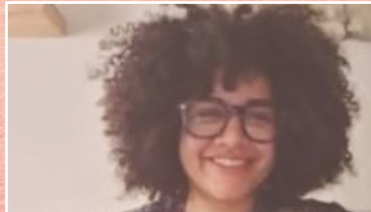
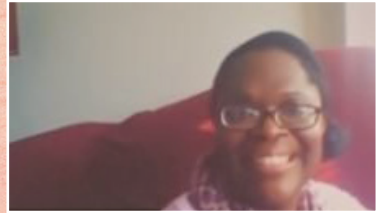
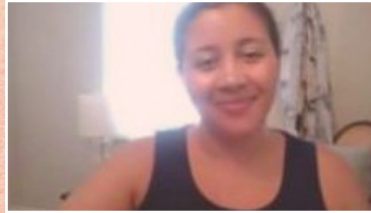
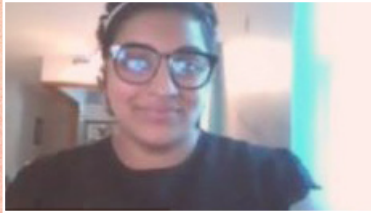
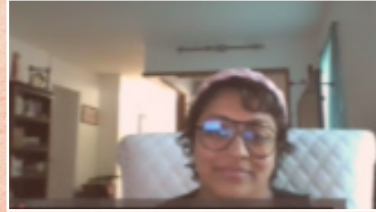
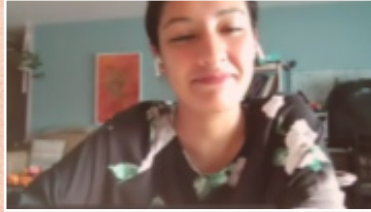
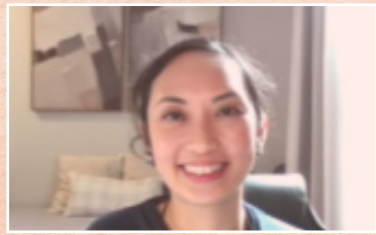
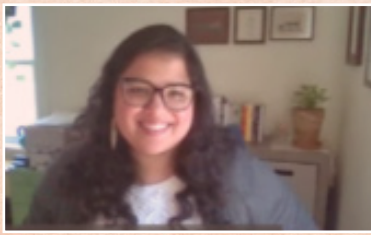




wōc™

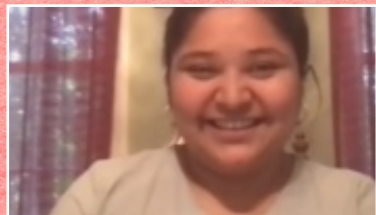
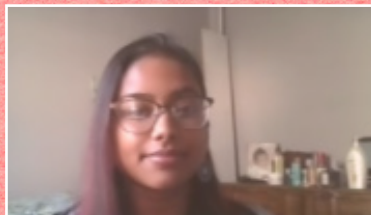
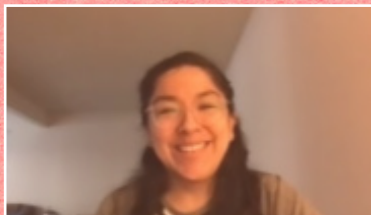
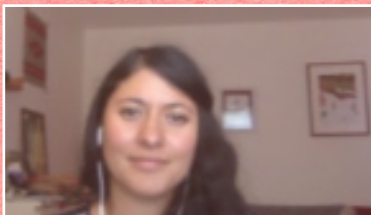
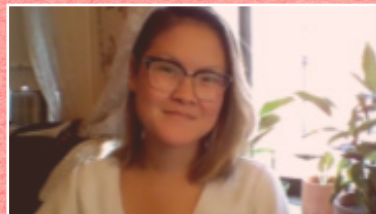
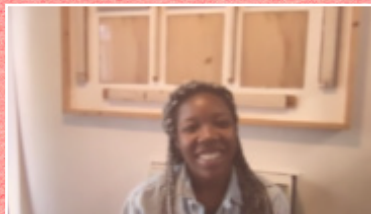
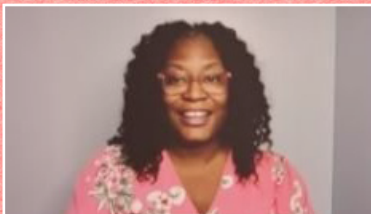
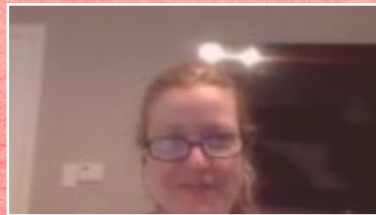
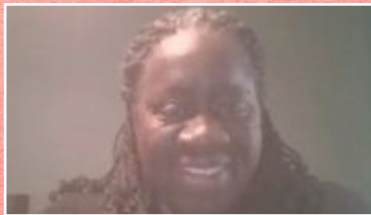
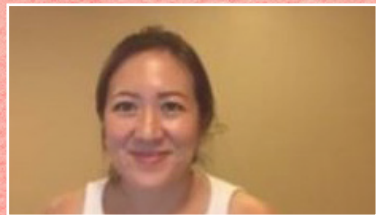
WOMEN OF COLOR
in Fundraising and Philanthropy

