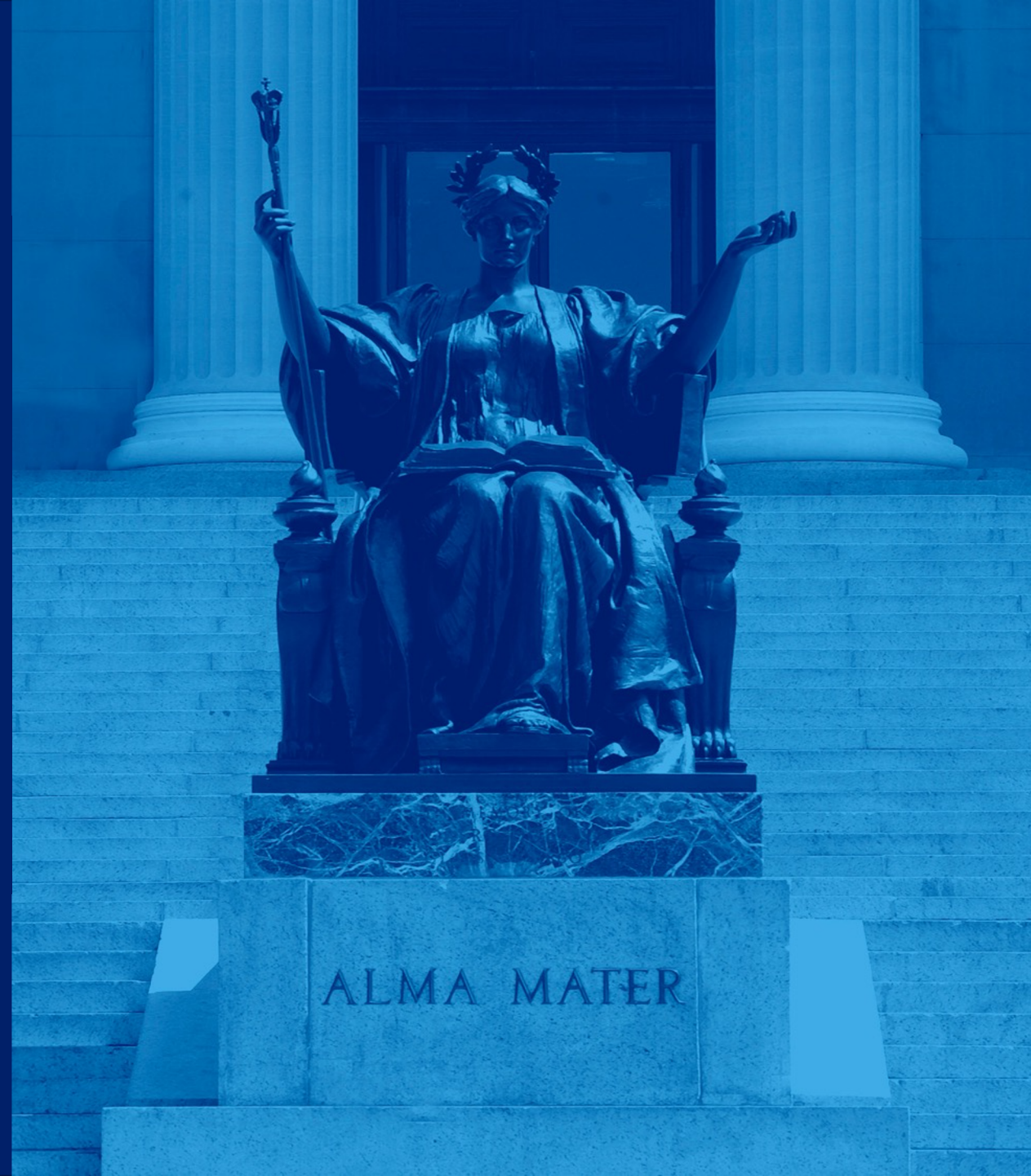
Guest Speakers:

Julie Gehrki

Vice President of Philanthropy at Walmart

Randall Russell

President & CEO at Foundation for a Healthy St. Petersburg
Former President of the Board of Directors,
Professional Social Workers in HIV





Prioritizing messaging &
financial and human
resources

Providing input on
decision making

Representing
physically an
"identity"
group

WHY ARE OUR FOUNDATIONS PURSUING DEI INTENTIONALITY NOW MORE THAN EVER?

