

Community Centricism:

*From Exploration to Action
through Community Mapping*

Michelle Shireen Muri, Freedom Conspiracy

Host, The Ethical Rainmaker Podcast | Co-Founder, Community-Centric Fundraising





AGENDA



the ethical rainmaker

a podcast about nonprofits and philanthropy by Michelle Shireen Muri



LISTEN!
LISTEN!

ARE WE EVEN EVALUATING WHAT MATTERS?

ft. Dr Marcia Coné of Equitable Evaluation Initiative



@theethicalrainmaker



S3 E08

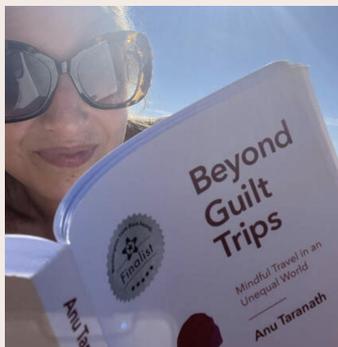
▶ LISTEN!
LISTEN!
LISTEN!

“HOW I FIGURED OUT I SUFFER FROM TOXIC PRODUCTIVITY”

ft. Marina Martinez-Bateman



the ethical rainmaker



S3 E10

▶ LISTEN!
LISTEN!
LISTEN!

“THE TRUTH ABOUT CANCEL CULTURE (AND AN ALTERNATIVE APPROACH)”

featuring Kevin Baker



the ethical rainmaker



S3 E06

LISTEN!
LISTEN!
LISTEN!
LISTEN!
LISTEN!

“HOW I BECAME AN ACCIDENTAL SWEATSHOP OVERLORD”

with Kristina Wong





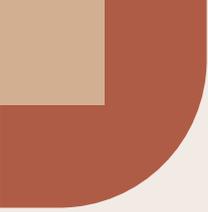
evolve

CONFERENCE 2023

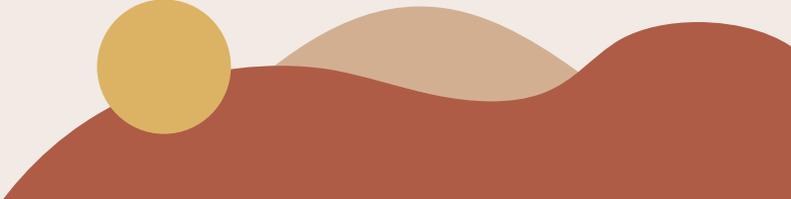
TRANSFORM YOUR FUNDRAISING

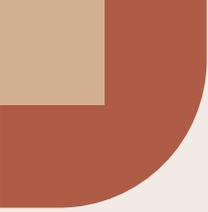




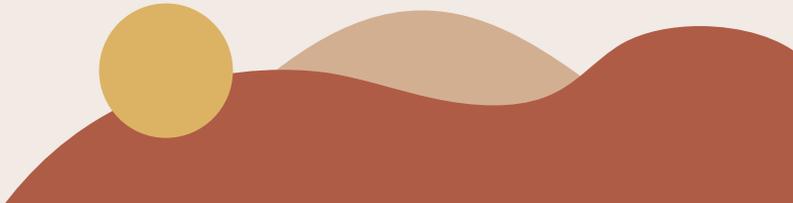


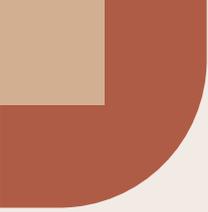
Our History And Traditional Practices Are Problematic



