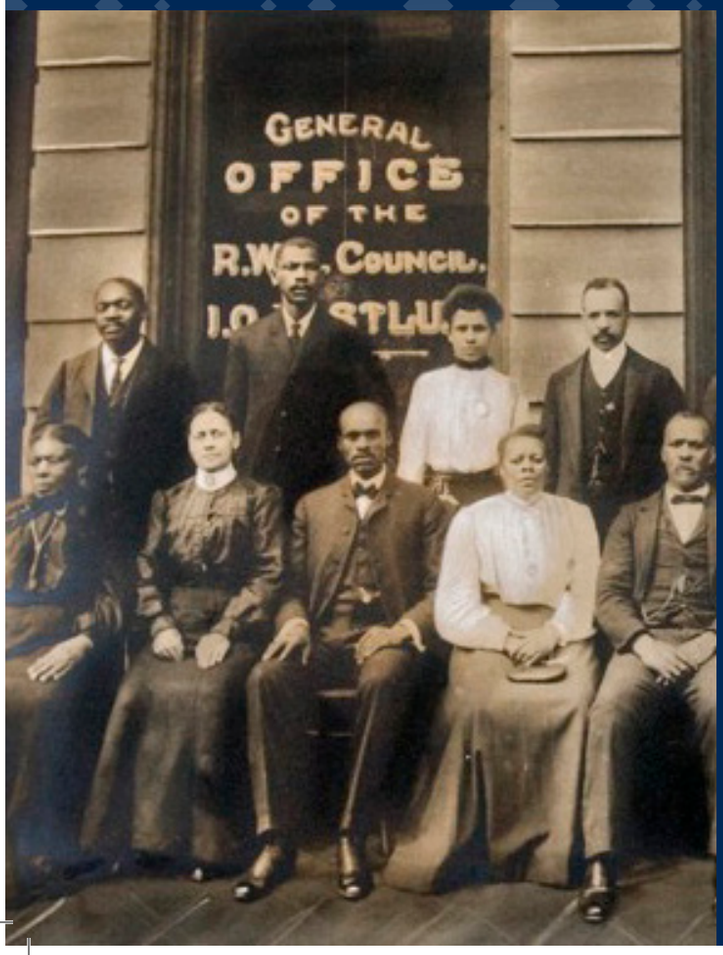




GIVING BLACK GREATER RICHMOND

THE LEGACY OF BLACK INGENUITY & COLLECTIVE POWER

IMPACT REPORT FALL 2020

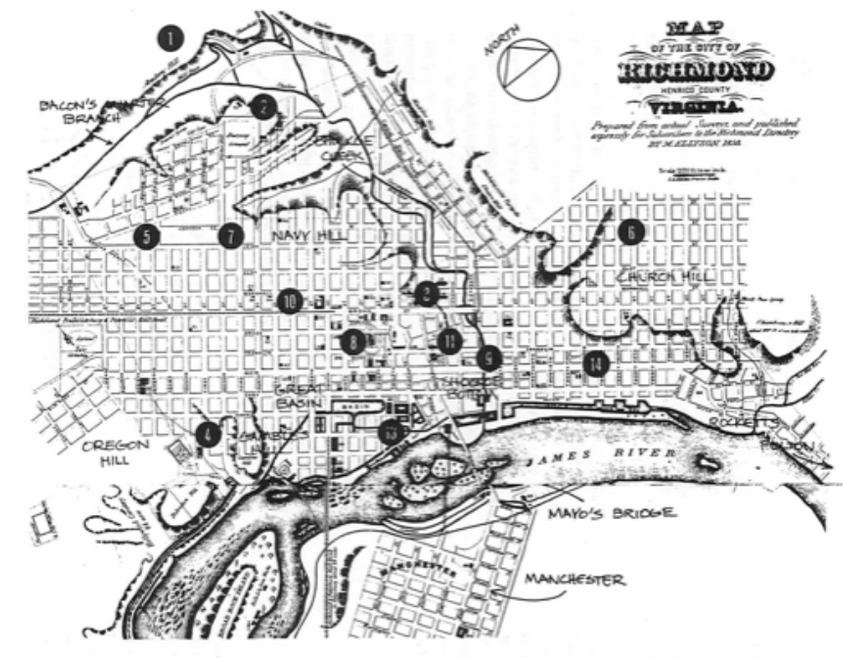




A Legacy of Collective Power

Giving Black®: Greater Richmond is an acknowledgment and celebration of Black philanthropy since the inception of Richmond. Richmonders have been generous with their time, talent, treasure, ties and testimony to support Greater Richmond regionally and beyond. Nationally, Black Americans give a larger portion of their income to charities than anyone else[1] and Black households making $75,000 or more are growing faster than their white peers[2] – and yet, there has not been much information available about the trends or capacity of Black philanthropy nationally or in Greater Richmond.

SisterFund, Ujima Legacy Fund and the Community Foundation for greater Richmond (Community Foundation) jointly invested to uplift the narrative and evolution of *Giving Black®* in Greater Richmond, in partnership with New England Blacks in Philanthropy. This work is also supported by W.K. Kellogg Foundation's Catalyzing Community Giving initiative. Greater Richmond encompasses the towns and cities of Richmond, Petersburg, Colonial Heights and Hopewell and the counties of Chesterfield, Goochland, Hanover, Henrico and Powhatan.





Greater Richmond Is...

Historical Cradle of Black Capitalism

Black Power

Black Ingenuity

Giving Black®

Black Networks

[1] W. K. Kellogg Foundation. (2012). *Cultures of Giving: Energizing and Expanding Philanthropy by and for Communities of Color.* www.giarts.org/sites/default/files/Cultures-of-Giving_Energizing-and-Expanding-Philanthropy-by-and-for-Communities-of-Color.pdf

[2] The Nielsen Company. (2015). *Increasingly Affluent, Educated and Diverse: African American Consumers: The Untold Story.* www.nielsen.com/wp-content/uploads/sites/3/2019/04/African American-consumer-untold-story-sept-2015.pdf

Giving Black®: *Greater Richmond* This is more than charity. This is change.

The Impact of Giving Black®: Greater Richmond

- Inform community on Black resources, trends, interests and behaviors