Illuminations
2020 IMPACT REPORT



“Fundraisers and Philanthropists are beacons of light and hope, illuminating the path to the good work needed in the world today.”

— Yolanda F. Johnson, Founder, Women of Color in Fundraising and Philanthropy (WOC)[™]



Time to Shine

BY WOC MEMBER

Winsome Foderingham

October 2020

First light

Morning, dawn

New day

Fresh air

Pink sky

Framed with colors

Leaving a broad spectrum of yellows and oranges

Receiving energy from the sun

Lighting up the world

Lifting up your worlds

Illuminating, reflecting

Emitting, refracting

Up high

Elevated to receive

Grounded to give

Energy from the soil

Rooted

Strategically placed

Uniquely purposed

Women of many colors

Women elevated to receive

Divinely energized

For this time,

Illuminating~brighten, enhance, light up!

Reflecting~embody, rays, representing

Emitting~sent forth, voices, radiating!

Refracting~interface, medium, transforming

Shaping, Shifting, sustaining and

Shining

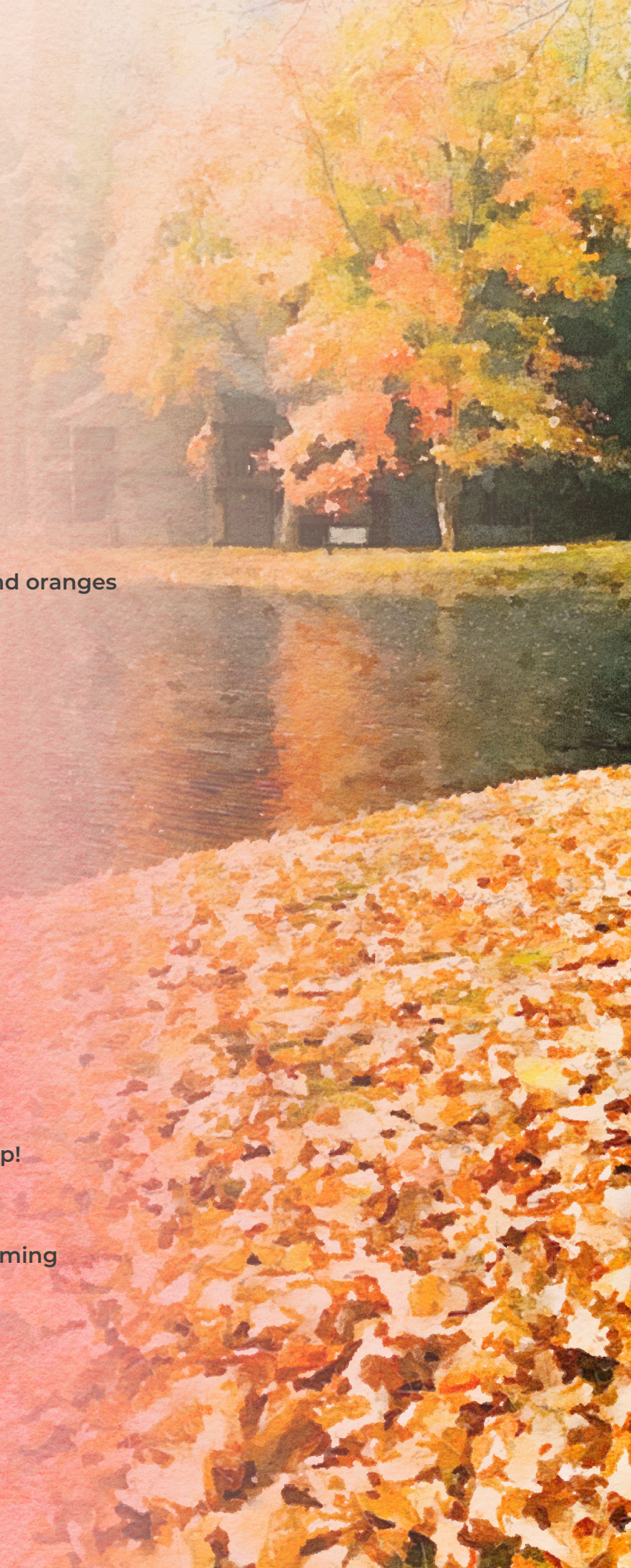


Table of Contents

Founder's Letter	5
Advisory Committee	6
Unparalleled Programming	7
Our Members	9
The 2020 WOC Virtual Symposium	12
The WOC Resource Library	14
WOC Votes 2020: This Freedom Was Not Free	15
Thank You to Our Sponsors	16
WOC Writes: Expert Insights	18
WOC in the News	19
Here's to the Future!	20

Illuminating the Path

FOUNDER'S LETTER

Welcome to our very first impact report!

I am thrilled and proud to share with you, the WOC Community, all of the wonderful things we have been so blessed and fortunate to accomplish since WOC's official launch in June 2020.



From our innovative programming to career advice, networking to our inaugural Symposium, it's been an incredible time of learning, growing, championing, sharing and celebrating women of color in fundraising and philanthropy. It has also been a wonderful time inviting Allies in Action Membership Network to find its way to move the work of WOC forward.

I hope you enjoy the content of this brief, yet significant, report. It includes a beautiful poem by WOC member Winsome Foderingham, in addition to a recap of our amazing first six months. I want to thank all of our sponsors, partners and stakeholders for their steadfast support. And of course, I want to thank each and every one of our more than 800 members across the U.S. and around the world.

And now, with the RADIANT Leadership Institute, Mentor Match and Check-In Chicas ahead in 2021, I am looking forward to what's to come, as we, the women of WOC, continue illuminating the path to the good work needed in the world today.

