Charities REVIEW Council®

where donors & nonprofits meet

Owning Who We Are: Strategies for Assessing and Communicating Equity in Rural Organizations

DeeDee LeMier, Charities Review Council

MCN Greater MN Summit, May 15, 2019

Charities Review Council

where donors & nonprofits meet

Transforming philanthropy

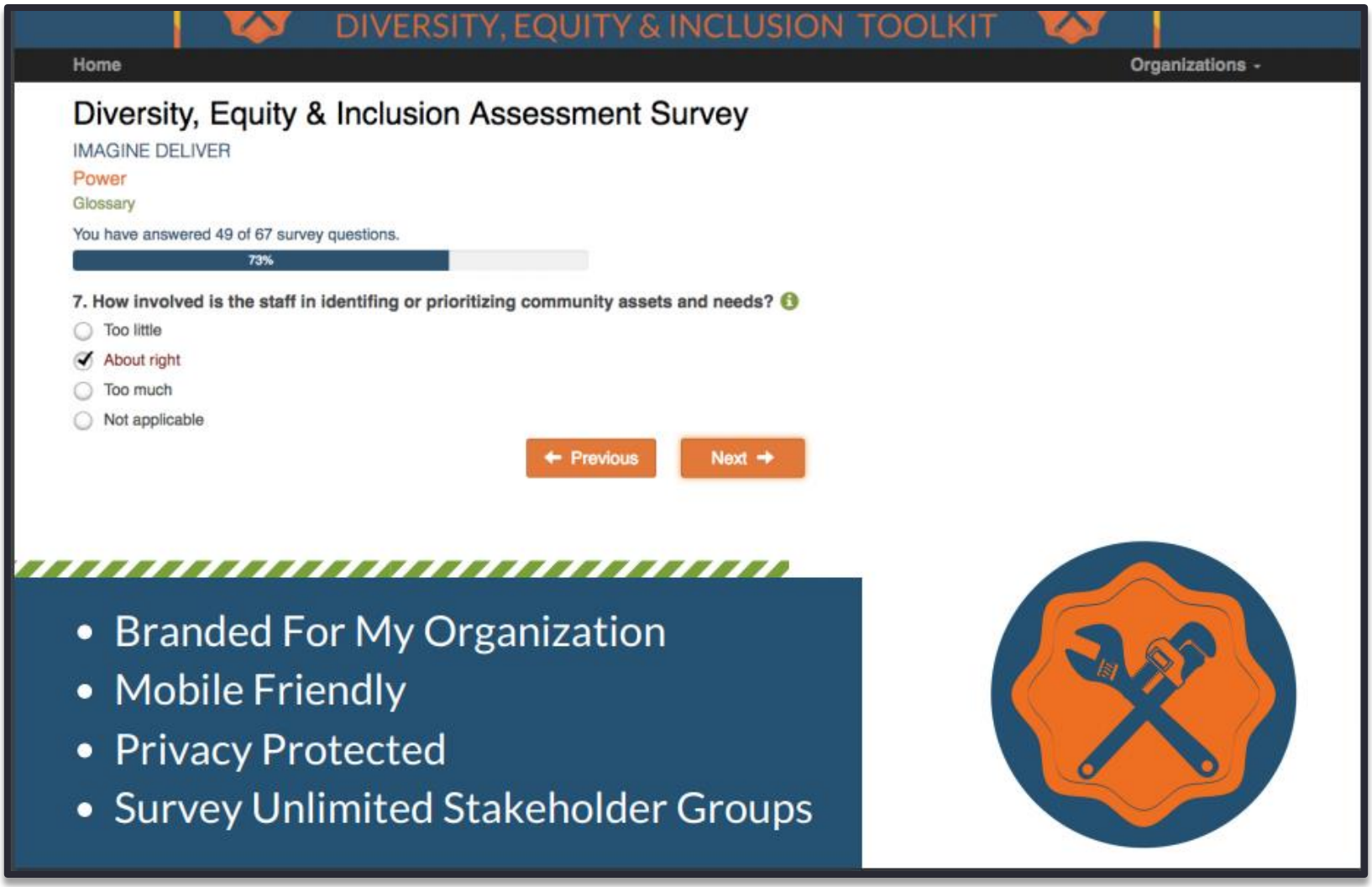
Building donor and nonprofit relationships for strong, vibrant and just communities.

