



# Community-Centric Fundraising, the Beginning

# Agenda

**Meet the Presenter**

**Fundraising History**

**Intro to CCF**

**What has CCF done?**

**Interaction with Tessitura**

**Main Takeaways**

**Resources**

**Q&A**



# Meet the Presenter



Carlos García León  
they/he  
Individual Giving Manager  
Chicago Shakespeare Theater



# Meet the Presenter



Carlos García León  
they/he  
Individual Giving Manager  
Cincinnati Opera

# Fundraising History

## 101



# Donor-Centric Fundraising





# Culture of Philanthropy

Definition: “Love for humanity”

Who qualifies as human?



# Culture of Philanthropy

“Black-led organizations have 24% smaller average revenues and 76% fewer unrestricted net assets than their white counterparts do, according to a report published in the Stanford Social Innovation Review.” – (The Giving List, Sept. 2021)

76% of fundraisers report experiencing some form of work-based sexual harassment in their careers. – OSU + AFP study published in Feb 2022



# Intro Resource

Podcast: *The Ethical Rainmaker*  
- Episode "The Racist Roots of  
Nonprofits & Philanthropy"

# Intro to CCF

“Community-Centric Fundraising is a movement to evolve how fundraising is done in the nonprofit sector. Its goal is to support fundraisers and other nonprofit professionals to re-examine every fundraising philosophy and practice they have been taught, engage in vigorous ongoing conversations, and explore doing fundraising in ways that reduce harm and further social justice.”



# CCF's 10 Principles

1. Fundraising must be grounded in race, equity, and social justice.
2. Individual organizational missions are not as important as the collective community
3. Nonprofits are generous with and mutually supportive of one another.
4. All who engage in strengthening the community are equally valued, whether volunteer, staff, donor, or board member.
5. Time is valued equally as money.

# CCF's 10 Principles

6. We treat donors as partners, and this means that we are transparent, and occasionally have difficult conversations.
7. We foster a sense of belonging, not othering.
8. We promote the understanding that everyone personally benefits from engaging in the work of social justice – it's not just charity and compassion.
9. We see the work of social justice as holistic and transformative, not transactional.
10. We recognize that healing and liberation requires a commitment to economic justice.



**What has CCF done...?**



# ...for me?

## **Validation**

- Acknowledged the devaluing this field does of my humanity

## **Empowerment**

- Confidence in who I am
- Confidence in challenging the field for the better

## **Success**

- Staying in fundraising
- More money and more donors

# ...for Cincinnati Opera?

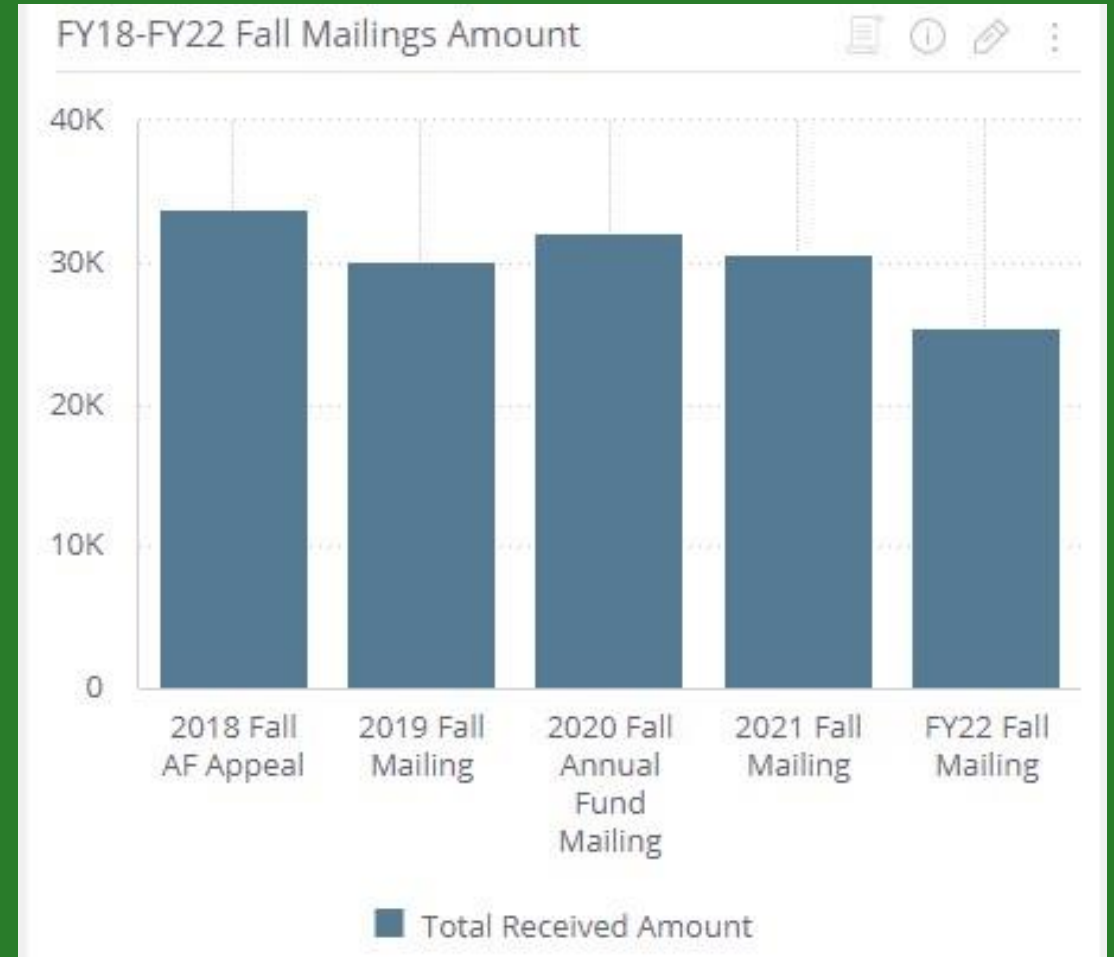
- **Changed solicitation language**
- **Removed Tiered Recognition**
- **Eliminated the board minimum requirement**





