

## **Data Collection Resource Guide**

This data collection resource guide is to be used by Community Foundation teams to collect information in order to inform dialogue about inclusion, equity and diversity within the foundation. The data will both provide some “picture” of the practices and policies of the organization, will raise questions for further inquiry, and provide a baseline for action plans that may result from those inquiries.

In preparing to prioritize and organize your data collection strategy, the team should first consider what the data is helping you to understand about your foundation, its experience and capacity to deal with diversity and equity issues, the community you serve, and etc. In basic terms the data you will need to collect will depend on what you plan to do about the diversity, inclusion, and equity issues your foundation is encountering. What are your inclusion and equity objectives for this work?

In addition to considering your strategic organizational objectives you will need to determine what dimensions of diversity you will deal with. Will you want to focus on dynamics related to: race/ethnicity, class, gender, sexual orientation, inter-generational, immigrant/native communities, etc.?

There are ten sections to this data collection format, corresponding to different aspects of community foundation life: the community, the board and committee profile, the staff, asset management and investments, asset development, program and grant-making, administration/management, convening and capacity building roles, business practices and services, and the foundation as an employer. You may wish to combine some of these categories or include additional ones. You may also decide to collect this data in phases corresponding to your strategy to strengthen the foundation’s inclusion and equity practices.

Some of the suggested data may be readily available, some of it might require some digging, and some may not be available at all (i.e., will require you to commission research). Pay attention as you proceed to the state of data information within the foundation. What kinds of data tends to be available? What kinds of data are not collected? How is data disseminated and shared? Pay attention also to the reactions of people as you ask for the data.

## SECTION I: THE COMMUNITY PROFILE

By race/ethnicity

<b>Racial/Ethnic category</b>	<b>% of total community</b>
African American	25.2
Asian/Pacific Islander (if finer distinctions are available, use them)	0.7
Latino/Hispanic	7.4
White/Caucasian	66.5
Native American	0.3

By immigrant/newcomer and U.S. resident/citizen status

<b>Immigrant/U.S. born</b>	<b>% of total</b>	
Foreign born	19,836	6.5%
Less than 10 Years	13,037	4.3%
U.S. born	286,231	93.5%

For the immigrant/foreign born population, which are the major nationalities? (list)

By language

	<b>% of total</b>
Non English speaking	9.2
English Only	90.8
Bilingual	3.9

List the major language groups in the community:

Spanish:	19,294	6.8%
European Language:	4,026	1.4%
Asian Language	2,353	0.8%

By income level

	<b>% of total</b>
Living below poverty level	11.3 %
Median income	82.4
High income	6.3 %

In the most recent assessment of community needs conducted by or for your foundation:

### **How were priority needs determined?**

#### **ECHO**

The Winston-Salem Foundation's current "needs assessment" is our Social Capital Benchmark Survey. In an effort to build social capital, we participated in this survey to understand how social capital currently exists in Winston-Salem. A sampling of 750 households (500 in Winston-Salem city limits, and 250 in the County) was conducted.

The Foundation has valued the input of other groups outside the board and staff to help us determine our direction as an organization. The Foundation sponsored a series of ECHO Gatherings to help us understand from the nonprofit community as well as others how they can build trust and reciprocity in the community. The Foundation is currently continuing these efforts through a series of ECHO listening groups to help us determine ways to refocus the Initiative around community development activities.

The Foundation understands that in order for trust to be built within the community, an effort to build lasting relationships among those that are unlike each other (bridging social capital) is important.

#### **Black Philanthropy Initiative**

The Foundation sought a consultant to help us assess the black community's receptiveness to the Winston-Salem Foundation's African American Philanthropy Initiative. The Foundation retained Dr. William H. Turner as a consultant. Although staff could have retained several consultants who had done similar work around African American philanthropy nationally, we felt that it was crucial to retain a local consultant who had connections to Winston-Salem's black community. Dr. Turner was charged with the following responsibilities:

- Assess the African-American community's attitudes toward charitable giving.
- Report to the Foundation's board and staff community members' views on an African American Philanthropy Initiative.
- Assess the African-American community's attitudes towards the Winston-Salem Foundation through discussions with professional advisors, donors, churches, and non-profit organizations.
- Create and implement a process to identify and recruit an advisory committee for the initiative.
- Provide recommendations to Foundation staff and AAPI advisory committee members on action steps.

The Foundation hope is that these efforts will help build relationships among donors of different ethnicities within our community.