Here's to many more years to come!

With Gratitude and Hope,

A handwritten signature in blue ink that reads "Yolanda". The script is elegant and cursive.

Yolanda F. Johnson
Founder and President, YFJ Consulting, LLC
Founder, Women of Color in Fundraising and Philanthropy (WOC)

WOC is proud to be included in the *Philanthropy Women 2020 List* of Top 10 Picks for feminist giving.



The WOC Advisory Committee

The WOC Advisory Committee is an esteemed group of experts and thought leaders, who champion equity for women of color in fundraising, philanthropy and related fields.



**Adeshola
"Shola" Akintobi**

Founder and CEO,
Best Face Forward
Makeup Studio, LLC.



Brenda Asare

President and CEO,
The Alford Group;
Vice-Chair of The
Giving Institute



Anna Barber

President
and Principal
Consultant, Barber
& Associates



Chantal Bonitto

Director, Inclusive
Philanthropy, Planned
Parenthood Federation
of America (PPFA)|
Planned Parenthood
Action Fund



Birgit Smith Burton

Founder, AADO,
African American
Development
Officers Network



Elisa A. Charters

President, Latina
Surge



Vanessa Coppes

CEO & Editor-in-
Chief of BELLA
Magazine



**Angelique S. C.
Grant, Ph.D.**

Senior Consultant
and Vice President,
Aspen Leadership
Group



Erica Hamilton

Chief of Staff,
Institute for
Nonprofit Practice



Martha Lauria

Development
Operations Expert



Mary M. Luke

Board of Directors,
UN Women USA



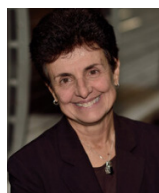
Zena Lum

Executive Director
at Girls' and Boston
Latin Academy
Association



Shaunda McDill

Program Officer,
Arts & Culture, The
Heinz Endowments



Ana Oliveira

CEO, New
York Women's
Foundation



Poonam Prasad

Founder and
President of Prasad
Consulting &
Research



Allyson Reaves

Corporate Vice
President, CCS
Fundraising



Jeannie Sager

Director, Women's
Philanthropy
Institute, IU Lilly
Family School of
Philanthropy



Mei-Mei Tuan

Founder and
Managing Partner,
Phoenix Partners,
LLC, Founder, Notch
Partners LLC

Unparalleled Programming

Since its launch in June 2020, Women of Color in Fundraising and Philanthropy (WOC) has presented a robust schedule of programs and events for its membership. Members had a plethora of programs from which to choose each month, headlined by women of color and all designed with the goal of informing, uplifting, and advancing women of color in the nonprofit sector.