**iData!**

# Annual Fund Example #1



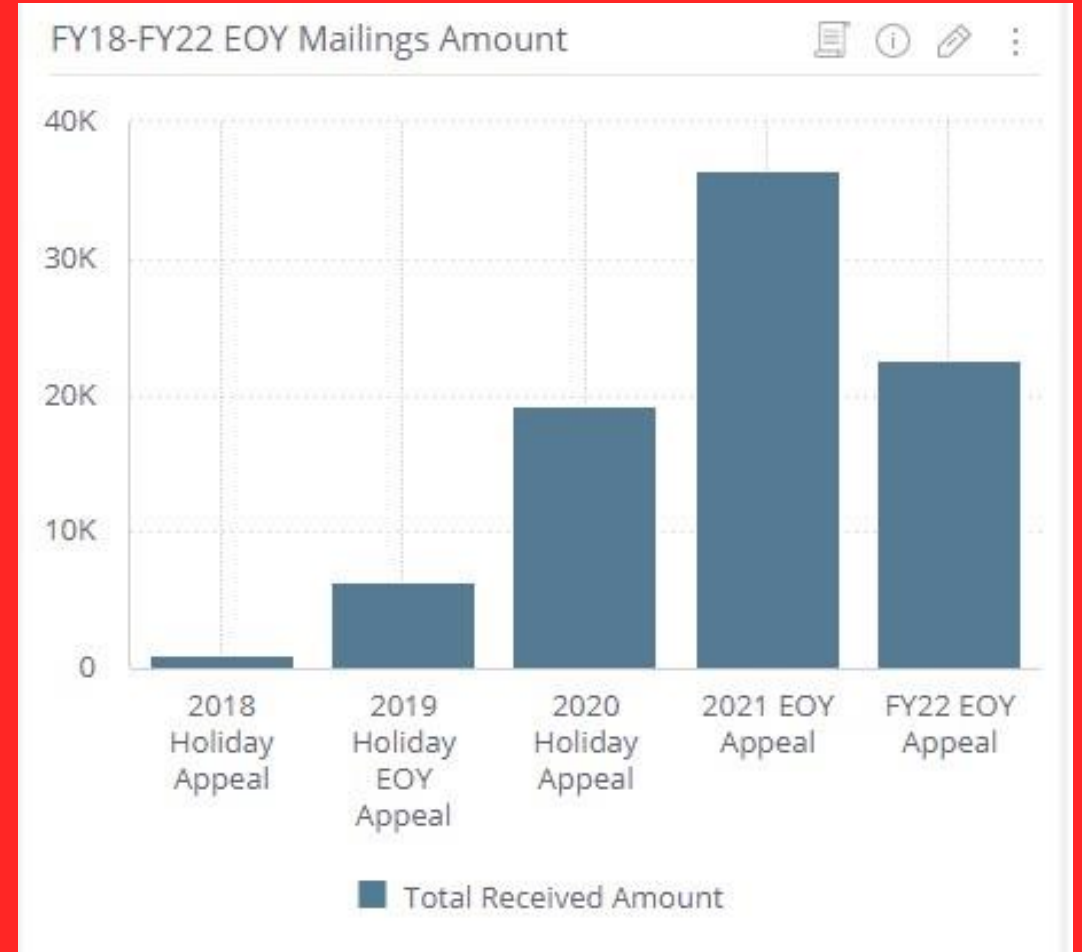
FY18-FY22 Fall Mailings Amount