ACCOUNTABILITY STANDARDS®

Co-created benchmarks of nonprofit strength

DIVERSITY, EQUITY & INCLUSION TOOLKIT

People, Practices & Power

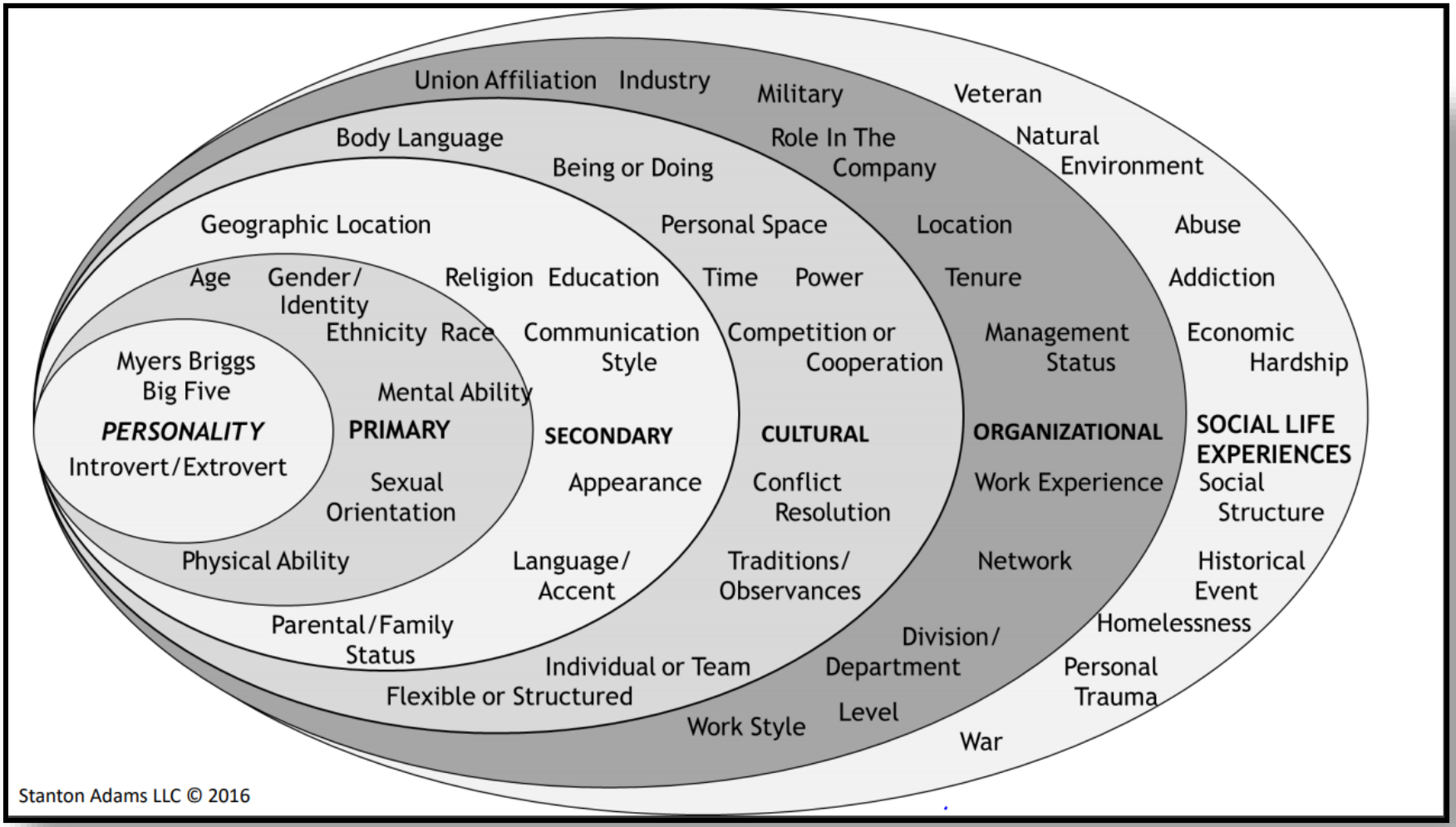


SETTING OUR BASELINE

Diversity

Diversity includes all the ways in which people differ, and it encompasses all the different characteristics that make one individual or group different from another. It is all-inclusive and recognizes everyone and every group as part of the diversity that should be valued. A broad definition includes not only race, ethnicity, and gender — the groups that most often come to mind when the term "diversity" is used — but also age, national origin, religion, disability, sexual orientation, socioeconomic status, education, marital status, language, and physical appearance. It also involves different ideas, perspectives, and values. (Racial Equity Tools)

Diversity Wheel



Equity

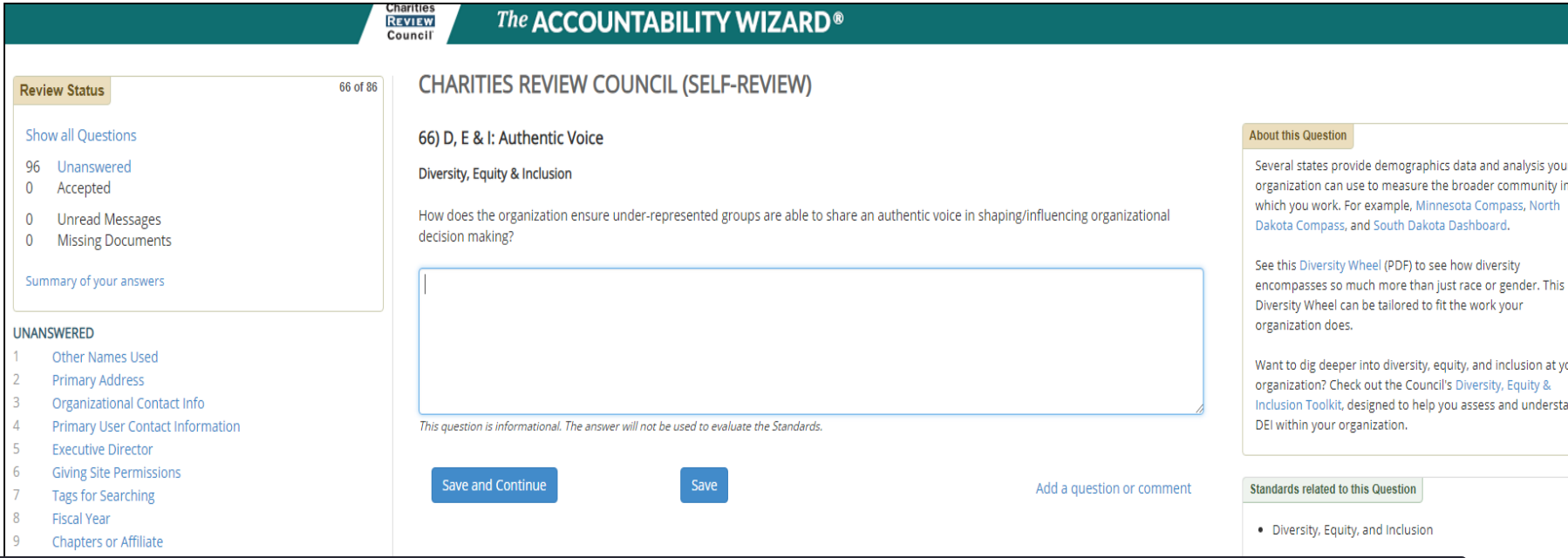
The guarantee of fair treatment, access, opportunity, and advancement while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups. The principle of equity acknowledges that there are historically underserved and underrepresented populations and that fairness regarding these unbalanced conditions is needed to assist equality in the provision of effective opportunities to all groups. (UC Berkeley Initiative for Equity, Inclusion, and Diversity).

