



Foundations of Diversity, Equity & Inclusion For Fundraisers



WELCOME

#LREDI

I am influencer with a heart for community economic development who champions social change advocates, thought leaders, and courageous disruptors. I am the founder and CEO of the Aisha Adams Media Group and partner organization Equity Over Everything, and most recently I founded The Lenoir-Rhyne Equity & Diversity Institute.



What impact can equity diversity, and inclusivity have on your organization's fundraising goals? (Rationale)

Increase the unique value proposition of your organizations "ask" in respect to grants and corporate giving.

Increase your organization's reach, trust and influence in the communities you serve.

Reach more potential donors who are willing to give their time, talent, and treasure.



Did you Know?



Knowledge Check...

Type 1 for yes

Type 2 for no



Black Philanthropy

- 20% of black Americans would support non-profits if they were asked more often
- 57% of black Americans feel a sense of responsibility to support nonprofits that impact people who look like them.
- Nearly two-thirds of African-American households donated to organizations and causes, totaling \$11 billion each year"




Latin Philanthropy

- 21% of hispanics would support non-profits they cared about if they knew how.
- 52% of hispanic donors donated spontaneously and/or based off what pulled at the their heart strings.
- Latin American with children at home give an average of \$930 per year. Those without children in the home give an average of \$630

(sources: [Forbes](#), [Black baid](#))





What steps should I take as a fundraiser to
funnel in diverse time, talent and treasure?

Equity Advocate

someone who is **trained** to uses their
"Spheres of Influence" to advocate for
laws, practices, programs, processes,
and financial resources that are
designed to benefit all people,
including marginalized groups such
as the differently abled, elderly, and
other non majority groups.

Source: LREDI Common Terms
and definitions.



A high-angle, top-down photograph of a diverse group of people standing in a circle on a light-colored floor. The people are looking up towards the camera with smiles. The group includes a man in a red sweater, a woman in a yellow sweater, a woman in a blue and white striped shirt, and an older man in a green sweater. The text is overlaid in the center of the image.

**With everything going on in our country
there is not a single organization in
America that can afford not to have a
trained equity advocate on their team.**

**-Aisha Adams.
www.lr.edu/lredi**



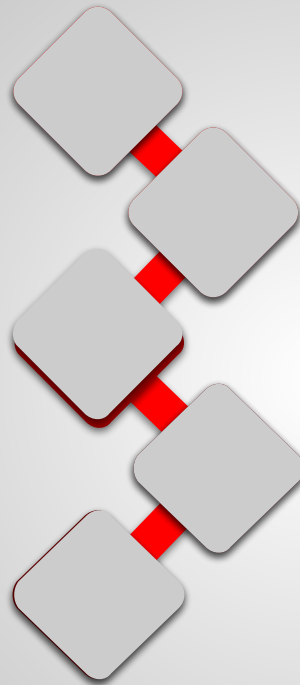
What does an equity advocate bring to an organization?



**Common
Language**

Strategies

**Diversity,
Equity,
and
inclusive
benefits.**

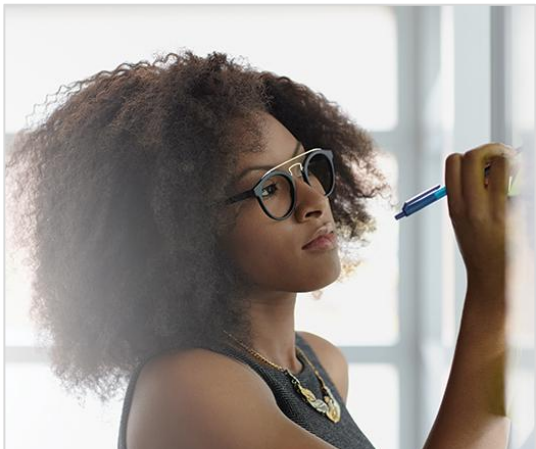


**Anti-racist, LGBTQIA,
differently-abled, age
etc...**

**Organizational
understanding.**



How can the Impact of Equity Advocacy in your fundraising impact your entire organization



**The
difference
between an
advocate
and an
activist.**



Diversity is ensuring that you have a variety of backgrounds, cultures, and perspectives engaged at every level of your organization. Equity Advocates measure diversity, race, ethnicity, gender, physical or intellectual ability, religion, or sexual identity.



Inclusion is authentically accepting and respecting each individual as a valuable member of the team. Inclusion celebrates difference and empowers engaged participation by giving every team member a voice in the decision-making process.

Equity is the condition that can be achieved when all people, including marginalized populations, have true access to processes, information, and financial resources.





THANK YOU!
Any Questions?

End of Slides





@aishaadamsmediagroup



@learnequityandinclusion

aishaadamsmedia.com

Get Trained!

LR.EDU/LREDI

Lenoir-Rhyne University Equity

and Diversity Institute (LREDI) is

designed to support, inspire,
and equip executives,
non-profit leaders, educators,
students, social activists and
other community members
who intend to spark change and
cultivate better communities
through their professional
careers.



#LREDI