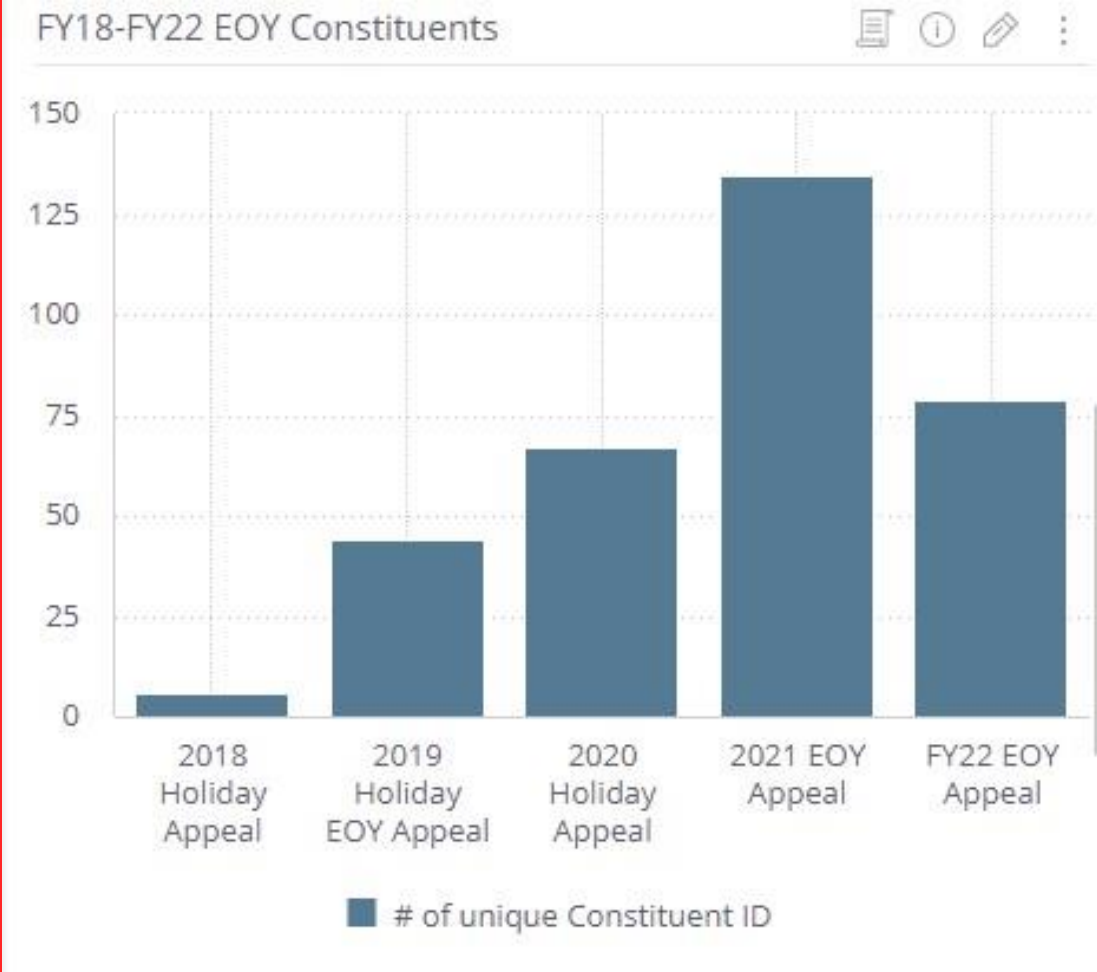
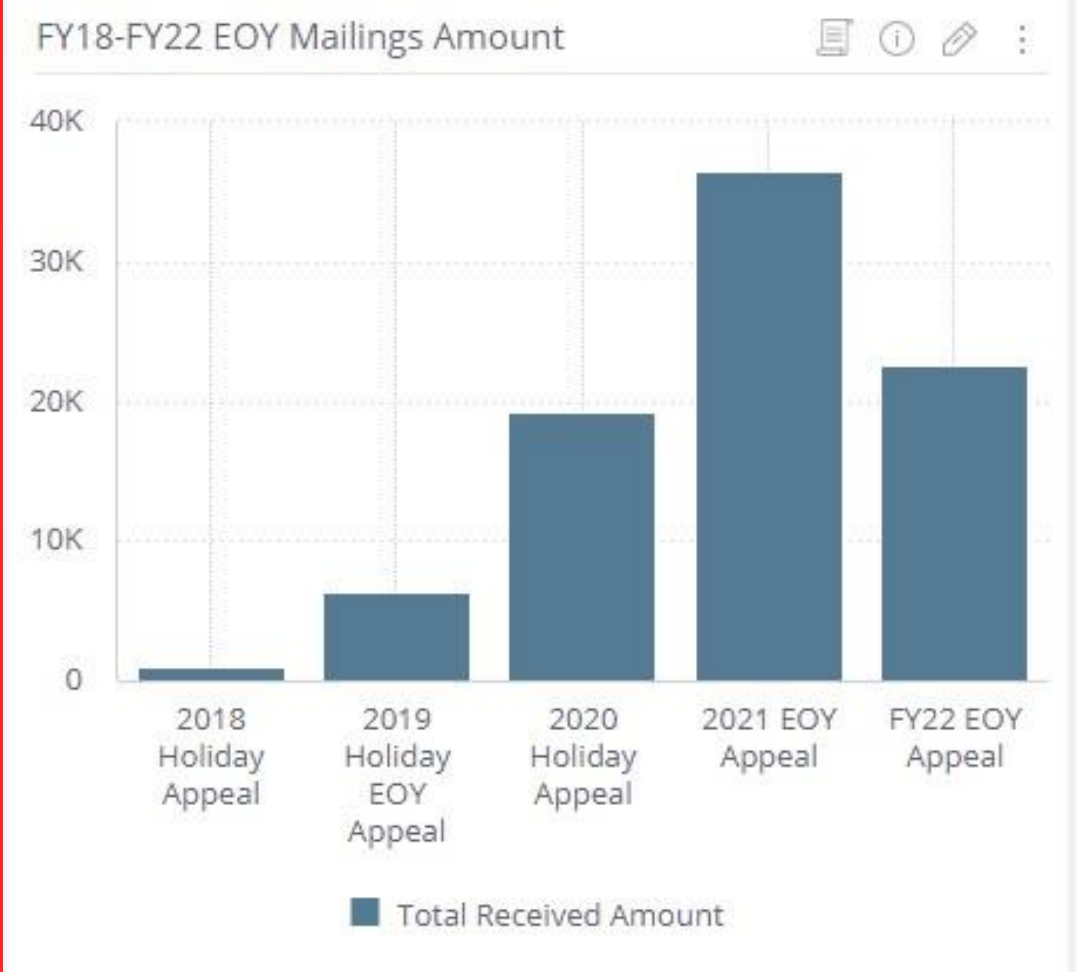
FY18-FY22 Fall Constituents