Webinars

A monthly virtual series featuring relevant topics for women of color in fundraising and philanthropy. Topics included:

- Fundraiser. Philanthropist. Ally. Expert. Perspectives on Race, Equity, and Action: A Discussion and Virtual Forum
- Dollars and \$ense: Making Smart Financial Choices in Turbulent Times
- Racial Equity in Fundraising and Philanthropy: What's Next
- Philanthropy 360: Looking Back and Looking Ahead in the COVID-19 Age
- Making Your Event Special
- A Diverse and Inclusive Workforce: Find the Right Woman for the Job and the Right Job for the Woman
- Madame C.J. Walker's Gospel of Giving: Author Conversation with Dr. Tyrone McKinley Freeman

WOC Connections

These quarterly virtual networking events allowed members to build professional and personal relationships with other members across the country and around the world.

WOC Votes 2020: This Freedom Was Not Free

To commemorate the 100th anniversary of the ratification of the 19th Amendment and in anticipation of the 2020 Presidential election, the non-partisan initiative celebrated the trailblazing suffragettes of the 19th and early 20th centuries and shared voter education content with members to help them make more informed decisions at the ballot box.



JUNE 30TH
WOC Virtual Launch Celebration



JULY 13-17TH
WOC Connections Week: Members-Only



JULY 21
Dollars and \$ense: Making Smart Financial Choices in Turbulent Times



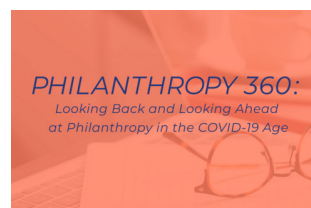
AUGUST 12TH
Racial Equity in Fundraising and Philanthropy: What's Next?



SEPTEMBER 16TH
Views from the C-Suite: Marquita Pool-Eckert



SEPTEMBER 21ST
WOC Connections Workshops: Building Community. Giving Our Members Tools for Professional Success - Members-Only



SEPTEMBER 23RD
Philanthropy 360: Looking Back and Looking Ahead at Philanthropy in the COVID-19 Age

Views from the C-Suite

Launched in September, this series featured women of color who reached the peak of their professions. By sharing their journeys over the decades, these conversations were designed to enlighten and encourage women of color at all stages of their careers. Interviewees included:

- Marquita Pool-Eckert
- Ruth C. Browne

WOC's the Word

Curated to coincide with monthly celebrations honoring the many heritages that make up the patchwork that is the United States, this program highlighted the contributions and lived experiences of women who identify with those heritages. It featured:

- Hispanic Heritage Month: Marcela Orvañanos de Rovzar, Elisa Charters and Martha Lauria (September/October)

Resumé Refresh

This week-long program in October matched members with executive recruiters and HR professionals for one-on-one sessions to enhance their professional profiles. Participants received tips to help them shine in a competitive job market and gained knowledge for assessing if an organization or position is the right fit.

WOC Symposium

Held in conjunction with National Philanthropy Day, this day-long virtual conference included two program tracks—fundraising and philanthropy—as well as lunch-and-learn sessions, a career fair, and a vendor expo.

The Week with WOC

The Week with WOC is a weekly e-communication that includes two special features. The first, Wonderful Woman of WOC, spotlights WOC members making a difference in their industry and communities. The second, WOC @ Work, provided members with a list of current job openings. The Week with WOC also listed upcoming events and useful resources for members.



SEPTEMBER 29TH
WOC's the WORD: Hispanic Heritage Month - Perspectives on Fundraising and Philanthropy



SEPTEMBER 30TH
Keeping Your Event Special



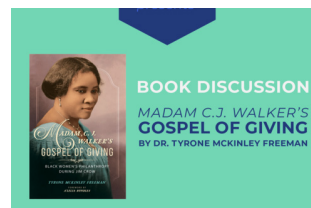
OCTOBER 13TH
Resumé Refresh: Members-Only



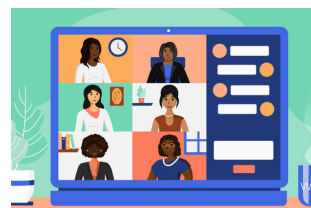
OCTOBER 14TH
Madam C.J. Walker's Gospel of Giving - Author Conversation with Dr. Tyrone McKinley Freeman: On-Demand