## **SECTION II: GOVERNANCE (Board and Advisory Committees)**

### **Composition of the Board**

<b>Staff Composition</b>	<b>Management/ Professional Staff</b>		<b>Administrative/ Support Staff</b>		<b>Total</b>
	Male	Female	Male	Female	
<b>Race</b>					
White/Caucasian	3	7		6	16
Black/African-American	1	1		2	4
Hispanic/Latino					
Asian/Pacific Islander					
Native American					
Other (please specify)					
<b>Total</b>	4	8		8	20
<b>Age</b>					
Under 18					
18-34	1	3		1	5
34-49	2	1		1	3
49-64	1	4		6	10
Over 65					0
<b>Total</b>	4	8	0	8	20
<b>Board Composition</b>	<b>Subcommittee Chairs and Officers</b>		<b>At-Large Members</b>		<b>Total</b>
	Male	Female	Male	Female	
<b>Race</b>					
White/Caucasian	5	2	4		11
Black/African-American			1	1	2
Hispanic/Latino					
Asian/Pacific Islander					
Native American					
Other (please specify)					
<b>Total</b>	5	2	5	1	13
<b>Age</b>					
Under 18					
18-34					
34-49	1		1		2
49-64	3	1	3	2	10
Over 64	1	1			2
<b>Total</b>	5	2	4	2	13

By Sector:

	Number out of 13
Corporate/business	11
Community based/grassroots leaders	0
Civic leaders	13
Youth	0
Community/volunteer	2
Professionals	11
Religious/faith sector	0

### **Composition of Advisory Committees**

See Attached

### **Composition of Finance/Investment committees**

By race/ethnicity

<b><i>Racial/Ethnic category</i></b>	<i>Number out of 7</i>
African American	1
Asian/Pacific Islander (if finer distinctions are available, use them)	
Latino/Hispanic	
White/Caucasian	6
Native American	

By gender

	Number out of 7
Female	0
Male	7

Age

Under 21	
21 – 35	1
36 – 55	1
55 and over	5

By Sector:

	% of total
Corporate/business	7
Community based/grassroots leaders	
Civic leaders	3
Youth	
Community/volunteer	
Professionals	7
Religious/faith sector	

### **SECTION III: THE STAFF**

### **SECTION IV: ASSET MANAGEMENT: INVESTMENTS**

#### **Composition of Financial managers and advisors**

By race/ethnicity

	% of total
African American	<5%
Asian/Pacific Islander	<1%
White/Caucasian	90%
Latino/Hispanic	<1%
Native American	0
Others	

Financial management data represents total diversity of banks and investment firms, not specific departments. The Foundation only interacts with one majority-minority firm in the investment of corporate cash.

By gender

	% of total
Female	25%
Male	75%

#### **Investing policies**

Does the foundation have any policies governing investments related to diversity and equity? (i.e., minority owned businesses) If yes, what are they?

No.

## SECTION V: ASSET DEVELOPMENT

### Composition of Donors

By race/ethnicity

	% of total
African American	Less than 1 percent
Asian/Pacific Islander	
White/Caucasian	More than 99 percent
Latino/Hispanic	
Native American	
Others	

By gender

	% of total
Female	50%
Male	50%

Most donors are families and the Foundation considers both spouses equal in determining grant recommendations.

## SECTION VI: PROGRAM AND GRANTMAKING

Size of discretionary or unrestricted funds (number and dollar amounts):

\$37,585,180 104 funds 24.4%

Size of donor advised funds (number and dollar amounts):

\$42,150,282	170 funds	27.3%	Permanent
\$7,305,899	369 funds	4.7%	Non endowed
Total: \$49,456,181	539 funds	32.0%	

Proportion of discretionary to donor advised funds:

3/4

### Grantees:

Do you ask for data in grant applications regarding the composition of the Board and staff of organizations seeking to be funded?

\_\_\_\_\_ X Yes (if yes, check which diversity dimension you ask for: X race/ethnicity, X gender, X age, \_\_\_ other)

If yes, what is the criteria you use in awarding

### Grants with regards to composition?

Currently, we are using diversity data on an organization-by-organization basis. We will put diversity as a grant objective in the organization's Grant Evaluation Report and review their progress after their grant has ended. We may develop other strategies as we learn more from the data.

Do you request impact data of your grantees that is disaggregated?

No                       Yes (if yes, check which diversity dimension  
you request:  race/ethnicity,  gender,  
 age,  other)

Do you require equal opportunity policies of your grantees?

No                       Yes

### **Donor Advised Funds:**

Do you have a formal program for educating donors?

No                       Yes

If yes, in what ways does this program focus on issues of inclusion, diversity and equity? In the past year, what amount of donor advised dollars went into the local community as a result of the foundation's education of donors? Approximately what percent of the overall donor advisors grants did this represent?

Our programs do not focus on specific inclusion issues, but we present donors with a group of diverse organizations that work on broad segments of the community.