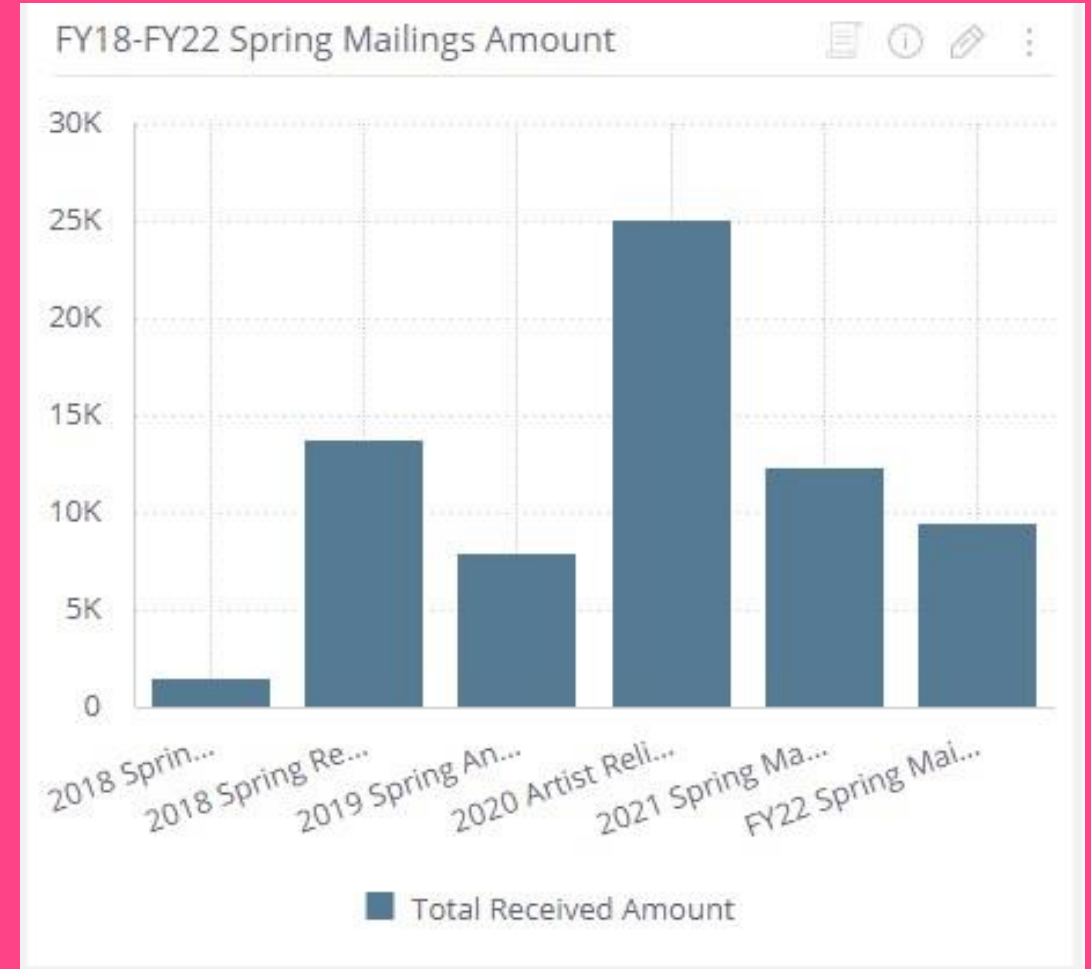