OCTOBER 21
The Diverse and Inclusive Workforce: Find the Right Woman for the Job and the Right Job for the Woman



NOVEMBER 9TH
Madam C.J. Walker's Gospel of Giving - Book Conversation with Dr. Tyrone McKinley Freeman: Members-Only



NOVEMBER 17TH
WOC 2020 Virtual Symposium

Our Members

WONDERFUL WOMEN OF WOC

WOC is driven to support and celebrate all women of color each and every day. Our Wonderful Woman of WOC is a gesture of gratitude to honor and celebrate the resilient leaders within our membership community. WOC is here to show its appreciation for the hard work and dedication these Wonderful Women bring to the table of success in fundraising and philanthropy. WOC has had the privilege to toast to our 2020 Wonderful Woman of WOC recipients, comprised of the talented and wonderful: Khayriyyah MuhammadSmith, Milagros Rosado Elia, Dia Williams Adams, Allyson Reaves, and Tiffany Williams. Congrats to these deserving women and we look forward to continuing to celebrate even more of our members in the year to come!



DECEMBER
Tiffany Williams

Tiffany Williams is the Founder and Principal of TJ Marie Consulting, a nonprofit consulting firm, and the Founder and CEO of Givly, a donor engagement and giving mobile app.



NOVEMBER
Allyson Reaves

Allyson is a fundraising and philanthropic expert, serving as Corporate Vice President, CCS Fundraising and WOC Advisory Committee Member.



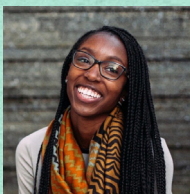
OCTOBER
Dia Williams Adams

Dia Williams Adams is a dedicated nonprofit leader with more than 20 years of experience in healthcare, education, community development, and the federal government.



SEPTEMBER
Milagros Rosado Elia

Milagros is a healthcare and wellness advocate for BIPOC communities as well as a registered nurse. She has created a synergy between nursing and fundraising/philanthropy.



AUGUST
Khayriyyah MuhammadSmith

Khayriyyah is a passionate philanthropic professional focused on gender justice and the empowerment of girls and women of color across the globe.

Our Members

TESTIMONIALS



“As a woman of color in this profession, I finally have a place where I feel I belong.”
— WOC Member

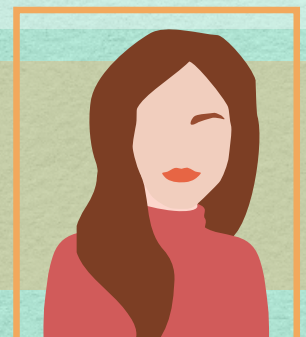
I am Yolatrice Collins and I was a recipient of a scholarship for the WOC Symposium. First, I want to thank you and WOC community for making this scholarship available to me. I would not have been able to attend otherwise - your generosity is greatly appreciated. THANK YOU.

Secondly, the WOC Symposium was absolutely AMAZING! The sessions were STELLAR! I learned so much. More so, seeing so many WOC in this profession sharing their knowledge, expertise and wisdom just lit my soul!!! :-). In my years in this profession - I can count on one hand how many other WOC I've met in this work. Now I know that not only there are many more of us, but I feel like I now have a community I can reach out to — who would understand the unique challenges of being a WOC in this profession. Please extend my deepest gratitude to the founder, Yolanda Johnson, and the founding team for launching WOC and for hosting this symposium. Being a part of this community has truly renewed my vision and desire. Thank you!



In Gratitude,
Yolatrice

“I cannot wait to see where WOC goes. It has been a long time coming. Thank you for bringing it to life.” — WOC Member



About Our Members

5

REGIONS

34

STATES

4

COUNTRIES



NEARLY

900

Members



The WOC 2020 Virtual Symposium

INAUGURAL WOC SYMPOSIUM ENCOURAGES WOMEN TO STAND OUT AND SHINE

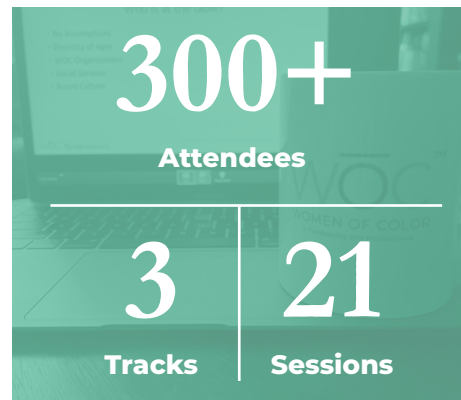
In the six months since its inception, WOC is making a difference. With nearly 900 members, self-assessment tools, numerous resources and programs, WOC is fulfilling its mission of championing women of color and equipping them with personal and professional development tools to ensure their success.