Inclusion

The act of creating environments in which any individual or group can be and feel welcomed, respected, supported, and valued to fully participate. An inclusive and welcoming climate embraces differences and offers respect in words and actions for all people. (UC Berkeley Initiative for Equity, Inclusion, and Diversity)

WHO’S ASKING?

Accountability Standards® Review



How does the organization ensure under-represented groups are able to share an authentic voice in shaping/influencing organizational decision making?

Grant Example – Blandin Foundation

B. Tell us about your staff and board.
   a. How many staff and board members does your organization have?
   b. If the makeup of your staff and board is not representative of the community you serve, please explain why and how you plan to address this.

2. What organizations and individuals are involved in planning and implementing your proposed project/work?

- What steps are you taking to include community members who will be most impacted by your work?

Grant Example - DSACF

Inclusiveness – DSACF gives priority to Community Opportunity Fund proposals that support the aim of advancing the opportunity for all people to participate substantively in all aspects of community life. In the area of Inclusiveness, DSACF values Community Opportunity Fund proposals that encourage individuals, institutions, and communities to:

- Foster trust, reciprocity, and understanding across lines of difference.
- Eliminate stereotypes, prejudices, and fear of diversity.
- Empower excluded groups to be full and effective participants in community life.
- Include all voices in public discussions and decisions.
- Remedy the exclusion of any group from any aspect of community life.
- Ensure that nonprofit leadership reflects the area's diversity.
- Bring valuable knowledge, insight, and expertise that advance inclusiveness.
- Support public policies that encourage and reward inclusiveness.

Grant Example – Otto Bremer Trust

"Does everyone in the community have access and resources to fully participate in economic, social and civic activities?"

Site Visit Questions:

"Are you serving people that are reflective of your community?"

"Are you serving those most in need?"

WHO ARE WE?

Board, Staff, and Volunteers

59) D, E & I: Internal Data Collected

Diversity, Equity & Inclusion

What type of internal data does your organization collect about board, staff, and volunteers?

**Please note, actions taken by an employer may present legal compliance challenges. Seek expert advice if you have questions. This information provided should be kept anonymous (not connected to an individual) and separated from HR files.*

Check all that apply:

- [ ] Age
- [ ] Areas of Interest
- [ ] Gender
- [ ] Geographic Information
- [ ] Income
- [ ] Religious Affiliation
- [ ] Sexual Orientation
- [ ] Skills/Expertise
- [ ] Race/Ethnicity
- [ ] Work Style
- [ ] We do not collect any of this information
- [ ] We decline to answer this question
- [ ] Other (Please describe)

Population Served

60) D, E & I: External Data Collected

Diversity, Equity & Inclusion

What type of external data does the organization collect as it relates to the population being served?

**Please note, actions taken by an employer may present legal compliance challenges. Seek expert advice If you have questions. This information provided should be kept anonymous (not connected to an individual) and separated from HR files.*

Check all that apply:

- [ ] Age
- [ ] Areas of Interest
- [ ] Gender
- [ ] Geographic Information
- [ ] Income
- [ ] Religious Affiliation
- [ ] Sexual Orientation
- [ ] Skills/Expertise
- [ ] Race/Ethnicity
- [ ] Work Style
- [ ] We do not collect any of this information
- [ ] We decline to answer this question
- [ ] Other (Please describe)