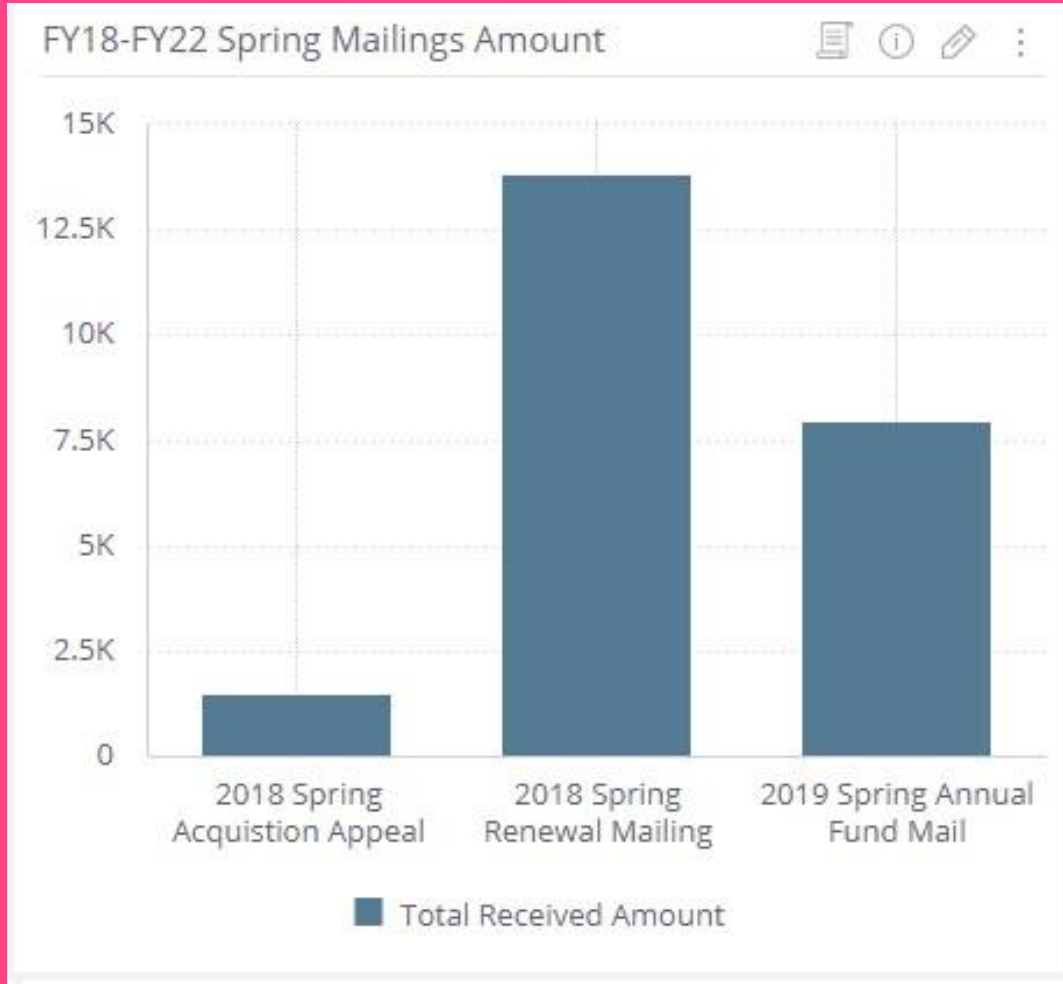
# Annual Fund Example #2