- Walmart Foundation
- Foundation for a Healthy St. Petersburg
- Firelight Foundation (compared to Florida International University)

WHAT ARE WE DOING..... AND LEARNING?

Julie Gehrki

Vice President of Philanthropy at Walmart

If DEI is a journey, how do you start – or accelerate the work?

For many, it starts with an honest assessment of where you are, where you see potential to move quickly and what may be more difficult. Third party support can help tremendously.

Early Steps

- Several leading funding portfolios embed DEI in strategy
- Explicit DEI strategy and budget
- Conversations with team about their own personal DEI competency
- Board engagement/support for prioritizing DEI
- Assess performance – grantee and staff feedback

Next Steps

- DEI embedded in strategy process across portfolios – a lens across all work
- Explicit DEI strategy and budget remains
- DEI competency defined, embedded in hiring and evaluation process
- Approved board statement prioritizing DEI
- Engage grantees in the transition – make clear your commitment, support their journey

Advancing a DEI journey, requires work across many dimensions.

1

Team Culture

- Is equity regularly embedded in team conversations?
- How is equity embedded in recruitment, hiring, retention and advancement?

2

Program Officer Competency

- Have you defined a competency around equity?
- How do you support ongoing development?

3

Funding Process/Structure

- What questions do you ask in your application?
- How do you solicit applications?
- How are you addressing power dynamics in grantee relationships?

4

Funding Strategies

- Do you consider an equity lens in each of your strategies?
- How is the voice of those you aim to serve embedded in strategy development?
- Have you reviewed the profile of organizations you support?

5

Field Support

- Are you playing a role in advancing equity in philanthropy?
- How are you learning from/sharing your learnings with others?

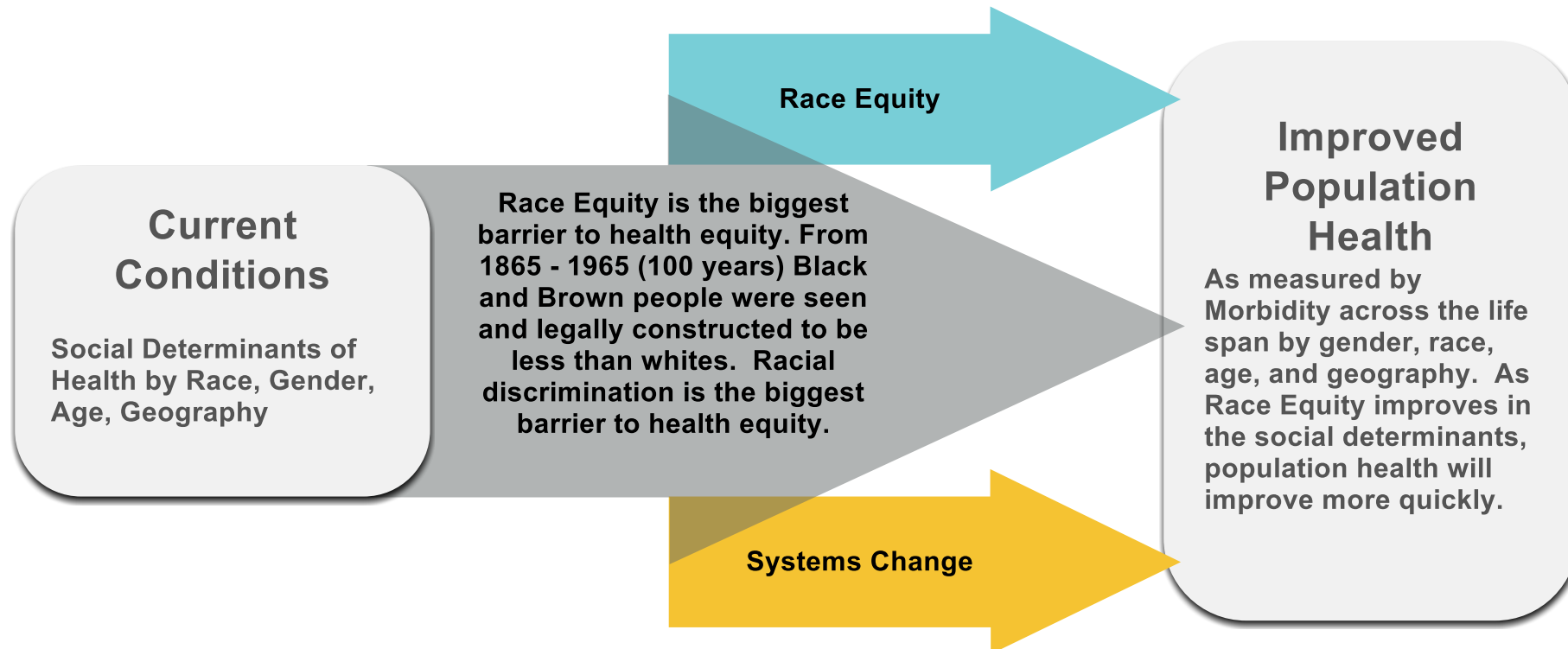
WHAT ARE WE DOING.... AND LEARNING?