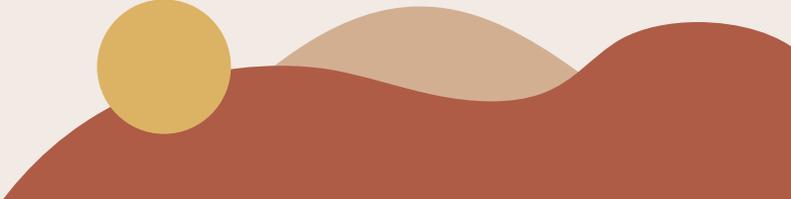


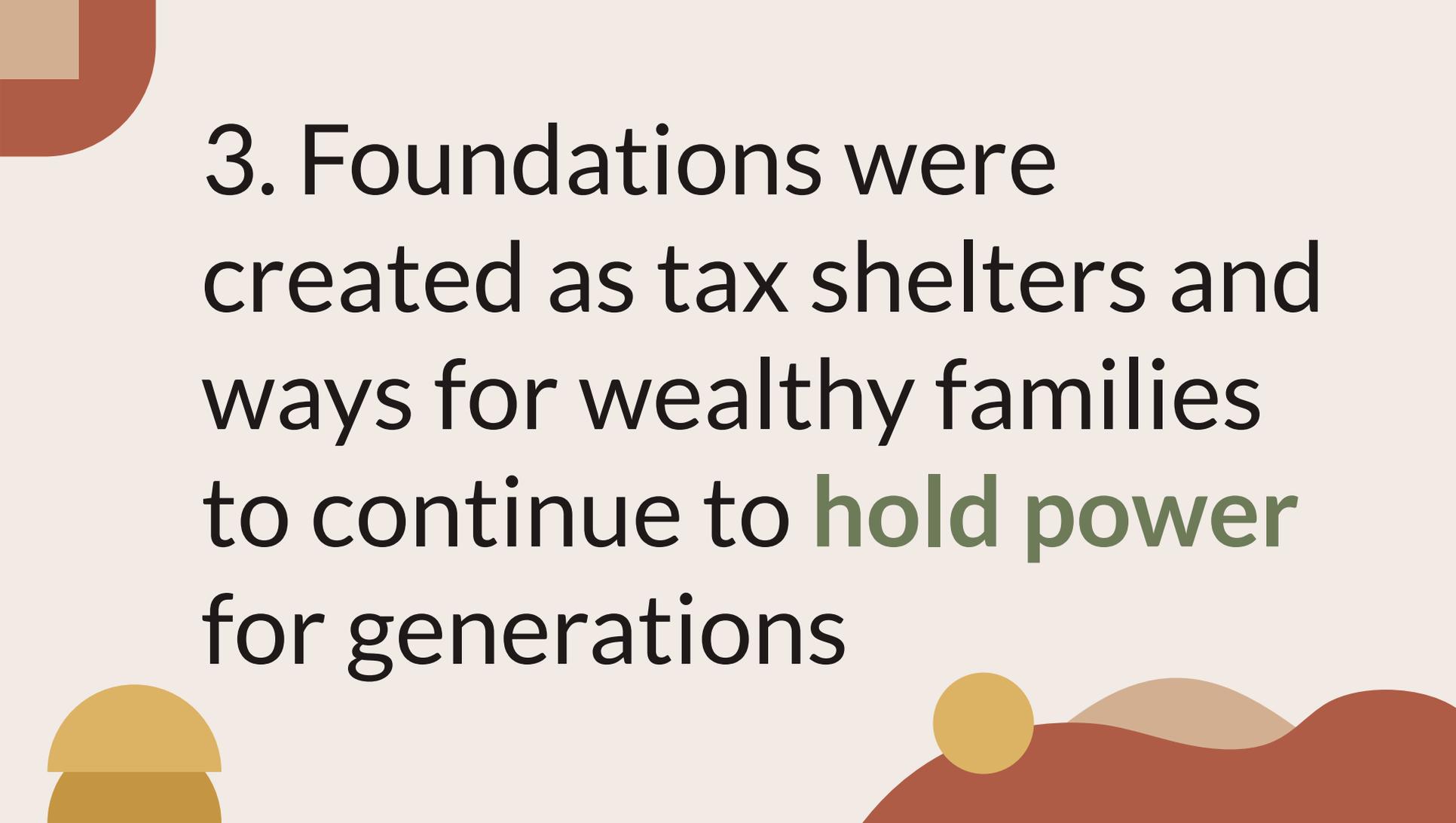
1. Nonprofits +
Philanthropy are a
**political and economic
system**