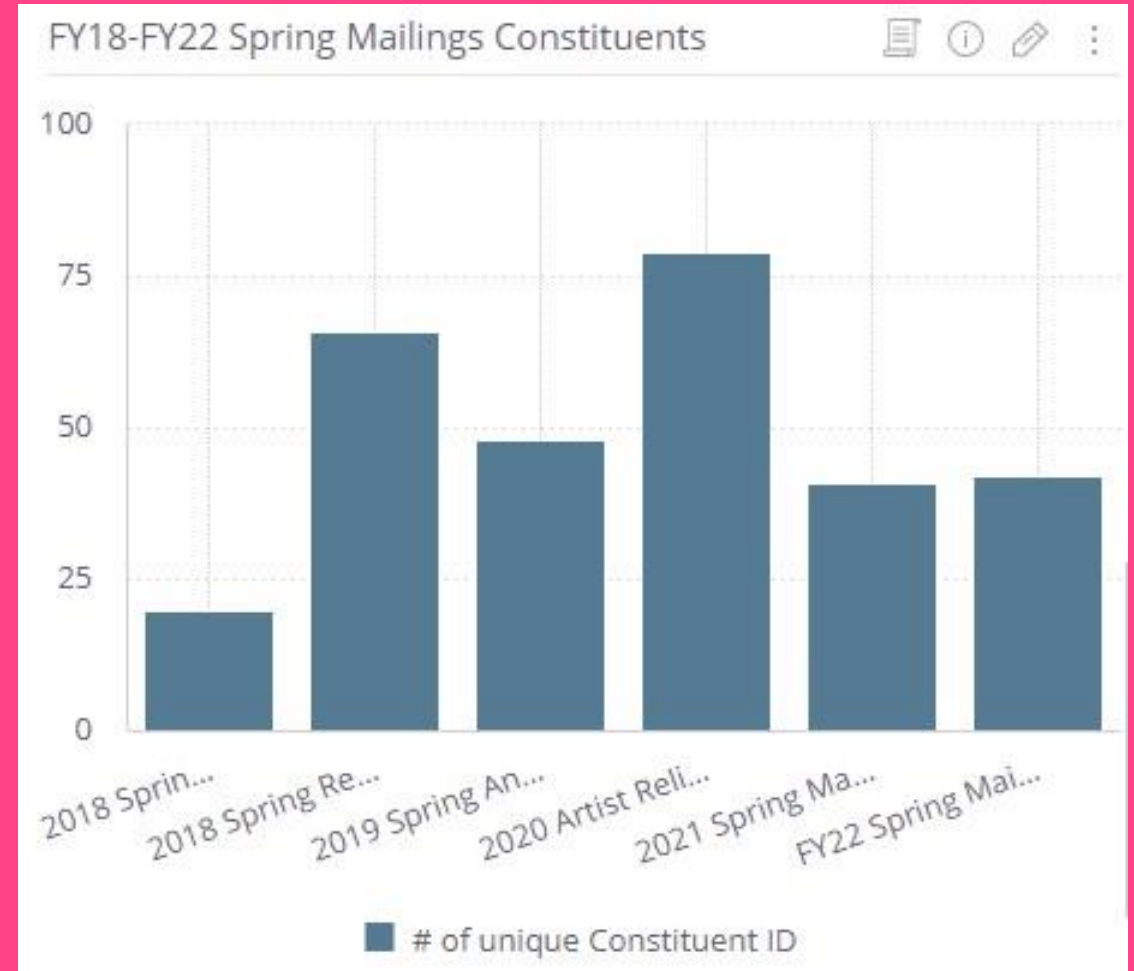