Total of \$48,300 went through our efforts. Less than 0.5% of donor advised grantmaking.

Approximately how many of your donor advisors express interest in issues of equity and diversity? Approximately what percent of the overall donor advisors does this represent?

47 out of 539

### **Analysis of unrestricted/discretionary grants**

List the # and \$ amount of unrestricted/discretionary grants whose purpose is to address issues of inclusion, diversity and equity:

Six grants in 2003 referred to the specific objective of increasing the organizations racial diversity as a part of the grant award. No dollar amount was specifically tied to these grants.

List the # and \$ amount of unrestricted/discretionary grants which serve minority populations:

49/113 and \$865,426/\$2,200,051.43 of the grants were made to organizations that primarily serve either people of color or the disabled community.

List the # and \$ amount of unrestricted/discretionary grants with no direct or explicit purpose to address inclusion, equity and diversity and which do not directly serve minority populations:

1 grant of \$10,000 was awarded to the Winston-Salem Symphony to diversify their audience base.

List the #, percentage of grants and \$ amount of grants awarded to organizations with leadership of people of color:

25/113 Grants and \$387,214/\$2,200,051.43 were awarded to organizations with leadership of people of color.

List the #, percentage of grants and \$ amounts of grants awarded to organizations with leadership of low-income

10/113 Grants and \$169,450/\$2,200,051.43 were awarded to organizations with leadership of low-income individuals.

List the #, percentage of grants and \$ amounts of grants awarded to organizations with leadership of women

58/113 Grants and \$981,901.48/\$2,200,051.43 were awarded to organizations with women in leadership.

### **Current initiatives:**

List any initiatives of the foundation that are focused on addressing inclusion, equity and diversity:

ECHO Fund  
 Black Philanthropy Initiative  
 Funders Collaborative for Stronger Latino Communities

## **SECTION VII: MANAGEMENT**

List professional development opportunities and supports available for foundation staff related to cross-cultural and intergroup relations, cultural competence and other inclusion, diversity and equity related issues:

National Center for Black Philanthropy	100 hours, \$5,000
North Carolina Center for International Understanding	1 week, \$4,000
Leadership Winston-Salem	10 days per staff member \$2,500

## **SECTION VIII: LEADERSHIP, CAPACITY BUILDING AND CONVENING ROLES**

Does the foundation engage in capacity building efforts for their grantees?

No                       Yes

If yes, list any capacity building efforts or initiatives the foundation has launched that are directly focused on inclusion, diversity and equity issues:

ECHO Fund and 75<sup>th</sup> Anniversary Initiative

If yes, list any capacity building efforts or initiatives that the foundation has launched that are specifically targeted to minority communities:

ECHO Fund and 75<sup>th</sup> Anniversary Initiative

Consider the consultants hired by foundation to provide technical assistance and training to grantees.

What 5% of these are consultants of color?

What 0% of these are low-income?

What 50% of these are women?

Is the foundation engaged in community data collection, sharing and dissemination?

No  Yes

If yes, is this data disaggregated by:

- a. race/ethnicity            yes
- b. gender                        yes
- c. income level                yes
- d. immigrant status            yes
- e. language group              yes

**SECTION IX: VENDOR/BUSINESS PRACTICES AND SERVICES**

Composition of vendors by race/ethnicity (either individuals hired, or ownership of the business)

	Caterers	Auditors	Legal	PR/Communica tions	Printers
African American	10%	0%	5%	5%	0%
White/ Caucasian	85%	100%	95%	95%	100%
Latino/ Hispanic					
Other groups					

By gender

	Caterers	Auditors	Legal	Public Relations Communication s	Printers
Female	75 %	66 %	50 %	66 %	33 %
Male	25 %	33 %	50 %	33 %	66 %

Does the foundation have preferential policies for hiring minority owned or women owned contractors?

No  Yes

Does the foundation ask to see equal opportunity employment policies of the organizations hired as vendors?

No       Yes

### **SECTION IX: THE FOUNDATION AS EMPLOYER**

#### **The Facility:**

Is your facility fully accessible to the physically disabled?

No       Yes       Somewhat

#### **The Environment:**

Do the photos, artwork, posters on the walls of the foundation depict the variety of cultures, race/ethnicities of the community?

No       Yes       Somewhat

#### **Recruitment and Hiring:**

Are there formal policies in hiring that give consideration to the racial/ethnic composition of the staff?

No       Yes

Are there informal practices in hiring that give consideration to the racial/ethnic composition of the staff?

No       Yes

Are there specific efforts, incentives or preference given to hiring bilingual staff who speak the languages of the community?

No       Yes

In outreach and recruitment to fill professional staff positions, does the foundation take proactive steps to reach:

people of color

women

bilingual people