Randall Russell

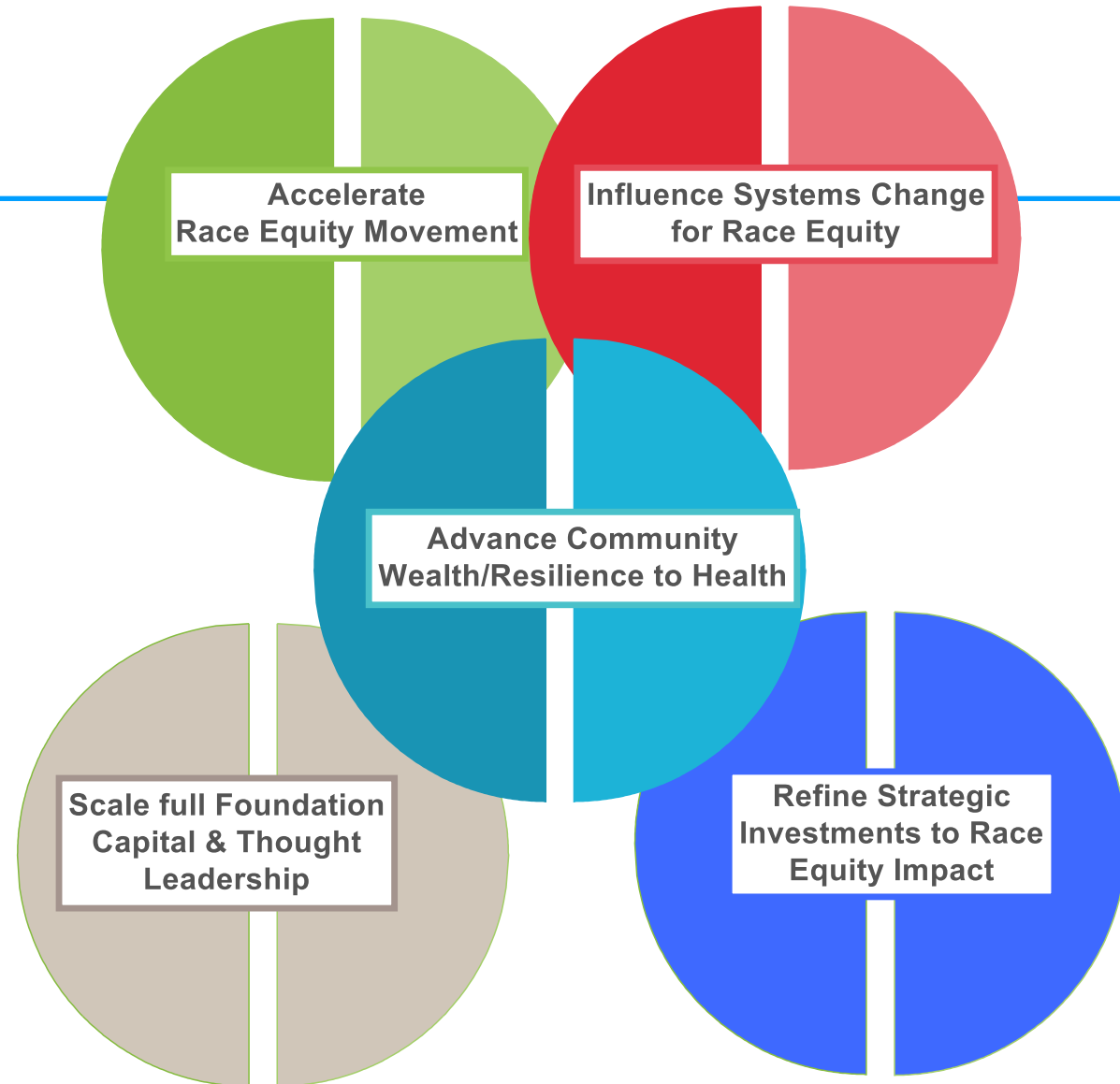
**President & CEO at Foundation for a Healthy St. Petersburg
Former President of the Board of Directors,
Professional Social Workers in HIV**