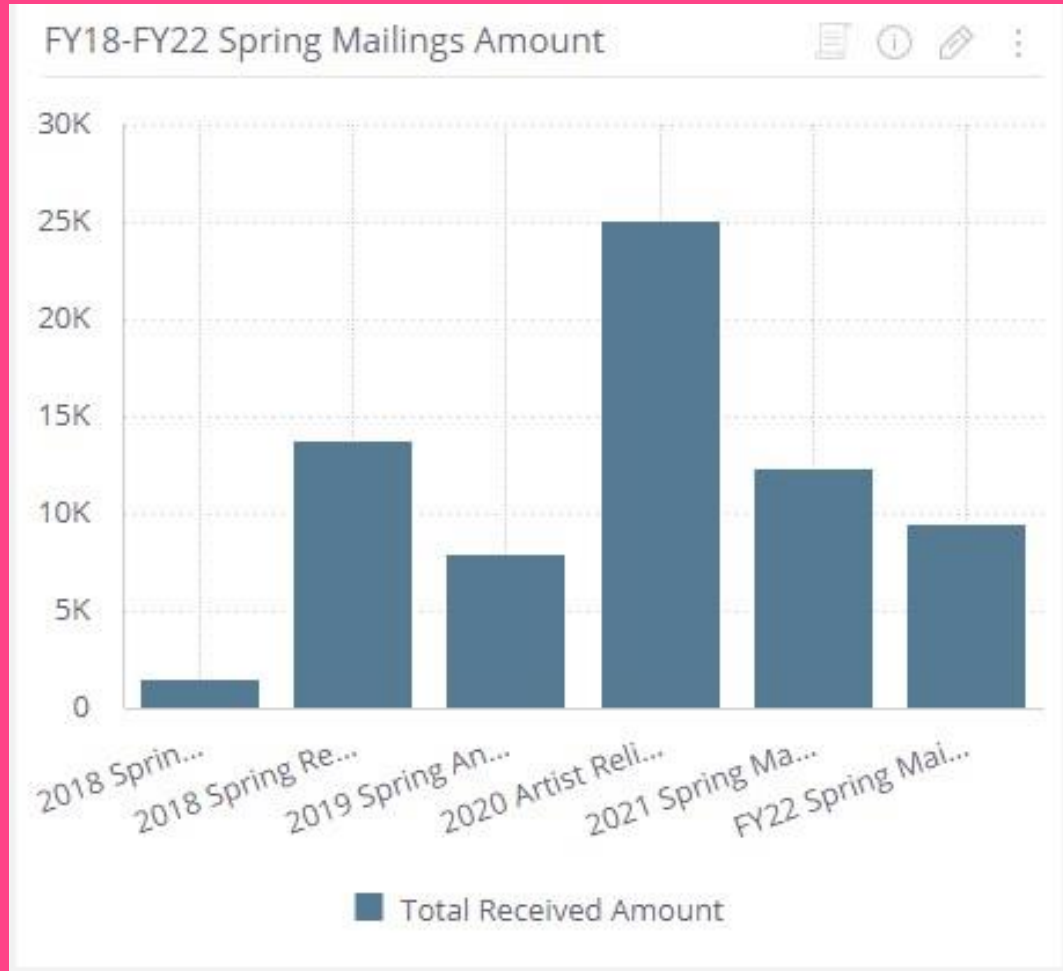
# Annual Fund Example #2



