



wōc[®]

WOMEN OF COLOR

in Fundraising and Philanthropy

Illuminations

2022 IMPACT REPORT

WOC: Visibility, Identity, Hope

BY ARTI SHARMA
Bespoke Writing Firm
Founder/Writer

Heaping ash buried my once fiery-like voice behind a trail that blazed with obstruction. Plumes of soot eclipsed the path forward, and my steps fumbled around for mis-fitting footing left on the hostile terrain of the fundraising sector. Silently grappling with an uneven trajectory, I carried the remains of myself: pieces once used to fuel the flames of others in their progression. Left behind, I was invisible in the anguish of almost-nonexistence. Then came WOC. Like winds traveling in a wisdom-led direction, WOC cleaned off layers of years that had gone by—gathered years that I never lived yet somehow belonged to me. Beneath the coal-like residue were remnants—familiar yet distant echoes—of who I used to be. Sparking these embers, WOC ignited within me a fire. It is a fire that roars through the darkness, lighting up stories of those who came before me, those who walked similar journeys—whose stories I feel without ever being told. It is a fire that consumes the inhospitable trail left behind, forging a path solid in unity, sustained by hope and the promise of humanity. It is a path emblazoned with a shared narrative that will never die out, that will persist beyond the confines of time.

If this is my story, then to me WOC means visibility, identity, hope. This organization is the source of my voice when the world works to stifle it; it is the flame that ignites my forgotten spark. I am because of WOC; so, for me, WOC is my inarticulable gratitude.

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Illuminating the Path

FOUNDER'S LETTER

Welcome to our 2022 impact report!

I am thrilled and proud to share with you, the WOC Community, all of the incredible things we have been so blessed and fortunate to accomplish this year. The WOC community is wonderfully talented and brave and this year, I was overwhelmed with gratitude and happiness as we were able to connect with members from across the nation with our WOC Around the World events.



From our job board, which is second to none, and our impactful programming to our brand new Career Match platform, networking and annual Symposium, we've continued to share an incredible time of learning, growing, championing, sharing, and celebrating women of color in fundraising and philanthropy.

I hope you enjoy the content of this brief, yet significant, report. It includes a beautiful poem by Arti Sharma, 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 2023, I am looking forward to what's to come. As we close out 2022 and look to the hope of a new year ahead, please always remember that you are gifted. You are beautiful. You are radiant. You are WOC.

Onward, Upward, Forward,

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

Director of Development, Major Gifts, Harvard Kennedy School's Alumni Relations and Resource Development



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

From teaching kids about DEI to donor advised funds, WOC had a truly abundant year of innovative programming.

Highlights are below:

Webinars

- Talking to Kids About Diversity, Equity, and Inclusion with special guests, Digna Marte, Director of DEI for Fairfield Public Schools and Issa Prescott, and moderated by The Board Pro and author of Mac and Cheeze, Christal M. Cherry.
- Donor Advised Funds: Leveraging Capital for Equity and Impact with Diet Yuen
- Breaking the Zoom Ceiling: Equity in the Virtual Realm with people scientist Dr. Elora Voyles, diversity and inclusion specialist Katherine Giscombe, and HR consultant Amy Merkle
- Rest, Resources and Creativity as Resistance for Women of Color with special guest and Creativity Coach, Bria Clark

WOC Learning Lab: Philanthropy Across Generations

This inaugural course, taught by Yolanda F. Johnson, President of YFJ Consulting and Founder of WOC and Jeannie Sager, Director of the Women's Philanthropy Institute at Indiana University and WOC Advisory Committee member was WOC's foray into intensive, focused study of philanthropy. The goal for this series was for participants to leave with a better understanding of intergenerational philanthropy and tips and tools on how to successfully navigate the often-



challenging landscape of family and collective giving. Sessions included:

- The fundamentals of intergenerational philanthropy, patriarchy and gender dynamics
- Decision-making processes in women's philanthropy
- The democratic process and philanthropy: family foundations and collective giving organizations

WOC Connections

These virtual networking events allowed members to build professional and personal relationships with other members across the country and around the world. The year kicked off with a social to introduce WOC Around the World and later in the year launched the WOC Literary Society.

