

WOC[®]

WOMEN OF COLOR

in Fundraising and Philanthropy

Illuminations

2021 IMPACT REPORT

Poem For her

BY MAYA CABÁN

Poet and Writer

WOC Fundraising and Philanthropy

resilience is a sigh carried through the wind

she in every shade
and every hue
in every shape
whether old
or new
a legacy prophesied
within her wombs

she is every story ever told
a never ending song
whose hips crash like waves on stone

she is every drum beat
against the heart
that insists to be heard

not a prize to be won
she is without exception
everything she needs to be
and then some

regardless of the blind
regardless of the deaf
regardless of things unkind
she matters

even in doubt
she will not hold her tongue
listening to the wisdom within her soul
a promise
to her
for her

She is resilience carried through the wind

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Illuminating the Path

FOUNDER'S LETTER

Welcome to our second impact report!

I am delighted and proud to share with you, the WOC Community, all of the fantastic things we have been so blessed and fortunate to accomplish in this year of challenges and unyielding hope. The community we have built together is remarkable and strong and I'm glad that you are part of it.



From our innovative programming to our new Career Center, networking to our very successful second 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 joining with the Allies in Action Membership Network as it also celebrated its first full year of operations.

I hope you enjoy the content of this brief, yet significant, report. It includes a beautiful poem by Maya Cabán, in addition to a recap of our last year. 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 members across the U.S. and around the world.

And now, with new rounds of the Radiant Leadership Institute, Mentor Match and Check In Chicas coming right up in 2022, I am looking forward to what's to come. So- Keep showing up. Keep loving. Keep being kind. Keep being brave. Keep caring. Keep showing grace. Keep on. This world needs you to believe in the good!

Here's to many more years to come!

Yolanda

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

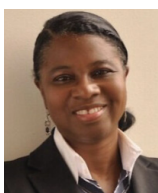
The WOC Advisory Committee

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

Executive Director, Northeastern Region, Care USA



Birgit Smith Burton

Founder, AADO, African American Development Officers Network



Elisa A. Charters

President, Latina Surge



Vanessa Coppes

CEO & Editor-in-Chief, BELLA Magazine



Angelique S. C. Grant, Ph.D.

Senior Consultant & Principal, The Inclusion Firm



Erica Hamilton

Chief of Staff, Institute for Nonprofit Practice



Martha Lauria

Director Of Development Operations, NAACP Legal Defense and Educational Fund, Inc.



Mary M. Luke

Board of Directors, UN Women USA



Hali Lee

Founder, Asian Women Giving Circle



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, Prasad Consulting & Research



Allyson Reaves

Corporate Vice President, CCS Fundraising



Jeannie Sager

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



Crystal Thompkins

Head of Philanthropic Solutions; Director, BNY Mellon Wealth Management



Mei-Mei Tuan

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

Exceptional 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. In 2021, members had an ongoing variety of programs to attend virtually, headlined by women of color and all designed with the goal of informing, uplifting, and advancing women of color in the nonprofit sector.

WOC's First Anniversary Virtual Celebration

The program included Congratulatory Remarks from NY State Senate Majority Leader, Andrea Stewart-Cousins, Congratulatory remarks from members in Europe- Wonu Owoade, Netherlands and Dee Brecker, London

Members were then presented with the WOC Awards:

WOC Award for Excellence Honoree

Teresa C. Younger, President and CEO, Ms. Foundation for Women

WOC Shine Award Honoree

Danyelle Means (Oglala Lakota), Independent Fundraising Professional based in Santa Fe, New Mexico

WOC Spotlight Award Honoree

Maddy Abulencia, Director of Development, OHSU Foundation

Webinars

- **Because We're Worth It: Strategies for Women's Pay Equity**
WOC co-presented the closing keynote panel, at WID's Virtual Forum. WOC co-presented with:
Women In Development (WID), NY
AFP Global Women's Impact Initiative
PowHer NY
Catalyst
- **YOU are a Philanthropist: Exploring your Philanthropic Journey**
With Jeannie Sager, Director of The Women's Philanthropy Institute
- **She's in the Money: A Woman's Guide to Personal Finance and Investing**
With Alicia Holmes, Financial educator and Coach
- **United in Generosity: Collective Giving for Women of Color**
Launch of WOC's Giving Circle, The Global Giving Collective by WOC
- **So, You Want to Become a CDO: Get to Know the Role and How to Chart a Path to the Corner Office**
Featuring insights from The Chief Development Officer: Beyond Fundraising, by Ron Schiller

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. September's panel included Aarti Mallya, Wellness and Life Coach, with a theme of crafting the life you desire for continued success as women of color.

