

PowerUP! Seattle 2020 Conference (from Tatiana Joyce and Susan Benford)

Summary

The theme of the Conference was the role and responsibility of both philanthropists and collective giving organizations in increasing equity and inclusion in our communities. There were 54 speakers, 75 volunteers, and 366 attendees.

Recap of Sessions Attended

Grantmaking: Striking A Balance: Power Sharing & Building Equitable Partnerships with Grantees

- Effective partnerships depend on developing mutual trust and creating processes that encourage robust and meaningful community participation. This panel explored approaches to engaging community partners at multiple points of the grantmaking process to help ensure mutual learning and effective outcomes.
- There was discussion around the need to shift the ideas around philanthropy from charity work to justice.
- Talley Baratka and Carol A. Lajoie spoke compellingly about their latest initiative within Impact 100 Richmond – The Neighborhood Catalyst Grant. This is a grantmaking opportunity in which their membership chose to support a region that experienced the displacement of thousands of residents during the 1970s Fulton Urban Renewal Plan, which destroyed more than 800 homes, businesses and churches. Through a trust-based philanthropic model, the Catalyst Grant Committee (CGC), comprising Impact 100 Richmond and neighborhood leaders (identified with the help of the Community Foundation and known as the Neighborhood Advisory Committee [NAC]) identify very specific needs and concrete solutions for improvement. NAC directs the grant to the needs of the community. They also facilitate meetings, collect grant applications from non-profits identified by NAC, and serve as liaisons with the Community Foundation.

This was a situation in which all of the decision making about funding was given to the community. Very powerful!

The Dynamics of Assessment: Funder, Partner, Coach

Identified strategies philanthropists use to engage community members in responsive and learning partnerships:

- **Build internal culture.** Hire experience, model empathy. Ask questions like: How can we prioritize our grantee's time? Will this request require a grantee to go out of its way? Is what we gain from this question worth what it will take the applicant to answer it?
- **Do the homework.** Build relationships with funders who can make recommendations to you. Attend events aligned with your priorities. Be open to conversations with potential grantees. Listen with respect.
- **Give what's most effective: unrestricted multi-year funding.** *So excited that we already do this!* [Tatiana]
- **Provide additional support.** Make introductions: build relationships with other funders. Use your social equity carefully but generously when you see potential fit between a grantee and a funder. Warmly recommend grantees for opportunities. Provide non-monetary support: ask about and listen to what grantees tell you they need. Provide advice when solicited. Consider additional services as you see trends. End meetings by asking: what else can we do for you? *(With our grantee liaisons, love that we're hitting on a lot of these strategies!)* [Tatiana]
- **Stay accountable.** Set expectations: let your grantees know that you want to be accountable to them. Establish the expectation that you are interested in their input and ideas. Seek input regularly: ask grantees what they think of your performance. Regularly solicit anonymous feedback on your work and approach intermittently. Regularly discuss what you hear with your team.

Growing Younger: Strategies for Making Membership More Age-Inclusive, Tatiana Joyce, Panelist and Moderator

- 99 Girlfriends in WA: members and friends donate to a fund and they use that, plus some funds from the Fellows, to pay their memberships. Fellows pay \$100, then \$250, then \$500, then graduate.
- ImpactSonoma: funded through grants and donations from the general membership. NextGen leaders are fully funded for 2 years with the ability to reapply twice for a maximum of 6 years. NextGen has shared memberships, personal sponsorships, or fully fund themselves.
- 73 people attended this event and we fielded close to 35 minutes of questions!

Create a More Diverse Membership and Inclusive Organization, Deepika Andavarapu, Impact 100 Cincinnati

Advancing race equity and inclusion can sometimes seem daunting and often leaves many wondering how and where to start. The steps in this guide help to provide a clear framework for undertaking this important work.

- Step 1 - establish an understanding of race equity and inclusion principles
- Step 2 - **engage affected populations and stakeholders**
- Step 3 - gather and analyze disaggregated data
- Step 4 - conduct systems analysis of root causes of inequities
- Step 5 - identify strategies and target resources to address root causes of inequities
- Step 6 - conduct race equity impact assessment for all policies and decision making
- Step 7 - continuously evaluate effectiveness and adapt strategies

Biggest takeaway from this session was Deepika sharing how her organization explicitly stated that it wanted to actively recruit more diverse women (e.g., younger, of color) and that by clearly inviting these women into their group, more space was created for others in that demographic. This organization hosted multiple “Diversity Mixers” with local organizations mostly comprising women of color. Existing members of Impact 100 Cincinnati could attend only if they brought along a prospective woman of color. In 9 months 62 diverse women were added to membership.

Real Talk from a Non-Profit Leader: A New Age for Building Trust, Community and Power-Sharing. Presenter: Colby Swettberg, CEO, Silver Lining Mentoring

- Colby was amazing during this session and strongly advocated for grantmaking practices through a trust-based lens (used, for example, by Barr Foundation). The video – [Fair Slice](#) – was shared. It is based on the premise of a pizza shop being funded like a human service non-profit. Well worth watching! [Note, there is blue language in this video that has been bleeped, but it is clear what is being said.]
- Two funders have committed to funding SLM for 10 years.
- Recommended [Grantmakers for Effective Philanthropy](#), which is hosting its 2020 Conference in Boston from April 27 to 29.

“So You Want to Talk about Race,” Author, Ijeoma Oluigbo

1. You will never have more power to combat racism than with your own self-work.
2. Racism isn't feelings – it's outcomes. Our impact on racist systems is what matters.
3. Investigate white-centered norms. “Normal” is currently defined by white culture.
4. No one yet knows what an anti-racist society looks like. Being anti-racist means taking action and changing behaviors.

From Vu Le of Nonprofit AF and Pia Enfante, ED of Whitman Institute

1. “Restricted funding is as archaic as leeching” and inhibits a non-profit's ability to plan for the future.
2. “Equity” is targeted funding for those most affected by white supremacy and institutional racism. It is philanthropy's job to find and fund these organizations.