WOC Around the World

WOC Around the World is a series of events held throughout 2022 and 2023, bringing our community together in-person for the first time since the pandemic began. We came together with our community in seven major cities. More are planned for 2023!

- Washington, D.C.
- Boston, MA
- Miami, FL
- New York, NY
- Denver, CO
- Chicago, IL
- Los Angeles, CA

WOC's the Word

WOC's the Word is a global, Fundraising and Philanthropy talk show, led by WOC Founder Yolanda F. Johnson, to amplify diverse voices in the non-profit fundraising and philanthropic sector. This fall, we re-launched the program with several co-hosts and "pop topics" such as donor ethics and



would one accept a gift from controversial figures. Think, “The View” for fundraising and philanthropy.

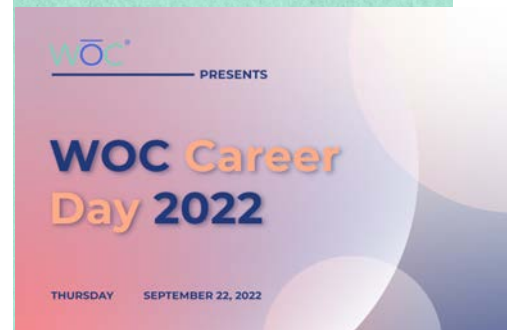
- **Episode 6 - Women’s History Month with Caroline Kim Oh**
- **WOC’s the Word: Season 3 Premiere:**
Yolanda F. Johnson was joined by co-hosts Elizabeth Abel, Bely Luu, Rosann Santos, and Pinky Vincent.

Views from the C-Suite

Views from the C-Suite brings trail-blazing women of color from a variety of industries together with WOC members for conversations designed to offer perspective and inspire you professionally and personally. This year we interviewed Yvonne Moore, Founder and Managing Director of Moore Philanthropy.

WOC Career Day 2022

This event was an invigorating evening of Resume Review, Insider Tips from Top Search and HR Professionals, and Professional Fashion/Style Guidance. We also previewed the new Career Match by WOC platform.



Our Members

2022 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
Princess Hyatt



MARCH
Tricia Snyder



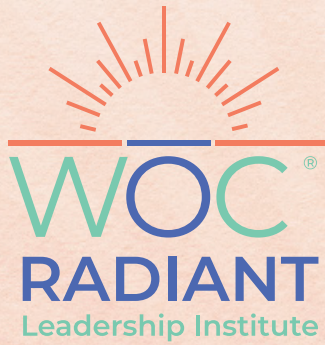
APRIL
Susana Olague Trapani



MAY
Bely Luu



JUNE
Helen Bryant



**Don't Just Fit In.
Stand Out and Shine.
A new form of leadership for
the non-profit sector.**



We are in a defining window of time for which Radiant will shine through the status quo and create solutions to society's complex issues through effective leadership.

The Radiant Leadership Institute is a community-building, personal growth and leadership development initiative of Women of Color in Fundraising and Philanthropy (WOC)®. It is designed to inspire and equip courageous influencers to shape and lead 21st-century organizations. The tools, theories, and strategies of Radiant have an overarching equity plan with a gender justice lens.

The Institute's content, faculty, and experiential approach support outcomes that result in impactful leadership and systemic transformation.

**The Planning
Committee:**

- Yolanda F. Johnson
- Christal M. Cherry
- Winsome Foderingham
- Mary M. Luke
- Jeannie Infante Sager
- Angela Seaworth

"I'm honored to have been a part of Women of Color in Fundraising and Philanthropy's inaugural cohort for the Radiant Leadership Institute. We had engaging discussions on current and relevant topics, access to a phenomenal group of presenters, and received a variety of resources. I was especially excited to connect with such a dynamic and diverse group of women. I enjoyed reflecting on our similar experiences, sharing advice and encouragement, and expanding my network. Participating in Radiant Leadership Institute has made a positive impact on my personal and professional goals." — Sheona R. Som

