

# Diversity, Equity and Inclusion in Corporate Grantmaking

A study conducted with corporate citizenship practitioners to understand the strategy, measurement and goals behind their efforts to integrate Diversity, Equity and Inclusion into their grantmaking practices.

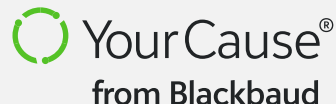
# Survey Background

In fall 2021, amidst a rapidly evolving corporate social responsibility landscape, Changing Our World and YourCause from Blackbaud, in partnership with the Association of Corporate Citizenship Professionals, invited corporate giving professionals to participate in a survey on DEI (diversity, equity and inclusion) in corporate giving.

The purpose of the survey was to better understand how companies are integrating DEI into their corporate giving and grantmaking programs. The goal is to provide corporate giving practitioners with a sense of the landscape – what their peer companies are currently doing, and what best practices are emerging.

## About the Survey Sponsors

Each of our organizations works in different capacities with corporate social responsibility professionals to help advance their work and impact. This survey grew directly out of our work over the past two years, as many of our client/member companies have been working to more intentionally and measurably integrate DEI into their giving programs. We have found that there is little information available on current trends, standards, and best practices from the perspective of what peer companies are actually doing. This survey is our first step towards helping meet that gap and sharing timely information with practitioners to guide their work.



## Respondent Details:

### Fielded

- October 4, 2021 - February 4, 2022

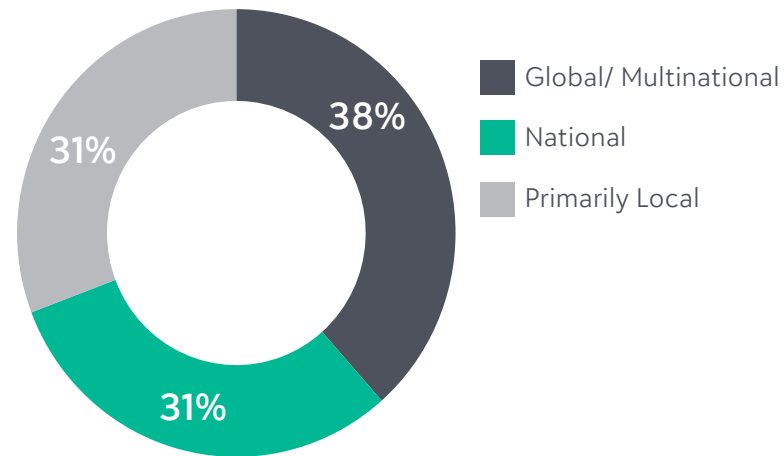
### Respondents:

- 56 CSR professionals responded to the survey
- Half were at or above VP or Director-level and 88% were manager-level or above

### Geography:

- 89% of respondent companies are headquartered in the US

### Giving Focus:



### Company Size:

- 1/3 of respondent companies are Fortune 500
- 48% of respondent companies are Fortune 1000
- Additional company revenue and employee size is summarized in the graphic to the right



# Introduction

Driven by the reckoning with racial inequities that the crises of the past few years have spurred, many corporate philanthropy professionals have paused to take a closer look at their processes and giving. Is it a part of the solution or part of the problem? **When 92% of foundation CEOs are white<sup>1</sup>, and 90% of nonprofit leaders are white<sup>2</sup>, is philanthropy addressing or perpetuating systemic racism and inequities?**

As corporate responsibility leaders began to reconsider how they could develop their programs to address these difficult challenges, they sought best practices, standards, and examples to aspire to, but information was lacking. This brief report is by no means a comprehensive or definitive endpoint, but with responses from more than 50 active CSR practitioners, representing companies driving over \$1 trillion in revenue, it is a starting place for those hoping to advance DEI in grantmaking and CSR programming moving forward.