Views from the C-Suite

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:

Nancy Yao Maasbach, President of Museum of Chinese in America (April)

Hali Lee, Founder, Asian Women Giving Circle (May)





WOC's the Word

WOC's the Word is a webcast series, led by WOC Founder Yolanda F. Johnson, to amplify diverse voices in the non-profit fundraising and philanthropic sector.

- Episode 3: Perspectives on Black Representation in Fundraising and Philanthropy: Past, Present and Future
- Episode 04 - Celebrating AAPI Heritage Month: Reflections on the AAPI Experience as a Woman in Fundraising and Philanthropy
- Episode 5 - Party Like It's 2021: The Current Landscape of Special Event

WOC Symposium

This year's virtual Symposium was held on November 16, 2021. More than 300 attendees and over 50 speakers gathered together for a full day of community and learning. Three tracks: fundraising, philanthropy and allyship gave participants a wide of variety of topics and issues to follow. Lunch-and-learn panels, movement, coloring and an afterparty cocktail hour made this wonderful day a highlight of WOC's year.

The Week with WOC and e-News

The Week with WOC is a weekly e-communication that includes important quotes from women of color, news and resources, The Wisdom of WOC- an advice column-, member milestones and WOC Opportunities, which provides members with a list of current job openings. The e-News includes special features, such as the Wonderful Woman of WOC, which spotlights WOC members making a difference in their industry and communities and WOC Writes, which is an essay about a current hot topic, from a member.

Our Members

2021 WONDERFUL WOMEN OF WOC

Our WOC Community is made up of leaders, community advocates, philanthropists, fundraisers, experts and volunteers, who come from all walks of life. Each month we celebrate and lift up the work and achievements of a woman of color who inspires us.



JANUARY
Danielle Lovell Jones



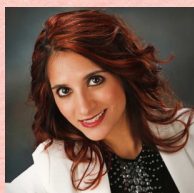
JULY
Christal M. Cherry



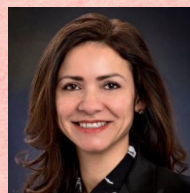
FEBRUARY
Danielle Lovell Jones



AUGUST
Takisha Dozier



MARCH
Arti Sharma



SEPTEMBER
Sara Mraish Demeter



APRIL
Wonu Owoade



OCTOBER
Tammy Johnson



MAY
Pradnya Haldipur



NOVEMBER
Trisha Hyter



JUNE
Tanya Hannah Rumble



DECEMBER
Jaye Lopez Van Soest

Our Members

TESTIMONIALS



“Being part of WOC has changed my life by creating a safe space and providing opportunities as a woman of color in fundraising. WOC provided insight and leadership in the WOC Radiant Leadership Institute for a cohort of fundraising changemakers, an opportunity to become a board member at Henry Street Settlement, become a panelist for WOC programming, and so much more. I’m so grateful to WOC and can’t wait to see what’s to come in 2022.”

— Javaid, Director of Individual Giving at Asia Society

“My membership in WOC has become the most important professional development space in my career at the moment. Being new to fundraising and philanthropy, WOC has been an excellent organization for me to learn more about best practices and it has allowed me to develop a new network of professionals in the industry. WOC’s founder and leader, Yolanda Johnson, has also been very warm and welcoming and most importantly she is approachable and makes herself available to the members.”



— Rosann Santos, Director of Alumni Engagement, John Jay College (CUNY)



“The WOC community has opened new doors for me professionally, skill-wise, and personally. I was in search of a network of fundraising and philanthropic leaders who look like me and who understand the unique challenges women of color experience in the field. WOC has empowered me to be a more confident leader and advocate for equitable representation across sectors.”

— Joie Langford- Fundraising Manager, All Stars Project, Inc.

Thank You to Our Members in

5

REGIONS

38

STATES

4

COUNTRIES



NEW YORK CITY, NY

CHICAGO, IL

INDIANAPOLIS, IN

WASHINGTON, D.C.