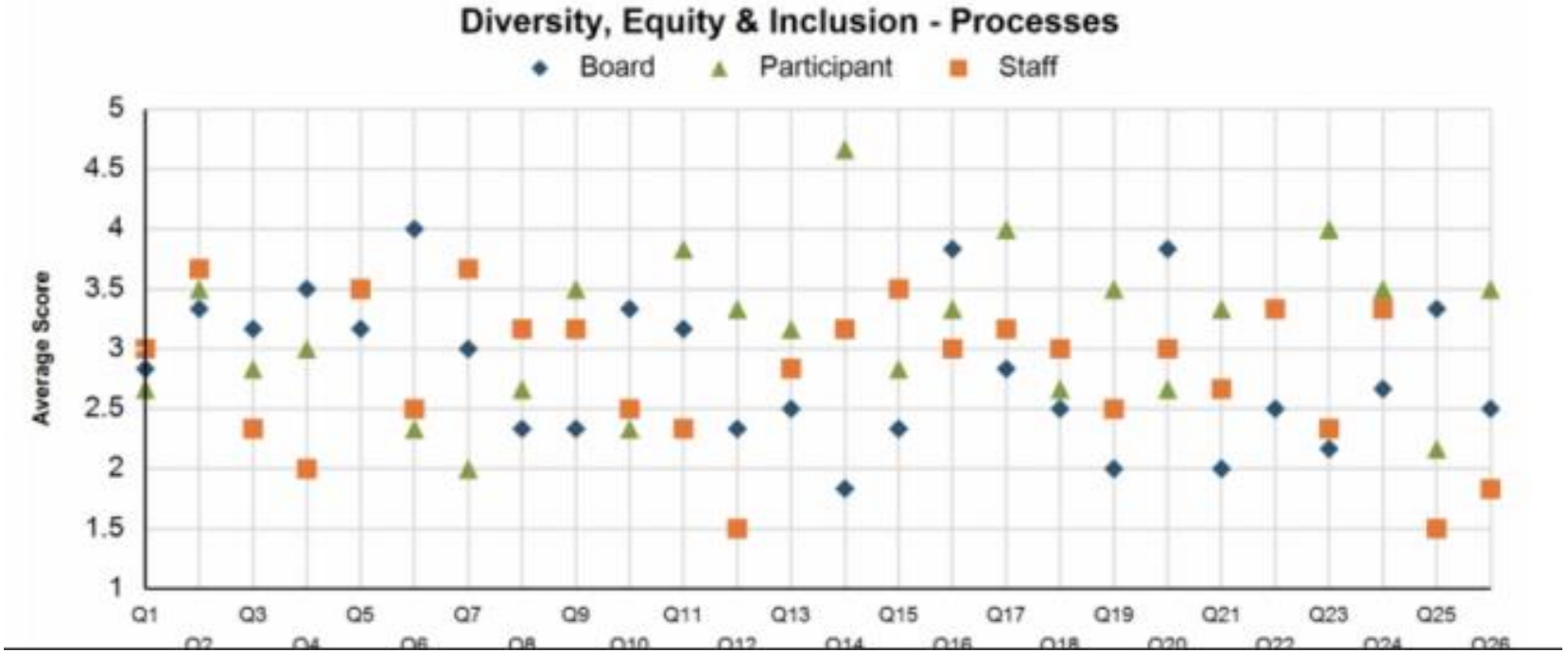
Diversity, Equity & Inclusion Toolkit

PROCESSES

Step back and think about your organization's standard operations, whether they are formal policies or informal organizational culture. Understanding how you work and what you do is an important part of addressing how you act on your values.

Processes, Policies & Practices

The following graph shows responses from board, participants and all others respondents. For each question (Q1, Q2, Q3 etc.), look at the distance between the highest and lowest scores. For your analysis, questions with a large distance between the highest and lowest scores will indicate areas that groups have the most disagreement or disconnect. Pay particular attention to who those groups are, and where their average responses are more similar and where average responses are further apart. This may vary from question to question, or from group to group.



WHO IS OUR COMMUNITY?

MN COMPASS – www.mncompass.org

MINNESOTA **COMPASS** | mncompass.org

Measuring progress. Inspiring action.

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WELCOME TO

MINNESOTA **COMPASS**

By tracking and analyzing trends in topics that affect our quality of life, Compass gives everyone in our state – policymakers, business and community leaders, and concerned individuals who live and work here – a common foundation to act on issues to improve our communities. MORE >

NEW & NOTEWORTHY

Advocating for indicators of community assets and well-

FEATURED TREND

Minnesota's older adult population poised to outnumber school-aged

2019 COMPASS POINTS IS HERE!

Minnesota Compass has released Compass Points 2019 (PDF). Our annual indicator report

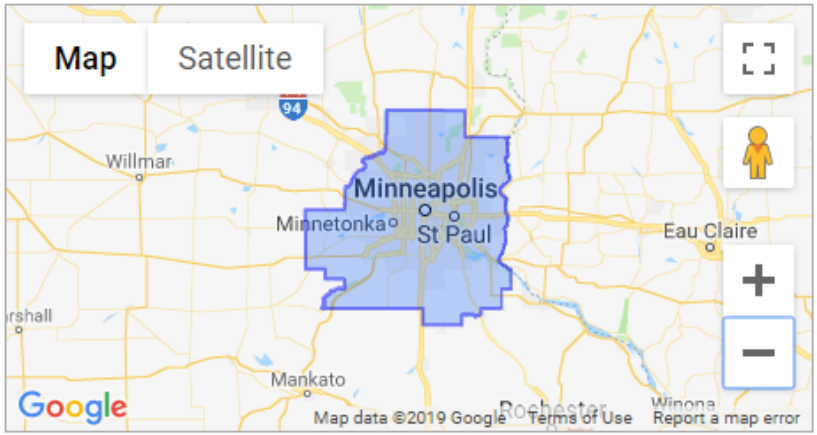
GEOGRAPHIC PROFILES

Find data organized by geographic area. Get profiles for the state, Minnesota's 7 regions, 87 counties, cities with populations of 1000+, and select neighborhoods.

MN COMPASS

CUSTOM GEOGRAPHIC PROFILE

At-a-glance facts about residents, households, and workforce. Data are largely derived from the U.S. Census Bureau. When a data point is missing or considered unreliable, it will not display or be labeled suppressed. See information about geographic profile sources.