1. From Words to Action, A Practical Philanthropic Guide to Diversity, Equity and Inclusion; Foundation Center and Barbara Chow; 2018

2. Leading with Intent: 2017 National Index of Nonprofit Board Practices,” BoardSource, 2017

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# Grantmaking Strategy

Corporate leadership demands of the CSR department have changed:

**51% expect greater integration with DEI**

- [Impact of COVID-19 and Racial Justice Movement on CSR, 2021 ACCP Study](#)

Nearly 3 in 4 companies have committed to intentionally addressing DEI in their grantmaking. 80% of those companies committed to addressing DEI in their grantmaking have announced that commitment internally.

The most common way for companies to address DEI via their grantmaking is through an “explicit emphasis on advancing DEI within other funding areas” (DEI-lens).

## Commitment to Address DEI



- 16% of companies plan to make a commitment within the next year
- 11% have no near-term plans

## Communication of Commitment to Address DEI in Grantmaking

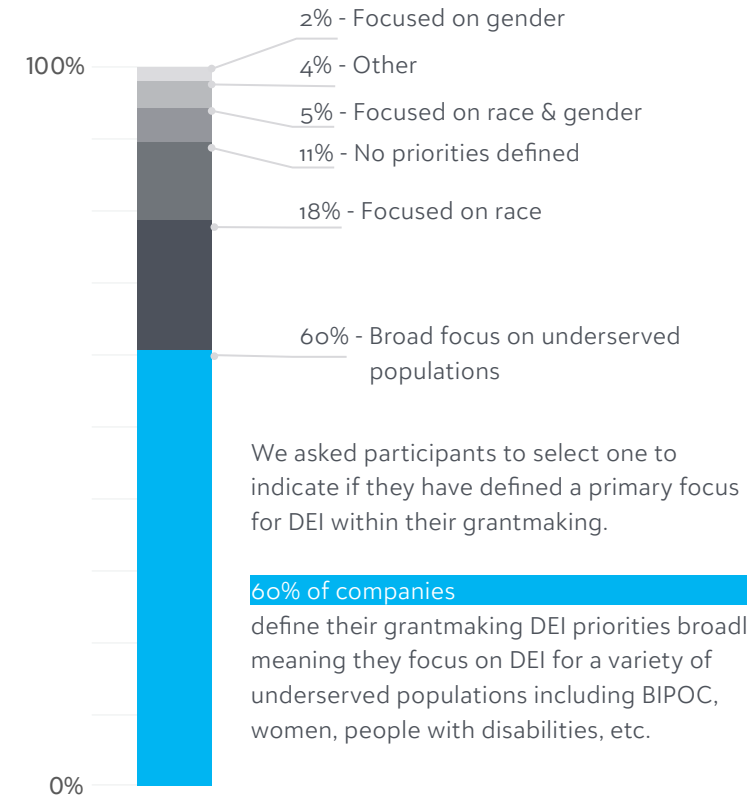
### Internal Communication



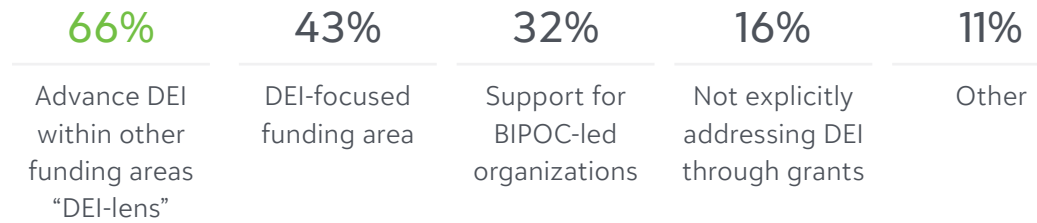
### External Communication



## How do companies define DEI grantmaking priorities?



## What are the most common ways companies address DEI through grant funding?



Participants were asked to select all that apply to indicate how their company addresses DEI through grant funding.

