



New Generation of African American Philanthropists

Impact: From Ripples to Waves

August 2, 2022





Years of Inspiring Action Through the Power of Black Philanthropy

Join us in paving a new path, breaking down barriers and elevating Black leadership

[SEE HOW TO GET INVOLVED](#)

What We Do



Grantmaking



Connecting/Convening



Ideas/Thought leadership





16 years of inspiring action through the power of Black philanthropy

- **\$1.4MM invested** into the community thru grantmaking, volunteerism, research, innovative initiatives and civic leadership forums
- Earned **global reputation** for “reframing portraits of philanthropy” with award-winning book [Giving Back](#) and groundbreaking exhibit [The Soul of Philanthropy](#)
- **Strengthening under-resourced, Black-founded and Black-led nonprofits** with our *collective capital*—financial, social, intellectual, moral, reputational
- **Engaged 2000+ participants** in series of NGAAP-hosted community forums on facets of philanthropy and social impact
- **Collaborates** with cross-section of community-based organizations, incl. JCSU, AACF, My Brother’s Keeper, YMCA, Gantt Center, SHARE, ASC, United Way, Bank of America, AFP and Metrolina Native American Assn
- **Leads observances of [Black Philanthropy Month](#) in Charlotte and beyond**, spotlighting Black giving and advocating funding equity

#BPM2022CLT

Charlotte Celebrates
Black Philanthropy Month



Organized and brought
to the community with:



#BPM2022CLT

Thursday • August 4
1:00 - 2:15 pm

***Virtual: Engaging Black Donors and
Cultivating an Inclusive Donor Base***

featuring acclaimed fundraising professionals Anna
Barber (Barber & Associates) and Brandon Neal
(Political Strategist and Former Obama Fundraiser)

- NGAAP and AFP-Charlotte Chapter

Registration link: <http://bit.ly/3yi61Q2>



Anna Barber
Barber & Associates, LLC



Brandon Neal
Political Strategist and
Former Obama Fundraiser

Organized and brought
to the community by:



#BPM2022CLT

Thursday • August 11

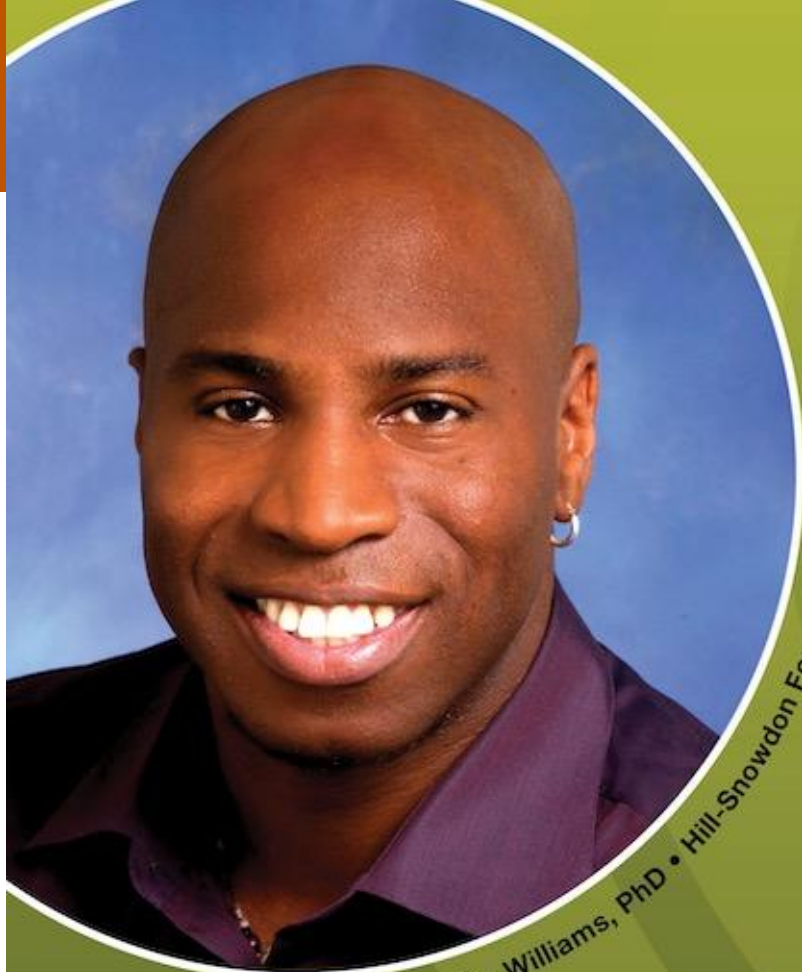
3:00 - 5:00 pm

followed by reception

In-person: Funder x Nonprofit Networking Forum

featuring Nathaniel Chioke Williams, PhD of Hill-Snowdon Foundation • NGAAP and Share Charlotte