- Reform the relationship of Black philanthropists to philanthropy
- Transform the narrative of Black philanthropists

> We are truly in the times of racial truth-telling and reconciliation. The story of Black philanthropy is a story of truth that repels the myth that Black giving is minimal and singly directed. Our gifts of treasure are broad, deep, plentiful and precious.
>
> – L. Robert Bolling, Ujima Legacy Fund member and *Giving Black®* steering committee member

We Engaged Our Community

Time: Volunteer Hours

The Steering Committee and Advisory Council volunteered more than 2,500 collective hours.

Talent: Black Leadership

We engaged Black leaders to share their talents with *Giving Black®.*

Treasure: Increased Funding to Black-Led Initiatives

We explored the relationship between Black donors and Black-led initiatives.

Ties: Expanded Networks

Nearly 600 people took the survey, and two-thirds of participants had no connection to either the funds or foundation.

Testimony: Lending Voice Through Interviews

Six generations of Black Richmonders, from the G.I. Generation to Generation Z, lent their voice to this work and shared their heartfelt stories and experiences.



Key Events in Greater Richmond's History of *Giving Black®*

1790-1820

In 1790 of the total population of 3,761 there were 1,479 enslaved Blacks and 265 free Blacks. From its incorporation in 1782 to 1820, Richmond became the fifth largest city in the South.[3]

1880s

True Reformers in Richmond founded the first Black bank in the United States - The Savings Bank of the Grand Fountain, United Order of True Reformers.

1920s

This was a "Golden Era" for Richmond's Black businesses on Second Street (The Deuce) in the Jackson-Ward district.[4]

1968

Richmond leaders founded the Greater Richmond Community Foundation to channel philanthropic efforts toward addressing inequalities for people who have historically been disadvantaged.

2013

The Black men's giving circle, Ujima Legacy Fund (Ujima), was established in partnership with the Community Foundation to support organizations empowering Black youth through education.