Thank You to Our Members in

5

REGIONS

38

STATES

4

COUNTRIES



BOSTON, MA
CHICAGO, IL
DENVER, CO
NEW YORK, NY

LOS ANGELES, CA
WASHINGTON, DC
MIAMI, FL

**Uplifting Women of Color and
Building an Inclusive Nonprofit Sector**

WOC SYMPOSIUM 2022

November 16th
A Hybrid Non-Profit Conference



The WOC 2022 Virtual Symposium was a day full of learning, inspiration, and community. With more than 40 speakers, and over 200 participants, it truly was a day to remember. The Symposium was unique this year in that it was both virtual for the panels, seeing everyone from across the country, then the keynote conversation was in NYC in-person. The Keynote Conversation was with Anucha Browne, Chief Impact Officer, Tides, and Yolanda F. Johnson, Founder of WOC. The conversation topic was: Full-Circle Philanthropy: How we can live out our philanthropic vision and priorities to help our own communities and the women of color community as a whole. A wonderful reception followed, closing out the day with colleagues and new friends.

200+
Attendees

3
Tracks

15+
Sessions

40+
Speakers





Career Match™

BY WOC

Boost Workplace Diversity One Candidate at a Time: Intentional Recruiting With Career Match by WOC™

Recruitment and retention of outstanding employees is recognized as one of the most critical goals employers face today. By helping them create an environment where every employee feels included, represented, and valued, your clients will inspire more employee commitment and motivation—a win for them and a solid boost to you for moving that process forward!



59%

of businesses believe there is a shortage of diverse candidates

Source: G12 Staffing

Business Description

Career Match by WOC™ is an efficient way to search for and recruit women of color in fundraising and philanthropy. As part of your subscription, you will receive access to the Career Match by WOC™ platform, where you will have the ability to connect with well-prepared job seekers who are members of Women of Color in Fundraising and Philanthropy (WOC™). All WOC™ members receive access to Career Match by WOC™ as part of their membership. Whether recruiting for a specific role or looking to build your network of diverse candidates, Career Match by WOC™ better aligns your firm to help organizations build diverse and inclusive cultures.

Offerings

The organizations you represent are expanding their pipeline of women of color and supporting pathways to leadership positions for these employees. 59% of businesses believe there is a shortage of diverse candidates. Career Match by WOC™ gives search professionals a fast and efficient way to recruit women of color in fundraising and philanthropy. By expanding the pool of diverse candidates, you can offer your clients a potential advantage in an already highly-competitive marketplace, and that is always a good business strategy.

Why Us?

We interviewed our members and found that 92% said that an executive search firm recruiter has never contacted them. Traditional ways of searching for candidates do not account for DEI, and diverse candidates do not make it through the algorithms companies have. Failure to put the suitable keywords computers recognize may make some qualified candidates virtually invisible to search professions and employers.

Instead of looking at their hiring pipeline to identify gaps, address any potential implicit bias, or look for tools to help them, organizations can fall into the trap of just giving up, erroneously believing they can't find diverse candidates.

Career Match by WOC, an incredible solution to help identify employment candidates for your clients.



92% said that an executive search firm recruiter has never contacted them



86%

of women seek employers with diversity and inclusion strategies

Source: research performed by PwC

What Women Want

86% of women seek employers with diversity and inclusion strategies. This can be a significant factor for candidates when deciding which companies to apply for and which job offers they'll accept.

Access

Career Match by WOC™ is open exclusively for Search Professionals.

Cost

We offer three subscription tiers. A subscription is for three months, and it automatically renews. With one subscription, your entire organization can access the platform.

To find out more about subscription tiers and pricings please visit careermatchbywoc.com

