



## **BLACK Philanthropy INITIATIVE** of The Winston-Salem Foundation

### ***Taking Care of the Village: A Community Chat on Giving Back***

On August 2, the Black Philanthropy Initiative of the Winston-Salem Foundation (BPI) hosted a World Café Style *Community Chat on Giving Back* at Winston-Salem State University's, Anderson Center in celebration of Black Philanthropy Month. Diverse members from across the community convened for an evening of lively and engaging dialogue surrounding topics related to Black Philanthropy and how it is represented in the black community. Attendee's had the opportunity to participate in up to three separate table talks. Throughout the evening, participants were asked to record their thoughts and/or take-aways from each discussion. This document provides a summary of facilitator and participant notes from these discussions.

#### **Table: Civic Engagement Table**

**Table Description:** *The Civil Rights Era was merely the beginning of the work needed to provide equitable treatment in America. How have current issues, such as voter suppression, impacted the black community? What does protesting look like through the lens of race? Is there a price for being bold? Participants will discuss these issues and craft possible solutions for our community. Participants at this table will receive a copy of The Women's Fund's Advocacy Playbook which was released in Spring 2018.*

#### **Facilitator and participant notes:**

- Trump Era Philanthropy is more related to advocacy (example- immigration)
- Sustainability of philanthropic gifts after Trump era
- More education is necessary around philanthropy and what it needs to thrive
- More education around "power" dynamics
- Historical differences – how has philanthropy changed throughout the years?
- Are we desensitized to civil issues because of social media and the speed that we receive information? "Keyboard courage", "lack of social skills"
- How comfortable is the new generation feeling about civic engagement? What excited or engaged them?
- Philanthropy has changed its shape- is becoming more diversified
- "Micro- philanthropy" – must target the individual giver
- Civic engagement operates differently in the black community
- Civic engagement has a history of revolving around the church. Now, more people in the church are moving.
- We need more community connection and understanding of each other, even within the black community
- Fear is a large motivator
- We need to make deliberate connections
- People want to make a difference and give to situations and other people
- Advocacy vs philanthropy- there is a lot of messaging around this
- Stereotypes around being a philanthropist need to be debunked
- Social media has expanded movements
- Civic engagement doesn't happen overnight
- Generational poverty = unemployment, allocate funds to end generational poverty
- Churches are tasked with getting the word out

- Cyclical funds – local spending
- We need to be responsible to educate children on how to use their voice – civic rights
- Can't keep doing the same thing over and over
- Social media is shortened to 10 seconds or less- limited attention spans
- Micro- messaging – can't group people anymore. We have to target the individual
- Focus on speaking on all levels so that everyone has a clear understanding
- All white people aren't bad. We must listen to the experiences of all people at the table.
- Social media has changed who we receive information and how we ultimately give.
- Know about time, talent, and treasure at an early age. This can be taught by churches and church leaders.

### **Table: We're Woke- Now What?**

***Table Description:** You can't unknow what you know. You've seen the data. So, how does philanthropy fit into social justice issues in our community? How can philanthropy address inequities in our community? Discuss and create community strategies that can address some of our areas most systemic issues.*

### **Facilitator and participant notes:**

- You can't always throw money at an issue
- Take advantage of anchor institutions, like WSSU, to help educate the community
- Its hard to live in a community but work outside of your community and have limited local black-owned businesses to support with your dollars
- How can we bring things going on in Innovation Quarters to the other side of Hwy 52?
- Capitalized on collaborations
- Where do our spendable dollars really go and what does it fuel (both positive and negative)
- Protesting isn't a privilege of all people- some have been told not to protest publicly in fear or retaliation by co-workers/ community. You must weigh the consequence of being bold.
- Find ways to call people into the work of social justice, even people of other cultures
- We can silently protest by boycotting companies that don't support our values
- Dispel the myth of the American Dream – its okay to attend a community college, get a good paying job, and not have thousands of dollars in debt. Education is not an equalizer for black people trying to close the wage gap.
- No matter how smart you are, you are still challenged because of the color of your skin
- How does being black in the south different from being black in the north or other places?
- The black community should pool their resources more to tackle issues but there are issues of mistrust within the black community. How do we address this?
- What is the role of the church in bringing people together?
- How can the church sustain social activism when fewer younger people trust the church?
- More asset-based community development
- Strategy vs work
- Sometimes being “woke” isolates people who want help with causes in the community. They feel unequipped to participant. Some white people feel isolated.
- Overcome biases
- Learn to navigates systems and teach others along the way

### **Table: Divine Nine and Masonic Orders**

**Table Description:** *Black Greeks and Masonic organizations continue to sustain our communities' philanthropy. How is advocacy carried out through these organizations? What does this mean to the community as a whole? Discuss ways that members, collectively and individually, leverage their economic impact to improve our community.*

