



# Being a Diverse Fundraising Professional in an Alt-Right Era

Tuesday, April 17, 2018  
8:00 – 9:15am

---

---

---

---

---

---

---

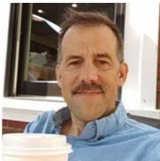
---



**Alphonse J. Brown, Jr., ACFRE**  
President  
Docere Consulting



**John Huebler, CFRE**  
Senior Major Gift Officer  
Illinois Institute of Technology



**B. Michael McFarland**  
Director of Development  
Foundation for a College Education



---

---

---

---

---

---

---

---



**James K. Phelps, ACFRE**  
Principal  
JKP Fundraising



**Penelope Poppers**  
Founder & Executive Director  
Lucie's Place



---

---

---

---

---

---

---

---



### OUTLINE

- What We Thought a Year Ago....
- What We Think Happened....
- What Really Happened....
- Panelists' Experiences...
- What Might the Future Hold....
- For Diverse Fundraisers....
- Q&A
- Resources

---

---

---

---

---

---

---

---



### WHAT WE THOUGHT A YEAR AGO....

- Increased Oppression
- Increased Marginalization
- Decreased Rights
- Mission Creep
- Overwhelming Demand for Services
- Increased Discrimination
- Decreased Visibility
- Uncertain Philanthropy
- Strained Resources

---

---

---

---

---

---

---

---



### WHAT WE THINK HAPPENED....

- Increased Oppression
- Increased Marginalization
- Decreased Rights
- Mission Focus
- New Levels of Philanthropy and Voluntarism
- Increased Discrimination
- Increased Visibility
- Renewed/New Philanthropy
- Strained Resources

---

---

---

---

---

---

---

---



**WHAT REALLY HAPPENED....**

- Latest FBI Stats on Hate Crimes
  - Highest Rate in 5 years, as of 2016
  - Increased 26% during Q4 2016
  - 59% Ethnic/Ancestry-based
  - 22% Religious-based (Anti-Muslim >20%. Anti-Semitic >16%)
  - 17% Sexual Orientation-based

---

---

---

---

---

---

---

---



**WHAT REALLY HAPPENED....**

- Latest Southern Poverty Law Center Stats on Hate Groups
  - 4% Growth in Total Hate Groups from 2016 - 2017
  - 22% Growth in Neo-Nazi Hate Groups from 2016 - 2017
  - 13% Growth in Anti-Muslim Hate Groups from 2016 - 2017
  - 36% Growth in Anti-Immigrant Hate Groups from 2016 - 2017
  - 3<sup>rd</sup> Straight Year of Growth

---

---

---

---

---

---

---

---



**WHAT REALLY HAPPENED....**

- "Rage Philanthropy"
  - During First 100 Days of New Administration (2017)
    - ACLU National > 8000%
    - SPLC > 1400%
    - Planned Parenthood and Others > 1000%
    - Anti-Defamation League > "Fiftyfold"

---

---

---

---

---

---

---

---



### WHAT REALLY HAPPENED....

- “Rage Philanthropy”
  - Specific Case
    - ACLU of Oregon:
      - 1,249 new members between April and October, 2016.
      - Between election day 2017 and December 2017, new members jumped to >13,000.
      - Within weeks of February 2017 Muslim travel ban, new members leapt to >30,000.
      - By March 31, 2017: Record number of members statewide - 42,354

---

---

---

---

---

---

---

---



### WHAT REALLY HAPPENED....

- “Rage Philanthropy”
  - Specific Case
    - Planned Parenthood of Columbia-Willamette, OR:
      - October, 2016 = 7,000 Active Donors
      - November, 2016 = 22,000 Active Donors
      - > 214%

---

---

---

---

---

---

---

---



### WHAT REALLY HAPPENED....

- “Rage Philanthropy”
  - Charles Schwab Charitable Donor Advised Funds
    - Planned Parenthood jumped from 5<sup>th</sup> to 2<sup>nd</sup> Place
    - ACLU made Top 5 for 1<sup>st</sup> time
    - 2017 Top 5 Giving >66% over 2016
    - 2017 Total 5 Giving >22% over 2016

---

---

---

---

---

---

---

---



**WHAT REALLY HAPPENED....**

- Visibility & Community
  - Women
  - LGBTQ and Gender-Nonconformers
  - People of Color & DACA
  - Muslims
- Increased Donations Do Not Mitigate Experiences

---

---

---

---

---

---

---

---



**WHAT REALLY HAPPENED....**

- Omnibus Tax Bill & Congressional Budget Deal
  - Reductions to WIC and SNAP funding
  - Increased Funding
    - ❖ \$3B for Early Childhood Programs
    - ❖ \$1.5B for Free and Reduced Lunch programs
    - ❖ \$0.5B for Violence Against Women Act
    - ❖ Maximum Pell Grant Award > to \$6,095

---

---

---

---

---

---

---

---



**WHAT REALLY HAPPENED....**

- Omnibus Tax Bill & Congressional Budget Deal
  - Increased Funding
    - ❖ \$400M for Charter Schools
    - ❖ Low-Income Housing Tax Credits
    - ❖ NEA, NEH, PBS
    - ❖ \$300M Community Block Grants

---

---

---

---

---

---

---

---



**WHAT REALLY HAPPENED....**

- Omnibus Tax Bill & Congressional Budget Deal
  - Administration now seeking billions of cuts through Budget Rescission

---

---

---

---

---

---

---

---



**WHAT MIGHT THE FUTURE HOLD....**

- Tax Reform Impact on Philanthropy
  - Tax Policy Center Projects <\$12B - \$20B Annually
  - Tax Policy Center Projects <\$4B by 2025 in Planned Giving
- Workplace Discrimination
- Religious Freedom Act

---

---

---

---

---

---

---

---



**WHAT MIGHT THE FUTURE HOLD....**

- Hostile Federal Judiciary
- End of "Rage Philanthropy"
  - Will Donations < if "New Normal" Sets in
  - Will Donors Shift Priorities as New "Targets" Emerge
- Compassion Fatigue
- Complacency if 2018 Midterms Bring Change

---

---

---

---

---

---

---

---



**PANELISTS' EXPERIENCES....**

- Alphonse J. Brown, Jr.
- John Huebler
- James K. Phelps
- Penelope Poppers

---

---

---

---

---

---

---

---



**Q & A**

**GREAT QUESTION!**

---

---

---

---

---

---

---

---



**FOR DIVERSE FUNDRAISERS....**

- Find Community, Including Online
- Collaboration & Partnerships
- Be Aware-Be Prepared
- Know Your Rights
- Seek Out Local, Regional, State Resources
- Professional Development and Mentors

---

---

---

---

---

---

---

---



**FOR DIVERSE FUNDRAISERS....**

- You Can Help Your Organization Stay Mission-Focused
- Cultivation & Stewardship of Donors
- How to Keep Momentum Going?
- Join the Organizations That Defend Your Rights

---

---

---

---

---

---

---

---



**RESOURCES**

- Send Your Resources to:  
[bmichael.mcfarland@gmail.com](mailto:bmichael.mcfarland@gmail.com)
- Give Us Business Card or Send Email to Receive Compiled List

---

---

---

---

---

---

---

---



**THANKS FOR JOINING US!**

Alphonse



John



B. Michael



James



Penelope




---

---

---

---

---

---

---

---