The inaugural WOC Symposium (#woc2020Symposium), held on November 17, was designed to provide women of color fundraising and philanthropy professionals and their allies, with tools to forge ahead in their lives and careers. The virtual event generated more than 300 attendees from across the country. Participants had the option of pursuing one of three event tracks: fundraising, philanthropy, or allyship. With 18 sessions, more than 30 speakers, a Career Fair, and a variety of drop-in options, there was something for everyone.

The WOC Symposium's formal program began with the "WOC Up this Morning" opening session, which highlighted the spirit of the event – radiance, beauty, and power. The theme was underscored by a viola solo performance of the Spiritual, "I Woke Up this Morning," by Castle of Our Skins Co-Founder and Executive Director Ashleigh Gordon. Gordon's moving rendition of the gospel song, which was immortalized as an anthem of the civil rights movement, highlighted the need for women of color to claim their power and value. Gordon's performance was followed by a welcome from WOC Founder Yolanda F. Johnson, who encouraged WOC women to unabashedly embrace their standing as beacons of light and to find inspiration on the path to professional and personal success.

Johnson also announced tools to facilitate that journey, including WOC's latest endeavor, the Radiant Leadership Institute, for which applications are currently being accepted, WOC's Mentor Match service, which pairs candidates with a leading development professional to help them outline their career trajectories, and Check-in Chicas, an accountability partnership program in which participants work with an executive to set and achieve professional goals, launching in early 2021.

Professional goal attainment was a major component of the Symposium, as evidenced by the Career Fair. With over 15 exhibitors, the Career Fair provided tools for advancement, as well as access to opportunity. Prospective employers included Covenant House, the Dana-Farber Cancer Institute, and Elevate, among others. Attendees were able to introduce themselves and



Some of your favorite parts of the day were...

- **Hearing the voices of women of color alllllll day long. It was so uplifting!**
- **The ability to interact so directly in the virtual space at the drop of a hat.**
- **Ashleigh's viola performance brought tears to my eyes.**
- **The entire day. Taking the time to be intentional to pour into myself in the ways that I have today.**
- **Seeing all the melanin and intelligence across the country.**
- **Seeing that I am not alone in my experience.**
- **Being surrounded by like minded women of color who understand me and my experiences.**
- **Connecting with this amazing community of women!**

ask questions, listen to a company overview, and receive vital tips on the application process. For many candidates, the one-on-one personal interaction with a recruiter provided a unique opportunity to make a distinct impression.

Throughout the day, those seeking downtime visited exhibition booths to learn more about WOC, shop, and obtain resources to support professional achievement. Attendees viewed merchandise at WOC's new online store, including Philanthrotees wall art, and tote bags. All Philanthrotees purchases underscored the essence of philanthropy, as 10 percent of proceeds support charitable organizations. Exhibition booths such as Keela and ToucanTech provided demos of communications and data management software, critical tools for fundraising professionals. Representatives from graduate programs like Baruch College's Master of Public Administration and Columbia University's M.S in Nonprofit Management also provided inspiration for attendees to forge new and higher career paths within the field.

A recurring event theme was self-care and its connection to professional and personal advancement. WOC offered attendees a number of related sessions, including a morning meditation, skincare and makeup workshops, and "Just Breathe: Self-Care, Tips, and Tools," which addressed anxiety, stress management and reflection. In the closing panel, "Think Big: Using Our Talents and Resources to Achieve What We Want Out of Life and Work," panelist Jackie Copeland, founder and CEO of The Women Invested to Save Earth Fund and founder of Black Philanthropy Month, shared powerful reflections. Copeland reminded WOC women that living their best lives begins with recognizing their self-worth.

"One of the most powerful things that we can do to take care of our community is to take care of ourselves," Copeland said.

Copeland urged attendees to eschew the superwoman mentality and prioritize their self-care, reminding them of the sense of community that can be created and leveraged when women come together "to support each other freely and unconditionally."

As Johnson closed the formal program, she echoed those sentiments, encouraging women of color to avoid assimilation and to "stand out and shine as the amazing people that you are." She emphasized the importance of harnessing their unique talents to maximize their potential and change the world.