Comparison Area 1 selected geography: Twin Cities (EDR 11)

Comparison Area 2 selected Greater Minnesota: Greater Minnesota

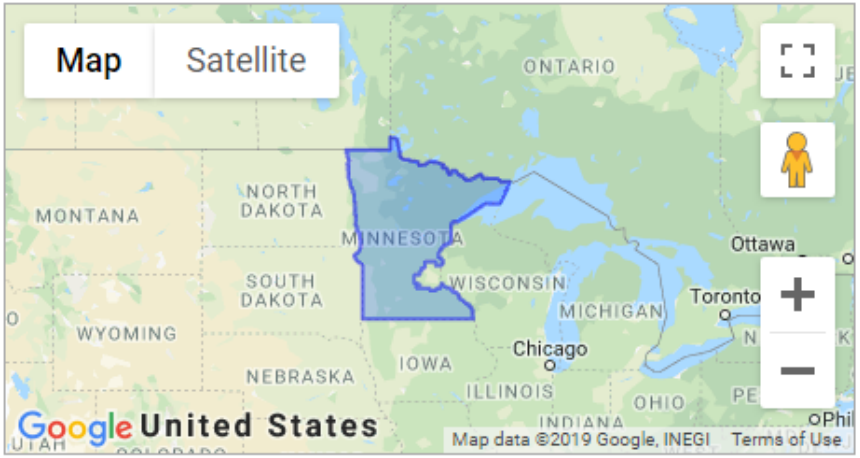
MN COMPASS

Demographics	Twin Cities (EDR 11)		Greater Minnesota	
− Total population (2013-2017)				
Total population	3,013,437	100.0%	2,477,313	100.0%
+ Gender and age (2013-2017)				
− Race and ethnicity (2013-2017)				
White	2,221,256	73.7%	2,213,229	89.3%
Of Color	792,181	26.3%	264,084	10.7%
Black or African American	272,566	9.0%	48,974	2.0%
American Indian and Alaskan Native	*suppressed*		37,976	1.5%
Asian or Pacific Islander	219,959	7.3%	36,174	1.5%
Other	*suppressed*		*suppressed*	
Two or more races	92,371	3.1%	42,322	1.7%
Hispanic or Latino	187,477	6.2%	97,176	3.9%
− Foreign-born (2013-2017)				
Foreign-born residents	353,318	11.7%	95,091	3.8%
− Language spoken (2013-2017)				
Population (5 years and older)	2,814,579	100.0%	2,326,205	100.0%
English only	2,372,009	84.3%	2,185,384	93.9%
Language other than English	442,570	15.7%	140,821	6.1%
Speaks English less than "very well"	184,750	6.6%	51,614	2.2%
− Disability (2013-2017)				
Total population for whom disability status is determined	2,990,968	100.0%	2,441,848	100.0%
Population with a disability	292,252	9.8%	292,717	12.0%
− Residence one year ago (2013-2017)				
Population (1 year and over in US)	2,975,202	100.0%	2,448,738	100.0%
Same residence	2,524,306	84.8%	2,119,884	86.6%
Different residence in the U.S.	430,841	14.5%	320,583	13.1%
Different residence outside the U.S.	*suppressed*		*suppressed*	

MN COMPASS

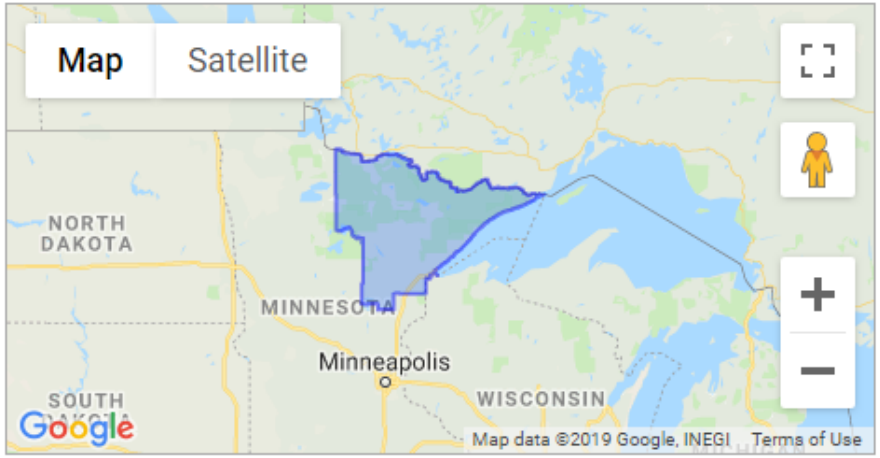
CUSTOM GEOGRAPHIC PROFILE

At-a-glance facts about residents, households, and workforce. Data are largely derived from the U.S. Census Bureau. When a data point is missing or considered unreliable, it will not display or be labeled suppressed. See information about geographic profile sources.



Comparison Area 1 selected Greater Minnesota:

Greater Minnesota



Comparison Area 2 selected geography:

Arrowhead (EDR 03)

