



# Diversity & Inclusion Task Force Final Report

**JUNE 2020**

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# WID

WOMEN IN DEVELOPMENT  
CELEBRATING 40 YEARS

# A Message from the President

## For Such a Time as This

Dear WID Community,

It is with great joy that I proudly share with you this report on the work WID has done to further Inclusion, Equity and Diversity in the fundraising and philanthropic communities. And yet, I am quite restless at this particular moment in time, when tragedy upon tragedy has brought our nation to its knees in many ways. And I wonder at this moment, will we finally rise and walk towards the path of racial equity and justice?

Two years ago, past President Brooke Bryant and I set upon a journey to enact change at Women In Development (WID), NY in the realm of diversity, equity and inclusion. As the first African American President in WID's 40-year history, I have had many conversations and have thought long and hard about what that means for the profession. I have also been humbled by the outreach I've received from women of color in the field, who before now, did not necessarily feel that WID was the right community for them, because they did not see themselves strongly reflected in the organization's programming or leadership. I am determined that more women of color should see more women who look like them in leadership roles in our professions.

With this in mind, in 2018 WID launched a two-year Diversity and Inclusion Task Force, which will transition to an Inclusion, Equity and Diversity Committee during the 2020-2021 program year. The Task Force worked with leading experts to determine a set of recommendations, which the WID board approved and which I am very excited to say we are on track to implement almost fully this year. WID cares about inclusion, equity and diversity, because at the core of this work is a fundamental truth about us as human beings in the nonprofit and philanthropic sectors: We know for certain, the richness and depth that is brought to our profession when we embrace ALL of our colleagues, regardless of any particular characteristic.

Onward, Upward, Forward,



Yolanda F. Johnson, President  
Women In Development, NY



# A Message from the Inclusion, Equity, and Diversity Task Force Chair

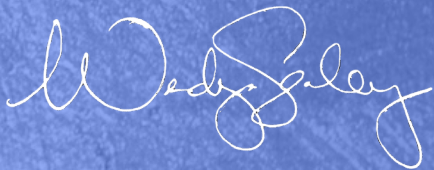
## Embracing the Opportunity of this Moment

Dear WID Community,

I am pleased to be able to share this report with you as the Chair of WID's Inclusion, Equity and Diversity Task Force. As an African American woman with over 20 years of experience raising funds for social justice causes, I'm thrilled that WID created this task force to institutionalize this critical work and that I was recently asked to lead its next chapter.

As fundraisers, we know the power of philanthropy. Philanthropic dollars can center marginalized narratives, elevate those who are most impacted, and fuel social movements, leading to real systemic change. My hope is that, together, as fundraisers at this unique juncture in our country's history, we will embrace the opportunity presented to us to create a more equitable, just society.

I look forward to working with you.



Wendy Sealey, IED Task Force Chair  
Women In Development



# Our Mission

**The mission of Women In Development (WID), New York is to empower, connect, and engage women in a community that fosters professional growth and leadership while advancing the field.**

WID thanks the members of the Diversity and Inclusion Task Force for their support, insight and hard work.

Yolanda F. Johnson, YFJ Consulting, LLC  
President, Women In Development, NY

Wendy Sealey, New York Civil Liberties Union  
Chair, Inclusion, Equity and Diversity Task Force

Stephanie Arcella, TakeTwo Services  
Chantal Bonitto, Planned Parenthood Federation of America  
Brooke Bryant, Kaufman Music Center  
HuiWon Choi, Ampersand Fundraising, LLC  
Lauren Handwerker, CCS Fundraising  
Rachel Huemer  
Virginia Keim, Ginny Keim Advancement Strategies  
Sarina Noone, Cornell University  
Kathryn Pouga Tinhaga, Salesforce  
Christa Orth, Wingo NYC  
Emily Pring, Union Community Health Center  
Nicole Traxler-Wright, Northwell Health  
Janine Triano, CCS Fundraising  
Judith W. Ringer, Consultant

Additional thanks to the experts who helped WID to facilitate the dialogue that formed our final list of recommendations.

