

Diverse Fundraising Committee Strategy



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Executive Summary

Our Diversity Community Fundraising Strategy will show our compiled research and the need for Foundations to create a fundraising committee to meet the needs of their organization's catchment area and partners. With the need for organizations to implement diverse and inclusive practices this strategy is the stepping-stone to target diverse leadership.

The report features implementation plans for Childhood Cancer Canada & Trillium Health Partners Foundation. Childhood Cancer Canada currently does not have a committee of this nature in their organization. A plan has been created to start the conversation and reviews the requirements to implement and execute such plan.

Trillium Health Partners Foundation currently has a Diversity and Community Engagement Sub – Committee however the committee is small in nature and does not adequately represent a larger scale of ethnic communities. The plan is to enhance this committee and broaden the reach of the committee within the hospital community. A Terms of References has been created to guide organizations to start forming their Diverse Fundraising Committees.

Issue

The scope of fundraising is evolving and expanding. Non-profits need to become the leaders of this upwards movement by having a Diversity & Inclusion strategy as part of their organization's overall business strategy. Communities are becoming multicultural and non-profits need to adequately reflect those diverse communities in their organization's committees.

According to Statistics Canada, by 2031, one in three workers will be born outside Canada. These individuals will be working and living in the communities that many non-profits are serving. Thus to “better serve and communicate with clients and donors- A workforce that reflects your community is better positioned to understand that community and serve that community. Employees connected to diverse groups open up your organization to new clients and new donors through cultural understanding” (Clarke, 2016).

The purpose of our project is to develop a strategy to engage diverse ethnic backgrounds through the creation and implementation of a Diverse Fundraising Committee. Our goal is to build long-term relationships and increase the level engagements within the communities' non-profits are serving, by engaging new external diverse stakeholders to support the Foundation's mission. This committee will consist of a chair and co-chair whose over arching goals will be to execute our proposed strategy and build a diverse committee.

Why does this matter?

Diverse teams of varying racial and ethnic makeup produce better results, the evidence is clear (Brennan 2015). If you want to grow your organization you need to include diversity in your strategy.

A Diverse Fundraising Committee is necessary on many levels. Primarily it sets the stage for relationship building across diverse communities. It translates to growth and a new network of engagement. Additionally, it can enhance revenue for the non-profit. By being more inclusive, and having diverse representatives from the non-profit's catchment area actively research, identify and develop fundraising opportunities, the giving community will inherently develop. Moreover, these committee representatives serve as leaders that champion activities, cultural messaging and act as advisors on issues that pertain to cultural diversity within the community. Ultimately, involving community partners in strategy development leads to improved results (Bourns, 2010).

Implementation Plan

The following are the two implementation plans for Childhood Cancer Canada (Lorena Muñoz) & Trillium Health Partners Foundation (Alisha Pawa)

Childhood Cancer Canada

Date	Activity	Deliverables	Status
October 2016	Define Needs (roles and expectations for members).	Job description (Benefits, responsibilities and authority, term, general duties, time commitment, legal/financial commitment, qualifications/skill requirements)	Pending
October 2016	Find members by developing leads (through referrals and word of mouth).	Short-list of prospects	Pending
January 2016	Screening and selection. All prospects must go through a full application and screening process.	Application form	Pending
January 2017	Provide orientation for new members	Committee handbook	Pending

Trillium Health Partners Foundation

Working at Trillium Health Partners Foundation, there has been a significant increase in looking at the piece of diversity and inclusion as an organization. Currently, we have a Diversity and Community Engagement Sub – Committee where we have five people from diverse backgrounds who are also well connected within their community.

This gives our organization the opportunity to connect with other ethnicities, learn about other opportunities, and look at new and innovative ways to support our community in a hospital setting, while also having the opportunity to have funds designated towards our foundation.

As with every organization, there are always ways to improve. A large component of this Diversity and Community Engagement Sub – Committee that is missing, is that it needs more faces from a larger range of different ethnicities to be able to connect with a wider range of people within the community.

As this committee grows, Trillium Health Partners Foundation will be implementing advisory groups, so that we can support the needs of each ethnicity and look at the best strategy to support each group, while also looking at opportunities to enhance revenue generation.