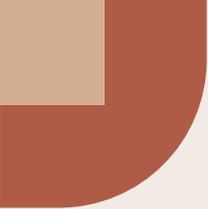


2. Most wealth is made
through pain and
destruction (extraction)

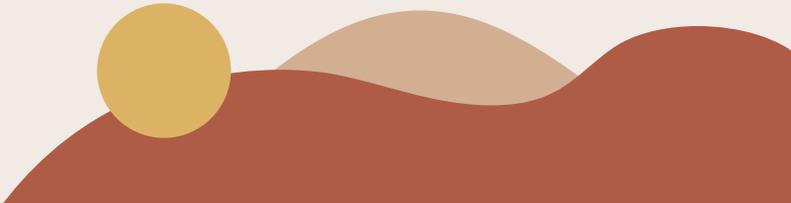


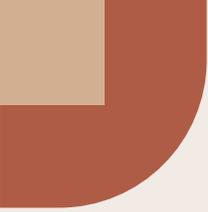


3. Foundations were created as tax shelters and ways for wealthy families to continue to **hold power** for generations

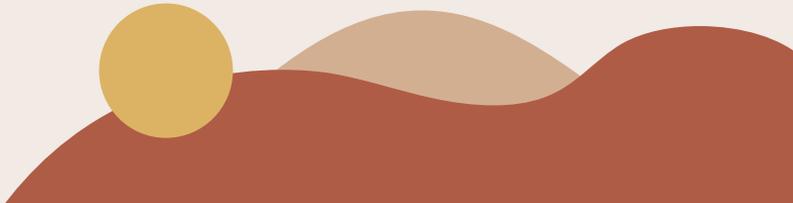


4. In the U.S., nonprofits
were created by white
women to **help...who?**





If “charity” is supposed to resolve systemic issues, and **charities are dependent** on funders,
Then **we give funders** (who are part of the system) power, influence and **control over other people’s lives**



\$484.85 billion

In 2021, Americans gave \$484.85 billion to charity, a 4.0% increase over 2020. Adjusted for inflation, total giving remained relatively flat, with -0.7% growth.

Where did the generosity come from?

Contributions by source

By percentage of the total

67% \$326.87 billion

Giving by Individuals

↑ increased 4.9% over 2020

19% \$90.88 billion

Giving by Foundations

↑ increased 3.4% over 2020

9% \$46.01 billion

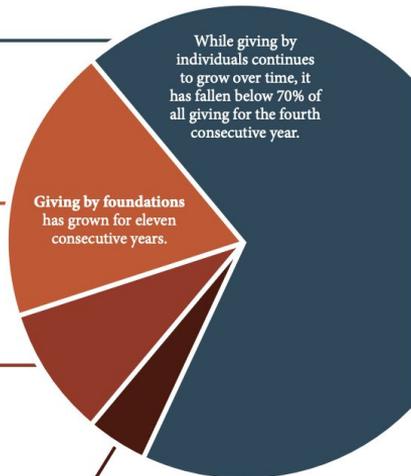
Giving by Bequest

↓ decreased 7.3% over 2020

4% \$21.08 billion

Giving by Corporations

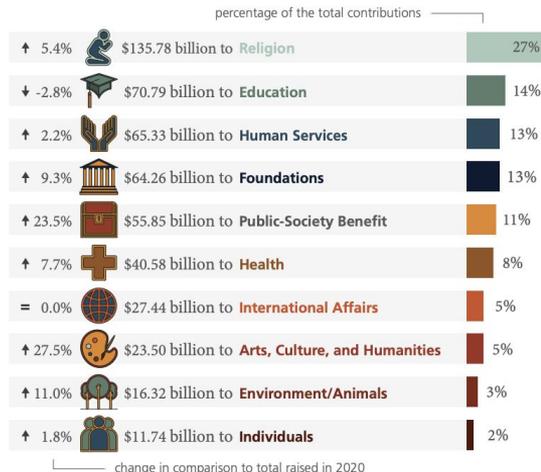
↑ increased 23.8% over 2020



*All figures on this infographic are reported in current dollars unless otherwise noted.

Where did the charitable dollars go?

Contributions by destination



Donor-advised funds are among the fastest growing forms of giving. Learn more in the new chapter on Donor-Advised Funds.