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

PRESENTING SPONSOR



Thank You to Our Partners

WOC AROUND THE WORLD SPONSORS

boyden



E-NEWS SPONSORS

Black Fox Philanthropy

genconnectU

CCS Fundraising

ToucanTech

Gift In The Mirror

Aspen Leadership Group

INDIVIDUAL SPONSORS

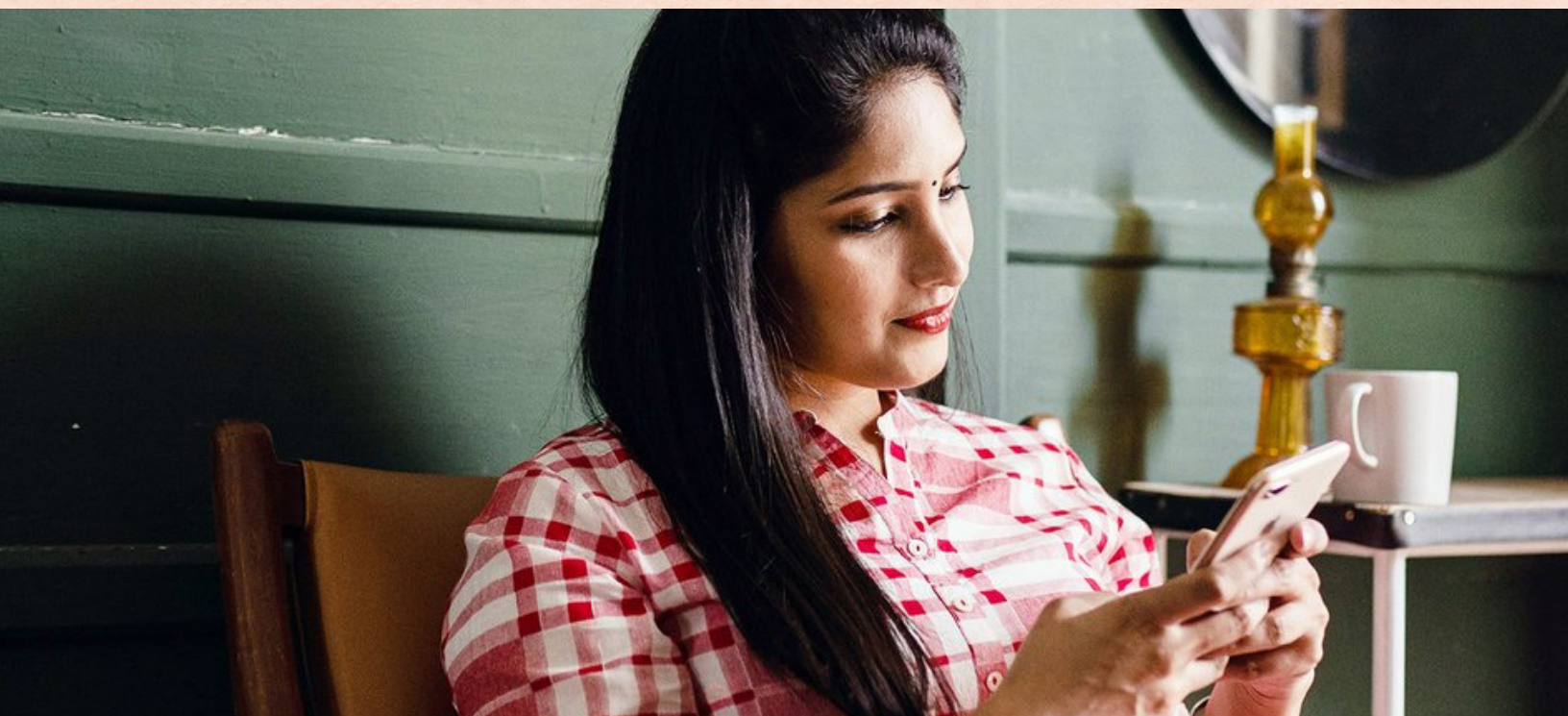
Gwendolyn Wesley

Glenda Noel-Ney

Regina Alhassan

WOC Writes

AMPLIFYING WOMEN VOICES OF COLOR FOR THE WOC COMMUNITY



Engaging Your Community on Social Media

Set your 2022 career goals and intentions with WOC

By: Kim Gaudin De Gonzalez, Women of Color in Fundraising and Philanthropy®

Get a Lifeline — Find A Mentor

Growth your career in fundraising with a mentor

By: Christal M. Cherry

Let's Be Clear: Salary Transparency and the Nonprofit Sector

Salary transparency is coming to New York City in May 2022 but not without pushback. Here's what it took and why our sector needs it.