#### **Facilitator and participant notes:**

- Not enough collaboration between the organizations, which can lead to duplication of efforts
- What are the issues/causes that will mobilize the masses?
- Learn from younger people- utilize social media
- Are the financial costs required to join our organizations prohibitive?
- We need to leverage our collective dollars
- Mentor young people at an earlier age (elementary school age). It's important for our youth to see our members, especially black men
- The Divine Nine organizations need to find the places where their programs/missions overlap for collaboration to allow them to stay true to their individual missions
- Sometimes collaborations can be difficult because of limited time (members are essentially volunteers), changing directives in national programs as new international presidents come into offices, and challenges related to meeting organizational end-of-year reports/award submissions.
- Our organizations need to do a better job of publicizing the good work that we are doing in the community.
- The organizations could develop a local signature program in which to collaborate that will not be impacted by changes in national programming
- We shouldn't feel like we are in competition w/ one another, we are all working towards a common goal of serving our community

### **Table: Historically Black Colleges and Universities (HBCUs) and the Significance of Philanthropy**

**Table Description:** *How does philanthropy operate within HBCUs and is this different from predominately white colleges and universities? In what ways do alumni support their alma mater? What role and obligations do HBCUs have to the communities where they reside? Explore the role, both historically and currently, philanthropy plays within HBCUs.*

#### **Facilitator and participant notes:**

- Barriers: Students aren't told to give back and do things differently. Traditions have changed. How do we cultivate and sustain traditions?
- College loans are a barrier to giving back
- Student priorities may be different- examples include spending money on CIAA, homecoming, etc.
- Recent grads give the least
- The cost of living is higher, and some don't have as much discretionary income; it's important to learn to give
- We need to improve our universities. Some don't give back because of their experience at the university.
- HBCUs don't prepare for planned gifts
- Questions posed: Why are HBCUs important? (1) They are still important because of the love and support, (2) when we look at the racial climate and toxic stressors today, HBCUs provide comfort, (3) HBCUs are agents of change
- HBCUs need to find ways to fundraise better
- HBCU giving as a result of what our condition was; education was a way to rise up
- There's a misconception that because you attended an HBCU that you can't give back

- HBCUs and students DO contribute and here are a few listed: (1) Athletes volunteer in the community and advocate for others. An example is a WSSU athletic program that allowed a child with a disability to participate, becoming part of the team, and (2) students go into the school system and tutor
- Paradigm we have in education- in low wealth communities kids are in front of gaming devices and not interacting, lacking interpersonal skills.
- We need a different school system.
- Visibility drives philanthropy – WSSU is a strong cornerstone of the community and the long-term health of all of Winston-Salem
- We need good stories to promote about HBCUs
- We only measure “treasure”, we don’t look at time and talent thought the same lens as money
- Factor in what we mean by wealth, loans, etc.
- We don’t have discretionary income in comparison to graduates of (Predominately White Colleges) PWCs.
- Time Banking- Neighbors for Better Neighborhoods provides a model for ways to give back to the community
- Can’t shoulder alums with the burden because they don’t always have the money
- We aren’t going to be UNC- Chapel Hill overnight, help build infrastructure of HBCUs
- Give out scholarships (endow) to recruit more students
- PWC are training students to engage strangers in philanthropy, HBCUs aren’t doing this.
- If you are black, naturally you are seen as the beneficiary of philanthropy.
- Discretionary income is a barrier to philanthropy.
- “I think HBCUs can help the school system in general.”
- Create a circle of giving with the black community
- PWI vs HBCU
- Planned-giving and what it means to HBCUs
- Instill from the cradle to give
- Bequests

### **Table: Words Matter: Philanthropy vs. Benevolence vs. Charity**

***Table Description:** What’s in a name? The answer -- a lot depending on who is having the conversation. Explore ways in which words, culture, and activities around “giving” frame our views of philanthropy and why it is important to be inclusive of all traditions of giving.*

#### **Facilitator and participant notes:**

Philanthropy:

- Giving huge amounts of money
- Philanthropy is a positive term but doesn’t cover the broad term of “giving” which includes time, talent, and treasure.
- Philanthropy is a formal/ professional way of giving
- “My emotional reaction to philanthropy a feeling that a philanthropist is a wealthy, white man.”
- Philanthropy is not necessarily attached to an emotion; you are giving because you have an abundance to give
- Shows love by the act of sharing financially. It reduces or eliminates the need for charity and allows people to deal more so on the root cause.
- Philanthropy = giving large amounts of money
- “When I think of philanthropy, I think of big dollars- helping others with big money. Philanthropy actually is a term of giving that is not readily used and is not as scary and intimidating as one thinks.”

