

**The Dirty Money
Dilemma: Building CCF-
aligned relationships in
an unideal world**

Exploring new and current relationships



About the Presenter

Maria Rio

I've been in nonprofit for more than **10 years**.
About me, my role at The Stop, and how we have
adopted CCF





Agenda

The Dirty Money Dilemma: Building CCF-aligned relationships in an unideal world

- What is CCF? What is the Dirty Money Dilemma?
- Building and maintaining relationships with different donor types using CCF
- Aligning your fundraising practices to CCF: getting buy-in

What is the Dirty Money Dilemma?

An ethical problem for charities

Nonprofits tend to dedicate themselves to addressing the symptoms of a systemic issue. Navigating dirty money (problems with how money was created) and tainted donors (problems with who is giving money) while balancing fundraising priorities put nonprofits in an ethically complicated spot.

So how can nonprofits understand their role in the systemic problems and approach their fundraising in the least harmful way? How can we effect positive systemic change?



What is CCF?

A Growing Movement

Community-Centric Fundraising is a fundraising model that is grounded in equity and social justice. We prioritize the entire community over individual organizations, foster a sense of belonging and interdependence, present our work not as individual transactions but holistically, and encourage mutual support between nonprofits.

To me, it is about reimagining the engagement of our community and our donors. Reimagining storytelling. Pushing your audience to rethink why we do what we do and how we do it.



White supremacy is everywhere, even in non-profits. Which of these have you noticed or experienced at work?

Overt White Supremacy (Socially Unacceptable)

Lynching
Hate Crimes
Blackface The N-word
Swastikas Neo-Nazis Burning Crosses
Racist Jokes Racial Slurs KKK

Covert White Supremacy (Socially Acceptable)

Calling the Police on Black People White Silence Colorblindness
White Parents Self-Segregating Neighborhoods & Schools
Eurocentric Curriculum White Savior Complex Spiritual Bypassing
Education Funding from Property Taxes Discriminatory Lending
Mass Incarceration Respectability Politics Tone Policing
Racist Mascots Not Believing Experiences of BIPOC Paternalism
"Make America Great Again" Blaming the Victim Hiring Discrimination
"You don't sound Black" "Don't Blame Me, I Never Owned Slaves" Bootstrap Theory
School-to-Prison Pipeline Police Murdering BIPOC Virtuous Victim Narrative
Higher Infant & Maternal Mortality Rate for BIPOC "But What About Me?" "All Lives Matter"
BIPOC as Halloween Costumes Racial Profiling Denial of White Privilege
Prioritizing White Voices as Experts Treating Kids of Color as Adults Inequitable Healthcare
Assuming Good Intentions Are Enough Not Challenging Racist Jokes Cultural Appropriation
Eurocentric Beauty Standards Anti-Immigration Policies Considering AAVE "Uneducated"
Denial of Racism Tokenism English-Only Initiatives Self-Appointed White Ally
Exceptionalism Fearing People of Color Police Brutality Fetishizing BIPOC Meritocracy Myth
"You're So Articulate" Celebration of Columbus Day Claiming Reverse-Racism Paternalism
Weaponized Whiteness Expecting BIPOC to Teach White People Believing We Are "Post-Racial"
"But We're All One Big Human Family" / "There's Only One Human Race" Housing Discrimination

We don't operate in a bubble

“When we consider the universe of potential exchanges between a donor and a nonprofit, we should keep in mind that we live in what political philosophers call a nonideal world – it is corrupt, unjust, and riddled with wrongdoing. The demand for moral purity is foolhardy, and to expect it is to dismiss nuanced, complex conversations about philanthropy.” Lauren A. Taylor

What Do You Want?

MULTI-YEAR SUPPORT
SYSTEMIC CHANGE DONORS WHO CARE
AUTHENTIC PARTNERSHIPS
A BOARD WHO UNDERSTANDS
A LESS SILOED SECTOR
A BETTER FUTURE
REMOVE WHITE SUPREMACY
FROM OUR SECTOR

How can we get there?

Find champions

Donors are already thinking this way, and community members have been for a long time. Find CCF-allyship in or outside of your organization.

Educate about CCF

Do not shy away from talking about systemic issues nonprofits enable, white supremacy, or capitalism

Build authentic partnerships

Know you will lose transactional donors. Engage your community, other nonprofits, and donors in advocacy and partnership.