Kat Bloomfield, Founder & CEO of Arts Business Collaborative,  
Fatimah Gilliam, Founder & CEO of The Azara Group  
Svetlana Mostovsky, VP, US Strategy & Development at Catalyst

# WID

WOMEN IN DEVELOPMENT  
CELEBRATING 40 YEARS

*“We need to give each other the space to grow, to be ourselves, to exercise our diversity. We need to give each other space so that we may both give and receive such beautiful things as ideas, openness, dignity, joy, healing, and inclusion.”*

— Max de Pree

# Diversity and Inclusion Task Force Vision and Intention:

1. **Increase Membership of Women of Color and Emerging Leaders in the Nonprofit Sector**
2. **Create and Encourage an Inclusive Culture**
3. **Create Visibility through Leadership around Diversity and Inclusion in Philanthropy**

## Process & Objectives

In 2018-19, Women In Development (WID), New York convened a Diversity and Inclusion Task Force to discuss how our community can move the needle in making the fundraising field more diverse, equitable, and inclusive. We held three focused conversations on October 11, February 20, and April 9, yielding recommendations for actions WID could take in 2019-20. In these meetings, we discussed many of the obstacles that exist to elevating Women of Color to leadership positions. These include systems and cultural issues such as microaggressions, double standards, and unconscious bias. A 2012 study from the Harvard Kennedy School found that Women of Color are often held to a much higher standard than their white and male peers and presumed to be less qualified despite their credentials, work product, or business results. A McKinsey and Leanin.org study found that Women of Color are less likely to have managers who promote their work contributions to others, help them navigate organizational politics, or socialize with them outside of work. Thus, they're often left out of the informal networks that propel most high-potentials forward in their careers. They lack the kind of meaningful mentoring and sponsorship that is critical for getting ahead.

Another example that supports the Task Force conversations is a recent study from *Race to Lead*, an initiative of the Building Movement Project, which found that Women of Color encounter systemic obstacles to their advancement over and above barriers faced by white women and men of color. Education and training are not the solution—Women of Color with high levels of education are more likely to be in administrative roles and more likely to report frustrations about inadequate and inequitable salaries. Overall, in order for change to happen, the call to action focuses on systems change, organizational change, and individual support for Women of Color in the sector.

We recognized that WID is not positioned to take on all of these issues, and instead, focused our conversation on two areas where we felt our community could make the biggest impact.

- **Access to Network:**

WID is a powerful network of 500+ leaders. Women of Color having access to this network will impact their ability to thrive in their professional network and experience. Another key finding in the *Race to Lead* report was that Women of Color were less likely to report receiving mentorship at their jobs, and were most likely to seek mentors outside of work. Additionally, Women of Color in development and philanthropy are often torn between authenticity and assimilation. In the face of this tension, Women of Color sometimes opt out of extra-professional events and other networking opportunities. However, if WID is intentional around extending conscious invitations to Women of Color, having access to a powerful network that is prioritizing equity work is impactful. In this way, we are providing individual support for Women of Color in the sector as well as providing an immense source of potential mentors in our field.

- **Visibility:**

With events that are attended by hundreds of nonprofit leaders each year, and communications platforms that reach thousands of leaders, WID is positioned to increase visibility of leaders of color. Women of Color often feel invisible at work, and justifiably so. Several studies, including a report from the *Journal of Experimental Social Psychology* "Prototypes of race and gender: The Invisibility of Black Women" found that black women's statements were remembered less quickly and less accurately than those of their white female and male peers. Because of implicit and unconscious racial bias, many Women of Color are overlooked for opportunities that highlight their work and achievements. By organically lifting up Women of Color who are leading in the fields of development and philanthropy, we are shifting perceptions of professional women in this field as well as providing examples of leadership for all communities.

# Recommendations: (Accomplished!)

The Task Force recommended that WID take on the following actions during the 2019-20 year to move toward our objectives. Our goal is to take organic actions that improve access and increase visibility, within our strong structure of existing programs.

## 1. Core Value

In 2014, WID adopted five core values to guide its vision for the future. In 2019, at the recommendation of WID's first-ever Diversity and Inclusion Task Force, the core value of Diversity, Equity and Inclusion was added.

### *Inclusion, Equity, and Diversity*

*WID is committed to maintaining a culture of diversity and equity in fundraising and related professions. As a membership body, our strength is in our promise to be inclusive, with intentional strategies to welcome and uplift historically marginalized identities and people within our field.*

### Why Did WID Expand Its Core Values?

There is an increasing awareness around historical inequities, including systemic and institutional discrimination. Philanthropy has answered the call on two fronts. Donors of color and next generation philanthropists are organizing to define programmatic impact through an equity lens. In turn, fundraisers of color are being sought out in the philanthropic industry because diverse teams are resilient and sustainable. As leaders in the fundraising profession, WID is committed to maintaining a culture of diversity and equity in fundraising and related professions. As a membership body, our strength is in our promise to be inclusive, with intentional strategies to welcome and uplift historically marginalized identities and people within our field.