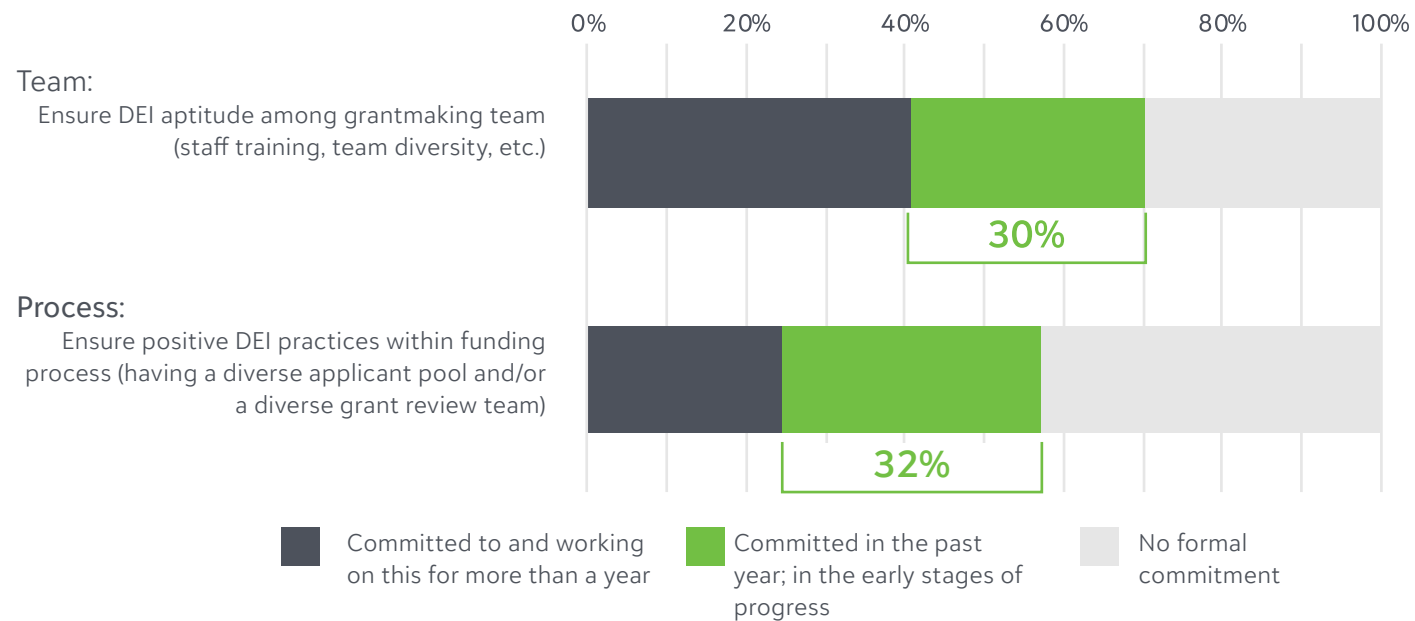
“We have two teams that make grants - one is within our D&I team specifically focused on supporting social and racial justice for populations. The other team has a broader focus with a DEI-lens.”

“ We engage our employees and ERGs related to local giving efforts to assure DEI is integrated into our process.

In addition to *what they fund*, companies recognize that *how they fund* is important for advancing DEI.

Within the past year, about 30% of companies have implemented new practices to address DEI within their grantmaking team and process; this is on top of the baseline of companies which have been taking steps to address DEI within their giving team (40%) and within their funding process (25%) for more than one year.

### How are companies addressing DEI in the grantmaking process?



## Addressing DEI via Grant Funding

This model was designed to help companies consider the various ways to address DEI via giving.



# Measurement and Goals

Many companies are beginning to track which of their grants/partnerships address DEI priorities, and 30% of companies have set a measurable goal to grow their DEI-aligned giving. Population served is the most common way to define DEI-aligned giving.