1. Audit

Storytelling

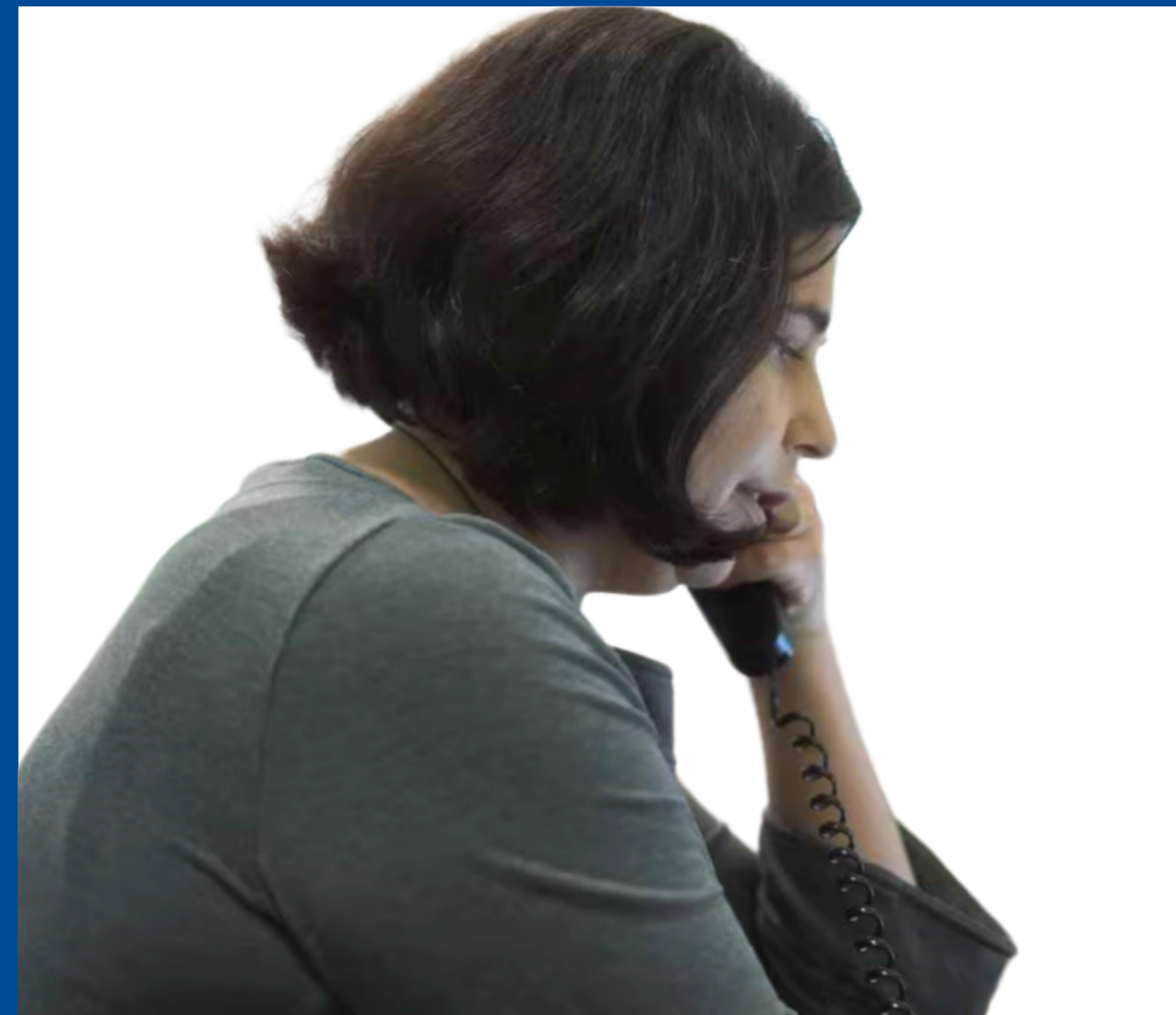
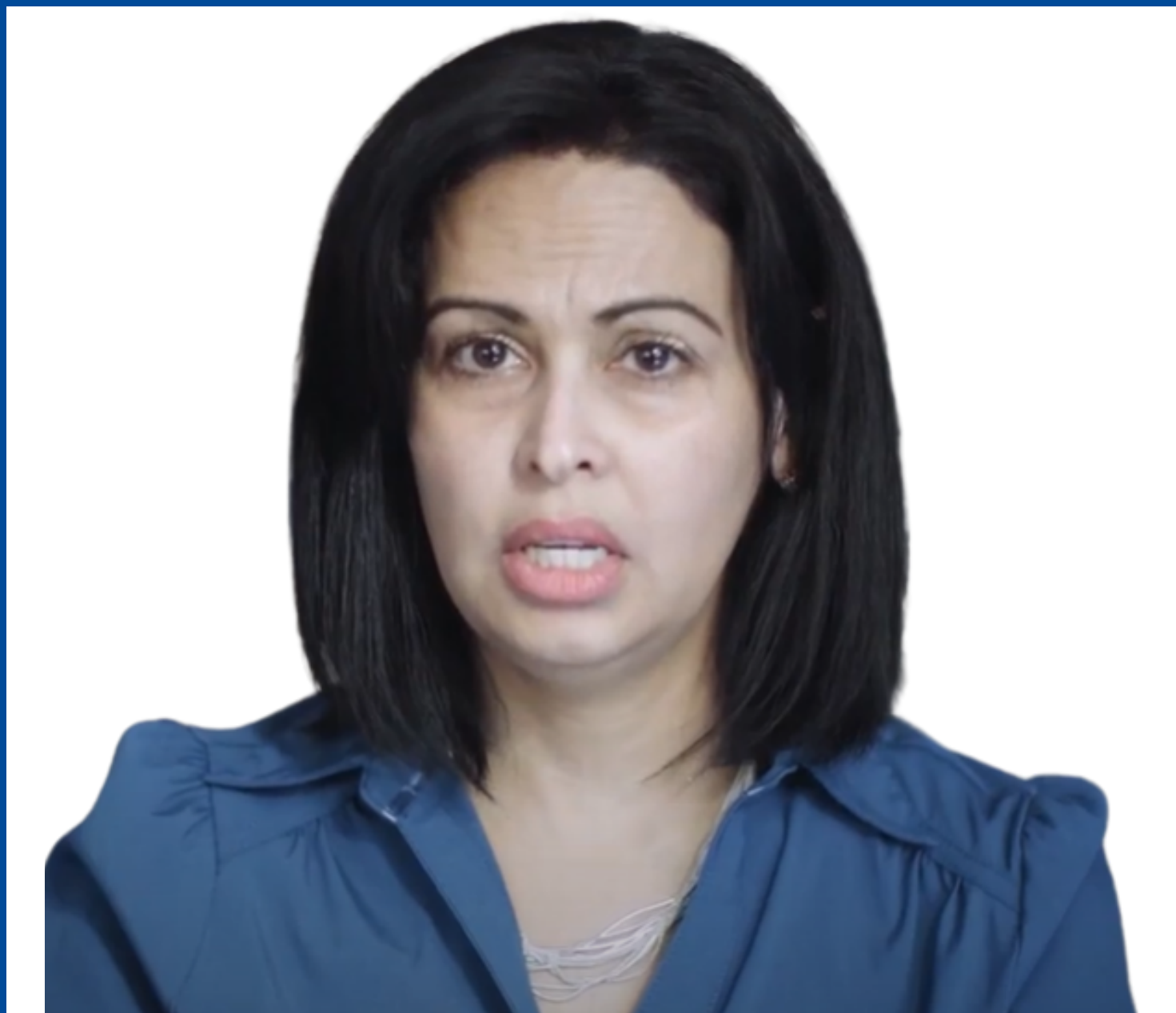
- Poverty tourism/trauma porn
- Donor positioning
- Organization positioning
- Advocacy