Location: Mint Museum Uptown at Levine Center for the Arts, 500 South Tryon Street, Charlotte, NC



Nathaniel Chioke Williams, PhD • Hill-Snowdon Foundation

Organized and brought
to the community by:



NGAAP
A PHILANTHROPIC
COLLECTIVE

 **share**
CHARLOTTE

Charles Ogletree Public Voices Lecture Series

Black Philanthropy: Catalyzing Community Change, For Us, By Us

UNION CHAPEL, MARTHA'S VINEYARD
AUGUST 18, 2022

CHARLES OGLETREE
PUBLIC FORUM SERIES
PRESENTS:



UNION
CHAPEL
EDUCATION
& CULTURAL
INSTITUTE

BLACK PHILANTHROPY

Catalyzing Community Change, For Us, By Us

Thursday, August 18th 4:00 PM at
Union Chapel, Oak Bluffs



Bakari Sellers
Moderator



Valaida Fullwood
NGAAP
Philanthropic
Collective



Vi Lyles
Mayor
Charlotte, NC



John Jackson
Schott Foundation



Makeeba McCreary
New Commonwealth Fund



**Aisha
Alexander-Young**
Giving Gap

HEARST
television

NYU | Global Education, Diversity,
and Exchange International

BOSTON
UNIVERSITY

MASSACHUSETTS

SPONSORED BY
SCHOTT
FOUNDATION
FOR PUBLIC AFFAIRS

SANDRA
Conway

MARTHA'S VINEYARD
EDUCATION & CULTURAL
INSTITUTE

LEARNING BACK
The Soul of
Philanthropy
Reflection and Scholarship



Friday, August 26 thru Sunday, August 28
CLT Gives Black • Weekend Edition

Tuesday • August 30
6:00 - 8:30 pm



'If We Had Not Loved Each Other...': Madam C.J. Walker and the Past, Present and Future of Black Generosity

A book-talk exploration of the historical roots of African American philanthropy, its power and impact today.



The Bold Project & Research Highlights

“Research is formalized curiosity. It is poking and prying with a purpose.” — Zora Neale Hurston



Chance favors the prepared mind and opportunity favors the bold. *Louis Pasteur*

The Bold Project™

An NGAAP initiative with **Black organizations leading differently**, is paving a new path in the Charlotte philanthropy community by using four distinct pillars to elevate Black leadership and break down long-standing barriers to create an even playing field for all organizations to make a difference.

Defining the Focus



- **Black-benefitting:** 50 percent or more of population served identifies as Black or African American
- **Black-led:** 50 percent or more of staff leadership and/or board members identify as Black or African American
- **Black-founded:** established by a person(s) who identify as Black or African American

NGAAP Priority

Groups having a **predominant Black or African American racial identity**; majority Black or African American stakeholders, board members and/or staff leadership; and whose primary purpose is to **build economic, social and/or political power** to uplift Black communities and ensure they thrive.

About Power

“Power is the ability to change the rules.”

Rashad Robinson, Color of Change

We believe that *power*, whether through organized people or organized money, is the force that changes systems, and changing systems is the only way to achieve equitable outcomes for all communities.

The Bold Project™

Pave a new path. Break down barriers. Elevate Black leadership.

Bold Project 4 pillars

Funding



Leadership



Narratives



Networks



Bold Research

In early 2020, NGAAP engaged **Frontline Solutions**, a Black-owned consulting firm dedicated to making the world more just for all.

We commissioned a study of Charlotte's Black-led and Black-benefitting nonprofits for **deeper understanding** and **greater responsiveness** to this segment of the local nonprofit ecosystem.



Guiding Principles



NGAAP's values guided the framing of the Bold research:

Black-centered
Opportunity-focused
Actionable

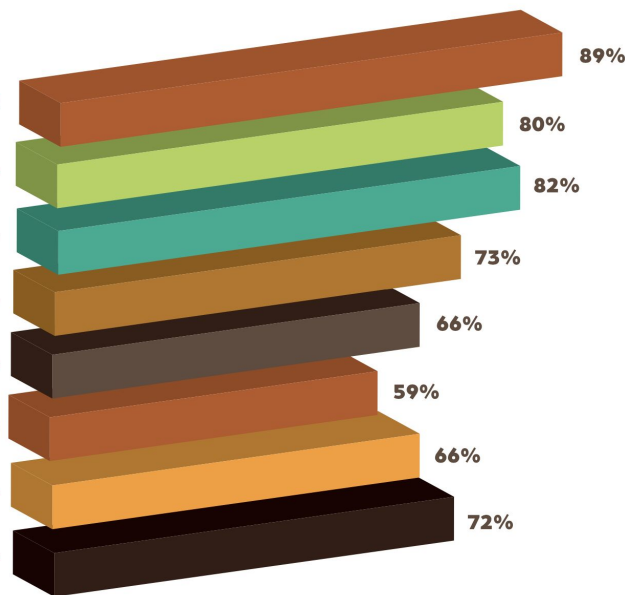
Who We Heard From

100+ respondents

roughly 1/3 of the identified local BLBBs

1. **Nonprofit with a fiscal sponsorship or 501(c)(3) designation (89%)**
2. **Founded by Black or African American person(s) (80%)**
3. **Executive Director / CEO identifies as Black or African American (82%)**
4. **Majority Black or African American staff leadership (73%)**
5. **Majority Black or African American board members (66%)**
6. **Majority Black or African American stakeholders (59%)**
7. **Has primary purpose to build economic, social, and/or political power to uplift Black communities (66%)**
8. **Has a mission that benefits a plurality of Black people (72%)**