**34% of CSR departments have an increased demand from leadership for metrics to quantify impact**

*- Impact of COVID-19 and Racial Justice Movement on CSR, 2021 ACCP Study*

## Goals to Grow DEI-Aligned Giving

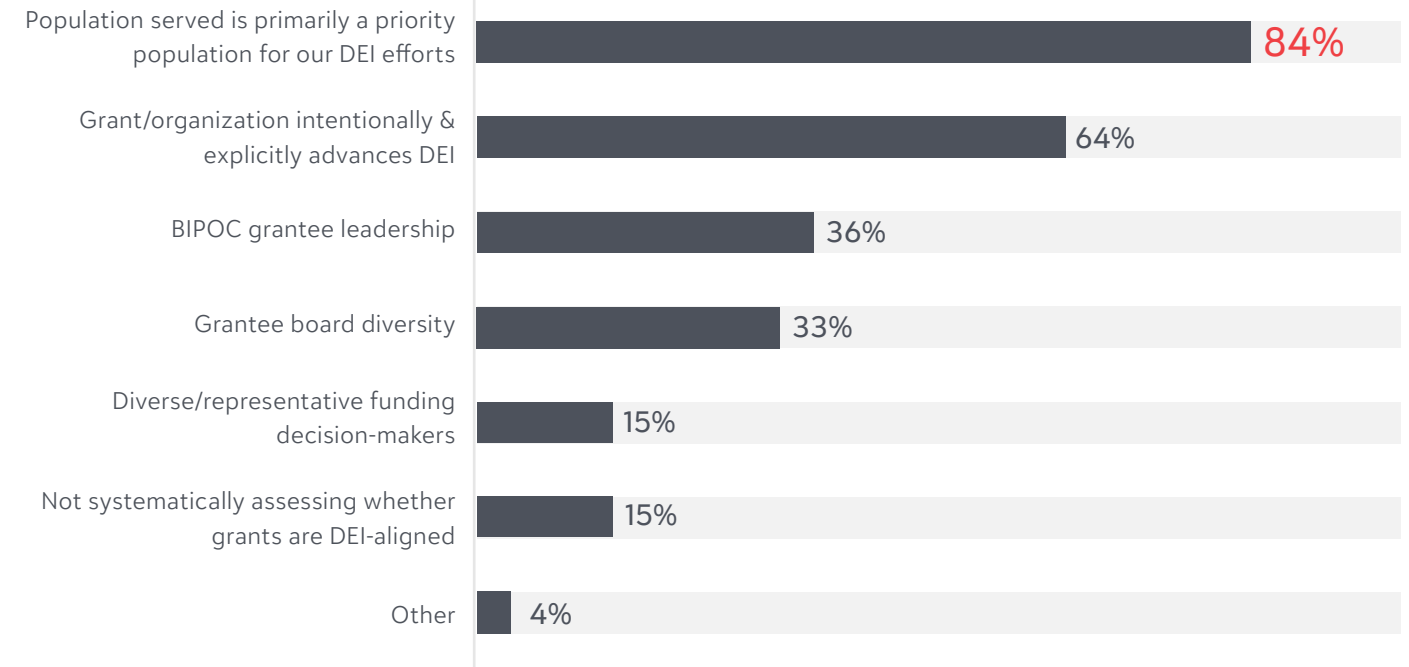


We asked participants to answer yes or no to each goal question.

## Goals to Reach Diverse/Underrepresented Populations



## What Counts as DEI-aligned Giving?



We asked participants to select all that apply for how their companies define DEI-aligned giving. We also included a place for participants to comment on their goals for growing DEI-aligned giving.

”

We track diverse-led and diverse-serving grants by community and set annual goals.

”

We have committed that 100% of our strategic giving will be DEI-aligned by 2023.

