



# AFP Global Board Member & IDEA Committee Chair Chapter Presentation

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**Adjunct Faculty, Indiana University Lilly Family School of Philanthropy -**  
**The Fund Raising School**

**Association of Fundraising Professionals**



# Rochelle Jerry

- Seasoned nonprofit professional with 29 years of experience, specializing in strategic and fundraising development. Expertise spans marketing, grant writing, board leadership, governance, and volunteer engagement.
- American Student Dental Association (ASDA), Institute of Food Technologists (IFT), National Restaurant Association (NRA), The Chicago Children’s Museum (CCM), Society of Surgical Oncology (SSO), American Society of Plastic Surgeons (ASPS), Indiana Black Expo, Inc. (IBE), and the Indy Arts Council (IAC) raising over \$16.1M.

- AFP Staff team and Chapter Resources
- AFP Global Strategic Plan
- History of IDEA in AFP Global
- From Awareness to Action: Advancing IDEA in Fundraising and Nonprofit Leadership
- Chapters Prioritizing IDEA - Implementation

# Your Chapter Team

Taryn Gold



**VP of Membership &  
Chapter Engagement**

Nakera Dumas



**Senior Director,  
Membership**

Allison Sedwick



**Senior Director,  
Chapter Engagement**

# Your Chapter Resources



- Share & use the IDEA content on AFP Global Site
- AFP Global IDEA Committee
- AFP Global Affinity Groups
- 2025 AFP ICON Diversity Scholarships
- Women's Impact Initiative
- Speaking Truth to Power in Fundraising
- Emerging Leaders Initiative
- Accessibility Toolkit: A Guide to Becoming an Inclusive Fundraiser

# Early Diversity Efforts at AFP Global



- **2000:** Diversity Workshop and Art Showcase sponsored by The Alford Group.
- **2006:** Formation of Friends of Diversity Task Force.
- **2007:** Official Friends of Diversity Chapter Designation established.
- **2008:** Diverse Communities Scholars program launched with AFP Foundation ICON scholarships.

# Expansion of Inclusion Initiatives and Research



- **2013:** Hosted the Diversity & Inclusion Summit to foster dialogue.
- **2015:** Conducted Diversity & Inclusion Survey to assess member perspectives.
- **2017:** Formal adoption of IDEA policy by AFP Global Board.
- **2018:** Launch of Women's Impact Initiative addressing gender inequity.

# Advancing Gender Equity and Leadership



- **2018:** First comprehensive study on sexual harassment in fundraising.
- **2019:** Women's Impact Initiative Summit to discuss findings and strategies.
- **2019:** AFP/Alford Group Women's Impact Initiative Mentor Program
- **2020:** Friends of Diversity renamed to IDEA Champion Chapter Designation.
- **2021:** Launch of Emerging Leaders Initiative and AFP/Blackbaud Emerging Leader Mentor Program supporting new talent.

# Recent Developments and Toolkits for Inclusion



- **2021:** Assessment of Inclusion, Diversity, Equity & Access within AFP.
- **2021:** Establishment of Diversity Scholarship via AFP ICON/LEAD Blackbaud Fund.
- **2022:** WII Committee, Ohio State Univ. developed *Speaking Truth to Power in Fundraising* toolkit: “raising awareness and building resources to mitigate sexual harassment and discrimination in fundraising.”
- **2023:** Released Accessible Fundraising Toolkit

# Looking Ahead: The Future of IDEA at AFP



- **2025:** IDEAA Findings & Recommendations Report
  - Partners include AFP Canada and AFP Foundation Canada.
  - Executive Sponsor: Birgit Smith Burton, Immediate Past Chair of AFP Global.
- **2025:** Creation of **Vice President of Culture and Belonging** staff position at AFP Global

# JUST THE FACTS



- In the fundraising profession – **All People of Color are underrepresented.**
- There are over 26,000 members of the Association of Fundraising Professionals (AFP) around the world and the percentage of African American members is about 4 percent. **Less than 9% are People of Color.**
- At the 2013 AFP Diversity and Inclusion Summit, the lack of research about **diversity** within the fundraising profession was identified as the **number-one need.**
- The most recent US Census reported that **58.9% of the country is White.**
- The results of the BoardSource national survey reported that **89% of nonprofits CEOs are White and 80% of board members are White.** The data also notes that the larger the board the more likely the board chair is to be White, over 40 years old, and male.
- **Building Movement Project's report on nonprofit leadership shows a decline in interest in leadership positions from People of Color.**
- When it comes to philanthropy - according to the **Kellogg Foundation report** on charitable giving
  - **Black people donate 25 percent more than their White counterparts.**

(Source: Birgit Smith Burton 2024 AADO PPT)

**MISSION** | The Association of Fundraising Professionals empowers individuals and organizations to practice ethical fundraising through professional education, networking, research and advocacy.