ATLANTA, GA

DALLAS, TX

HOUSTON, TX

LOS ANGELES, CA

SAN FRANCISCO, CA

LONDON, ENGLAND

CANADA

EUROPE



WOC SYMPOSIUM 2021

The Non-Profit Conference
Uplifting Women of Color
and Igniting Allyship

300+

Attendees

3

Tracks

22

Sessions

In its second year of operation, WOC is making a huge difference for its community. With very active members, numerous resources and programs, self-assessment tools, and new Career Center, WOC is fulfilling its mission of championing women of color and equipping them with personal and professional development tools to ensure their success.

The 2nd WOC Symposium (#woc2021Symposium), was held on November 16, and intended 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 50 speakers, an afterparty cocktail hour, a breathing/dance lesson, a coloring break, and a variety of topic options, there was literally 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. Opening the Symposium was poet Maya Caban with her inspiring poem, "For her." The theme was underscored by a solo vocal performance of the Spiritual, "I Woke Up this Morning," by Soprano Tiffany Silva. Silva'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.

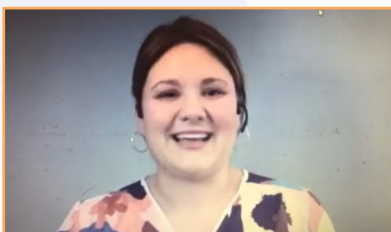
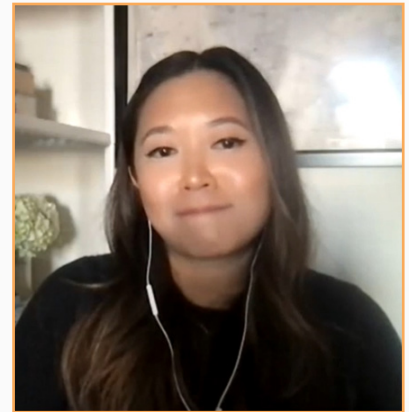
Silva's performance was followed by a warm welcome from WOC Founder Yolanda F. Johnson, who encouraged WOC women to enjoy the day to the fullest. She also reminded everyone that WOC members are walking in unity, towards success.

Following, was an amazing breathing/positive mantra recitation by Candace Thompson-Zachery, Cultural Producer of Dance Caribbean COLLECTIVE. Everyone felt centered and ready to learn moving forward.

Participants were able to introduce themselves and “talk” in the conference virtual space. Everything from pets to grant writing, self-care to favorite books was discussed and enjoyed. “I loved the moment when I felt like I was actually connecting with WOC attendees by utilizing the Communities feature.” “What I loved most was the heartfelt sharing of stories and experiences from so many amazing panelists. I think I went through the spectrum of so many emotions today. Thank you for bringing this community together.” -Attendees

In the closing panel, “Leading the Way: How Women of Color and Allies Can Make a Lasting Philanthropic Impact” panelist Kailee Scales, Chief Executive Officer, Pencils of Promise, shared powerful advice: “I believe it’s time for us to lean into our magic, and really ensure that what makes us special as women of color is that we put first that we are unique and valuable in our own right, we are able to be nurturers. We’re able to match our hearts with our heads. We’re able to multitask. We’re able to do things that other people cannot do. This is the time for us to really lean into that. All of those things are things that I’ve leaned into in my career. I’ve made sure that I always think of the heart and the mind; that love comes first. All of our work is a labor of love. And so, I think that in order for us to truly self-actualize and optimize our places as professionals if we don’t fit in- we don’t assimilate, we don’t feed into the background, we’re fully completely ourselves, because that is true freedom.”

As Johnson closed the formal program, she echoed those sentiments, encouraging women of color to avoid assimilation and to “remember to use your talents and your skills to embrace this moment, and as all of those entry points to head towards success, make sure that you’re embracing community as well.” It was a day of community, for all.



Career Center and Survey



In 2021, WOC unveiled its brand-new Career Center. WOC's Career Center is a specialized toolbox for members of the WOC Community wanting targeted help in their career journeys. The Center's mission is to connect users with career resources, best job search and interview practices, resume review, salary calculators and more.

Our Statement of Beliefs on Women of Color and the Workplace is as follows:

- WOC believes that women of color are entitled to equitable hiring and employment practices.
- WOC believes that women of color deserve to inhabit work environments that open doors to opportunity and workplaces that allow them to thrive and flourish.
- WOC believes that women of color in fundraising and philanthropy – those heroines getting the good work done in our world today – deserve the space to craft a balanced life with happiness, success, and fulfillment.
- WOC believes that women of color have more than “paid their dues” and should no longer bear the emotional tax of unhealthy workplaces.
- WOC believes that women of color should be free to be their incredible, unique selves in the workplace.
- WOC believes that the paradigm is shifting, and the power of women of color job candidates and employees is on the rise.
- So, don't let anyone convince you otherwise, because you are women of noble character and great merit. We hope the WOC Career Center help you have the life and career that you desire.