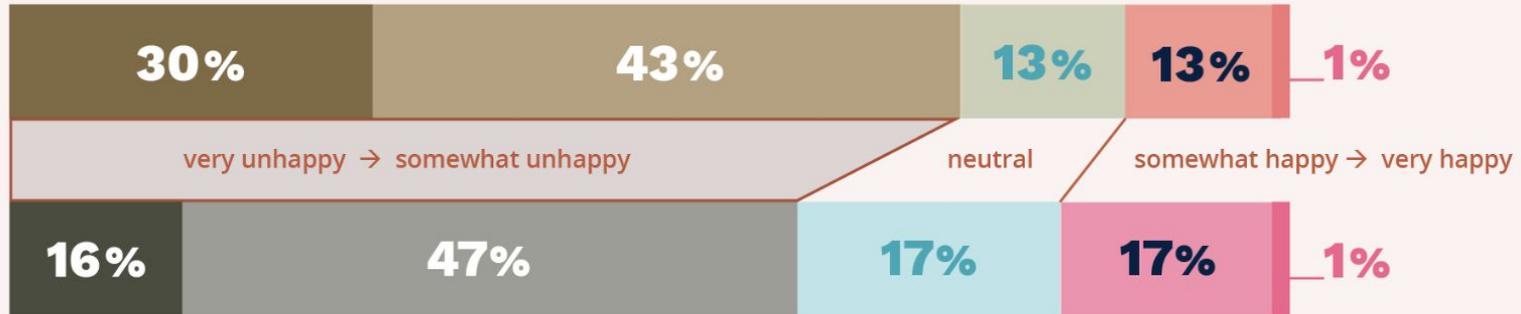
Giving to public-society benefit organizations increased 23.5% in 2021, and is steadily growing larger as a share of total giving over time.

Several subsectors that struggled in 2020, such as giving to health and arts, culture, and humanities, experienced recoveries in 2021.

NONPROFIT PROFESSIONALS ARE UNHAPPY WITH FUNDRAISING

By Anna Rebecca Lopez, AR Lopez Consulting

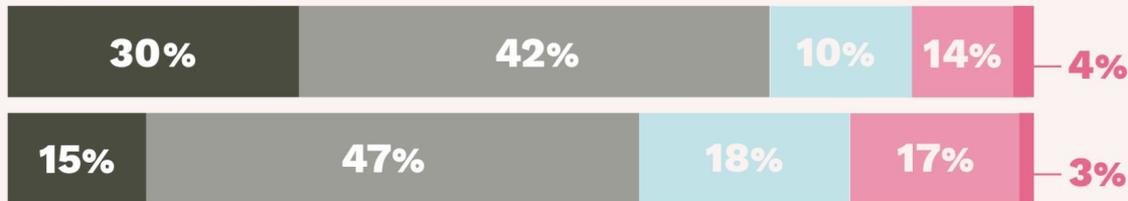
BIPOC FUNDRAISERS



WHITE FUNDRAISERS

How helpful or harmful are fundraising practices to nonprofit's work addressing system injustice?

BIPOC FUNDRAISERS

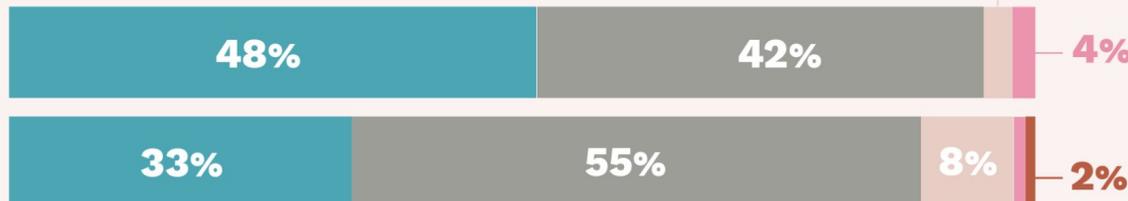


WHITE FUNDRAISERS

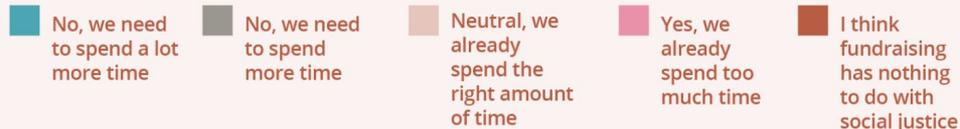


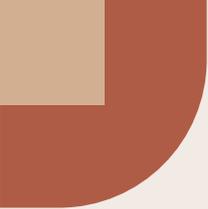
Are we spending enough time talking about the intersection of social justice and fundraising?

