

Black Philanthropy Houston

an inaugural conversation on amplifying the
power of black generosity

CauseAdvance +
latanyaaflix.com

blackphilanthropyhouston.org

ACKNOWLEDGEMENTS

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1619

August 28th

WHAT IS PHILANTHROPY?

philanthropy:

love of humankind ≠ not a privilege of wealth

Social good

Social change

Social connection

philanthropist:

someone who seeks to promote welfare of others ≠ elite act of wealthy 1%

Time

Testimony

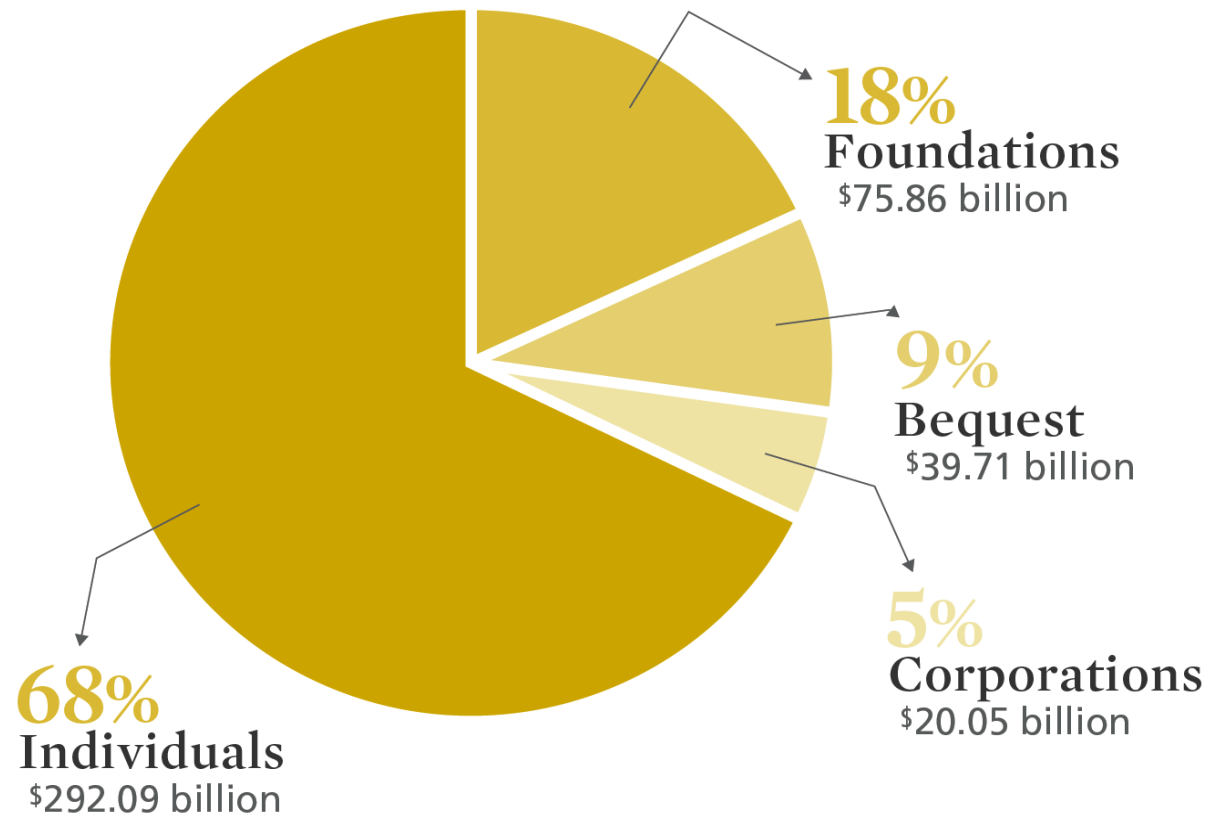
Talent

Network

Treasure

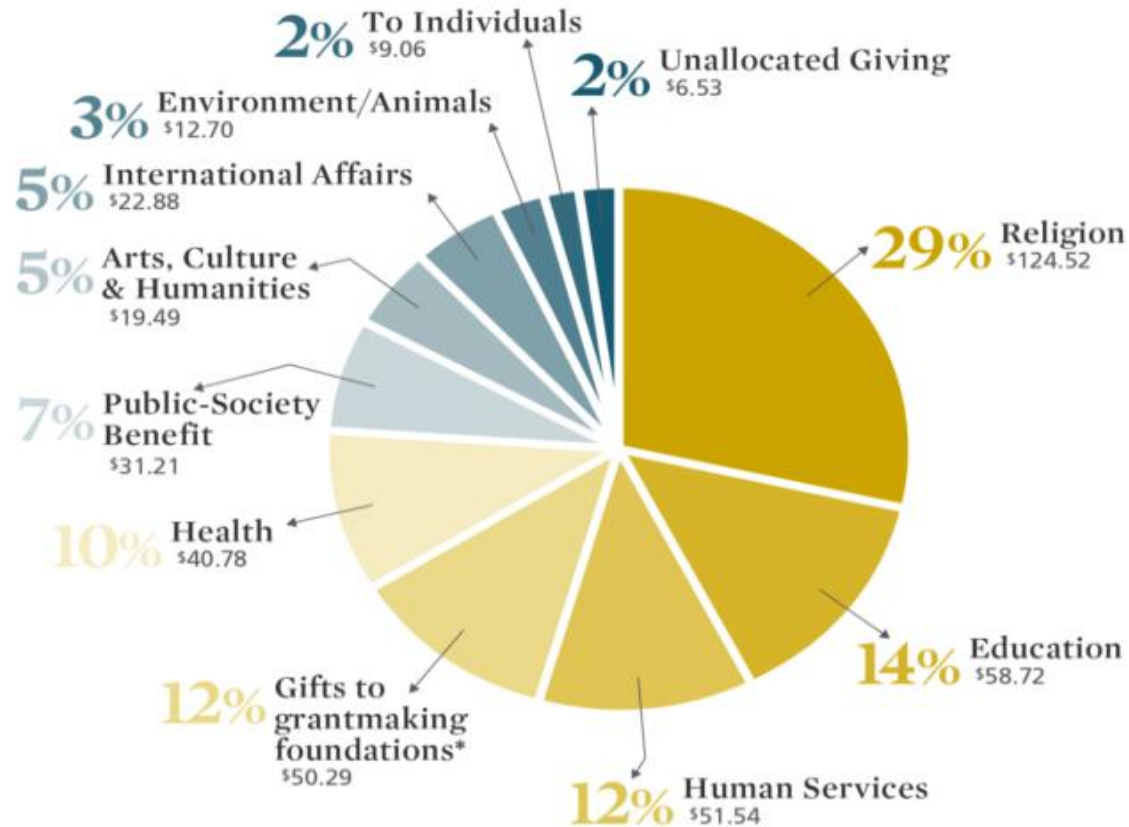
2018 SOURCES OF CONTRIBUTIONS

2018 contributions: \$427.71 billion
by source of contributions
(in billions of dollars - all figures are rounded)



2018 RECIPIENT TYPE

2018 contributions:
\$427.71 billion by type of recipient organization
(in billions of dollars - all figures are rounded)



* Estimate developed jointly by Candid (formerly Foundation Center) and Giving USA
** Includes gifts to non-grantmaking foundations, deductions carried over, contributions to organizations not classified in a subsector, and other unallocated

Source: [Giving USA 2019: The Annual Report on Philanthropy for the Year 2018](#)

WHY BLACK PHILANTHROPY HOUSTON?