According to the Council for Advancement and Support of Education (CASE) International, 75% of advancement professionals are female; however, 50% hold positions at and below the CDO level. According to the Association of Fundraising Professionals (AFP), that number skews even further across the nonprofit sector; 75% of its members are women, compared to 25% of men, but women only hold 25% of the leadership seats. On top of that, on average, only 12% are diverse in the industry.

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12%

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## 2. Programming

**Recommendation:** Our February 2020 luncheon (a breakfast!) will spotlight a leader or leaders whose work addresses diversity, equity, and inclusion.

On February 11, WID hosted a breakfast featuring four women of color who are senior leaders for a discussion about diversifying board and staff leadership in the nonprofit sector. BNY Mellon hosted and sponsored this event and more than 75 people attended. Speakers were: Kelli Doss, Chief Talent & Equity Officer at iMentor (moderator); Erica Hamilton, Principal at Arbor Brothers; Maybel Marte, Managing Director at BlackRock and Board Member at SEO; and Marissa Martin, Executive Director at The Advocacy Institute. These dynamic women shared insight and advice, based on their own experiences, and answered audience questions. Audience members

took home a source sheet with resources to enrich and inform their work at their own organizations.

## 3. Partnerships

**Recommendation:** WID will continue to grow existing partnerships with organizations who aim to promote diverse leaders.

### a. Cause Effective Fellows Program

Advancing Leaders of Color in Fundraising – This program’s mission is to provide critical mentorship and training for development leaders of color. WID has provided several Senior Advisors for this program including our President, Yolanda F. Johnson who also moderated a special panel for Fellows, centered around self care. Additionally, Wendy Sealey, DEI Task Force Chair, moderated a panel on power dynamics in major gifts fundraising. She also serves as a Senior Advisor to a mid-career professional in the program.

### b. Diversity in Arts Leadership (DIAL) Program

In 2018-19, WID participated in the DIAL Leadership Lab, a program for mid-level leaders from diverse communities who seek to move to management positions in the arts. WID members served as mentors, and WID sponsored a reception in August 2018 for mentors and mentees to meet.

## 4. Collecting Demographic Data from Our Membership

In Fall 2019, WID worked with Svetlana Mostovsky and Fatimah Gilliam to develop a demographic survey to be sent to members and added to the WID membership application in an effort to better understand WID’s membership and how we can best serve our members. The process is ongoing and by spring 2021, we hope to have data available.

## WID Wisdom Exploring and Celebrating Inclusion, Equity, and Diversity in Development



Angelique S. C. Grant, Ph.D.

### 5. WID Wisdom Advice Column

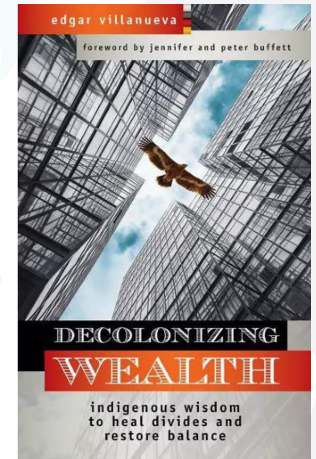
**Recommendation:** We will feature at least one expert of color and/or one of the monthly subject focus areas will be on Diversity, Equity and Inclusion.

In February 2020, we featured celebrated author and DEI expert, Dr. Angelique S. C. Grant, who enlightened us on DEI-related issues.

### 6. WIDLit Book Club

WID's new book group, WIDLit, will have at least one discussion about a book that addresses issues of access and inequality.

On February 25, WID Lit had its second meeting of the 2019-20 year. At the meeting, eight WID members convened at Shakespeare & Company to discuss Edgar Villanueva's *Decolonizing Wealth*. The author, a Native American grantmaker and foundation executive, explores and questions the racial and colonial dynamics at play in the philanthropic world and offers healing on how to close the race wealth gap. The discussion was led by Nina Hanan, Chief Development Officer of the Friends of the Israeli Defense Forces.



### 7. How You Can Help

We are thrilled to say that our goal of including vendors who are people of color in WID's Featured Resource Directory has come to fruition. However, we want to support even more minority and women owned businesses in this area, but we cannot do so unless we know who and where they are. We are currently seeking Featured Resource Guide vendors in the following areas:

1. Photography
2. Floral Design
3. Catering/Event Design
4. Graphic Design
5. Printing

**Please let us know if you have any recommendations, by e-mailing [widny@widny.org](mailto:widny@widny.org).**



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in Fundraising and Philanthropy

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