BIPOC FUNDRAISERS



WHITE FUNDRAISERS

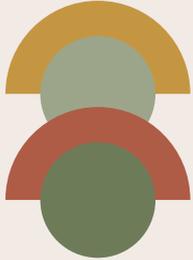
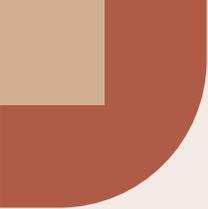




**If “charity” is supposed to
resolve systemic issues,**

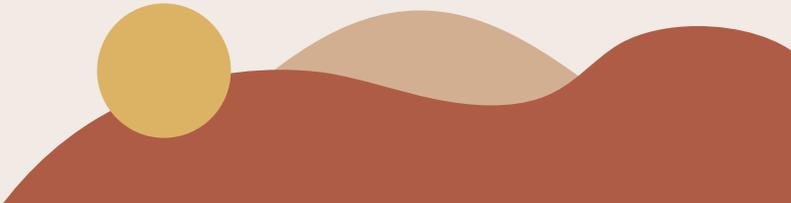
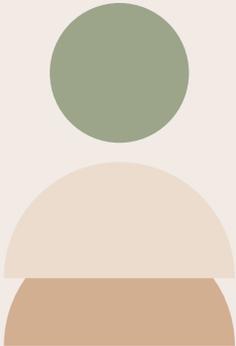
**and charities are dependent on
funders,**

**then we give funders power,
influence and control over other
people’s lives.**



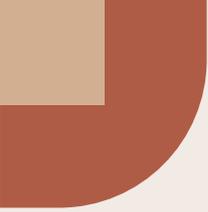
Donor Centrism gives funders
power, influence and control
over other people's lives

+

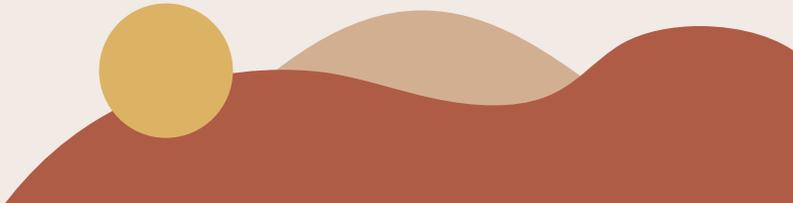


Centers the donor above
the rest of your community
in practice.