Fundraising

- Donor recognition and engagement
- Oversimplification of impact or "overhead"
- Donor education
- What revenue streams can be tweaked, what is good, what needs to go
- Building partnerships with other orgs



Audit - Spot the difference



Case Study: The Stop's Advocacy Program 2018 vs 2022 messaging

**Put it in the chat:
What did you spot?**

What did you spot?

"IT (HANGED MY LIFE" - DID IT REALLY?

TRAUMA OF POOR OR RACIALIZED
PRESENTED FOR THE OFTEN RICH,
WHITE DONOR

PANDERING

VOYEURISTIC

PEOPLE DEPICTED AS UNABLE
TO HELP THEMSELVES

PEOPLE CRYING IS NOT DIGNIFIED

PARTICIPANTS NOT EXPLOITED

NOT A COMMUNITY MEMBER OR ED - FRONT LINE STAFF

DONOR EDUCATION

NOT OVERSELLING IMPACT OF DONATIONS OR CHARITY

TALKING ABOUT THE IMPORTANCE OF VOTING AND
BEING POLITICALLY ENGAGED

NOT OVERSIMPLIFYING ISSUES OUR

PARTICIPANTS FACE

LIMITATIONS OF NONPROFIT WORK MENTIONED

PARTICIPANTS PRESENTED IN A DIGNIFIED MANNER

TALKING ABOUT ADVOCACY AND SYSTEMIC FAILURES

How does this apply?