By: Kim Gaudin De Gonzalez, Women of Color in Fundraising and Philanthropy®

Celebrating AAPI Heritage Month with Rhea Wong

Experiencing microaggressions and harassment in the nonprofit sector as an East Asian-American fundraiser

By: Rhea Wong, Nonprofit Consultant

Wisdom of WOC

**QUESTIONS ABOUT THE SECTOR?
CAREER ADVANCEMENT?
WE'VE GOT THE ANSWERS FOR YOU.**

The Wisdom of WOC is a weekly advice column where the WOC Community can submit its questions about fundraising and philanthropy, and have them answered by our founder, Yolanda F. Johnson, and special guest editors from the WOC community.



Engaging Your Community on Social Media

How to engage your community and donors in the ever-evolving landscape of social media

Practicing Self-Care with a Busy Schedule

We talk about the importance of self-care but how can we do so between busy schedules and limited time off?

How to Implement DEI Strategies with Your Board

Each person is at a different point in their DEI journey so how can you implement DEI strategies with your board to support your mission?

How to Plan Fundraising Events Two Years into the Covid-19 Pandemic

We're two-years into the pandemic. So what are we going to do about fundraising events?

How Your Organization Can Authentically Celebrate Its First Black History Month

Is it too late to celebrate Black History Month if your nonprofit organization has never celebrated it before? How can you start without being performative?

Saying No to Volunteering and Fundraising In Your Personal Time

Have you been asked to volunteer and fundraise for school or church in your personal time? We have tips to help you say "no" to preserve your well-being and your personal relationships.

WOC in the News

PRINT

- [NYC Mayor Eric Adams declares June 29, 2022 as “Women of Color in Fundraising and Philanthropy Day”](#)
- [Fundraising Leadership at the Biggest Groups Still Has a ‘Shocking’ Lack of Diversity Despite Racial Reckoning](#)
- [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

- [Opera Singer Uses Performance Skills to Lead Women of Color in Philanthropy](#)
- [WOC’ Women of Color in Philanthropy](#)
- [We are for good](#)
- [PowHer](#)
- [Bella Magazine](#)
- [The Only Black Girl on Mars](#)
- [The Reset](#)
- [Nonprofit Radio](#)



Around the World™

Throughout 2022, WOC embarked upon a tour, visiting seven cities where we met our members in-person for the first time! It was a beautiful time of community and we look forward to visiting six more cities in 2023



In 2023, WOC Around the World will visit seven more cities. Stay tuned to see if we'll be in a city near you!



Black Philanthropy Month

REUNITY CONFERENCE



Our Founder, Yolanda F. Johnson, was part of a very unique and incredible opportunity for Black Philanthropy Month, as she delivered both a keynote address and a live performance at the Reunity Conference in Indianapolis in August!

She spoke to how Spirituals and Art Song go hand in hand with Black philanthropy, with songs like, "Keep Your Hands on the Plow", "Night" by Florence Price and "Clear Water" by Nadine Shanti bringing along young people for the journey, and most importantly, that Black philanthropy is not new.



Mentor Match™

A 1 to 1 program to grow and learn from a professional woman of color in fundraising or philanthropy.

Participants in Mentor Match™ will engage with one another to work on challenges and goals identified by the mentee in a video or face-to-face conversation a minimum of every other month over the course of the 12-month period.

Learn more at woc-fp.com/mentor-match

Check-In Chicas™

An executive accountability partnership program.

Participants in Check-In Chicas™ will meet on a quarterly basis over the 12-month period to engage around issues of personal and professional development.

Learn more at www.woc-fp.com/check-in-chicas

We are grateful to have had over 60 participants across both programs. Over 90% of participants report a high satisfaction rate, and that both programs have played a significant role in advancing their careers and professional development. Applications are open for the upcoming 2023 cohort and we encourage you to apply. Learn more at www.woc-fp.com

"It has been a pleasure to be part of the WOC Mentor Match and Check-in Chicas programmes. I have been able to not only share the experience and learnings I have been fortunate to gain as a fundraising professional but learn from like-minded and talented women. This has been an incredible opportunity to continue the cycle of peer empowerment which WOC stands for" — Wonu Owoade

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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in Fundraising and Philanthropy

woc-fp.com