**VISION** | To stimulate a world of generosity and positive social good through fundraising best practice.



STRATEGIC OUTCOMES

1. Extraordinary member experience aligned with IDEA principles
2. Elevated member satisfaction at chapter and Global level
3. **Increased** member engagement
4. **Full integration of IDEA principles within chapters**
5. **Portfolio growth** driven by IDEA-based programming
6. Increased program participation
7. Long-term sustainability of programs
8. Improved resource accessibility for underrepresented groups
9. **Heightened impact through strategic partnerships**
10. **Inclusive representation of all stakeholder voices**
11. Recognition of fundraising as ethical profession
12. Increase in volunteer participation, reflecting commitment to IDEA

**1. Elevate Member Experience**

- 1.1 Local engagement reimagined and streamlined
- 1.2 Global-chapter synergy to strengthen value proposition
- 1.3 Leading-edge communications strategy
- 1.4 Leadership access for all

**1.5 IDEA integration in chapter operations**

STRATEGIC PRIORITY

**2. Revolutionize Education & Professional Development**

STRATEGIC OBJECTIVE

- 2.1 Agile infrastructure for content
- 2.2 Optimal learning channels
- 2.3 AFP as career catalyst

**2.4 IDEA scaled for long-term impact**

**3. Enhance Global Reach & Impact**

- 3.1 Strategic partnerships for targeted influence
- 3.2 Political advocacy
- 3.3 Public profile of the profession
- 3.4 Ethics leadership for profession

**3.5 Robust infrastructure for IDEA advancement**



# From Awareness to Action: Advancing IDEA in Fundraising and Nonprofit Leadership

Association of Fundraising Professionals

# WHY IS THIS IMPORTANT?

- Bias, Micro-Aggressions, Lack of Leadership Lead to Staff Departures
- 30% of fundraising professionals under age 35 reported experiencing bias because of their age
- 25% of study participants who have ever been discriminated against because of their appearance (size, height, hair style, tattoos, etc.) reported that type of bias from their co-workers in the past year
- 24% of people with disabilities said their co-workers showed bias or discrimination within the past year
- 22% of people who are a gender other than man or woman reported co-worker bias in the past year based on gender, compared with 13% of women and 7% of men
- 9% of people who identify as Jewish experienced bias in the past year from co-workers because of their religion, compared with 3% of people of all other faiths

# The history of Diversity, Equity & Inclusion Efforts in America – Hidden Histories



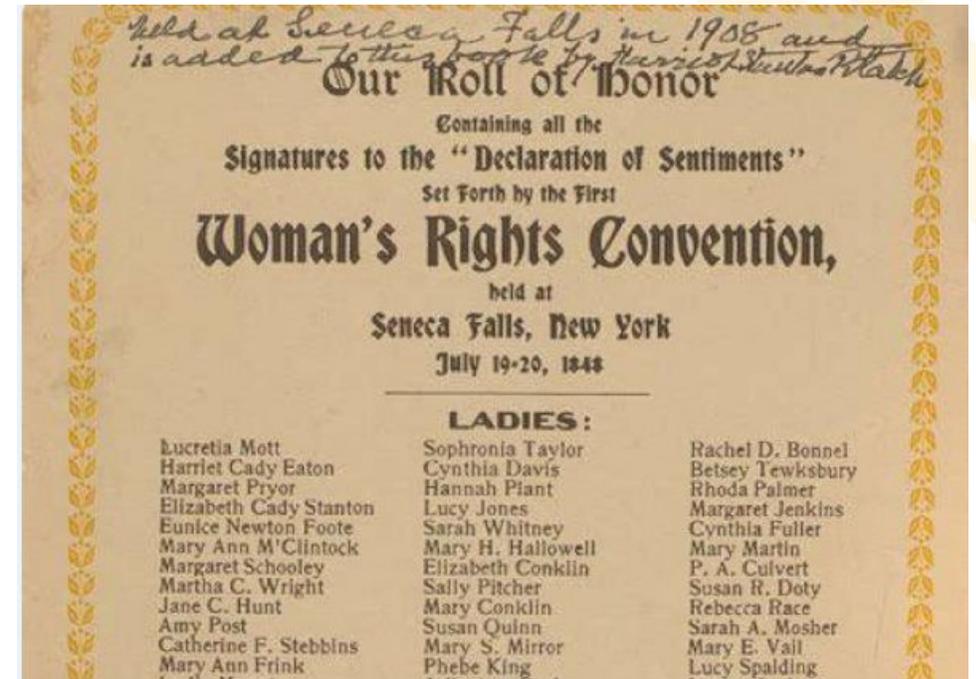
## A Century Old Movement

Diversity, Equity and Inclusion (DEI) is in the DNA of the United States. Since America's founding, we, the people have fought for our country to live up to its promise of liberty, opportunity and prosperity for all.

# The history of Diversity, Equity & Inclusion Efforts in America – Hidden Histories

Let's Explore a few key moments throughout the history of the DEI movement.