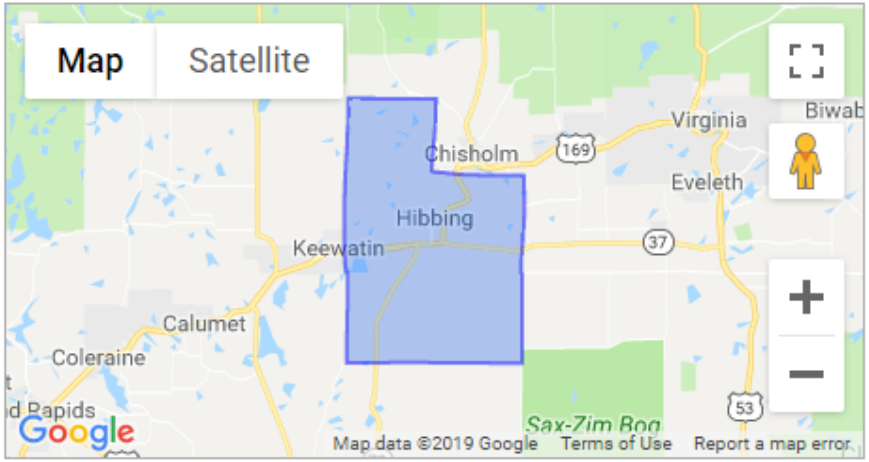
MN COMPASS

Demographics	Greater Minnesota		Arrowhead (EDR 03)	
− Total population (2013-2017)				
Total population	2,477,313	100.0%	325,384	100.0%
+ Gender and age (2013-2017)				
− Race and ethnicity (2013-2017)				
White	2,213,229	89.3%	297,435	91.4%
Of Color	264,084	10.7%	27,949	8.6%
Black or African American	48,974	2.0%	4,197	1.3%
American Indian and Alaskan Native	37,976	1.5%	8,341	2.6%
Asian or Pacific Islander	36,174	1.5%	*suppressed*	
Other	*suppressed*		*suppressed*	
Two or more races	42,322	1.7%	7,677	2.4%
Hispanic or Latino	97,176	3.9%	4,806	1.5%
− Foreign-born (2013-2017)				
Foreign-born residents	95,091	3.8%	7,162	2.2%
− Language spoken (2013-2017)				
Population (5 years and older)	2,326,205	100.0%	308,838	100.0%
English only	2,185,384	93.9%	297,940	96.5%
Language other than English	140,821	6.1%	10,898	3.5%
Speaks English less than "very well"	51,614	2.2%	*suppressed*	
− Disability (2013-2017)				
Total population for whom disability status is determined	2,441,848	100.0%	319,797	100.0%
Population with a disability	292,717	12.0%	46,117	14.4%

MN COMPASS

CUSTOM GEOGRAPHIC PROFILE

At-a-glance facts about residents, households, and workforce. Data are largely derived from the U.S. Census Bureau. When a data point is missing or considered unreliable, it will not display or be labeled suppressed. See information about geographic profile sources.



Comparison Area 1 selected City: Hibbing

Comparison Area 2 selected Greater Minnesota: Greater Minnesota

MN COMPASS

Demographics	Hibbing		Greater Minnesota	
+ **Total population (2013-2017)**				
+ **Gender and age (2013-2017)**				
− **Race and ethnicity (2013-2017)**				
White	15,076	93.2%	2,213,229	89.3%
Of Color	1,107	6.8%	264,084	10.7%
Black or African American	*suppressed*		48,974	2.0%
American Indian and Alaskan Native	*suppressed*		37,976	1.5%
Asian or Pacific Islander	307	1.9%	36,174	1.5%
Other	*suppressed*		*suppressed*	
Two or more races	384	2.4%	42,322	1.7%
Hispanic or Latino	232	1.4%	97,176	3.9%
+ **Foreign-born (2013-2017)**				
+ **Language spoken (2013-2017)**				
− **Disability (2013-2017)**				
Total population for whom disability status is determined	16,023	100.0%	2,441,848	100.0%
Population with a disability	2,796	17.4%	292,717	12.0%

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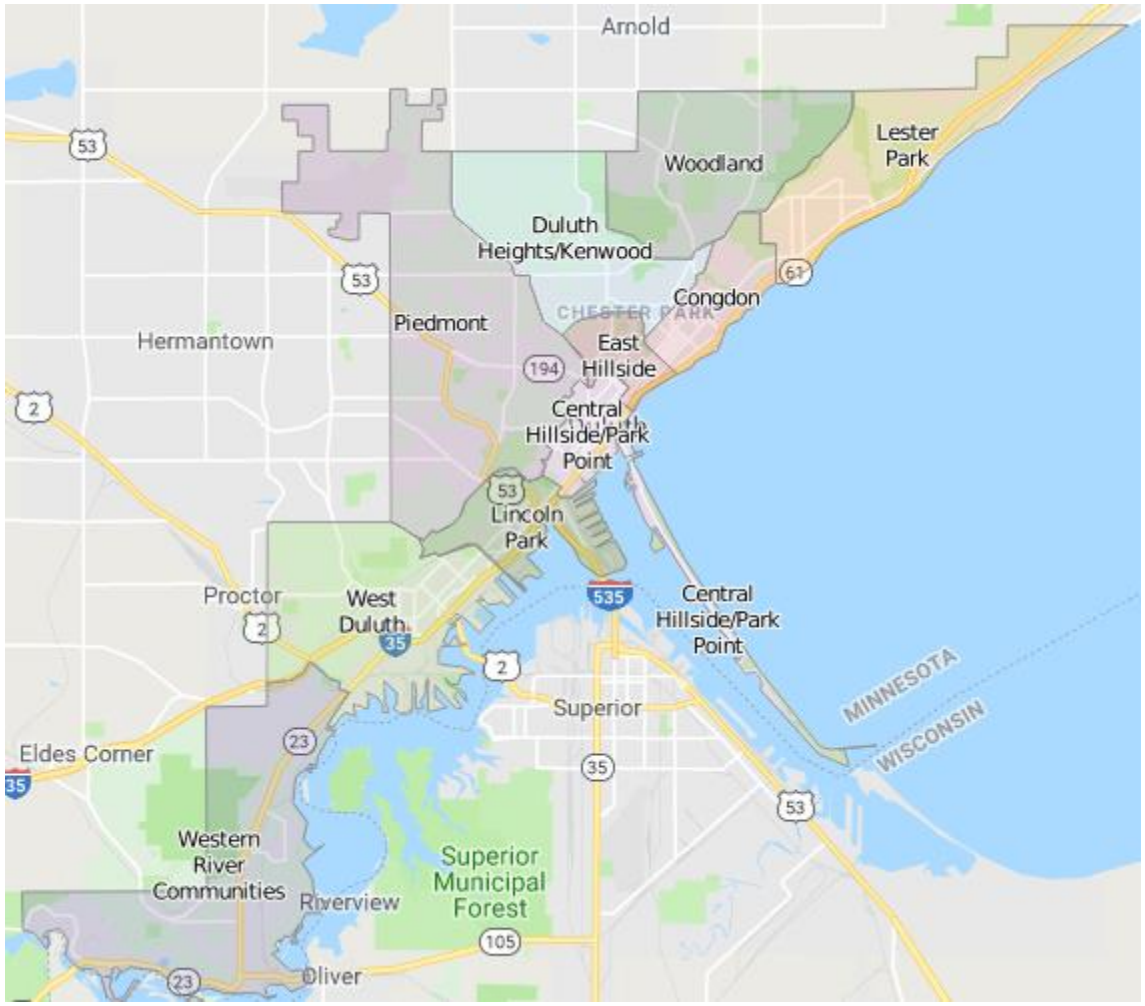
Economy

