

# New Nonprofit Narratives for DEI

Center for Nonprofits & Philanthropy  
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DID YOUR  
ORGANIZATION  
ISSUE A PUBLIC  
STATEMENT  
THIS YEAR  
ADDRESSING  
RACE EQUITY?





~~GEORGE~~  
~~#FLOYD~~

464 69  
1519

#B

COVID

19



19



# COVID-19 Hospitalization & Death by Race/Ethnicity

Rate ratios compared to White, Non-Hispanic Persons	American Indian or Alaska Native, Non-Hispanic persons	Asian, Non-Hispanic persons	Black or African American, Non-Hispanic persons	Hispanic or Latino persons
Cases <sup>1</sup>	2.8x higher	1.1x higher	2.6x higher	2.8x higher
Hospitalization <sup>2</sup>	5.3x higher	1.3x higher	4.7x higher	4.6x higher
Death <sup>3</sup>	1.4x higher	No Increase	2.1x higher	1.1x higher

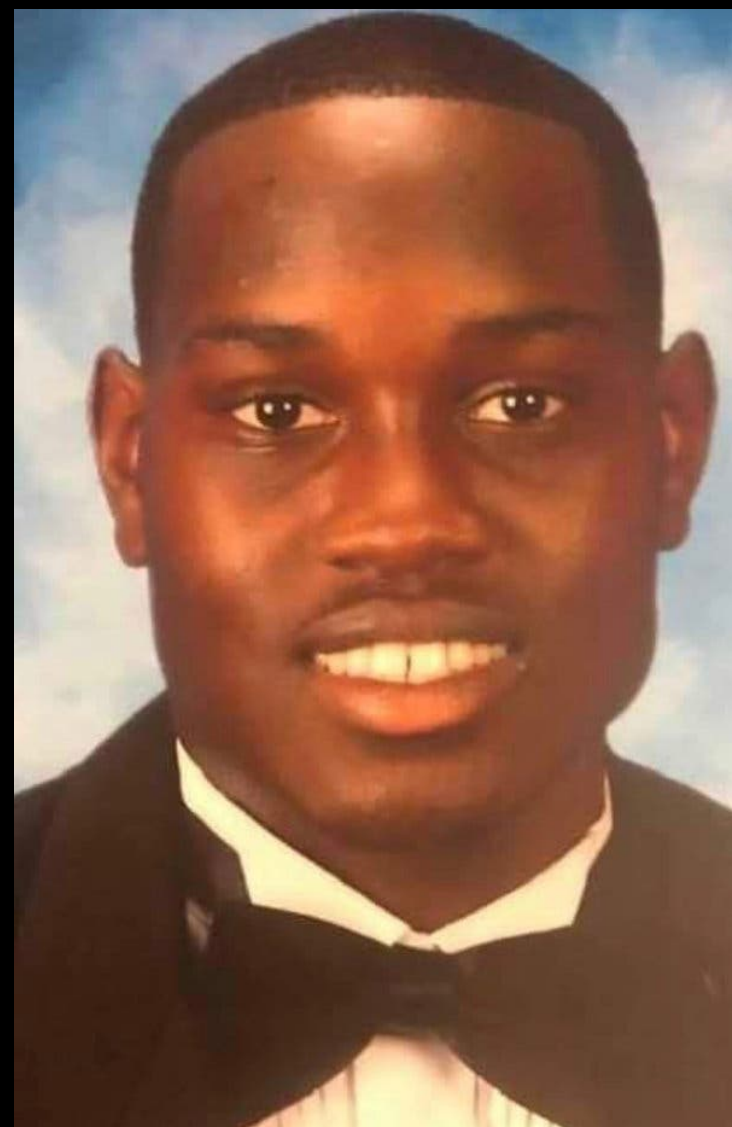






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## Suspects in Ahmaud Arbery's Killing Are Indicted on Murder Charges







# 8:46

As a nation, we experienced a collective gasp.

“Racism is a public health issue and ‘police brutality must stop,’ medical groups say.”

- American Medical Association
- American Academy of Pediatrics
- American College of Physicians







# WE HAVE PROFOUND OUTCOME GAPS

Today, structural racism drives outcome gaps between People of Color and White people across every indicator for success, from infant mortality to life expectancy.

Time for  
Change







# RACE

A race is a grouping of humans based on shared physical or social qualities into categories generally viewed as distinct by society. Modern scholarship regards race as a social construct, an identity which is assigned based on rules made by society. Race is not an inherent physical or biological quality.

Wikipedia

# 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.

# POP QUIZ





## QUESTION #1

**Humans have approximately 30,000 genes. On average, how many genes separate all members of one race from all members of another race?**

- A. None
- B. 1
- C. 23
- D. 142
- E. 1008
- F. We don't know

## QUESTION #2

**Of the \$120 billion in home loans underwritten by the federal government between 1933 and 1962, what percentage went to white homeowners?**

- A. 45%
- B. 64%
- C. 75%
- D. 88%
- E. 98%

# EVERYONE SHOULD KNOW...

- Race is a modern idea.
- Race has no genetic basis.
- Race justified social inequalities as natural.
- Race isn't biological, but racism is still real.



# BIAS

The attitudes or stereotypes that affect our understanding, actions, and decisions in an **unconscious** manner.



Activated **involuntarily**, without awareness or intentional control.



Can be either positive or negative. **Pervasive**.



**Everyone** is susceptible.

# Biases Impact Our Decisions and Actions

- Unconscious perceptions govern many of the most important decisions we make.
- We make choices that discriminate against one group and in favor of another, without even realizing that we are doing it.
- Our actions **can contradict our conscious belief** that they we are being unbiased in our decision-making.

Howard Ross, Founder & Chief Learning Officer of Cook Ross, Inc.

## We Can Change the Narrative

*When a country fails to include a large number of people in its economy—when it restricts the circle of opportunity—the economy is weakened and the whole nation suffers.*

--Angela Glover Blackwell, The Curb Cut Effect  
Stanford Social Innovation Review, Winter 2017

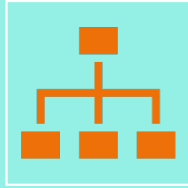


# Start with Conversations

*"We concluded that we needed to ratchet the seriousness of our resolve. The question that arose; Are we as a Foundation committed enough to this issue to track and measure improvement?"*

The California Endowment  
Dr. Rose, CEO President (2008)

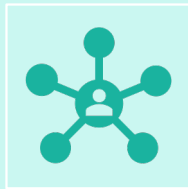
# Work at Every Level



**Board Level** – Set the tone at the top. Examine processes, procedures, and culture to eliminate bias and disparate treatment.



**Senior Leadership Level** – evaluate hiring and advancement requirements that ignore system inequities and reinforce white dominant culture



**Organization Level** – regularly seek community input; expect staff to work with the community to co-create solutions

# Develop Your Plan





# Beware of Resistance

Strategic

Is this really our mission?

Tactical


Will we turn people off?

Workload

Will we have time?

Diversion

Deflection of race in favor of class or another non-racialized frame



'Not everything that is faced  
can be changed,  
but **nothing** can be  
**changed until it is faced.**'

James Baldwin