As a long-term strategy, Trillium Health Partners Foundation would also be using this opportunity to learn about how we can better support our community in a hospital setting, so everyone from all ethnicities feels safe and comfortable. Whether that means having a translator during a time in need, or meeting all dietary restrictions. This will give us an opportunity to learn first hand, the needs of the various ethnicity groups.

Expected Results

The Forbes Insights states, “A diverse and Inclusive workforce is necessary to drive innovation, foster creativity, and guide business strategies. Multiple voices lead to new ideas, new services, and new products, and encourage out-of-the box thinking encourage out-of-the box thinking” (Egen, 4). By implementing a committee within your organization with strong and well-engaged community members, you will allow for successful information exchange and a guaranteed expansion in your organization's community engagement.

Companies are not any different than non-for-profit organizations when looking at the framework of how to run a successful industry.

TD Bank focuses on the following diversity and inclusion:

- Expanding leadership opportunities for women;
- Expanding leadership opportunities for members of (visible) minority groups;
- Creating and promoting an inclusive culture for people with disabilities;
- Enhancing and promoting an inclusive environment for lesbian, gay, bisexual, transgender and allied employees, customers and clients;
- Creating and promoting an inclusive culture for Aboriginal employees and customers (Canada); and
- Serving diverse communities (Canada and U.S. only).

TD Bank has proven to be the Best Diversity Employers in Canada by Mediacorp and TD Bank, America’s Most Convenient Bank®, was named among the Top 50 Companies for Diversity by DiversityInc.

By integrating such strategies, organizations big or small can implement these concepts and abide by them to successfully grow their organization and look at further supporting their current mission. Also, companies have shown the success rate in being diverse and inclusive; not only through revenue, but also by the inclusivity it builds within the community.

Conclusion

Based on research and finding our team feels very strongly that there is a need for organizations to create a Diverse Fundraising Committee. Our research has shown that organizations need to integrate diversity and inclusion into their overall strategy. This will provide foundations with new lenses into the community their organizations serve along with their donors and their needs. This will assist with building long-term relationships with their community, donors and committee.

A starting point would be to look within your own organization's leadership team. Selecting them as champions to lead the charge and bring other like-minded champions to the table. With a focus on learning about the diverse community the foundation serves and how these relationships may be enhanced and grow.

Resources

Do Nothing About Me Without me: An Action Guide for Engaging Stakeholders, by J. Courtney Bourns, Grantmakers for Effective Organizations and Interaction Institute for Social Change, 2010.
Five Ways to Build Diverse, Inclusive Leadership Teams, by Molly Brennan, Stanford Social Innovation Review, 2015.
Global Diversity and inclusion - Fostering Innovation Through a Diverse Workforce, By Mary Ellen Egan, Forbes Insights, 2011
TD Bank Diversity Governance, 2016. https://www.td.com/corporate-responsibility/diversity/our-diversity-mission/governance.jsp
Diversity and inclusion: Not just another item on the to-do list http://www.imaginecanada.ca/blog/diversity-and-inclusion-not-just-another-item-do-list Clarke, Beth - 2016
Diversity in Governance – A toolkit for non-profit boards http://diversecitytoronto.ca/wp-content/uploads/Diversity-on-Non-Profit-Boards-Toolkit.pdf Diverse City

Appendix A – Terms of Reference

Diverse Fundraising Committee -Terms of Reference

(Each organization to include their Mission, Values and Objectives)

1. The Diverse Fundraising Committee will encompass local community business leaders and prominent and influential community members
2. The Chair and Co-Chair of the committee will be appointed the President and CEO of the Foundation
3. The committee will consist of 8 members for various ethnic communities

Meetings:

1. All committee members will be provided with a pre-determined and approved meeting schedule which has been created and approved by the committee Chair & Co-Chair
2. Quarterly meetings will be set up and committee must attend 75% of the meetings
3. After each meeting minutes will be distributed including appropriate follow up and notices

Responsibilities

Committee members will:

1. Make a personal financial commitment within in their financial ability
2. The committee with work to generate revenue ethnic communities in the catchment area.
3. Recommend potential partnerships– third party events or major gift prospects
 - a. Identification, cultivation and solicitation of prospects
4. Review and approve advertisement in ethnic papers for fundraising asks
5. Represent the Foundation at organized third party events
6. Participate in select cultivation and stewardship activities

ACCOUNTABILITY:

The Diverse Fundraising Committee is accountable to the Foundation President & CEO