

MEDIA KIT

# COMMUNITY-CENTRIC FUNDRAISING

A brand new movement to fundamentally reimagine fundraising so that practices are grounded in racial and economic justice and centered around communities of color



community·centric  
fundraising

# ABOUT CCF

Community-Centric Fundraising is a movement reimagining fundraising grounded in racial and economic justice.

Because we work within a system that perpetuates white supremacy, classism, exploitation, and many other harms, lasting change will require us to create — together — new systems and practices that prioritize the wellbeing and security of entire communities over individual people and entities.

We will do this by fostering a sense of belonging and interdependence, presenting our work holistically and not as individual transactions, and encouraging mutual support between mission-driven organizations and nonprofits.

We believe that while there is space for everyone, the work must be led by the people most affected by injustice! Challenging the status quo in philanthropy requires bold, courageous action. We must tackle difficult topics and conversations that the nonprofit sector has previously avoided, try things that have not been done before, and embrace failure as a part of learning.

# HOW CCF WAS FORMED

In the U.S. alone, philanthropy is a \$427 billion dollar industry, of which 68% comes from individual donors. Yet the practices, theories, and foundation of modern philanthropy and fundraising are very white and often ignore the ways in which the industry actually perpetuates the very injustices the nonprofit sector wishes to end.

In May 2017, Vu Le of [NonprofitAF.com](https://www.nonprofitaf.com) published "[How donor-centrism perpetuates inequity, and why we must move toward community-centric fundraising](#)" and "[9 Principles of Community-Centric Fundraising](#)," posts that he aggregated from conversations over the years with leaders of color, especially women of color, and white allies who have been uneasy with the default philosophies and practices around fundraising.

The responses to these blog posts were *immense*. About 90 Seattle-area executive directors and fundraisers of color from several organizations gathered consistently to collect and examine qualitative data from a national survey about what the largest issues were for our community of fundraisers and executive directors of color.

Within that, there was a loud call for creating a space where the fundraising community could share and amplify new ways of practicing fundraising. The vision is to explore the way forward past the traditional way of doing things.

**Community-Centric Fundraising (CCF) was formed to be a movement to scale and share what we are learning as well as serve as a vehicle to connect to other amazing folx doing this work and having the same kinds of conversation across the country and beyond.**

# HOW WE ENVISION CCF'S WORK

As with any movement that doesn't belong to one entity, we anticipate that our reach and scope will evolve and change over time. As of today though, we believe the CCF movement will initially manifest as:

- **A CCF HUB** — An online informative and creative space for BIPOCs (Black, Indigenous, and People of Color) and others working in fundraising and adjacent spaces to share experiences, expertise, knowledge, and more through written works, artistic works, and other multimedia projects!
- **CCF EVENTS** — Political education opportunities, workshops, convenings, updates, and more, which will build our community and allow us to share, expand, and uplift equitable fundraising practices!
- **OTHER CCF CHAPTERS** — While CCF is currently based on work from our Seattle chapter, we hope that folx in other areas will start their own chapters!

# JOIN IN! WHAT'S COMING UP!

## IMPORTANT DATES FOR CCF

### JULY 13

#### **"Let's Make Fundraising Less Racist!"**

An online launch event for Community-Centric Fundraising, learn more about CCF and its mission

▶ [\*Sign up for this email list to RSVP!\*](#)

### JULY 24

#### **"Data Says! What BIPOC fundraisers have known *for years* — and what the rest of us are *only now* catching onto"**

A webinar!

▶ [\*Sign up for this email list to RSVP!\*](#)

# HOW YOU CAN TAKE PART IN CCF!

## 1 Share a post or story about CCF!

We appreciate you spreading the word about our launch on social media! You can find [some assets at this link](#) and share one of the posts or stories on your social media account (Instagram, Facebook, and Twitter). Please also feel free to make it your own and say what feels right to you!

## 2 Please be sure to follow and tag us!

**Instagram:** [/communitycentricfundraising](#)

**Twitter:** [/comm\\_centric](#)

**Facebook:** [/communitycentricfundraising](#)

## 3 Send out an email introducing CCF to your network!

Some of us are more active through email, so we've also included a sample email template, with some graphics that you can embed or attach [in our assets](#).

## 4 Contribute a piece of writing or art to us!

Calling all writers, artists, creatives, and communicators, we'd love to add your strong voices to the fray. Contribute a piece to our CCF Hub! You can find some [editorial guidelines here](#). Our rate per piece is currently \$250.

## 5 Sign up to get our newsletter!

Thank you for all the work you are doing in and for the nonprofit sector. [Please keep in touch with us through our newsletter](#). We'd love to stay connected with you!