- To celebrate and acknowledge **black generosity**
- **Questions** after 20+ years of experience:
 - How do we address root causes, disrupt cycles, and create impact?
 - Why are there so many disparate efforts?
 - How can we be informed by community needs?
- **Less than 2% funding** by nation's largest foundations goes specifically to black communities* and only 7% of all non-black donors support black organizations
- Black givers with common interests are often **unknown to each other**
- **Power of the network**

*Source: [The Case for Funding Black-Led Social Change](#)

LEVERS OF CHANGE

CauseAdvance's 6 Levers of Change to Amplify Your Generosity

1. Advocacy

2. Collective giving

3. Impact investing

4. Political contributions

5. Social entrepreneurship

6. Social giving/charity

ASSUMPTIONS & ROLE

Not prescriptive:

- Not all black people share same charitable interests
- Can't tell you how to "black person"
- But where we do share common interest and goals, what is possible?

LaTanya's role:

- Convener
- Facilitator
- Strategist

TRACIE JAE



Tracie Jae

Founder, The Quiet Rebel

IG: @quietrebel.life

- Creator, *I'm Glad You Asked* - a card game designed to create conversation
- Founder, The Quiet Rebel
- Professional background in nonprofit management
- Conversation is her superpower
- Member, Delta Sigma Theta
- Sam Houston University
- Native Houstonian

TABLE TALK

**How do you describe yourself:
donor, funder, philanthropist, giver or
something else?**



BLACK PHILANTHROPY

Black Americans give:

- \$11 billion annually given
- 25% more of their income to charity but do not view themselves as philanthropists
- Does not account for extensive non-monetary contributions, collective action, and volunteering
- Cultural context matters- country of origin, traditions of giving differ by community
- Black donors have varied social cause interests