”

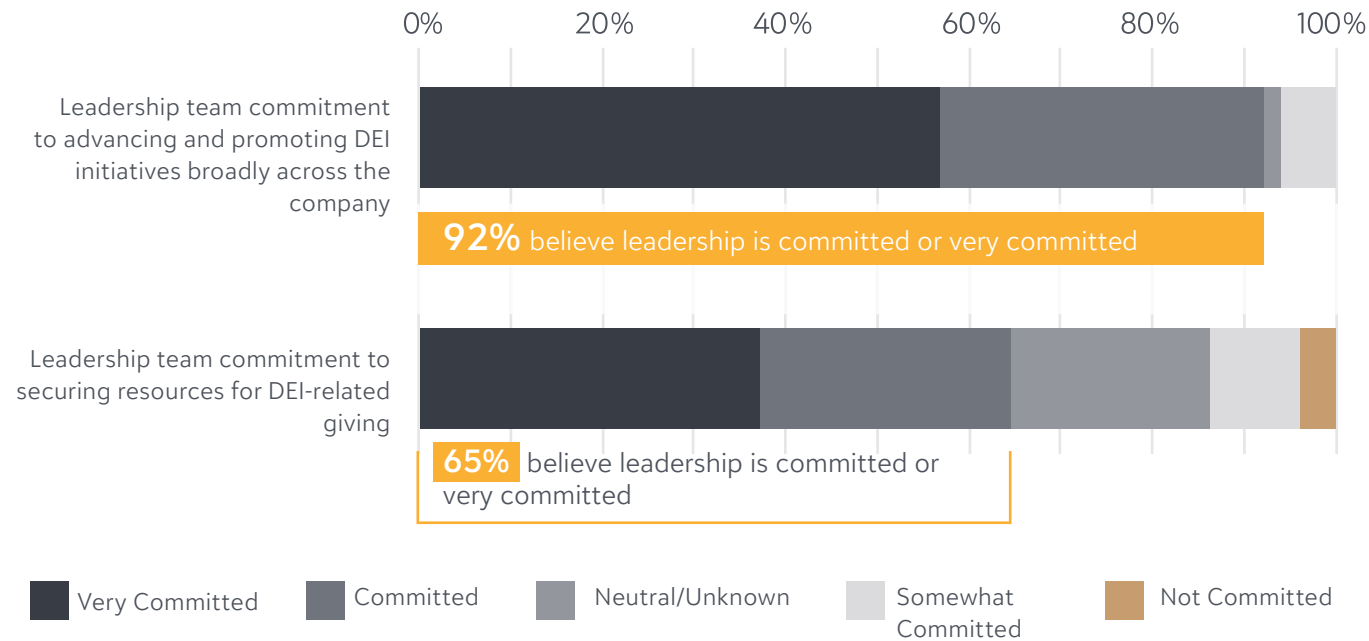
Via a signature program, our goal is to serve 80% low-income and 80% Black, Latinx and Indigenous girls.

# Stakeholder Engagement

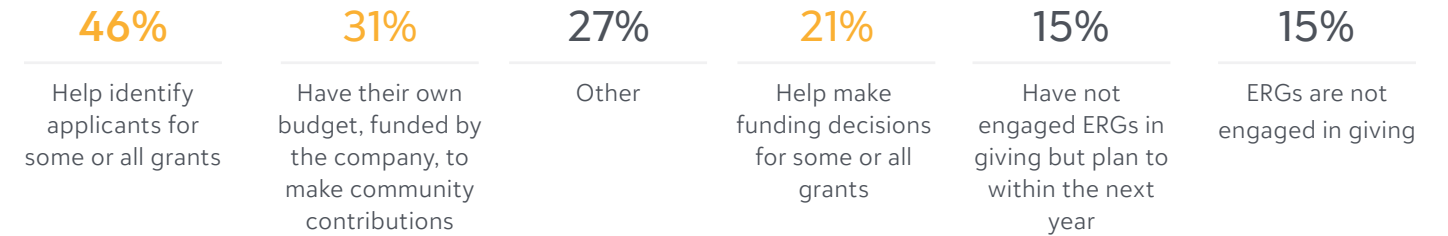
92% of respondents believe their companies' leadership teams are committed or very committed to advancing DEI initiatives across the company.

Companies engage employee resource groups (ERGs) and/or internal DEI councils in a variety of ways, from having them advise on corporate/ foundation grants to giving them their own contributions budget. While less common than engaging internal ERGs, some companies engage external stakeholders such as leaders from the BIPOC community to provide additional DEI perspective to giving.