# Annual Fund Example #3



# Annual Fund Example #3





# Some Context

\$9.3mil

Cincinnati Opera Revenue

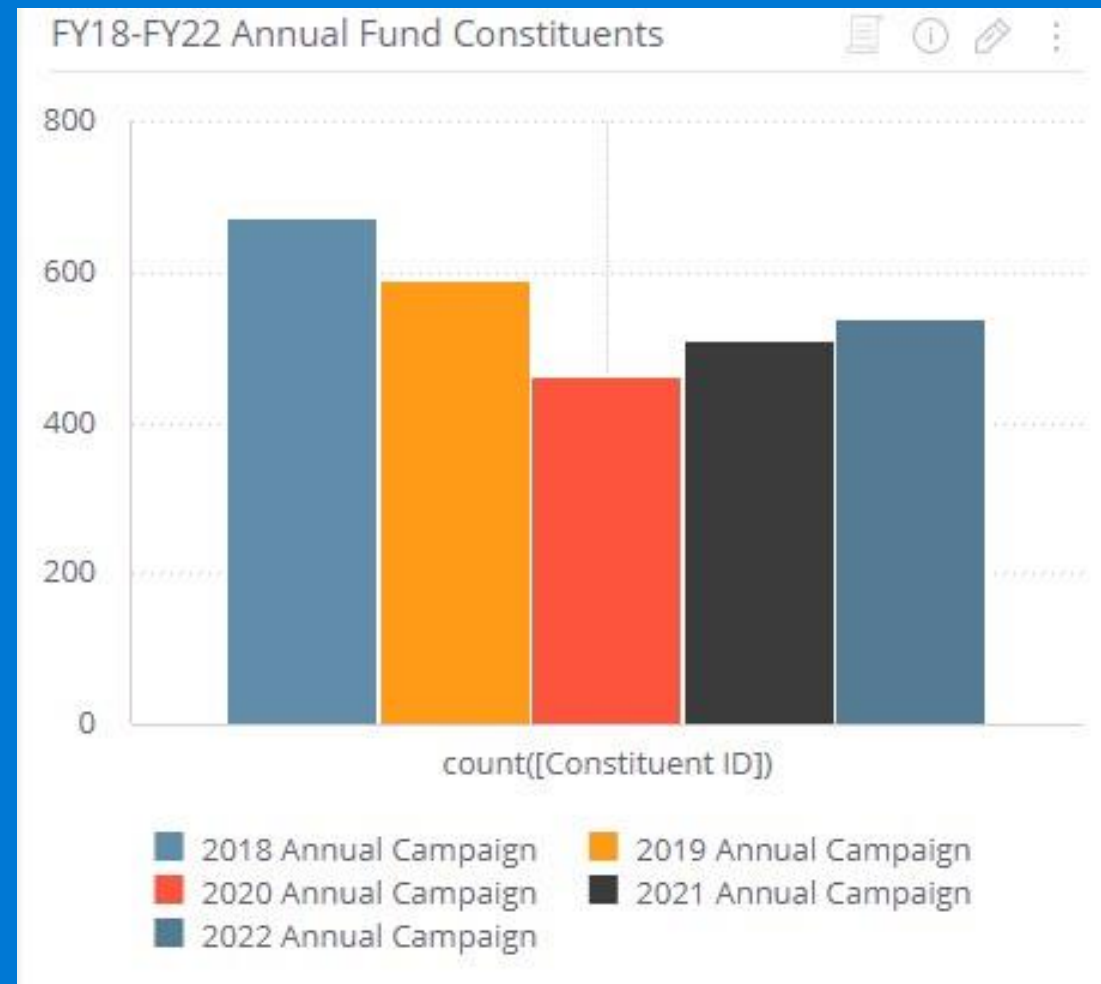
2%

Annual Fund Revenue

50%

Annual Fund Constituents





## INDIVIDUAL AND FOUNDATION CONTRIBUTIONS

Cincinnati Opera acknowledges with deep appreciation the leadership and generosity of the many individuals and family foundations who have supported the company with contributions to the 2022 Annual Fund.

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Julie and Khosrow Alamin, M.D.  
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Alvaro Ryes, M.D.



# Takeaways & Considerations

# Takeaways

**Community-centric fundraising works**

**Retaining fundraisers of color**

**Building a larger network of donors**





# Questions for the future

**What does CCF look like for your community?**

**What does community-centric marketing, production, education, and other departments look like?**

**How can we gather this information in Tessitura, or what can Tessitura change to be more community-centric?**

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# Resources

# Resources to bring CCF to your organization:

- Visit the website: <https://communitycentricfundraising.org/>
- It can happen at any level!
- It may not bring the bottom-line success at first, but will build skills in social, racial, and economic justice, which is a long-term success
- Read Vu Le's article of "Common Arguments Used Against CCF and Why They Don't Hold Water":  
<https://nonprofitaf.com/2021/08/common-arguments-used-against-community-centric-fundraising-and-why-they-dont-hold-water/>

# Arguments against CCF and what to say

- "The way we've been doing fundraising works!"
- "There is no proven research to support this."
- "What if we upset our wealthy donors? What if they stop giving?"
- "CCF is starting a culture war, why can't we get along?"
- What works and what is right are not the same.
- I just presented data, but also, CCF is still new. It takes time to see equitable practices in motion.
- What happens if they don't get upset?
- The harms are real and not pushing to be better or even acknowledging it continue perpetuating the dangers of this field



# Contact Info

Carlos García León  
they/he  
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Chicago Shakespeare Theater

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# Questions & Answers