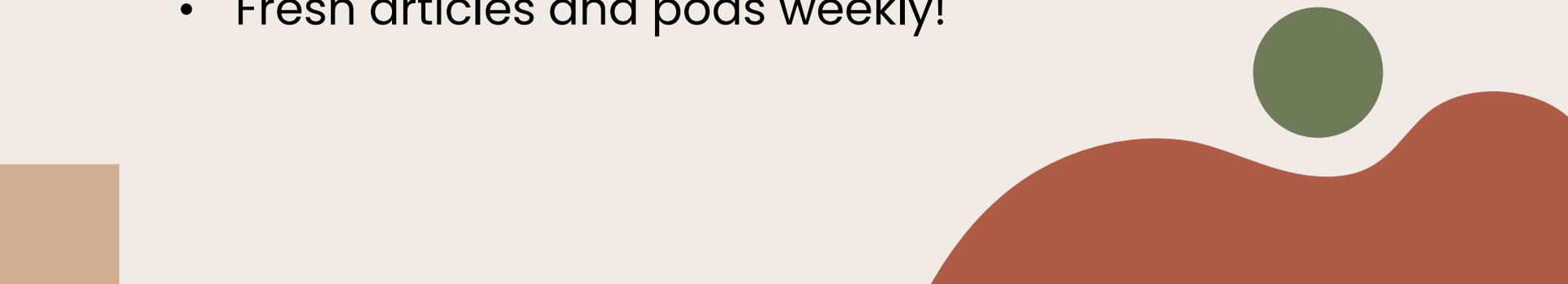


**What is
Community-Centric
Fundraising?**



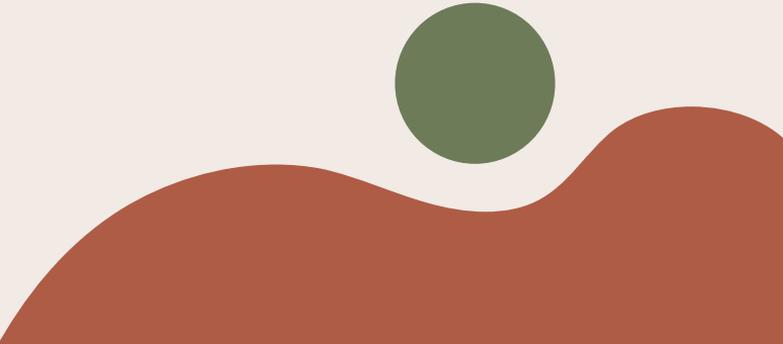


CCF: A Content Hub

- Seattle-based group organizes **research**
 - Content Hub idea is born
 - Content platform launched in July 2020
 - Fresh articles and pods weekly!
- 

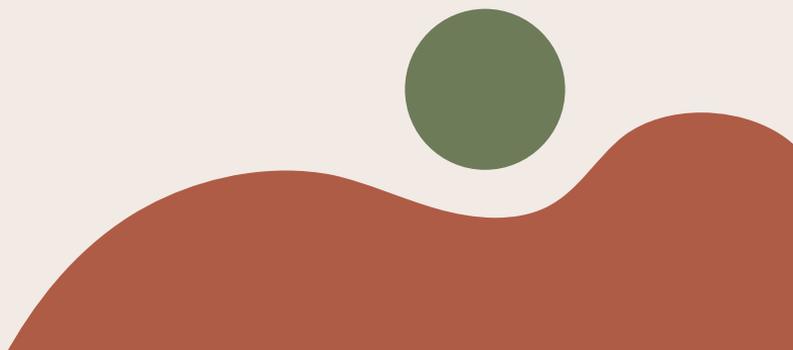


CCF: Global Community

- 100+ Place-Based Groups
 - 7,000+ People
 - Any topic, any hour
 - Catching fire *worldwide...*
- 



CCF: Growing Movement

- Re-ignited in the U.S., happens everywhere
 - Centers around Principles
 - Acknowledging harm & developing analysis
 - Centering racial justice and equity
 - Global Council
 - Not only about fundraising!
- 

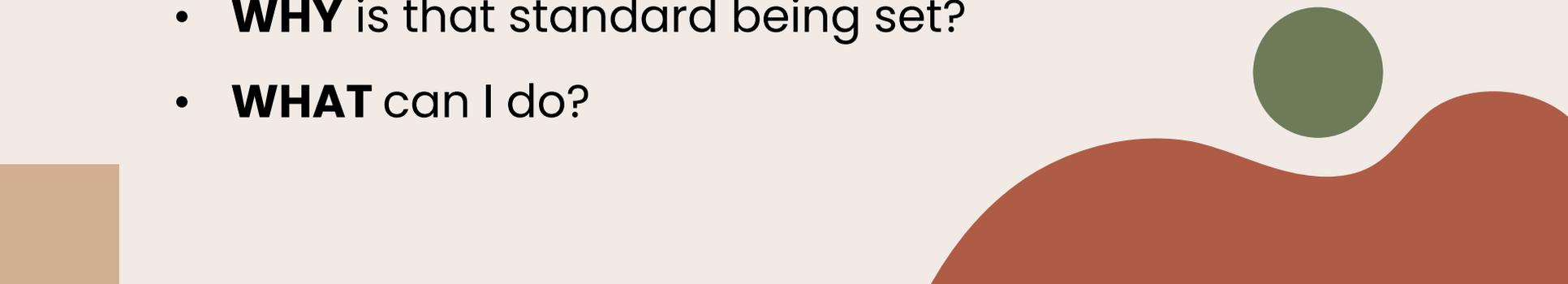


CCF: A Set of Principles + Values Framework



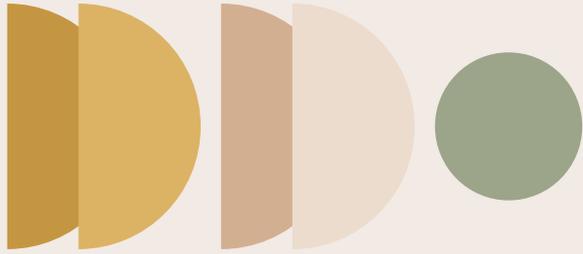


Ask the Question:

- **WHO** makes decisions?
 - **WHY** do they have that power?
 - **WHO** is defining equity?
 - **WHY** is that standard being set?
 - **WHAT** can I do?
- 

11 Principles

1. Fundraising must be grounded in *race, equity* and *social justice*.
2. Individual org missions are not as important as the *collective community*.
3. Nonprofits are *generous with* and *mutually supportive* of one another.
4. All who engage in strengthening the community are *equally valued*.
5. *Time* is valued as equally as money.
6. *We treat donors as partners* – and this means we are transparent and occasionally have difficult conversations.
7. We foster a sense of belonging, *not othering*.
8. We promote the understanding that everyone personally benefits from engaging in the work of social justice – *not just charity and compassion*.
9. We see the work of social justice as holistic and transformative, *not transactional*.
10. We recognize that healing and liberation require a commitment to economic justice.
11. We commit to the work of internal, interpersonal, and interorganizational healing.



Community Mapping





QUICK Case Study:

- **What organization** do you represent?
 - What is **your mission**?
 - **Where** is your organization located?
- 

slido



Who is at the center of our work?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

slido



Who is connected to the folks at the center of our work?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

slido



Who might be values aligned with us? Who wants us to succeed?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

Who is missing?

The image features a light beige background with several abstract, organic shapes in muted colors. In the top right corner, there is a brown rounded square. In the bottom left, a brown square is partially visible. A large, dark green circle is positioned in the lower right area, resting on a large, wavy, reddish-brown shape that resembles a stylized landscape or a splash. The text "Who is missing?" is centered in the middle of the page, with "Who is" in dark green and "missing?" in reddish-brown.

RESOURCES



communitycentricfundraising.org



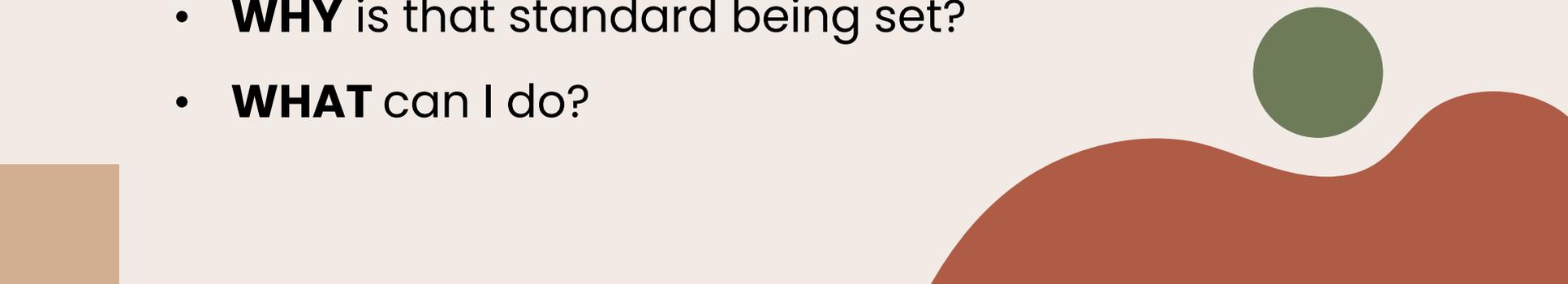
nonprofitaf.com



theethicalrainmaker.com



Ask the Question:

- **WHO** makes decisions?
 - **WHY** do they have that power?
 - **WHO** is defining equity?
 - **WHY** is that standard being set?
 - **WHAT** can I do?
- 



Ways to Work with Michelle

Inside Organizations

Bring your team along in community-centered practices from principles to action!

- Retreats with staff / Board / stakeholders
- Longer-term learning cohorts
- Full Service Development Consulting
- Strategic Planning
- Using tools like:
 - Community Mapping
 - Emotional Narratives Around Money / Asking
 - Strategic Planning
 - Fundraising Trainings
 - Liberating Structures Facilitation

Outside Organizations

CCF is reaching a global audience with a thirst for transformation!

- Keynote Talks
- Large Group Facilitation
- Conference Planning CCF Strategy / Implementation
- 1:1 Coaching from fundraising