"This is the first virtual conference that I've ever attended where I felt I was actually there!" — WOC Symposium Attendee



Resource Library

230+

WOC at Work: Career Opportunities

Human Services
Fundraising
Higher Education
Arts & Culture
Health
Environment
Performing Arts
Education

Contracts
Legal
Business
Development
Clean Energy
Climate Change
Philanthropy



50

**Reports
& Studies**

Our research library is filled with reports and studies on fundraising, philanthropy and general information for women of color.

WOC sincerely thanks all of our Resource Library contributors:

CATALYST

Cause **Effective**

cause generosity
cause community
cause change



INDIANA UNIVERSITY

DONORS OF COLOR

WID
WOMEN IN DEVELOPMENT
CELEBRATING 40 YEARS

This Freedom Was Not Free



**“Women have learned to flex their political muscle
but we have to flex that muscle to get what we want.”**

— Rep. Shirley Chisholm

In 1920, the passing of the 19th Amendment granted American women the right to vote. But 100 years later, only 53% of eligible female voters exercise this right. Women of Color in Fundraising and Philanthropy (WOC) and Allies in Action understand the importance of robust participation in the electoral process. That is why we have joined together with the League of Women Voters and

PowHer NY in a campaign to educate ourselves and other women in America about this precious right. Abraham Lincoln said, “elections belong to the people,” and we remember that this freedom came at a cost. The freedom to vote was most certainly not free, and casting a ballot ensures that we, the people, safeguard our democracy for years to come.

WOC Thanks our Partners

Images courtesy of the Library of Congress and League of Woman Voters.



Women of Color in Fundraising and Philanthropy is a non-partisan entity. We do not officially endorse any particular candidate or party; however, we do believe that it is critical that each woman exercises her right to vote.

Thank You to Our Sponsors

PREMIER SPONSOR



LEADERSHIP AND PROFESSIONAL
DEVELOPMENT SPONSOR



FINANCIAL LITERACY
SPONSOR



CAREERS SPONSOR



BEAUTY SPONSORS



MEDIA SPONSOR

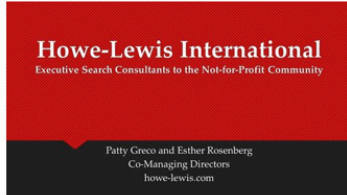


GENERAL SPONSOR



Thank You to Our Sponsors

SYMPOSIUM SPONSORS



THE ALFORD GROUP™

hazen institute for leadership training

EVENT SPONSORS



Jane F. Karlin, Ph.D.

E-NEWS SPONSORS

Donorly

Prasad Consulting & Research

Howe-Lewis International

Brave Sis Project

WOC Writes

AMPLIFYING WOMEN VOICES OF COLOR FOR THE WOC COMMUNITY

Gadugi (ga-doo-gee): Inspiring Philanthropy in Indian Country (one Cherokee's Perspective)

"Through the generosity of others, we can honor and work together to protect Tribal culture and traditions."

Elizabeth Brando, Managing Director, CHARIS Native Ventures

Towards Relationships, Trust, Abundance and Radical Love

"If one finds themselves in a position as a gatekeeper of resources in a foundation, it's necessary to think about the strategies and remedies one can use to minimize the power imbalance."

Galina Angarova, Executive Director of Cultural Survival

Tips for Success in the Fundraising Profession

"I rely upon my go-to list of tips that have helped me to stay focused, motivated, and successful on my journey to be the best version of myself."

Birgit Smith Burton, Founder, AADO, African American Development Officers Network

Fundraising through a Latina Lens

"People of color are more sensitive to their own community's needs and therefore can share those stories just as well, if not better, than someone outside the community."

Rosann Santos, Director of Alumni Relations, John Jay College of Criminal Justice

Celebrating Black Philanthropy Month: Stewardship, Leadership and the Art of Giving Back

"The beauty of Black Philanthropy lies in the empowerment of the Black community to understand and embrace its legacy of generosity and help move both the world—and the community—forward."

Yolanda F. Johnson, Founder of WOC

Reflections on Black Philanthropy Month in Challenging Times

"I lift up Black philanthropy for all of its dynamism and vigor, honoring the ways in which our generosity does not rely on accolades."

April Walker, Chief Development Officer, Vocational Guidance Services (VGS)

Equity and Justice in the Age of Global Pandemic and Protest

These new realities laid bare the deep inequities and resulting disparities on which American society is built, even in New York City, which is arguably the most progressive city in the nation.