Top 10 Search Firms that Work for Women of Color in 2021

In late October 2021, WOC announced the results of its survey to find the Top Ten Search Firms that work best for women of color. WOC surveyed its members and executive search firms that specialize in or have a strong practice in placements within the nonprofit or social sector. WOC engaged Melissa Brown & Associates, LLC for the independent compilation of the ranked list of Top 10 Executive Search Firms that Work for Women of Color.



Search firms and WOC members were asked similar questions to provide a perspective from both sides of an engagement. WOC members were also asked to provide their feedback about firms they engaged as representatives of nonprofit or social sector organizations working to fill a position.

WOC members reported whether recruiters focused on individual qualifications; if the firm helped them in a successful placement; and about follow-up after the engagement. These firms are the Top 10 Search Firms that Work for Women of Color in 2021, presented here in ranked order based on scoring. The Top 10 include very large, national firms, and very focused firms that work regionally or specifically with people of color:

- Pearl Street Collective
- Diversified Search Group and its partner, Koya
- Campbell & Company
- Isaacson Miller
- Envision Consulting
- ThinkingAhead Executive Search
- Sensa Recruiting
- Lindauer Global
- Aspen Leadership Group
- Howe-Lewis International

Top Firms Recommended by Members in 2021

- Glymph Consulting
- Isaacson Miller
- Offor
- On-Ramps
- DRG Talent Advisory Group
- Envision Consulting

Resources

1,400+

WOC at Work: Career Opportunities

- Advocacy and Policy
- Animal Welfare
- Arts & Culture
- Education
- Environment
- Food Access
- Fundraising
- Health
- Higher Education
- Human Services
- Journalism
- Legal
- Science and Technology
- Sports and Recreation
- Youth Development



75 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 create generosity
cause community
drive change

INDIANA UNIVERSITY

DONORS OF COLOR

WID
WOMEN IN DEVELOPMENT
CELEBRATING 40 YEARS

AAPIP
Asian Americans/Pacific Islanders
in Philanthropy

Thank You to Our Partners



SYMPOSIUM



INDIVIDUAL SYMPOSIUM SPONSORS

Brianna Boggs

Brianna Boggs Coaching & Consulting

Suzanne Hilser-Wiles

Grenzebach Glier and Associates (GG+A)

Kathleen E. Loehr

Kathleen Loehr & Associates

Alyssa Wright

Wright Collective

Pi (Pi-Isis S.) Ankhra

P.S. 314

Rozella Kennedy

Brave Sis

Write-On Fundraising

Boyden

Thank You to Our Partners

EVENT SPONSORS



E-NEWS SPONSORS

Black Fox Philanthropy

Gen Connect U

CCS Fundraising

Toucan Tech

Gift in the Mirror

INDIVIDUAL SPONSORS

Gwendolyn Wesley

Glenda Noel-Ney

Regina Alhassan

WOC Writes

AMPLIFYING WOMEN VOICES OF COLOR FOR THE WOC COMMUNITY

Dreaming Bigger

“As Women of Color, some of us will work with our colleagues to develop policies and procedures to implement change within our organizations and our sector. We as Women of Color can dream bigger for our organizations and our work and I believe that those dreams can come true.”

By: Tokiwa T. Smith, WOC Member and Founder and Executive Director, Science, Engineering and Mathematics Link Inc.

Celebrating Black Women Trailblazers in Philanthropy and Fundraising in Order to Build a Pipeline of a New Era

“As an Advisory Board member of WOC, AADO, and a leader of the Black Leaders in Philanthropy Pledge, I challenge all of my women of color sisters in success to become unapologetic in your talk and walk, and go beyond what are seen as “best practices” to create “better practices.” As we honor those who are trailblazers in our industry, know that there are others who also are ready to pull up a chair beside you to continue the work, because there is so much to accomplish.”

By: Angelique Grant, Ph.D., WOC Advisory Committee Member and Senior Consultant and Vice President at Aspen Leadership Group

Empathetic Leadership During the Storm

“As Black women, when we call for equity, protection, love, and healing, we are speaking with love and respect, with a history of legitimate suffering, and through our own vulnerability.”

