Philanthroculture
How Diversity and Culture Influence Philanthropy
Presented by

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Defining Diversity

• A few brief decades ago diversity was viewed as a moral imperative, advancing the core values of social justice, tolerance and inclusiveness.

• Today diversity must also be viewed as a social and economic imperative as demographic shifts create increasing numbers of “majority-minority” communities across our nation.

• We celebrate the possibilities that come with this changing landscape and the countless ways that diversity continues to enrich our collective American experience.
Cultural Influence in Defining Diversity

Culture can be most easily explained as a people’s way of life.

Cultural development takes place over time.

Culture strongly influences how one behaves and how one understands the behavior of others.

Cultures vary in the behaviors they find proper and acceptable.
Cultural Influence (continued)

Culture is to a group what personality is to an individual.

Culture encompasses all aspects of society:
- social norms
- artistic and musical expressions
- traditions—literary, legal, economic, religious, and educational
Cultural Influence (continued)

Culture is tangible and explicit (language, dress, food, social rituals, customs, traditions, folk heroes, symbols, artifacts).

Culture is intangible and implicit (beliefs and values).

Culture is a pattern of shared values among groups of people.

These shared values are behaviors, attitudes, and systemic practices.
Cultural Influences on Generosity

- Cultures and subcultures shape how people do and will relate to philanthropy.
- Diverse populations (including women) will engage in philanthropy as their preferences are respected and understood.
- The roots of U.S. philanthropy are white male; that has worked commendably well, but now we are able to add more understanding and therefore better and best practices.
- Times have changed in many areas of our lives in the U.S. Time has also brought changes to how philanthropy is done in the US.
Biases Which Inhibit Acceptance of Cultural Diversity

• Exclusion and invisibility
• Stereotyping
• Imbalance and selectivity
• Fragmentation and isolation
• Linguistic bias
Cultural competence capacity and development

- Ethnocentric
- Contact
- Awareness
- Acceptance
- Sensitivity
- Competence
- Proficiency

- Michael Winkelman, Cultural Awareness, Sensitivity and Competence, Arizona State University
Bennett’s Model of Intercultural Sensitivity
(Winkelman p. 201)

Ethnocentric Stages:
   - Denial
   - Defense
   - Minimization

Ethnorelative Stages
   - Acceptance
   - Adaptation
   - Integration
• Knowledge about cultures (facts and cultural traits) + Awareness (of yourself and others) + Specific skills (behaviors) = Cultural Intelligence

• And therefore an appreciation and acceptance of diversity.
Examining Identity-Based Philanthropy

- Charitable giving in the U.S. is quickly becoming more ethnically, culturally and socioeconomically diverse, yet conventional philanthropy nor countless nonprofits, from churches to universities and all in between, have not fully recognized, embraced and partnered with diverse communities. We need to understand and support diversity in philanthropy both for inclusivity as well as acquiring resources for successful organizations.
• “Identity-based" or "self-help" funds, the main vehicle for giving by diverse populations, currently raise and distribute nearly $400 million a year, roughly equivalent to grants that an $8 billion-asset foundation would make annually.

  – Cultures of Giving: Energizing and Expanding Philanthropy by and for Communities of Color.
• Much of that $400 million comes from diverse donors (not mainstream America), many of them new to "formal" philanthropy, says a report was prepared by the W. K. Kellogg Foundation with major support from Rockefeller Philanthropy Advisors.
Sixty-three percent of Latino households now make charitable donations, as do nearly two-thirds of African-American households, which give a total of $11 billion a year.

Aggregate charitable giving by African Americans is growing faster than either their aggregate income or aggregate wealth, while those households and Asian-American households give away a bigger share of their income each year than do whites.
• Average income in many minority communities still lags behind the overall American average, although the gap is closing, the report says.

• Historically, it says, ethnic minorities have received a tiny share of "mainstream" philanthropic dollars, despite an "often disproportionate need."
• Diverse donors need greater recognition and visibility to increase their connections to fellow donors, key networks, and the larger field of philanthropy as well as to debunk the myth that diverse communities lack the ability, philanthropic culture, or resources to attack problems affecting their communities

State of the Work. P. 30
Some characteristics of giving by diverse populations

Philanthropy often begins with the nuclear family. In many cultures family reaches beyond the immediate members—extended family and fictive kin.

Religion often plays a significant role, more so than mainstream America.

All religious traditions promote and teach philanthropic values, although with differing emphases.

Special occasions are a platform for giving and volunteering.

Mainstream philanthropic organizations are often shunned; there is some distrust of traditional nonprofits.
Diverse populations are generous philanthropists but in ways not recognized by nonprofit world and IRS. Convergence of wealth accumulation, education, career growth and increased earning capacity allows many to become philanthropists in their own right.

For many cultures, philanthropy is seen in the broadest sense—gifts of time, talent and treasure—and revolve around family, church and education.

Level of immediate need is important.

The concept of not giving to strangers is prevalent in most cases.
Planned giving is seldom priority.
Most groups are highly influenced by leaders--
religious, community, professional, social and
family.
Diverse population groups often give for reasons
unrelated to tax and economic issues.
Much philanthropy is focused outside of the United
States without regard of tax benefits.
Reciprocity is an accepted concept.
Helping those in ways they themselves were helped
often motivates giving in diverse populations.
The Value of Generalizations

• “Generalizations . . . are quite different from stereotypes (and more reliable).
• With generalizations, we look at a large number of people and we draw certain conclusions. . .
• There are exceptions to every rule but generalizations that come from research and from the insights of informed international cultural experts and professionals allow us to paint a fairly accurate picture of how people in a given country are likely (but never guaranteed) to operate.”