## Leadership Commitment to DEI

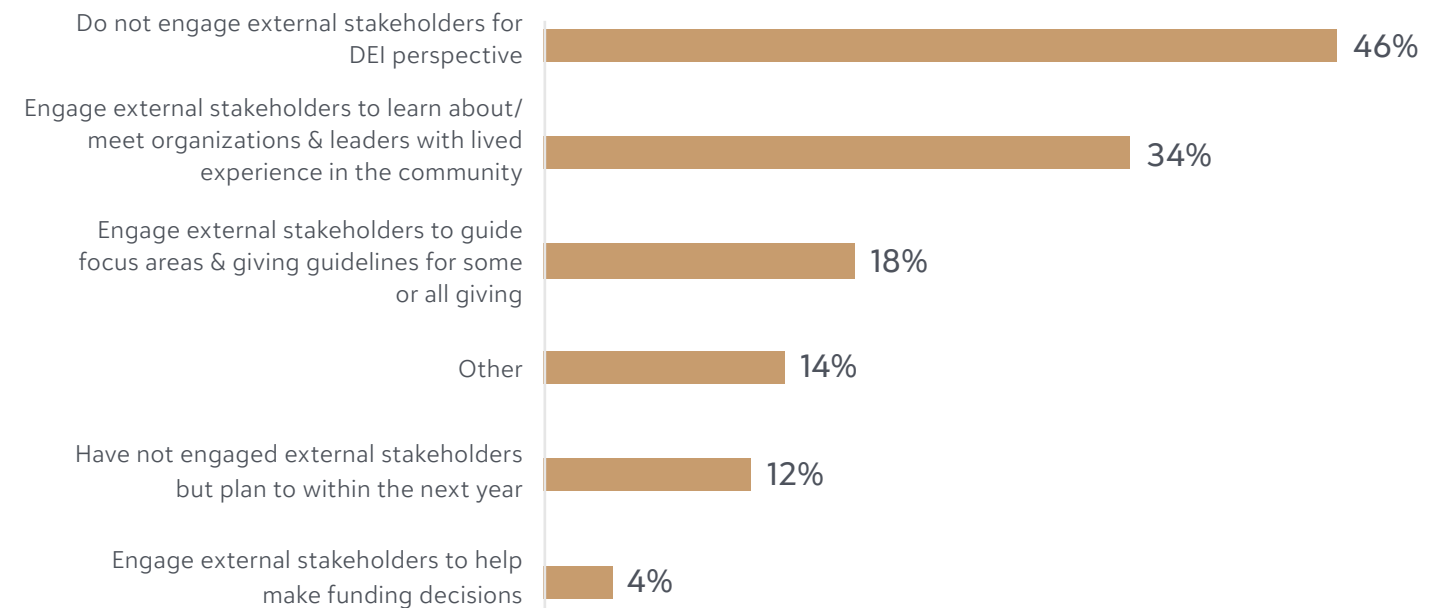


## Engaging ERGs in Giving



Participants were asked to select all that apply to "How, if at all, do you engage employee resource groups and/or an internal DEI council in giving?"

## Engaging External Stakeholders in Giving for DEI Perspective



Participants were asked to select all that apply to "How, if at all, do you formally engage external stakeholders to add additional DEI perspective to giving?"



# Resources

## [Advancing DEI in Grantmaking:](#)

This guide by Open Society Foundation seeks to support grantmakers to actively incorporate values of DEI in their grantmaking practices. This guide includes questions to consider to facilitate conversations within teams and asks grantmakers how to adjust their practice so they can better support activists fighting for change.

## [Diversity, Equity and Inclusion: Pillars of Strong Foundation Practice:](#)

This report produced by the UK's Association of Charitable Foundations was part of an initiative launched to help foundations identify and pursue best practices. Foundations sought to take a hard look at how they work and how they can adapt and change to the needs of the communities they are committed to supporting. As society changes philanthropy needs to evolve and respond creatively to emergent needs and catalyze social good. Whether you're a corporate foundation, community foundation or family foundation these pillars can help promote and deliver a strong DEI in grantmaking practice.