	Hibbing		Greater Minnesota	
+ **Household income (2017 dollars) (2013-2017)**				
− **Poverty (2013-2017)**				
All people for whom poverty status is determined	15,902	100.0%	2,401,883	100.0%
With income below poverty	3,097	19.5%	269,338	11.2%
With income 100-149% of poverty	1,374	8.6%	193,637	8.1%
With income 150-199% of poverty	2,104	13.2%	209,519	8.7%
With income 200% of poverty or higher	9,327	58.7%	1,729,389	72.0%

Transportation

	Hibbing		Greater Minnesota	
− **Vehicles per household (2013-2017)**				
No vehicles	703	10.0%	58,205	5.9%
1 vehicle available	2,592	36.9%	265,839	27.0%
2 vehicles available	2,507	35.7%	389,192	39.5%
3 or more vehicles available	1,226	17.4%	264,404	26.8%

MN COMPASS – Duluth Neighborhoods



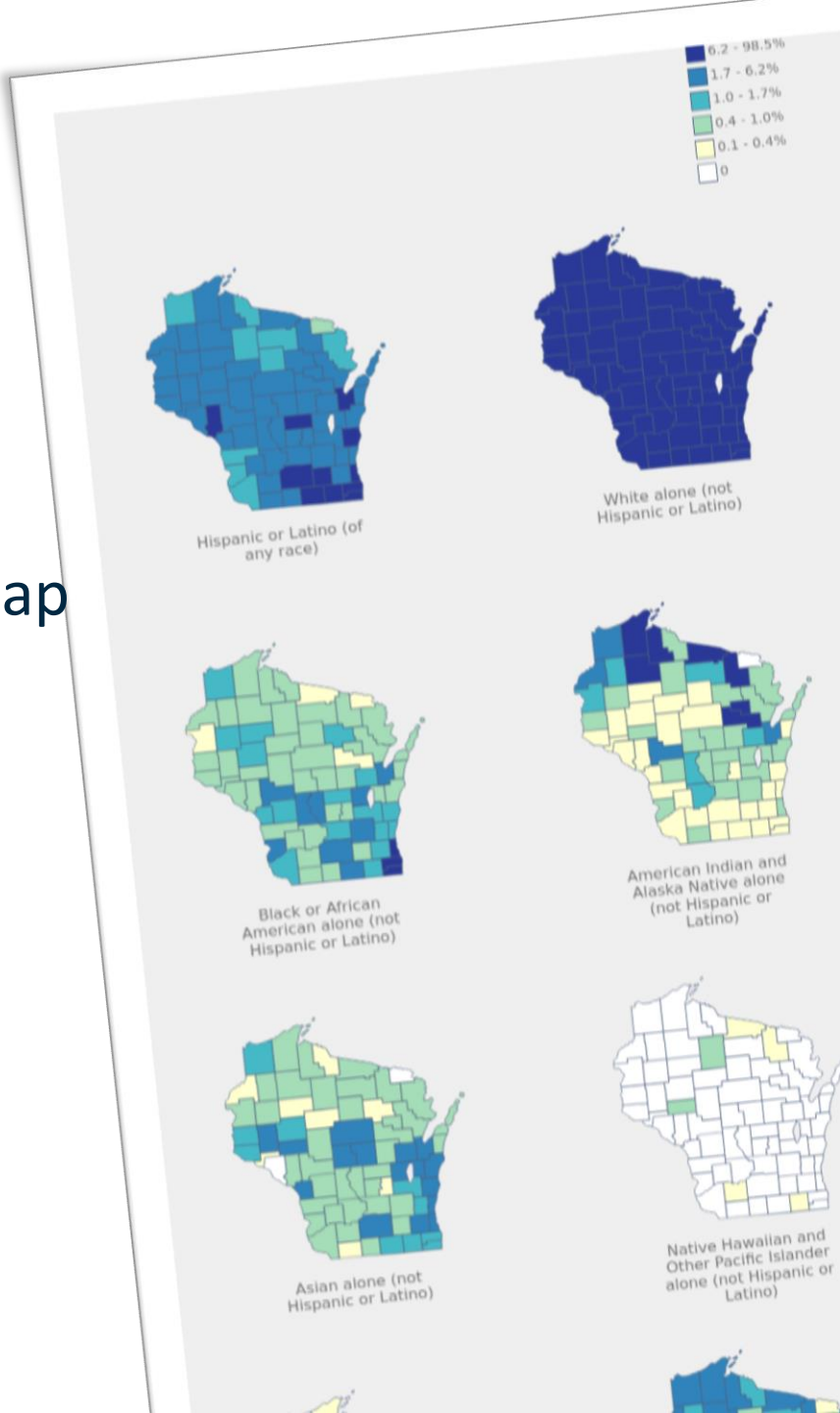
GetFacts

getfacts.wisc.edu

Population by Race and Ethnicity, Map

2013-2017 5-Year Estimate

Data source: 2013-2017 American Community Survey 5-Year Estimates - DP05



Applied Population Laboratory

WHAT ARE OUR GOALS?

