

REFLECTING FORWARD:

Philadelphia-based Black Nonprofit
Leaders' Recommendations for Regional
Fundors.

Background of 2016 Branch Associates Report

- Commissioned by the Philadelphia African American Leadership Forum
- Urban Affairs Coalition provided project oversight
- United Way of Greater Philadelphia and Southern New Jersey funded study
 - *Surveyed 145 nonprofit executives*
 - *Focus groups with Black leaders and interviews with regional funders*
 - *2016 public facing report: Philadelphia's nonprofit human service organizations: How African American-led organizations differ from White-led organizations*

2016 Report Findings

- Significant challenges with fundraising in comparison to White counterparts
- Board diversity and talent pipelines
- Data collection
- Organizational vulnerabilities such as limited cash reserves, and government funding



Dr. Kelly Sloane
Principal Researcher

2021 Research Design

- **Reflection** on the 2016 report findings & change over time
- The **challenges** facing Black-led human service nonprofit organizations during the **COVID-19** pandemic and the **value** these organizations contribute to their communities and constituents
- The meaning and impact of the current **racial justice movement(s)** for Black leaders and their organizations
- **Recommendations** for action from Black leaders

Interview Sample

- Executive Director / CEO of their current organization between one and 38 years
- Organizations founded between 1915 and 2019
- Average age of the nonprofit organizations included in this research is 33 years
- Significant variance in programs, services, and organizational size and capacity
- Lead nonprofits employing between one (a start-up) and 250 paid staff
- Operating budgets (2020-2021) ranging between \$5,000 (a start-up) and \$35 million
- During the last year, these leaders collectively served more than 800,000 Philadelphians

Interview Sample

- Black leaders interviewed for this study helm organizations that serve children (6-12 years), youth (13-18 years), and young adults (19-24 years)
- Around half the organizations also serve infants and young children (0-5 years), adults (25-65), and seniors (65+ years)
- All the leaders interviewed for this study identify as Black, and most lead majority Black-serving organizations
- Some leaders do not consider their organizations to be “Black-led” because most of their board members and/or senior leadership teams are white.
- Half the leaders interviewed for this project identify as women
- Slightly more than half are the first Black executive director of their respective organization

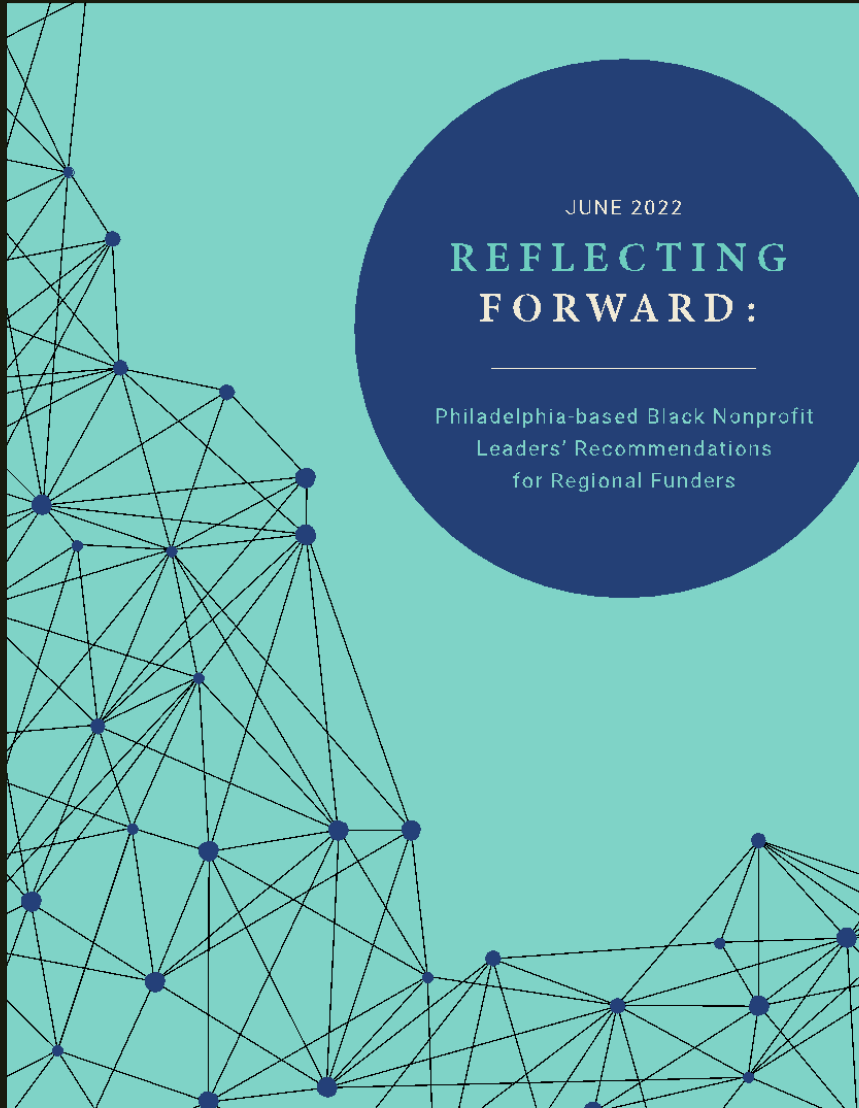
Recommendations

- During semi-structured interviews with Black nonprofit leaders, each was asked to share their perspective on the Covid-19 pandemic, the increasingly urgent campaigns for racial justice, and recommendations for regional funders.
- During our interviews, each leader was explicitly asked:

How can regional funders best support the needs of Black nonprofit leaders and Black serving organizations?

Recommendations

- Get to know us
- Embrace Trust-based philanthropy (consider bold, transformational, multi-year gifts that will allow organizations to develop capacity, grow, and thrive)
- Trust Black leaders



JUNE 2022

REFLECTING FORWARD:

Philadelphia-based Black Nonprofit
Leaders' Recommendations
for Regional Funders

REFLECTING FORWARD:

Philadelphia-based Black Nonprofit
Leaders' Recommendations for
Regional Funders.