Who We Are

Here's what we heard from our survey respondents.

84% have obtained a college degree or higher

Education

$80K+ household income reported by nearly two-thirds

Income

33% believe Richmond is a place of economic opportunity

Opportunity

#3 most important social issue

Health Equity

$5000+ given by 25% of households in 2019

Philanthropy

[3] Sheldon, Marianne Buroff, Black -White Relations in Richmond, Virginia, 1782-1820, *The Journal of Southern History*, Feb. 1979, Vol. 45, No. 1, p. 28

[4] Bowen, Dawn S., The Transformation of Richmond's Historic African American Commercial Corridor, *Southeastern Geographer*, Nov. 2003, Vol. 43, No. 2, p. 267, University of North Carolina Press

2015

SisterFund, a Black women's giving circle, was founded in partnership with the Community Foundation to support nonprofits empowering Black women and girls in our region.

2018

Ujima and SisterFund met with NEBiP to discuss the creation of *Giving Black®: Greater Richmond.*

2019

Ujima, SisterFund and the Community Foundation invested in the *Giving Black®: Greater Richmond* study to take a deeper dive into the trends and impacts of Black philanthropy in our region.

The Community Foundation welcomed its first Black board chair, Dr. Pamela Royal, along with the highest number of Black board members since inception. Ujima, SisterFund and the Community Foundation hosted the first-ever regional Black Philanthropy Month celebration in August.

2020

The Community Foundation promoted its first Black executive leadership member, Stephanie Glenn, Vice President of Diversity and Engagement.

2021

At the conclusion of the *Giving Black®* study research, Ujima, SisterFund and the Community Foundation will focus on how this data can power the next steps toward a more inclusive philanthropic community.

To date, Ujima Legacy Fund and SisterFund have collectively given over $340,000 to organizations supporting Black communities in Metro Richmond.

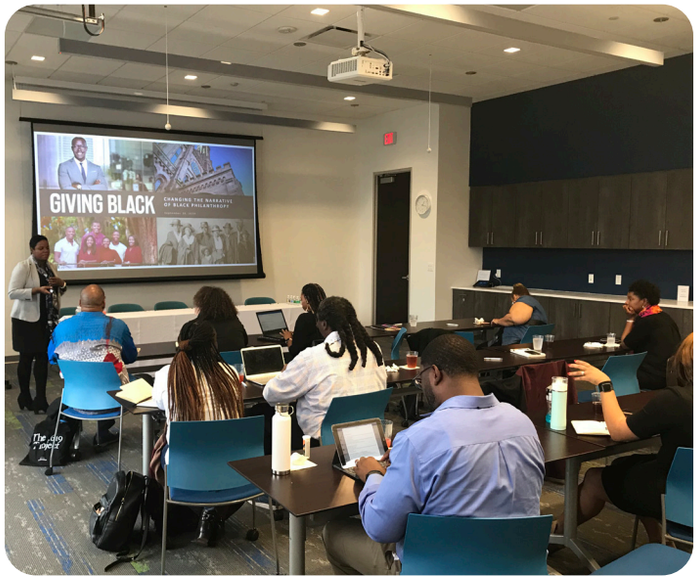
A Year of *Giving Black®: Greater Richmond*

Leading up to the release of the full *Giving Black®: Greater Richmond* study report in Fall 2020, this coalition will be launching a year-long *Giving Black®* event series, which will:

- Increase the engagement of Black donors involved in local philanthropic efforts by strengthening donor networks
- Build awareness of Black philanthropic practice and opportunities to increase Black donors' effectiveness by removing barriers to full philanthropic participation
- Develop connections between Black philanthropists and Black-led organizations and philanthropic entities to become agents of change and positively impact the lives of children and families in Greater Richmond communities

Throughout the year, we will use various virtual platforms to highlight the stories of numerous local Black philanthropists, and host webinars and events focused on different facets of Black giving. These programs will culminate in the August 2021 Black Philanthropy Month Celebration event featuring the full release of the *Giving Black®: Greater Richmond* report.