Jacqueline M. Ebanks, Executive Director of the New York City Commission on Gender Equity

Donors of Color Can Enact Change by Directing Their Dollars to Uphold Their Personal Beliefs

At Donors of Color, we argue that one cannot be impactful without a values frame.

Hali Lee, Co-Director of the Donors of Color Network

The Importance of Investing in Self-Care

As women, we are often so busy taking care of others' needs, whether it be family or clients, that we forget to take care of our own.

Aarti Mallya, Ph.D., Wellness & Life Coach

A Difference Between Men and Women When It Comes To Money

Women who are otherwise smart, educated, and resourceful tend to totally abdicate responsibility associated with financial decision-making.

Alicia Holmes, Financial Educator and Coach at Journey to Wealth

Navigating the Unique Career Challenges Facing Women of Color

As we grapple with the impact of health, economic, and societal challenges that seem to grow exponentially, we should also recognize the enormous opportunities emerging.

Faith Eutsay, Senior Consultant, Lindauer
Zena Lum, Senior Advisor, Diversity, Equity, and Inclusion, Lindauer

Better Skincare for Women of Color

Taking care of our skin is an important way to put ourselves first every day.

Mia Jones, Social Media and Marketing Coordinator for WOC

WOC in the News



PRINT
10 Donations to Easily Optimize Giving Tuesday for Women and Girls



PRINT
Strengthening Women of Color in Fundraising and Philanthropy



PRINT
WOC: Women Of Color In Fundraising And Philanthropy



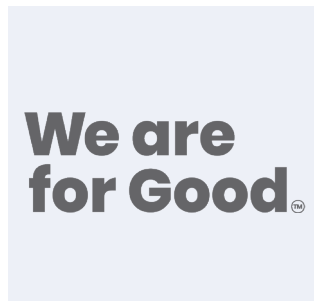
PRINT
How a New Organization Will Empower Women of Color in Fundraising and Philanthropy



PRINT
New Hub Launches for Women of Color in Giving



PRINT
Maximizing the Impact of Good Work: Becoming WOC



PODCAST
How to Create Inclusive Communities that Thrive - Yolanda F. Johnson



VIDEO
Black Women's Equal Pay Day 2020: Interview with Yolanda F. Johnson



PODCAST
Real Talk With BELLA: Being 'WOC' With Yolanda F. Johnson



PODCAST
Ep. 2 | Introducing Yolanda F. Johnson, Founder of WOC



PODCAST
Episode 109: Navigating the world of fundraising & philanthropy with Yolanda F. Johnson



PODCAST
494: WOC & Life And Career Lessons - Tony Martignetti Nonprofit Radio

Here's to the Future!

2021 PROGRAMING

As we look forward to 2021, Women of Color in Fundraising and Philanthropy will build on the momentum of our inaugural year to present programming designed to enhance leadership skills, strengthen our internal resources and deepen our connections to one another. We'll do this through several new programs.



WOC Radiant Institute will shepherd a cohort of WOC members through a curriculum designed by leaders in the nonprofit and business sectors to prepare women of color in fundraising and philanthropy for the next step in their careers.



WOC Mentor Match will connect established leaders in the field with emerging professionals for one-on-one dialogues that will help to offer insight and provide guidance to newcomers to the nonprofit field as they chart their course for a successful and impactful career.



WOC Check-in-Chicas will give WOC members at the executive level the opportunity to communicate with like-minded women of color for support and ideas to make their work life as meaningful and joyful as possible.

In addition to these new offerings, WOC will continue regular programming around fundraising and philanthropy through a woman of color's lens including: **Views from the C-Suite**, **WOC's the Word**, and **WOC Connections** as well as job postings and the WOC store. We look forward to a wonderful new year for WOC!

WOC™

WOMEN OF COLOR

in Fundraising and Philanthropy

New Online Store!

We are all proud to be members of Women of Color in Fundraising and Philanthropy and WOC is thrilled to help you celebrate your role in fundraising and philanthropy with the beautiful branded items found in our WOC Online Store.

Shop at woc-fpstore.com



Moisturizing. Universal. Radiant.

Introducing Our Radiant Lip Gloss

Formulated with Vitamin E to be moisturizing and flattering on all skin tones for Women of Color, our Lip Gloss is the perfect touch of subtle glamour for Zoom meetings or just-because.

Wear the gloss on its own or as a topper; either way, you'll look radiant.

WOC™

WOMEN OF COLOR

in Fundraising and Philanthropy

woc-fp.com