



Aligning Donors for A Just East Bay

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eastbaycf.org

An Introduction to EBCF

- Founded in 1928; 1st community-based philanthropic organization in the Bay Area and one of the oldest community foundations in California.
- We focus on Alameda and Contra Costa Counties – a region with over 2.5 million residents.
- We work with generous individuals, families, nonprofits and corporations to invest in the most pressing needs of our region.
- Today, EBCF manages over \$400 million in assets spread across approximately 500 funds.
- The majority of the philanthropic funds we steward are individual donor advised funds and corporate advised funds.
- On average, with our donor partners, the Foundation invests approximately \$64 million/yr in the region.
- Like most philanthropic institutions that manage DAFs, we provide the requisite due diligence, investment, accounting, and administrative support to our donor partners.
- Our value add: due to our deep relationships with the local community, we can provide strategic grantmaking guidance to our partners.



A Foundation in Deep Transition

- At this moment in time, we believe our region, and our country as a whole, are experiencing acute challenges that call for deep reflection on how we got here.
- Despite macro level economic growth with high overall unemployment in the East Bay, we are also seeing record levels of income inequality, homelessness, food and housing insecurity.
- Looking at almost any issue, communities of color, immigrants, women, historically marginalized groups, continue to be hit harder (higher unemployment, lower employment in high wage sectors, lower education attainment levels, worse health indicators, etc.).
- To address these challenges head-on, the foundation has committed to a vision of “Advancing a Just East Bay” where all members of our community have equitable opportunities and outcomes.
- For us, that means investing resources to:
 - Strengthen social movements and community organizing,
 - Identify public policy reforms, and
 - Invest in the local nonprofit infrastructure.



Re-imagining our Work with Donors

- EBCF has rolled out an initial set of strategies to become a catalytic home of learning in the East Bay.
- We seek to be a home for individuals and institutions who want to be engaged on a deeper level about the structural and systemic causes of inequity in our region.
- We seek to provide a rich learning experience that will encourage our partners to dig deep, face tough questions, and learn how to double down on short term and long term strategies that will create true equity in our region, not just temporary fixes.
- Ultimately, we want to transform not only how individuals and institutions with privilege give financial resources back to the community, but also “hearts and minds” to build stronger relationships, and a stronger community.



Re-imagining our Work with Donors – Cont.

- As we re-imagine donor stewardship at EBCF, what does this really mean? What does it require?
 - Building the internal capacity to engage donors on difficult topics (power, race, privilege), explain structural inequities with a sophisticated analysis.
 - Values alignment/team building
 - Learning from experienced organizers
 - Training on self-care
 - Providing diverse learning experiences for donors with community partners:
 - Events
 - Site Visits
 - 1:1 meetings
 - Group learning cohorts



Potential Impact

- For EBCF, effective donor organizing will result in new money for social movements and deep structural changes
- After 2 years of slowly experimenting, we are beginning to see the fruits of our new direction and our new approaches with donors:
 - A growing proportion of our new funds are donors who specifically put social justice goals as the purpose of their giving.
 - A growing percentage of existing donors who were dormant or gave at flat levels year after year, now engaged and giving in ways aligned with *A Just East Bay*.
 - An increase in “social justice grants” – or grants to organizations who are values and strategies aligned with EBCF’s new mission.
 - Over past 10 years, we’ve given out ~\$5M/yr in social justice grants. The past 2 years, it’s increased to \$8M/yr.



**THANK
YOU**

For more information, contact:
aaquinoofike@eastbaycf.org



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COMMUNITY**
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