



Community Centric Fundraising

Defining the Fundraising Model



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Funding Inequity

- Inequity and racial bias exist in the Philanthropy sector
- 0.03% of philanthropic funding went to Black-led organizations in Canada in 2017 and 2018
- Less than 1% of funding went to Indigenous groups in 2018

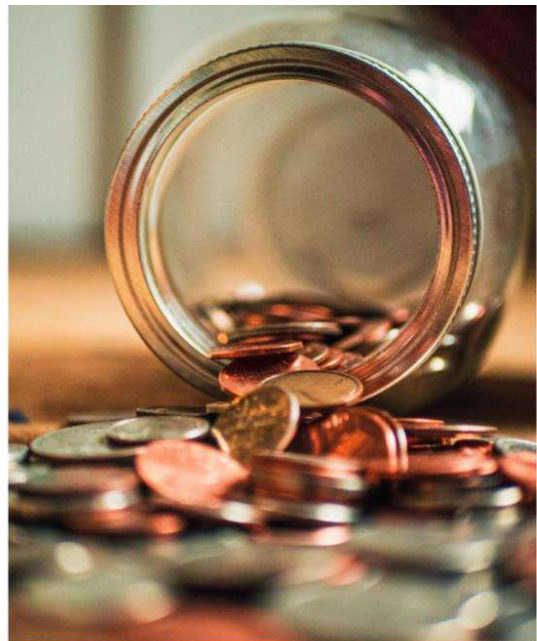


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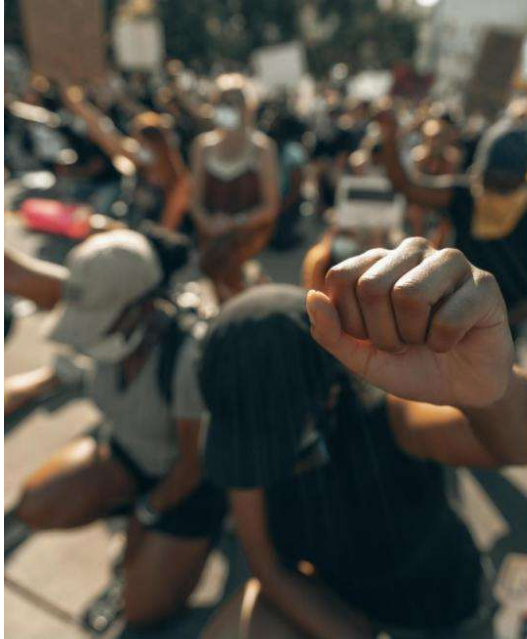


The Philanthropy sector has its roots in colonial power dynamics, and inequity and racial bias continue to exist today in the sector.

The report, “Unfunded: Black Communities Overlooked by Canadian Philanthropy” showed that in 2017 and 2018, only 0.03% of funding from major philanthropic foundations went to Black-led organizations, with systemic racism-related barriers, anti-Blackness, and a lack of representation in foundations, being the root causes.

In addition, in 2018, Sharon Redsky, Wanda Brascoupe, Mark Blumberg and Jessie Lang reviewed publicly available data from CRA T3010 filings (public reports by charitable foundations) and determined that although indigenous people comprise 4.9% of the population in Canada, Indigenous groups received just over one-half a percent of gifted funds.

Addressing these inequities requires funders to take accountability for the role they play in inadvertently contributing to this imbalance in funding, and to move towards 'new ways of working.'



Defining Community Centric Fundraising

- Prioritizes **equity** and **social justice**
- Strong relationships and collaboration with communities
- Focuses on genuine partnership

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Community centric fundraising is a model that prioritizes equity and social justice. It ensures strong relationships and collaboration with the community to ensure their voices are uplifted. The focus in community-centred fundraising and philanthropy models is a result of the realization that current donor-centric practices can be harmful and oppressive, especially for racialized communities. To move away from these donor-centric practices requires a re-imagining of the 'donor-grantee' relationship, to one that focuses more on genuine partnership. In this sense, philanthropy should feel less transactional in nature and instead focus on how communities can come together to resolve challenges they themselves face, and ultimately leads to more diversity in the decision making processes.

Principles of Community-Centric Fundraising

1. Fundraising must be grounded in race, equity, and social justice
2. Individual organizational missions are not as important as the collective community
3. Non-profits are to be generous with and mutually supportive of one another
4. All who engage in strengthening the community are equally valued, whether volunteer, staff, donor, or board member
5. Time is valued as equally as money
6. Donors are treated as partners
7. Fosters a sense of belonging, not othering
8. Promotes the understanding that everyone personally benefits from engaging in the work of social justice
9. Sees the work of social justice as holistic and transformative, not transactional
10. Recognizes that healing and liberation requires a commitment to economic justice



Community-Centric Fundraising is a movement that seeks to change the way fundraising is done in the non-profit sector. The movement has endorsed a set of 10 principles on community-centric fundraising that includes:

**This video is part of the
Building Equity: Resource
Mobilization for Impact
training series.**

The series is available online via the Spur Change Resource Library. Made possible in collaboration with JNC Consulting and Change the Game Academy.



Thank you