New Nonprofit Narratives for DEI

Center for Nonprofits & Philanthropy
The Bush School, Texas A&M University
October 29, 2020
Vernetta L. Walker, J.D.

CEO / CHIEF GOVERNANCE GLADIATOR
Vernetta Walker & Associates Consulting, Inc.

BOARDSOURCE
Former Chief Governance Officer

COLUMBIA UNIVERSITY
Lecturer – Governance and Ethics

BOARD MEMBER/FOUNDATION BOARD PRESIDENT
March for Our Lives Action Fund/MFOL Foundation

www.vernettawalker.com
DID YOUR ORGANIZATION ISSUE A PUBLIC STATEMENT THIS YEAR ADDRESSING RACE EQUITY?
<table>
<thead>
<tr>
<th>Rate ratios compared to White, Non-Hispanic Persons</th>
<th>American Indian or Alaska Native, Non-Hispanic persons</th>
<th>Asian, Non-Hispanic persons</th>
<th>Black or African American, Non-Hispanic persons</th>
<th>Hispanic or Latino persons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cases</td>
<td>2.8x higher</td>
<td>1.1x higher</td>
<td>2.6x higher</td>
<td>2.8x higher</td>
</tr>
<tr>
<td>Hospitalization</td>
<td>5.3x higher</td>
<td>1.3x higher</td>
<td>4.7x higher</td>
<td>4.6x higher</td>
</tr>
<tr>
<td>Death</td>
<td>1.4x higher</td>
<td>No Increase</td>
<td>2.1x higher</td>
<td>1.1x higher</td>
</tr>
</tbody>
</table>

Source: CDC.gov Updated Aug. 18, 2020
Suspects in Ahmaud Arbery’s Killing Are Indicted on Murder Charges
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
How We Arrived Here, Bryan Stevenson
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
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
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
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.

**Everyone** is susceptible.

Can be either positive or negative. **Pervasive**.
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 we are being unbiased in our decision-making.

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

DEI Road Map

Vision
Articulate guiding principles, desired impact for the organization & community.

Evaluation
Measure progress & impact, share results and lessons learned.

Assessment
Use data; identify gaps between where you are and where you are going.

Implementation & Integration
Implement strategies with attention to culture, programs, practices & systems.

Education
Develop shared understanding and DEI competencies.
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