- 1775-1783 - American Revolution
- Early 1800s-1865 - Abolition Movement
- July 19-20, 1848 - Seneca Falls Convention
- July 2, 1862 - Morrill Land-Grant Acts
- 1865-1870 - 13th, 14th & 15th Amendments
- April 9, 1866 - Civil Rights Act of 1866
- April 20, 1871 - Civil Rights Act of 1871
- August 18, 1920 - 19th Amendment
- March 3, 1931 - Davis-Bacon and Related Acts
- June 25, 1938 - Fair Labor Standards Act



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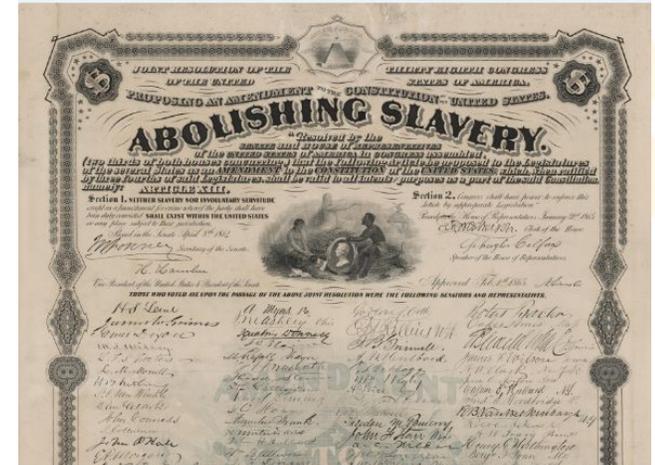
- June 12, 1948 - Women's Armed Services Integration Act
- July 26, 1948 - Desegregating the Military
- May 17, 1954 - Brown v. Board of Education of Topeka, Kansas
- Mid 1950s - Late 1960s - Civil Rights Movement
- 1960s and 1970s - Second-Wave Feminism
- 1960s - Chicano Movement
- July 2, 1964 - Civil Rights Act of 1964



# The history of Diversity, Equity & Inclusion Efforts in America – Hidden Histories

Let's Explore a few key moments throughout the history of the DEI movement.

- October 3, 1965 - Immigration and Nationality Act
- April 11, 1965 - Title I - Elementary and Secondary Education Act
- August 6, 1965 - Voting Rights Act of 1965
- April 11, 1968 - Civil Rights Act of 1968
- June 28, 1969 - Stonewall Riots
- 1960s and 1970s - Red Power Movement
- June 23, 1972 - Title IX - Prohibits Sex Discrimination in Education
- April 14, 1983 - Migrant and Seasonal Agricultural Worker Protection Act
- July 26, 1990 - Americans with Disabilities Act.....
- January - June 2021 - Executive Orders on Diversity, Equity, Inclusion and Accessibility



# Recent Urgency to how philanthropic organizations addressed DEI

## Increased Funding for Racial Justice

- DEI as a Guiding Principle
- Importance of DEI in Philanthropy
- DEI and Fundraising
- Evolving DEI Efforts



Source: PBS News: <https://www.pbs.org/newshour/show/the-history-of-diversity-equity-and-inclusion-efforts-in-america>

## Shifting Funding Priorities

- From General Support to Targeted Investments
- Funding for Systems Change



## Changing Grantmaking Practices

- Participatory Grantmaking
- Trust-Based Philanthropy
- Racial Equity Audits



# Bridging the Understanding

## Internal IDEA Efforts

- Diversifying Staff and Boards
- IDEA Training and Education



# Bridging the Understanding

- Collaboration and Field Building
- Supporting Research and Data



# The Current State of IDEA

- As of January 20, 2025, Executive Order 13985 “Advancing Racial Equity and Support for Underserved Communities Through the Federal Government” ended
- If this is an order for government programs why are businesses scaling back or eliminating DEI programs?



# What Do We Know?

- IDEA practices improve donor engagement
- We're building long-term resilience



# Fundraisers: Catalysts for Sustainable Change

- Action Steps for Supporting IDEA
- To strengthen our commitment to IDEA, AFP members can:
  - Actively participate in AFP's IDEA training and educational programs
  - Mentor emerging professionals from underrepresented communities
  - Share success stories and best practices within their organizations
  - Advocate for inclusive hiring and promotion practices
  - Donate and support AFP's scholarship and fellowship programs
  - Engage in honest conversations about barriers to entry and advancement in our profession



- Lead with Courageous Conversations: Encourage open dialogue about inclusion within your chapter board
- Connect and Learn Together: Invite AFP Global Board Chair/IDEA Committee Chair to share insights with your chapter
- Aspire to Champion Inclusion: Use the AFP Global IDEA Champion application to guide your chapter's efforts
- Deepen Our Understanding: Facilitate meaningful conversations with members about inclusion, diversity, equity, and accessibility
- Reach Out and Welcome All: Review member demographics and actively engage missing or marginalized groups



## Supporting IDEA in Fundraising: A Call to Action

<https://afpglobal.org/news/mikes-monday-message-takeover-supporting-idea-fundraising-call-action>

Thank You. Please Stay Connected!



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