> This study is helping us reframe the way we think about our giving. Whether we give our time, talent, or treasure, our giving is philanthropy.
>
> – Veronica Fleming, SisterFund member and *Giving Black®* steering committee member



2020

AUG	SEP	OCT	NOV	DEC
Webinar: *Giving Black®* Gratitude	Did you know? *Giving Black®* Stories	Webinar: *Giving Black®* during COVID-19	National Philanthropy Day celebration *Giving Black: Greater Richmond Report Launch*	*Giving Black®* Kwanzaa: Sharing 7 stories in 7 days

2021

JAN	FEB
Giving Black® Greater Richmond Day of Service (in-person or virtual)	Did you know? *Giving Black®* Stories

Giving Black®: Greater Richmond's Impact

The *Giving Black®: Greater Richmond* study provides a crucial perspective in highlighting the important role that Black philanthropy plays in our region and illuminates the necessary conditions, contexts and capital investments for transforming philanthropy in Black communities. The work of this study was guided by a steering committee and an advisory council made up of 43 Black individuals from Greater Richmond's business, education, government and nonprofit sectors.

The *Giving Black®: Greater Richmond* team partnered with local Black-led organizations to distribute an online survey that explored charitable giving trends, media consumption and Black donors' perceived importance of various social issues. With an initial goal of gathering 300 completed surveys and an aspirational goal of 500 surveys, the *Giving Black®* team gathered a total of nearly 600 surveys from members of the Greater Richmond community.

Researchers have conducted interviews with Black leaders in Richmond's philanthropic communities, including faith-based leaders, business professionals, couples, celebrities and prominent philanthropic leaders. In addition, two focus groups centered on insights from the Community Foundation's Black leaders and local creative business owners. Additional interviews and focus groups will continue throughout 2020 to further inform this work.

> It's been an honor to embark on this journey of *Giving Black®: Greater Richmond*. The stories shared about how Black philanthropy has contributed to the fabric of our culture, history and long rich traditions of resilience and pride.
>
> The Community Foundation is committed to elevating the narrative around philanthropy in a way that deepens relationships and fosters new solutions to transfer the power from institutional racism practices and bias to a more inclusive approach that entrenches a new narrative that includes more color in philanthropy.
>
> – Stephanie Gossett Glenn, Vice President, Diversity and Engagement, Community Foundation

MAR	APR	MAY	JUN	JUL	AUG
Webinar: Women's History Month – *Giving Black®:* Sister Story	Did you know? *Giving Black®* Stories	Did you know? *Giving Black®* Stories	Webinar: Black Businesses & *Giving Black®*	Did you know? *Giving Black®* Stories	Black Philanthropy Month Celebration 2021

Learn more about *Giving Black®: Greater Richmond*

SisterFund

sisterfundrva.org

Our mission is to improve the lives of African American women and girls by transforming local nonprofits, who also support the development of African American young girls and women, through significant, collective financial investments. SisterFund members engage in an experience that transforms our community in this powerful journey of giving.

UJIMA LEGACY FUND

ujimalegacyfund.com

Ujima Legacy Fund funds nonprofit projects that positively impact youth and young adults, ages 12 to 21 years, with emphasis on underserved youth populations. Through collective giving, Ujima works to increase the philanthropic impact and presence of Black men in the Richmond region.

community foundation

cfrichmond.org

The Community Foundation exists to make the Richmond region a better place with bold solutions and inspired philanthropy.

Learn more about *Giving Black®*

NE BiP New England Blacks in Philanthropy

nebip.org/about/our-work-is-giving-black/

Our mission is to inform, reform and transform the practice of philanthropy. We are bringing forth a paradigm shift in philanthropy from focusing on Black deficits to shining a light on our considerable potential and financial leverage in order to increase the assets in our communities with the power of Black philanthropy.

W.K. KELLOGG FOUNDATION

wkkf.org

Launched in 2014, The W.K. Kellogg Foundation's Catalyzing Community Giving (CCG) initiative supports communities of color using philanthropy to become change agents and positively impact the lives of children and families in their communities.