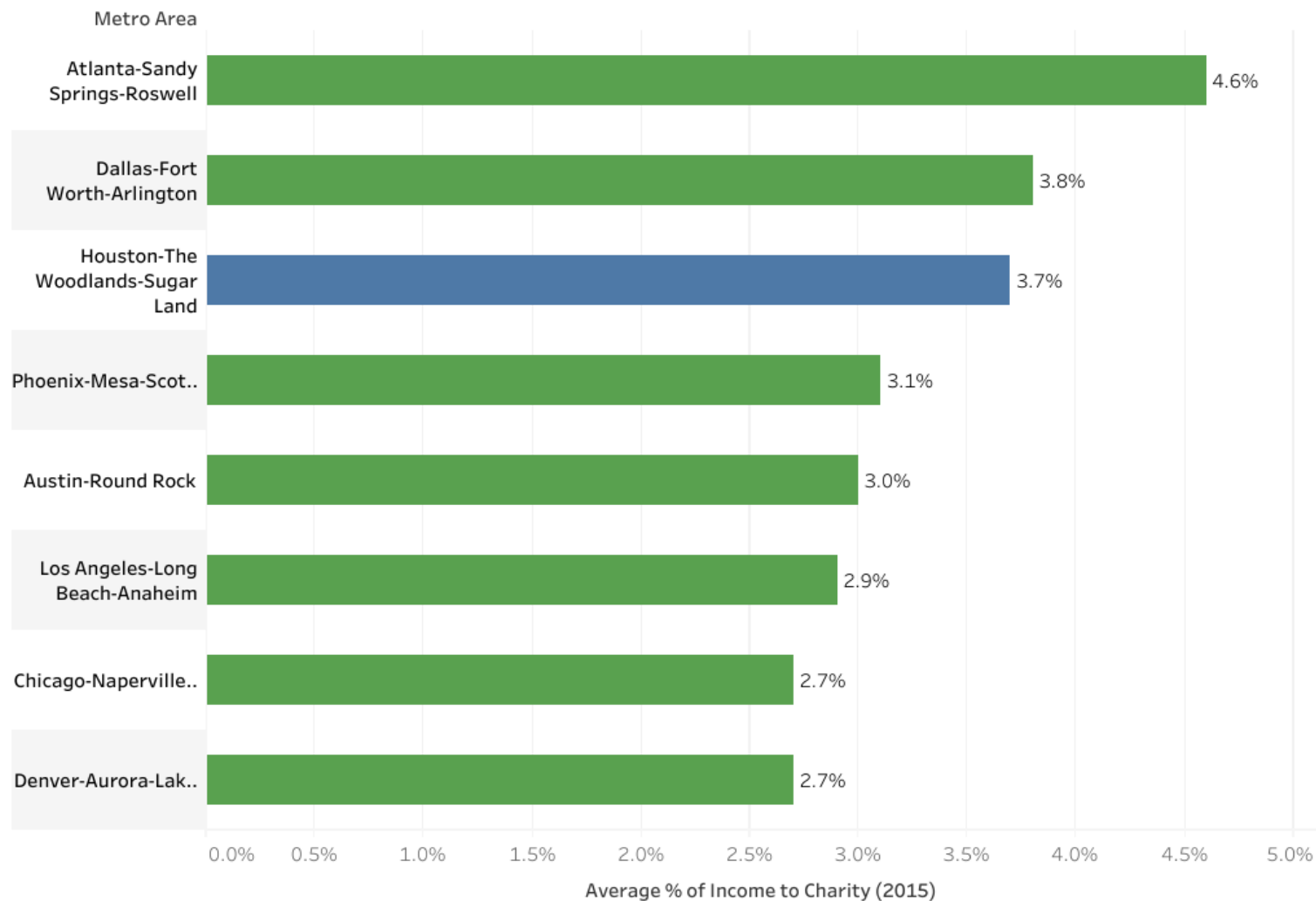
BLACK PHILANTHROPY

High Net Wealth Black Americans:

- Not linked philanthropically or politically to each other
- Giving patterns follow other HNW individuals- education, traditional charities also strongly identify with family and community
- Informed by a desire to “give back” and create opportunity
- May represent new resources for social and racial justice and specific challenges affecting communities of color
- Reach out to HNW donors in different sectors

GIVING IN HOUSTON

Average % of Total Income Given to Charity (2015)



