



THE
**AMERICAN
COLLEGE**
OF FINANCIAL SERVICES®

Building a Diverse Talent Pipeline in Gift Planning

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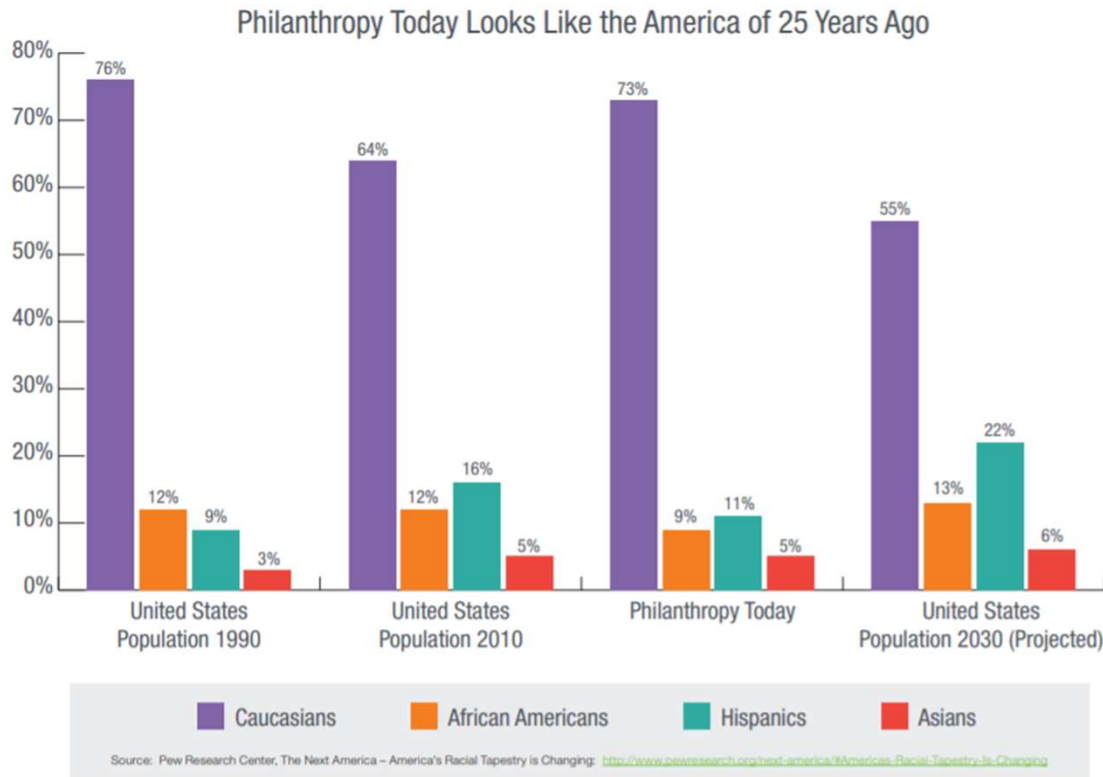
Planned Giving Council of Greater Philadelphia (PCGCP)
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| AGENDA

1. Changing demographics of our donors
2. Challenges faced by the fundraising profession
3. Promoting diversity, equity and inclusion
4. Resources

I. CHANGING DONOR DEMOGRAPHICS



Diversity in Giving Report, Blackbaud, 2015

- Whites: 75% of donors; 64% of population
- Under-representation of African Americans and Hispanics donors

1. Source: 2010 U.S. Census: <http://www.census.gov/2010census/>

| DONORS OF COLOR Research | donorsofcolor.org

- 1.3 million households led by a POC with net liquid assets of \$1M or more
- 25% reported net liquid assets over \$30M
- 54% indicated having assets between \$1M - \$10M
- Removing outliers; \$188,000 annual gifts
- 78% are wealth earners and wealth creators

| DONORS OF COLOR Research | donorsofcolor.org

- Giving philosophies rooted in families, backgrounds, and upbringing
- Give significant resources to family members
- Vast majority described personal experiences of racism, discrimination, and bias

| DONORS OF COLOR Research | donorsofcolor.org

- Networked but not within philanthropy and want to be connected to each other
- “Donors... rely on professionals to manage assets, provide legal and accounting advice, engage in estate planning...it is our observation that providers in each of these professional arenas are not equipped to work effectively with high net worth donors of color...”

| 2. DIVERSITY IN THE FUNDRAISING PROFESSION

- 2018 Demographic Report of the Association of Fundraising Professionals: 31,000
- Less than 10% are professionals of color



2. DIVERSITY IN THE GIFT PLANNING PROFESSION

How old are you?