## [Grantmaking with a Racial Justice Lens:](#)

This guide is produced by Philanthropic Initiative for Racial Equity and GrantCraft. The guide provides grantmakers with reflections, frameworks and tools built from direct experiences of activists and funders for advancing racial justice in any philanthropic setting.

## [From Words to Action: A Practical Philanthropic Guide to Diversity, Equity and Inclusion:](#)

As communities worldwide are becoming more diverse, they are increasingly tackling the realities of systemic inequity. Philanthropy too must acknowledge its place in the context of transformative demographic changes. Addressing diversity, equity, and inclusion (DEI) has been an ongoing challenge within philanthropy, and while there has been progress, it requires continual work. This GrantCraft leadership series paper by Barbara Chow dives into those challenges and opportunities to explore how DEI can become more integrated into grantmaking practices and broader foundation ethos.

## [Overcoming Racial Bias in Philanthropic Funding:](#)

This article from The Bridgespan Group and Echoing Green addresses the racial bias—both personal and institutional, conscious and unconscious—that creeps into all parts of the philanthropic and grantmaking process. Their findings offer a framework of the barriers leaders of color face when securing funding, as well as practical advice for foundation staff.

## Content Roundups

### [JUST Capital Insights on Diversity, Equity and Inclusion in Corporate America:](#)

This blog category on Just Capital's website includes all news articles and reports they have published on diversity and inclusion. Their latest report shows the results of a survey to Americans on what they think companies should do to address DEI challenges.

### [YourCause Diversity and Inclusion Blog Category:](#)

This category on the YourCause website highlights articles, resources, events and customer stories around Diversity, Equity and Inclusion in CSR and Corporate Grantmaking.

### [Ford Foundation DEI Tools and Resources for Grantmakers:](#)

This content roundup includes toolkits to help funders, resource guides and case studies all available for free to download.

### [Peak Grantmaking Diversity, Equity and Inclusion Resources:](#)

This category within Peak Grantmaking's featured resources includes on-demand webinars, how-to guides, case studies, and reports designed to build grantmaking practices and policies that minimize bias and support decisions that promote justice, inclusion, and equity.

### [Exponent Philanthropy Racial Equity Resources:](#)

This category within Exponent Philanthropy's resource hub features a number of articles and reports that explore how racial equity relates to good grantmaking and governance practices.





## About ACCP

The Association of Corporate Citizenship Professionals (ACCP) is the membership association for purpose-driven companies, and a career-long resource for corporate citizenship professionals. Its 230+ member companies—representing all sizes including many Fortune 500 companies—gain access to some of the field’s most practical insights, relevant tools, and meaningful connections that help them identify and understand trends, improve their results, and expand their impact. For more information, visit [www.accp.org](http://www.accp.org).

## About Changing Our World

Changing Our World is a trusted social impact consulting firm that advises leading corporations, brands and nonprofit organizations. Our corporate practice specializes in designing and implementing strategic, purpose-driven programs that push for equity and deliver social impact while driving business objectives. We help companies maximize efforts to leverage their resources and engage employees, consumers, and community partners to authentically address vital social needs.

At the core of our work is the belief that – by connecting business and social success – companies can change the world for the better. So, we seek to develop solutions that help our clients reinforce their brand, build employee morale, win consumer loyalty, and create measurable social impact.

[www.changingourworld.com](http://www.changingourworld.com)

## About YourCause from Blackbaud

Together with YourCause’s decade of experience and Blackbaud’s 40-year history, we’re on a journey to continue to lead the market in innovation, commitment to partnership, and mission in making the world a better place. Since day one, 100% of our work has been focused on building a better world. Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empower and connect people to advance the social good movement. At Blackbaud, driving social impact isn’t a side project; it’s our business.

[www.solutions.yourcause.com](http://www.solutions.yourcause.com)





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