Major Gifts, Corporate, and General Communications

- Would a participant be comfortable and respected in the room?
- Are participants expected to speak, write, or show appreciation to the donor?
- Do donors have the opportunity to walk in or participate in programming?
- Do you expect participants to share trauma with your organization?
- Is your organization doing education or public policy work around systemic issues?
- Do you push back on problematic notions or comments made by donors?
- Do you get consent from participants? Can they retract their consent at any time?
- Do you portray participants as helpless people who need to be empowered? Are you a voice for the voiceless? Or do you portray them as capable people who face barriers to opportunities?
- Do you partner with problematic or voyeuristic donors?
- Are participants reflected in your communications and organization in general?





Has your fundraising looked like this? Donor, board member, everyone else



What are some changes to make it look like this? Community, board, donors, staff, volunteers and partners all valued

How can your org transition to CCF?

DONORS TREATED LIKE PARTNERS, NOT SAVIOURS

VOLUNTEERS GIVEN THE SAME
RECOGNITION AS DONORS

TALKING TO DONORS ABOUT POWER DYNAMICS,
TAX EVASION, WEALTH HOARDING, RACISM, ETC

REMOVING ELITIST PRACTICES
FROM YOUR STEWARDSHIP -
NAMING RIGHTS

TURNING AWAY RIDICULOUS REQUESTS
CENTERING THE COMMUNITY NEEDS
PROBLEMS WITH DAF'S
BEING GENDER INCLUSIVE

TEACHING DONORS, BOARD, & SUPPORTERS ABOUT CCF
NOT OVERSIMPLIFYING "OVERHEAD"

BE OKAY WITH LOSING DONORS THAT DON'T
ALIGN WITH ETHICAL FUNDRAISING

EVERYONE BENEFITS FROM CHARITY, NOT JUST THE
COMMUNITY MEMBER

EXPLAINING TO DONORS AND BOARD WHY POVERTY
TOURISM/EXPLOITATIVE STORYTELLING IS PROBLEMATIC

BUILDING PARTNERSHIPS WITH OTHER ORGS

GETTING POLITICAL PUBLICLY

CHANGING YOUR STORYTELLING

PUSH BACK ON PROBLEMATIC REQUESTS

2. Build a case for support

Get buy in

- Build a case for support using metrics, examples, and connection to the mission to push for CCF practices internally
- Approach key donors with these concepts, chances are they are already thinking of them

Find Allies

- Your ED, other orgs, other fundraisers, community members, board members, or donors, can all be great allies in the push for CCF aligned practices



[Click here to view an example case for support](#)

How does this apply?

Developing strategy and building partnerships

- Board members, ED, and Fundraising team can all be on the same page about how to deal with problematic donors, how to fundraise in accordance with your mission and create a gift acceptance policy
 - Are galas ok? What about NFTs? Accepting useless gift-in-kind items? Talking about systemic racism and white supremacy?
Accepting gifts from donors who directly contradict the mission?
- Treating people equally invested in championing ethical philanthropic practices as partners from the get-go. Also can weed out people who are not interested in that internally.
- Easy to understand the rationale as to the moral and also financial gains to be made that you or others can reference in conversations with supporters.
- Building authentic partnerships internally and externally on mutual understanding of white saviourism, capitalism, nonprofit industrial complex, etc.



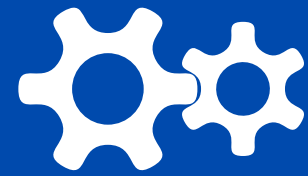
The time is now

"We all have a sphere of influence. Each of us needs to find our own sources of courage so that we can begin to speak. There are many problems to address, and we cannot avoid them indefinitely. We cannot continue to be silent. We must begin to speak, knowing that words alone are insufficient. But I have seen that meaningful dialogue can lead to effective action. Change is possible."

- Beverly Daniel Tatum, Why Are All The Black Kids Sitting Together in the Cafeteria?

3. Implementation

Strategize



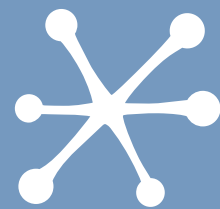
Put everything together. After auditing how you engage with your community, you should have a clear picture of where things can be improved.

Monitor



How is it going? Do you need to revisit a strategy or a donor type? Do you have supports you need?

Branch out



Networking with other CCF-aligned organizations and fundraisers is a huge support. They understand your language and your struggles. Reach out!



About the Presenter

Maria Rio

I aim to stay connected with other professionals working towards equity. Connect with me on LinkedIn: <https://www.linkedin.com/in/mariario/>