	Nonprofit organization	For-profit primarily advising individuals	For-profit primarily advising charitable organizations	Total
20 to 29	4%	0%	3%	19
30 to 39	13%	0%	8%	57
40 to 49	22%	27%	15%	108
50 to 59	32%	18%	30%	154
60 to 69	25%	36%	38%	132
70 to 79	3%	18%	5%	19
80+	0%	0%	3%	1
	428	22	40	490

Source: Charitable Gift Planners Survey of Members, 2019

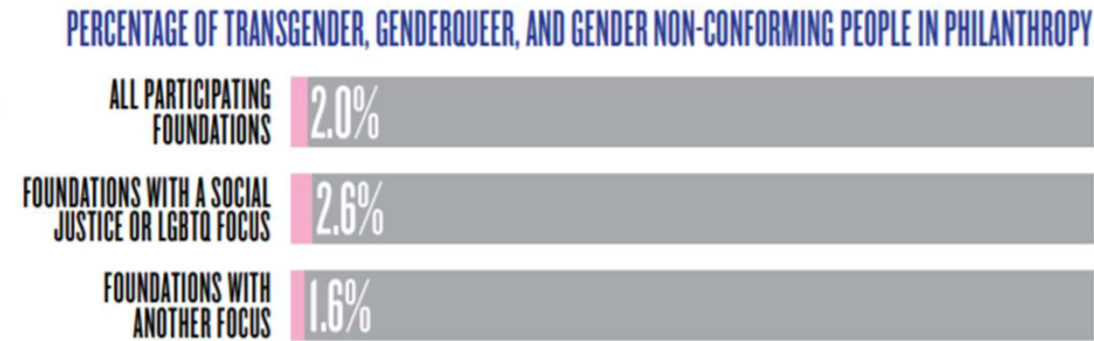
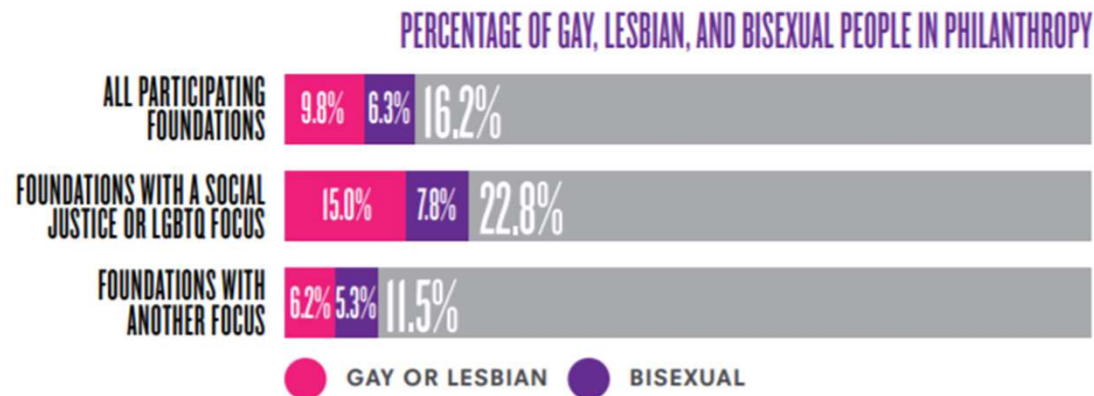
2. DIVERSITY IN THE GIFT PLANNING PROFESSION

How do you describe your racial or ethnic identity?