GRAPHIC 1
Types of organizations



5 Themes Emerged

1. Values: Connection. Competency. Commitment
2. Strength of Charlotte's Black Nonprofit Ecosystem
3. Opportunity to Invest in and Accelerate Equity With Under-Funded and Under-Staffed Organizations
4. Impact of Race and Power Dynamics
5. Breadth of Diversity in Black Leadership that has yet to be Fully Engaged (Intersectionality)

“Our organizations are grass-roots, working with communities that are generally underserved, low-income, poorly educated. We are generally working with shoestring budgets. We are creative and resilient and make the most of our hard-earned dollars. We understand and respect our clients and volunteers.”

— *Bold Research Survey Respondent*

“You have to do it a
certain way to be
successful as a nonprofit
in Charlotte....

*Can I really be Black? ...
How Black can I be?”*

— *Bold Research Interviewee*

Impact of Race and Power Dynamics

A Closer Look at 'Respectability Politics at Play'

- Reluctance of Black leaders to challenge white power structures
- Perceived need for Black leaders to downplay their specific investment in Black empowerment in grant proposals
- Feeling that BLBBs must compete to be one of the token organizations that are frequently chosen to receive the most funding from white donors
- Feeling that for those disconnected from historically well-connected Black social circles it is nearly impossible to gain the social capital necessary for organizational success

What's Required To Move Forward

- 1. Amplify Black Voices**
2. Shift Power
3. Strengthen Local Black Philanthropic Infrastructure
4. Increase Quality and Quantity of Funding

What's Required To Move Forward

1. Amplify Black Voices

2. Shift Power power = the ability to change the rules

3. Strengthen Local Black Philanthropic Infrastructure

4. Increase Quality and Quantity of Funding

“Too many agencies make money off all the poor, Black children and clients they serve while the staff and board leadership remain firmly in the hands of white people.”

— Bold Research Survey Respondent

“Black led and Black-benefiting organizations should own their own solutions. This means those with access to resources, power, education, and infrastructure should be distributing this access in an equitable way.”

— Bold Research Survey Respondent

What's Required To Move Forward

1. Amplify Black Voices
2. Shift Power
- 3. Strengthen Local Black Philanthropic Infrastructure**
4. Increase Quality and Quantity of Funding

“I have not had the opportunity to work with any funders. That may be something to note. Many times we do not have the connections to get a seat at the table to discuss the good we do or have the potential to do.”

— Bold Research Survey Respondent

What's Required To Move Forward

1. Amplify Black Voices
2. Shift Power
3. Strengthen Local Black Philanthropic Infrastructure
- 4. Increase Quality and Quantity of Funding**

“What is needed is not only dollars but long-term commitments that include resources in the form of people and other advocates and community energy that will allow Black-led, Black-benefitting organizations to make long-term strides in the African American community.”

— Bold Research Survey Respondent

“General operating support is the most important type of funding. I think less restrictions on funding would free up organizations to do their work as best aligned with the needs of their population.”

— Bold Research Survey Respondent

**“If you can make it
better for the margin
of the margins, then
everyone wins.”**

— Bold Research Interviewee

Whatever you can do, or dream you can, begin it.
Boldness has genius, power and magic in it.

— Johann Wolfgang von Goethe



The report and these highlights were made possible through the contributions of the following individuals and organizations.

Frontline Solutions Bold Project Research Team

Micah Gilmer, PhD

Amanda Bennett

Ashley Simpson

NGAAP Bold Research Group

Ron Ancrum

Valaida Fullwood

Jerel Harvey

Keysha Walker Taylor

Charles W. Thomas

Funding Partners

Conway Family Fund

Knight Foundation

My Brother's Keeper, Charlotte-Mecklenburg

Community Reviewers

Dianne Chipps Bailey, Managing Director, National Philanthropic Strategy Executive, Bank of America

Sandra Conway, Principal, Conway Family Fund

Mike DeVaul, Chief Strategy Officer, My Brothers Keeper, Charlotte-Mecklenburg

Josh Jacobson, Managing Director, Next Stage Consulting

Chrystal Joy, Managing Director, The Lee Institute

Sam Smith, Director of External Partnerships, United Way (Unite Charlotte)