DEI IN group and OUT group needs: How to meet this current time and align with mission

Race Equity to achieve Health Equity & Improve Population Health



Foundation for a Healthy St. Petersburg - How



FHSP: 4 Sample Foundation Outcomes (1 of 2 slides)

1. ACCELERATE RACE EQUITY MOVEMENT

- Quarterly Listening Report
- Social media impacts of strategic messaging
- Impact of sponsored journalism

2. INFLUENCE SYSTEMS CHANGE

- Policies changed due to a Community Council's participation
- Increase % of BIPOC in corporate C-suite
- Catalogue of interaction with elected officials

FHSP: 4 Sample Foundation Outcomes (2 of 2 slides)

3. REFINE STRATEGIC INVESTMENT TOWARDS RACE EQUITY IMPACT

- Summary report of investments made in 2020 (based on EQUITY THINKER)
- Funded partner meetings to catalyze investments

4. SCALE FULL FOUNDATION CAPITAL & THOUGHT LEADERSHIP

- Actual % of assets encumbered by operations
- Foundation COVID report

WHAT ARE WE DOING.... AND LEARNING?

Gloria Johnson-Cusack

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Chairman of the Board of Trustees, Firelight Foundation
Senior Advisor to the President of Florida International University**

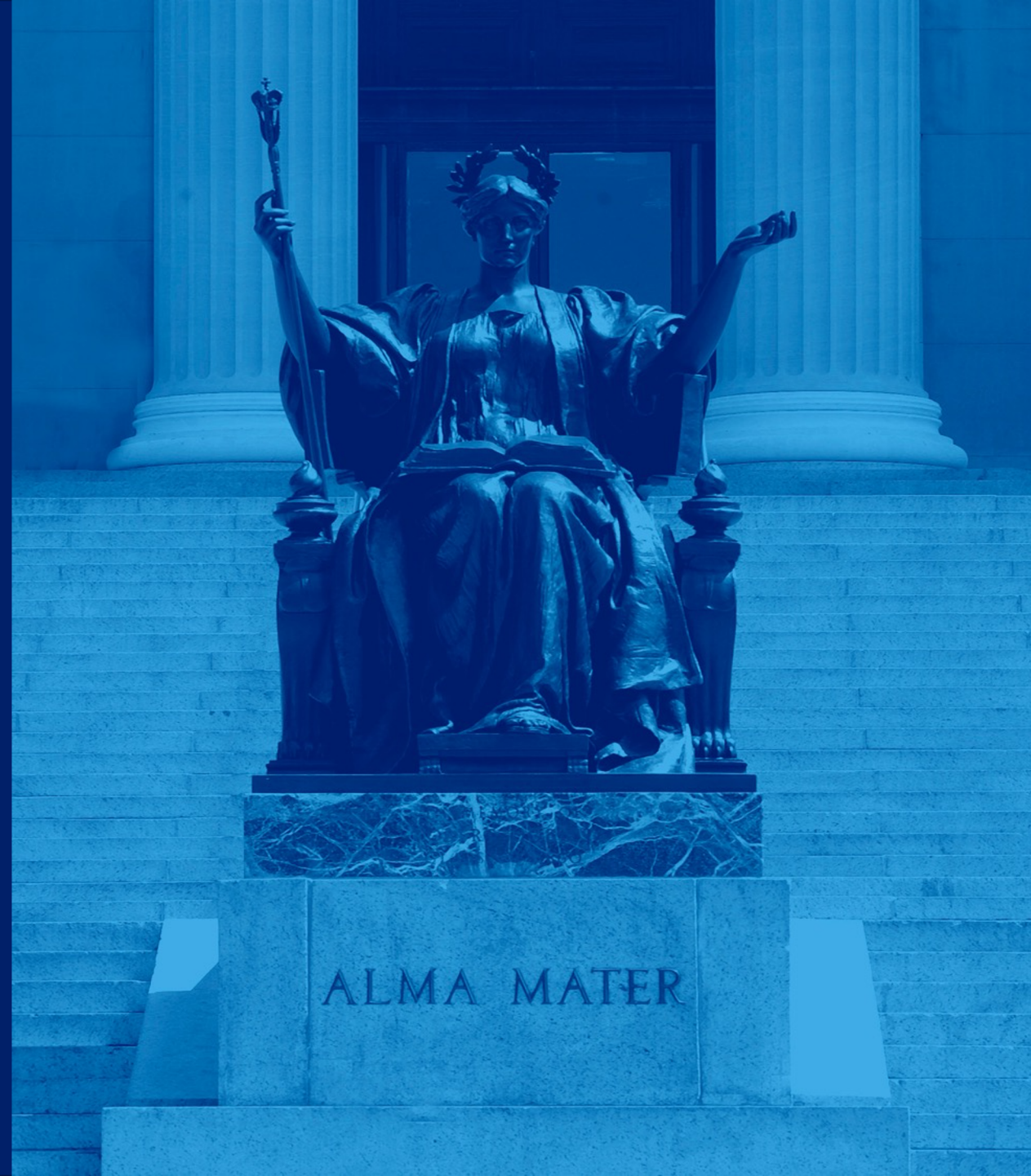
Knowing Your Institution's Priorities/DEI Gaps