	Nonprofit organization	For-profit primarily advising individuals	For-profit primarily advising charitable organizations	Total
White/non-Hispanic	93%	90%	95%	453
Hispanic	2%	0%	0%	8
African American	2%	0%	0%	7
Asian or Pacific Islander	2%	0%	3%	8
Mixed origin	1%	10%	3%	9
	424	21	40	485

Source: Charitable Gift Planners Survey of Members, 2019

2. DIVERSITY IN PHILANTHROPY



Source: Infographic of The Philanthropic Closet: How Many LGBTQs Work in Philanthropy, 2018

DISABILITY IN PHILANTHROPY & NONPROFITS

RespectAbility, 2019

- 1 in 5 people in the US has a disability
- 72% of people who work in the social sector say their organizations have made a public commitment to DEI
- 24% of respondents said their board has one person with a disability (66% of respondents work in orgs that serves people with disabilities)

| 3. PROMOTING DIVERSITY, EQUITY, INCLUSION

From *Race to Lead Revisited*

- 52% of POC who were not already an ED, were definitely or probably interested, compared to 36% of whites
- Skills needed: technical and management skills
- Women of color (47%) and non-conforming POC (39%) were least likely to have internal workplace mentors

| 3. PROMOTING DIVERSITY, EQUITY, INCLUSION

Selected recommendations from *Race to Lead Revisited*:

- Focus on structures and the experience of race and racism
- DEI policies have meaning only if they are enforced
- Reflect the community they serve: racial equity goals

SELECTED RESOURCES

Affinity Groups

ABFE, A Philanthropic Partnership for Black Communities, <https://www.abfe.org/>

AAPIP, (Asian American Pacific Islander in Philanthropy), <https://aapip.org/>

Hispanics in Philanthropy, <https://hiponline.org/>

Native Americans in Philanthropy, <https://nativephilanthropy.org/2016/10/03/community-foundation-celebrating-75-years/>

Community Foundations

Asian American Federation, <http://www.aafny.org/>

Asian Pacific Fund, <https://asianpacificfund.org/>

Center for Arab American Philanthropy, <http://www.centeraap.org/>

Latino Community Foundation, <https://latinocf.org/about-us/>

Giving Circles

Philanthropy Together, <https://www.philanthropytogether.org/>

Community Investment Network, <https://www.thecommunityinvestment.org/>

Latino Giving Circle Network, <https://latinocf.org/latino-giving-circle-network/>

AAPIP National Giving Circle Network, <https://aapip.org/what-we-do/national-giving-circle-network>

Conferences/Events

HBCU Philanthropy Symposium, <http://www.hbcusymposium.com/>

Women of Color Symposium, <https://www.woc-fp.com/symposium-2020>

Black Philanthropy Month Summit, <http://www.blackphilanthropymonth.com/2020-summit>

SELECTED RESOURCES

Community Centric Fundraising Aligned Actions List, https://communitycentricfundraising.org/wp-content/uploads/2020/07/CCF_Aligned_Actions_List.pdf

Diversity in Fundraising, by JoAnn Yoshimoto, CFRE, The Alford Group, July 20, 2020, <https://alford.com/diversity-in-fundraising-making-a-long-term-commitment/>

Strengthening Women of Color in Fundraising and Philanthropy, by Abby Shultz featuring Yolanda F. Johnson, founder of Women of Color in Fundraising and Philanthropy, Penta, July 1, 2020, <https://www.barrons.com/articles/strengthening-women-of-color-in-fundraising-and-philanthropy-01593637167>

Diversity and Inclusion: Advancing Diversity in the Fundraising Industry, by Brigit Smith Burton, Advancing Philanthropy, AFP Global, July 2020, p. 33, <https://afpglobal.org/news/diversity-and-inclusion-advancing-diversity-fundraising-industry>

Overcoming the Racial Bias in Philanthropic Funding, Stanford Social Innovation Review, May 4, 2020, https://ssir.org/articles/entry/overcoming_the_racial_bias_in_philanthropic_funding

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How the Best Bosses Interrupt Bias on Their Teams, Harvard Business Review, Nov-Dec. 2019, https://hbr.org/2019/11/how-the-best-bosses-interrupt-bias-on-their-teams?fbclid=IwAR2H4xN3xTeAslCW-iwmn_R-rnzww9D4n86il_FBg1W705grCHWZ0aAYqCA

How to Keep Women of Color from Leaving the Fundraising Profession, by Kishshana Palmer founder of the Rooted Collaborative, Chronicle of Philanthropy, Nov. 20, 2019, <https://www.philanthropy.com/article/how-to-keep-women-of-color-from-leaving-the-fundraising-profession/>

8 Ways People of Color are Tokenized in Nonprofits, by Helen Kim Ho, Medium, Sept. 18, 2017, <https://medium.com/the-nonprofit-revolution/8-ways-people-of-color-are-tokenized-in-nonprofits-32138d0860c1>

