

BLACK PHILANTHROPY INITIATIVE GUIDING PRINCIPLES

We expect to see social capital increased in the form of multiple layers of newly forged and deliberately built relationships of trust. We expect to increase the Winston-Salem Foundation's capacity to build effective philanthropic relationships with the African American community. We hope to achieve the following outcomes:

- The circle of donors involved with the Winston-Salem Foundation will be broadened. Relationships will be formed among donors across lines of race; white and black donors will come to know each other and exchange ideas of value to the greater community. African American donors will also have a common ground on which to meet each other and discuss the best ways to serve their community.
- Grants will be awarded by African American decision-makers to support those groups working to benefit their community. Charitable resources will increase.
- Bonds will be built across lines of class between African American donors and the groups working to better their community. Opportunities for increased organizational capacity will result.
- Relationships will be increased between African American philanthropists and Foundation Committee and staff members.
- There will be more links to African American professional advisors such as accountants, attorneys, financial planners, and investment advisors.
- The culture of the Winston-Salem Foundation will begin to evolve. Experience with diversity will educate the Foundation about the value of diverse Committee and staff members, financial managers, and vendors.
- Trust will increase between the institution of the Winston-Salem Foundation and the African American community. Both will benefit from the knowledge of the other.
- In the very long-term, it is possible that permanent endowments to benefit the African American community will be increased.

“We did not sit around the dinner table and talk about what charities we would support. Many of us were just surviving, so we had little tradition or history for understanding how to do philanthropy at the level that we can now afford. My family gave primarily to the church or on impulse, based on an immediate need. That is not the most effective way for me, given my income level. But I have no other model.”

An African American Philanthropist