By: Akilah S. Wallace, WOC member and Executive Director, Faith in Texas

Meet the Philanthropist: A Conversation with Peggy Dulany Rockefeller on Philanthropic Allyship

“Most of us have encountered some trauma that leads to rage, shame, fear or grief; these tend to narrow our vision. Mindfulness, therapy, group work, time in the wilderness or meditation all allow us to witness how trauma affects our interactions, our behavior, and our giving. Getting curious about where our ideas come from instead of judging ourselves or others—that is a really important first step.”

By: Yolanda F. Johnson, Founder of WOC

Stand Together:

Stop Anti-AAPI Racism and Violence

“We need to address the root cause of systemic racism and change cultural norms and stereotypes that have denigrated AAAP and other communities for generations. AAAP leaders need to build a transformational movement and stand in solidarity with Black, Brown, Indigenous, and LGBTQ communities, as well as men and boys and all allies, to condemn racism, hate, xenophobia, and violence.”

By: Mary M. Luke, Board of Directors, UN Women USA and WOC Advisory Committee Member

Paving the Pathway to Our Dreams

“I live out my dream every single day. I get to do that because of my parents’ sacrifice for my education, my sister who always challenged me to be as amazing as she thought I was, and the support of wonderful mentors who impacted my career early on.”

By: Shauwea Hamilton, Executive Director of Bottom Line’s New York City region

At the Root:

Grant Writing As a Tool For Change

“While it would be an egregious distortion to say that grant writing will obliterate inequities in our society, the process of grant writing is structured to serve as a tool to illuminate a path forward.”

By: Arti Sharma, Founder of Bespoke Writing Firm, LLC and WOC Member

Taking the Time to Reflect

“This might be the moment to invest in working with a career coach to help you define what’s important and where your best skills are for your next chapter.”

By: Melissa Madzel, Managing Director, Equity Initiatives for Koya Partners

WOC Writes Together: Returning to the Office?

“We are looking for flexibility more than anything. If the organization offers flexibility as well as opportunities for advancement, there is no limit to the loyalty she will extend to that employer long after the pandemic is over.”

By: Tanya Scott, Contributor from the WOC Community responses

WOC in the News

PRINT

- [The 2021 Black Women Give Back List](#)
- [Founder of Award-Winning Nonprofit Honored By Prestigious Group of Black Women Scholars](#)
- [Black Girl Freedom Fund Puts Teens in the Driver Seat](#)
- [Search Firms Differ In Benefits To Women Of Color](#)
- [Celebrating One Year with WOC](#)
- [What Nonprofits Are Doing to Increase Diversity in Fundraising](#)
- [A Woman for THIS Season](#)
- [10 Donations to Easily Optimize Giving Tuesday for Women and Girls](#)
- [Maximizing the Impact of Good Work: Becoming WOC](#)
- [WOC, Women of Color in Fundraising and Philanthropy, Announces First Annual Symposium](#)
- [Strengthening Women of Color in Fundraising and Philanthropy](#)
- [WOC: Women Of Color In Fundraising and Philanthropy](#)
- [New Hub Launches for Women of Color in Giving](#)
- [How A New Organization Will Empower Women of Color In Fundraising And Philanthropy](#)

PODCAST AND VIDEO INTERVIEWS

- [We are for good](#)
- [PowHer](#)
- [Bella Magazine](#)
- [The Only Black Girl on Mars](#)
- [The Reset](#)
- [Nonprofit Radio](#)

Here's to the Future!

2022 PROGRAMING

As we look forward to 2022, Women of Color in Fundraising and Philanthropy will continue to be a leader in the community, to present programming designed to enhance leadership skills, strengthen our internal resources and deepen our connections to one another. Another round of our amazing programs begin with the new year.



WOC Radiant Institute will shepherd another 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 likeminded women of color for support and ideas to make their work life as meaningful and joyful as possible.

In addition to the second year of these successful programs, 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

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



New Arrivals

Radiant Rose Gold Metal Candle

Our Radiant candle blend is a perfect mix of island scents, meant to lift your independent spirit and celebrate your beauty and strength. Ripe, sliced mango and creamy coconut milk with notes of almond blend together for a fresh, sorbet-like aroma. It's the shining sun, balmy breezes, warmth and welcome of a tropical beach, but in the convenience of your own home, and in every season.

10% of total sales will be given to the Foundation for Post Conflict Development and Water Mission.

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WOMEN OF COLOR

in Fundraising and Philanthropy

woc-fp.com