S M A R T
Specific
Measurable
Attainable
Relevant
Time Based

Examples

Over the past year, the [redacted] Board has begun to implement discussion around strategic expansion with our leaders- both on the staff level and on the Board level. It has started informally, but we seek to formalize through the use of data (how many staff/volunteers do we have that look like our students? Board members?) and we plan to go forward from there.

8/5/2016 10:30:42 AM

Discussions have occurred regarding diversity, equity and inclusion but not in terms of planning and goals. This discussion will occur at 9/19/2018 board meeting. Desired impact is to identify volunteer makeup and begin tracking adopter makeup to identify our audiences in each area and where we may wish to focus.

8/16/2018 4:15:56 PM

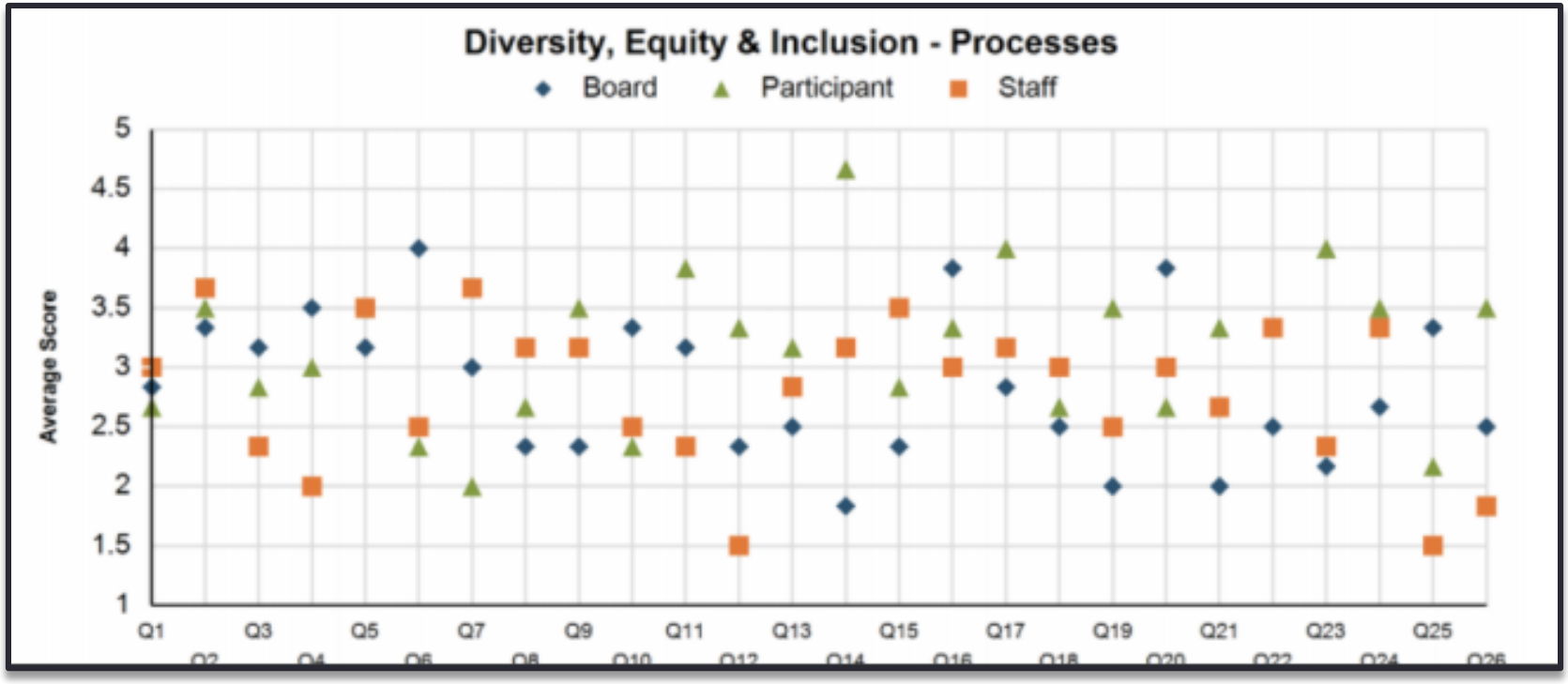
- Text: We are still working through this opportunity to see how we can address ways to serve those with specific needs, i.e. hearing impaired, physically challenged, age limited, etc. in our events at [redacted] Since [redacted] already serves 10,000 orphans and vulnerable children a day locally, regionally and internationally – we know our products and benefits are reaching the under-served. As well, over 100,000 volunteers of all ages and ability have participated without consideration of their race, sex, etc. Our goal will be to find ways to help those on the margins of our community that want to volunteer but have limitations we can address that help them feel included.

WHO NEEDS TO KNOW?

Communicating Goals

- What groups need to know your goals?
- What mode is needed for each group?
- Are there additional formats, languages, technologies, etc. needed to communicate with core audiences?
- How is accountability incorporated into communication?
- BONUS – *complete the Accountability Standards® Review, apply for grants, etc.*

Evaluate Effectiveness



Questions?

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