Distinct Institutional Priorities	Business Model/Institutional Performance Goals	DEI Lens to Notice Gaps in Interventions Serving OUT Group	Potential Benefits to IN Groups Too
<u>FL Int'l University</u> <ul style="list-style-type: none">• Similar to nonprofits• DEI intentionality is the MEANS to improved outcomes for "customers"	Improve student graduation rates and rankings	Increase comprehensive support to Black males	Better research & educational/financial/mental health practices benefitting MANY OTHER racial groups who also are first-generation students
<u>Firelight Foundation</u> <ul style="list-style-type: none">• Similar to aspiration of some foundations• DEI power shift IS the "END" game)	Improve community-driven systems change led by African leaders	Increase African leadership in U.S.-based Board and among Program/Financial Officers	Stronger children, communities, & economies



Questions?

Resource Slides



ALMA MATER

WHY DEI? From CEO: Foundation for a Healthier St. Petersburg

As of January 2021, White people in Pinellas/St. Petersburg area are getting vaccinated at 3 times the rate of Black and Brown people, even though Blacks die from cancer, diabetes, and heart disease at much higher rates than Whites.

Nature reminds us that the idea of “us” and “them” is so humanly fabricated. There is only “we.”

“.....Like COVID-19, if racism infects one of us, we are all at risk”

White people can no longer sit idly by; we must become active. For those of us who have lived with race or class privilege, it's time to resolve to care for all human beings with the same ardor we've previously engaged to protect ourselves.

(Randall Russell, CEO)

WHY DEI? From CEO: Hilton Foundation

On “Strengthening Health Systems”

“... means using evidence-driven solutions, finding what works and what doesn’t, and relying on knowledge surfaced by those with firsthand experiences.

Funders’ perspectives are often too narrow, not considering the experience of the person on the ground, and we still sometimes fall into the colonial mindset that wants to fund what “we” think “they” need.” ...

“To increase our effectiveness, especially now, as money is being thrown in all directions, global health funders need to embrace three broad strategies:

- 1) Closely engage real-world realities
- 2) Focus not just on low-hanging fruit, but on systems change
- 3) Strategize for the long game and work backward”

(Peter Laugharn, CEO)

(Former CEO, Firelight Foundation; Gloria is current board chair)

Reminder

Final Columbia University DEI Series Event

“Crucible of Change: DEI at the Crossroads”

Featuring leaders in higher education and the private sector

**April 8, 2021
6:30pm to 8:30pm ET**

Thank you for attending

Advancing DEI Practice in Philanthropy: Grantmaking and Engagement

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