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State of AAPI Philanthropy, AAPIP and AAPI Data, Sept. 2020, <https://aapip.org/publications/2020-state-of-aapi-philanthropy-report>

Black Funding Denied: Community Foundation Support for Black Communities, Aug. 2020, <https://www.ncrp.org/2020/08/black-funding-denied.html>

African American Philanthropy: A Culture of Generosity, Stanford Social Innovation Review, Aug. 2020, <https://ssir.org/podcasts/entry/african-american-philanthropy-a-culture-of-generosity>

Case for Funding Black-Led Social Change, Redlining by Another Name: What the Data Says to Move from Rhetoric to Action, Dec. 2019, <https://www.ncfp.org/knowledge/the-case-for-funding-black-led-social-change/>

Cause Effective: Money, Power and Race: The Lived Experiences of Fundraisers of Color, Cause Effective, June 2019, <https://www.causeeffective.org/preparing-the-next-generation/>

Disability in Philanthropy and Nonprofits, RespectAbility, April 2019, <https://www.respectability.org/2019/04/new-study-philanthropists-and-nonprofits-exclude-people-with-disabilities/>

Race to Lead: Women of Color in the Nonprofit Sector, by Ofronama Biu, Feb. 2019, <https://racetolead.org/women-of-color/>

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Diversity in Giving, Blackbaud, Feb. 2015, <https://institute.blackbaud.com/asset/diversity-in-giving/>

Supporting Inclusive Movements: Funding the Rights of Women with Disabilities, Christen Dobson 2015, <https://www.escri-net.org/resources/supporting-inclusive-movements-funding-rights-women-disabilities>

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Crystal is National Director of Gift Planning Services for the BNY Mellon Wealth Management Planned Giving group. In this role, she is responsible for managing the client relationship teams in Boston, Massachusetts and Greensboro, North Carolina. She also works directly with large, complex clients on all aspects of their planned giving programs and coordinates resources throughout BNY Mellon to provide support and expertise.

Crystal joined the firm in 2006, when Mellon acquired U.S. Trust's planned giving business. She has more than 18 years of experience in the planned giving business, including charitable trust tax preparation and tax process management.

Crystal received a bachelor's degree in accounting from Winston-Salem State University and is a Chartered Advisor in Philanthropy® and a Certified Specialist in Planned Giving. She is a member of the National Association of Charitable Gift Planners and serves on the boards of the American Council on Gift Annuities (ACGA) and the Winston-Salem State University Foundation.

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Dien Yuen is holder of the Blunt-Nickel Professorship in Philanthropy, and a designated instructor for the Chartered Advisor in Philanthropy® (CAP®) program. Her research and instruction for the CAP® program is informed by her experience as a philanthropic consultant, nonprofit gift planner, trust officer, and wealth advisor.

Before joining The College, Dien engaged with high net-worth individuals and families and charitable institutions at a wealth management firm. Prior to that, she was principal and founder of a research and advisory firm serving the philanthropic needs of families, businesses, and organizations in the U.S. and Asia. Her former positions include Chief Philanthropy Officer at Give2Asia, Vice President and Senior Trust Officer at U.S. Trust, Executive Director at IIT Bombay Heritage Fund, Vice President at Asian Pacific Fund, and Planned Giving Director at the American Cancer Society.

She currently serves on the boards of The American Council on Gift Annuities (ACGA), The 1990 Institute, and Angel Island Immigration Station Foundation. She serves on the advisory boards of GlobalSF, Asia Society of Northern California, Philanthropic Ventures Foundation, and Arowana Impact Fund. Dien is also on the Diversity, Equity, and Inclusion Task Force of the National Association of Estate Planning Councils (NAEPC.) Previously, she served on the boards of the Northern California Planned Giving Council (NCPGC), Asian American Pacific Islanders in Philanthropy (AAPIP), Center for Asian American Media (CAAM), and AIDS Legal Referral Panel (ALRP).

Dien is a Chartered Advisor in Philanthropy® (CAP®) and holds the AEP® designation from NAEPC. She received her LL.M. in International Law at Golden Gate University, Juris Doctorate (JD) from the University of Toledo College of Law, and Bachelor of Arts (BA) in Political Science from Adrian College.