- Giving ongoing talent

Charity:

- Giving money to those in need
- Charitable giving is a form of philanthropy and encompasses shared time, talents and treasure but it doesn't solve all of societies problems. Change is necessary.
- Charity means love
- Means paternalism
- Missionary work, crisis work, faster delivery but quicker to evaporate
- Charity = giving to organizations

Benevolence:

- Benevolence is spiritually based
- Means giving beyond your circle for the good of others
- Benevolence is God factor, giving beyond, equates to justice, goodness and mercy
- Benevolence= goodness
- Benevolence = giving to individuals less fortunate
- Caring spiritually for someone

Words matter because...:

- The perception associated with a specific word is based on individual life experiences
- When the attitude behind giving is one of "I know what's best for you", it is detrimental to any group, such as minorities, in our community. The adage that actions speak louder than words come to mind.
- When the white community is doing "for" the black community vs doing "with", I think they are harming the black community.
- "I see myself as a giver of time, talent and treasure. "To whom much is given, much is expected". But, I do not define myself as a philanthropist."
- "Philanthropy, benevolence and charity aren't words that resonate with me. I see myself as a giver of my time, talent and treasure to bless others and make a difference in their lives. These words seem inappropriate.

### **Table: Faith based Philanthropy**

*Table Description: Before banks, schools, libraries, etc., there were religious institutions that served as the backbone of black communities. Is tithing a recognized form of philanthropy within the community? Are time, talent, and treasure considered forms of philanthropy within religious institutions? Discuss ways in which religious institutions continue to play a vital role in the black community and how communities can leverage faith-based philanthropy to improve overall societal outcomes.*

### **Facilitator and participant notes:**

- Time, talent and treasures are considered commodities as that it is possible for people to have equal giving opportunities
- Faith- based philanthropy connects outcomes both evidence-based approaches and through people (time, talent and gifts) who bring insight to grant design.
- Value giving and what outcomes have the greatest potential
- Funds should make an impact that is sustainable or has the potential to be sustainable.
- Obligations as Christians

- What does time, talent and treasure mean in our community and does it even translate across community?
- We need to be intentional about the use of gifts and valuables that are distributed
- Focus on the underlying compassion for giving where needed
- “I can use my time to educate others in my family about giving.”
- Churches depend on people's time and talent
- Philanthropy often not affiliated with churches; Output with philanthropy focuses on dollars
- In-kind donations high in black communities
- Time/talent is the value, not the dollar amount; churches offer different ways to give back – donating time, building auxiliaries
- Growing up in the church- prayer, using your talents in the community and give back your time/talent. Our community created events for the black community and volunteers are a large part of it; this is often left out of mainstream media.
- There is value in time/talents; it’s a validation of who we are.
- Money helps, but relationships are created from time/talent (meaning of philanthropy)
- Opportunities, encouragement and working with the community.
- Those who are helped often give back to communities.
- Tithing – same as charitable giving. It is philanthropy
- Giving can have different meaning - connected to special blessings. With tithing, God gives back to you
- Tithing also contributes to great work in the community and abroad, for example:
  - Backpack programs
  - Partnering with the Bethesda center to feed the hungry
  - Partnering with foreign missions to give to other nations
  - Having services outside and feed/clothe community members
- WE ARE PHILANTHROPISTS!

**Table: The Golden Rule: Doing unto Others (Unsung heroes)**

*Table Description: Philanthropy encompasses time, talent, and treasure. From loaning a cup of sugar to feeding neighbors in need, philanthropy is common in our communities. Discuss ways in which unsung heroes sustained communities in the past and today. Who are they? What impact do you feel they did/do have on the black community?*

**Facilitator and participant notes:**

- Unsung heroes are family members such as grandparents and aunts
- Unsung heroes are humble angels among us
- Anyone who gives back without expectations- being an example in your community
- Finding ways to help others with your gifts/talents/ and treasure
- Giving = God’s will/spirit, giving freely
- Teachers – seeing their positions at not a job but a way of bettering the community by stopping the cycle of poverty and helping children reach their goals of being what they want to be
- Mentors- Pastors, counselors, school bus drivers, janitors, cafeteria workers
- Doctors, nurses – those who work in Free Clinics
- Sunday School teachers and VBS teachers
- Barbers- giving kids free haircuts/ familial relationships
- Beauticians
- “we need to find more ways to thank those unsung heroes who possibly received little praise and focus on the historical perspectives by recording these gifts “verbal philanthropy”

- Doctors and dentist – educating the black community about health-related issues
- Gardeners- giving away food and being good stewards of the land
- Corner Store Owners- giving credit to people who need it
- Family members serving multiple roles within the family
- Neighbors
- Truck Drivers
- Entrepreneurs- black owned business
- Undertakers
- Clinical Trial Volunteers- those who volunteered to be a part of a trial that helps everyday people and pave the road for others
- Organ Donors – giving of their organs to help others sustain life
- Meals on Wheels vols
- Newspaper salesmen
- “learn to chart out your own personal philanthropy”
- Deliberate acts of kindness vs random acts of kindness
- Those who clean cemetery plots
- Be socially and philanthropically aware of your surroundings. For example, in a grocery store, help an older adult struggling to reach cans on the top self by getting the cans for them.
- Always find ways to pay it forward