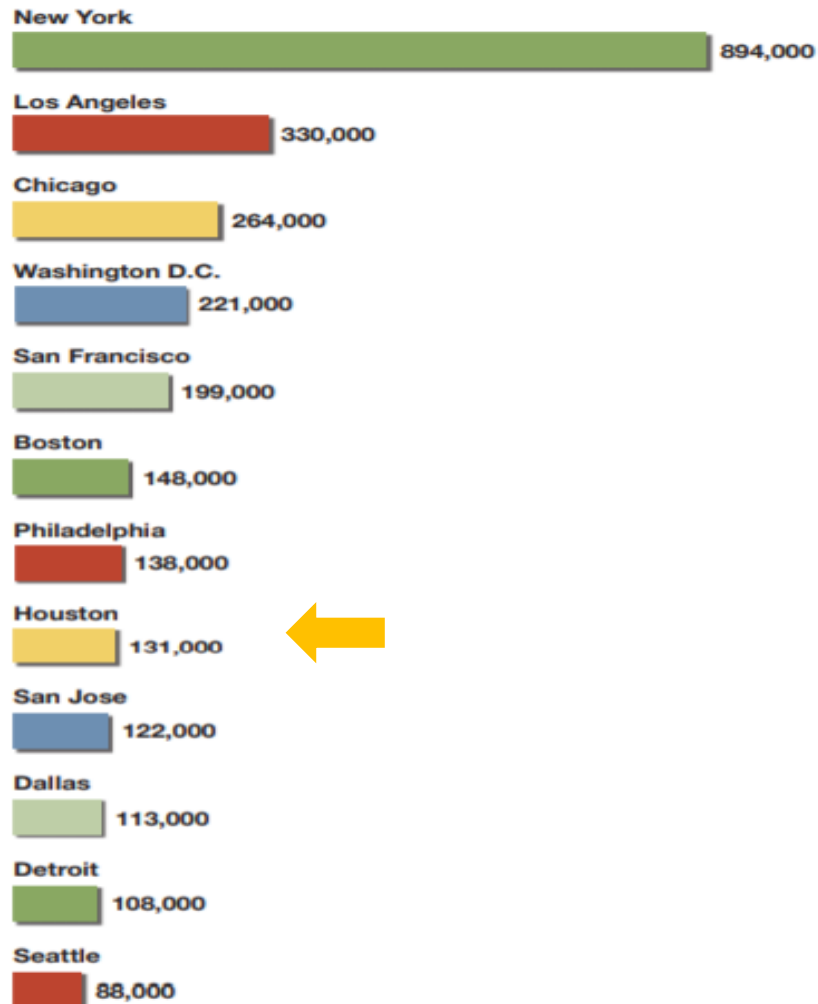
Metro Area

- Atlanta-Sandy Spring..
- Dallas-Fort Worth-Arl..
- Houston-The Woodla..
- Phoenix-Mesa-Scotts..
- Austin-Round Rock
- Los Angeles-Long Bea..
- Chicago-Naperville-El..
- Denver-Aurora-Lake..

*Note: *Includes Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto, and Waller counties. goes with 22,000 nonprofits.*

GIVING IN HOUSTON

DISTRIBUTION OF HIGH NET INDIVIDUALS BY METRO AREA²⁵



High Net Wealth defined as someone with investable assets over \$1 million.

Source: [The Apparitional Donor: Understanding and Engaging High Net Worth Donors of Color](#)

GIVING IN HOUSTON *Most Charitable*

Charity Navigator Ranking 2017

- San Diego philanthropic community leads the nation
- **Houston charities raise more money**
- Cleveland charities are richer

Overall financial health and commitment to accountability and transparency:

1. **Houston (#1 last 2016)**
2. San Diego (tied for #4 2016)
3. St. Louis (#2 2016)
4. Tampa/ St. Petersburg (#3 2016)
5. Dallas (tied for #4 2016)

GIVING IN HOUSTON *Religion & Women's Giving*

Religious Giving, Fidelity Charitable, 2018

1. St. Louis
- 2. Houston jumped 5 spots to become 2nd**
3. Indianapolis

Charitable Giving Patterns of Houston Women, The Women's Resource 2010

- Houston women give substantial time, money, and resources to causes they care about
- Multiplicity of interests of women donors could dilute their voice and power to resolve the challenges they want to address
- Bring women donors together to prioritize issues of importance

BLACK GIVING IN HOUSTON

???

HOUSTON SEGREGATION

Economic Segregation (income, education, occupation)

4 of 10 most economically segregated large U.S. metros, with populations of 1 million+, are in Texas:

- *Austin*
- *San Antonio*
- *Houston (4th overall of all U.S. metros)*
- *Dallas*

Source: [Segregated City: The Geography of Economic Segregation in America's Metros](#)

NECOLE S. IRVIN



Necole S. Irvin

Principal and Co-Founder
Blackwood Advisors

- Philanthropic professional with legal, public health, policy and international experience working to advance quality of communities and advance long-term sustainable change.
- The City of Houston's first Cultural Tourism Officer
- 15+ years with private foundations including Houston Endowment and National Advisory Committee for Robert Wood Johnson Foundation, the nation's largest health funder
- Board officer with Planned Parenthood Gulf Coast and Texas Lyceum
- Tulane University
- Emory University

GIVING CIRCLES

- Roots in traditions of collective giving shared by many communities of color
- 42 Black/African American of 117 race identity circles
- Easy to set up, flexible, self-governed, responsive to community needs
- One of fastest growing forms of giving
- Alternative to private foundation



Cassye Cook Provost

Founder, New Giving Collective

- Director, Business Technology Procurement
- Created Houston Urban League Young Professionals model
- Member, Alpha Kappa Alpha Sorority and Houston Chapter of the Links
- Thurgood Marshall School of Law
- Clark Atlanta University



Tiffany Thomas

Founding Member, New Giving Collective

- Assistant Professor, Prairie View A&M University Graduate Program, Community Development
- Candidate, Houston City Council, District F
- Former Alief ISD Trustee
- CFRM, Certified Fundraising Manager
- Member, Delta Sigma Theta Sorority and Houston Chapter of the Links
- Prairie View A&M University
- Sam Houston State University

SOCIAL ENTREPRENEURSHIP



Erin McClarty

Erin McClarty PLLC

www.emcclartypllc.com

- Attorney
- Business Coach, Impact Architect, and Vision Doula
- 8+ years social impact space
- Notations on Nonprofits, nationally recognized blog
- South Texas College of Law, University of St. Thomas
- Native Houstonian

What Is A Social Entrepreneur?

Erin McClarty

Erin McClarty, PLLC

**I grew up a bit of an
anachronism**

**Because of this, belonging has
been the thread in my life.**

I evolved my work to do that.

I help people uncover and translate their brilliance.

So they can create place in the world for their special genius.

Erin McClarty PLLC



**What does this have to do with
social entrepreneurship?**

Wikipedia, books, and curriculum will tell you social entrepreneurship is this:

A social entrepreneur applies commercial strategies to maximize improvements in financial, social and environmental well-being—this may include maximizing social impact alongside profits for external shareholders.

I say a social entrepreneur is simply this:



Erin McClarty PLLC

Communities of color have been doing social entrepreneurship since before it was a thing.



Erin McClarty PLLC

A social entrepreneur...

- Heals themselves and community as part of the work.
- Builds up the community as they build revenue.
- Develops products, services, resources, and access that address neighborhood, city, state, national or global issues.
- Can work for a socially conscious business or a nonprofit.
- Listens. Watches. Talks. Knows the community and understands the systemic reasons for challenges.
- Are about fundamental change...not band-aids.

More Accessible Definition

A person who pursues novel applications that have the potential to solve community-based problems. These individuals are willing to take on the risk and effort to create positive changes in society through their initiatives.

-Investopedia

Social Entrepreneurship v. Conventional Philanthropy

- Focus on revenue generating
 - More risk, often responsible for building infrastructure
 - Impact created through business model and business operations
 - Falls outside of preconceptions
 - Often peels back to the system
- Less focus on revenue, skew towards grants based
 - More susceptible to political/economic environment
 - Initiatives subject to funder predilections and rules
 - Less risk and more risk adverse
 - Often addresses the symptom

Philanthropy • /fə'lanTHrəpē/

1. The desire to promote the welfare of others, expressed especially by the generous donation of money to good causes.
2. Active effort to promote human welfare.

Erin McClarty PLLC

Loans and Debt



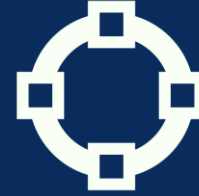
Money borrowed and repaid with interest or return.

Equity



Ownership in the business itself.

Social Impact Bonds



Leveraged payment based on performance metrics.

Government Funding



Subsidies, grants or contract with local, state and federal gov't.

Nonprofit & Foundation



MRI and PRI funding.

Corporate



Opportunity with corporate venture or CSR.

Demand Dividend



Investment with repayment based on cash flow.

Variable Payment Options



Deferred repayment, based on agreed company measurements.



Find the social entrepreneurs...

Erin McClarty PLLC



RECOMMENDATIONS

- Research to define scope of black philanthropy in Houston
- Provide connection and learning for donors that share interests
- Ensure professional advisors have information about black community needs and organizations
- Build capacity of nonprofits to fundraise from black donors
- Provide guidance and knowledge on how social change happens

WHAT'S NEXT?



blackphilanthropyhouston.org

Follow up survey and email.

Event- to learn more about collective giving, attend [CIN 2019 Conference](#) on October 3-5, 2019 in Houston.

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Facebook [@blackphilanthropyhouston](#)

Twitter [@blackphilhou](#)