



# Fundraising Rooted in Racial Justice: Developing A Gift Acceptance Policy (GAP) That Aligns with Organizational Values

Lejla Bajgorić, Douglas Manigault III, and Regina M. Sharma



# Welcome fundraising colleagues!

## About Us

**Lejla Bajgorić (she/her)**

Associate Director of Development, Detroit Justice Center (DJC)

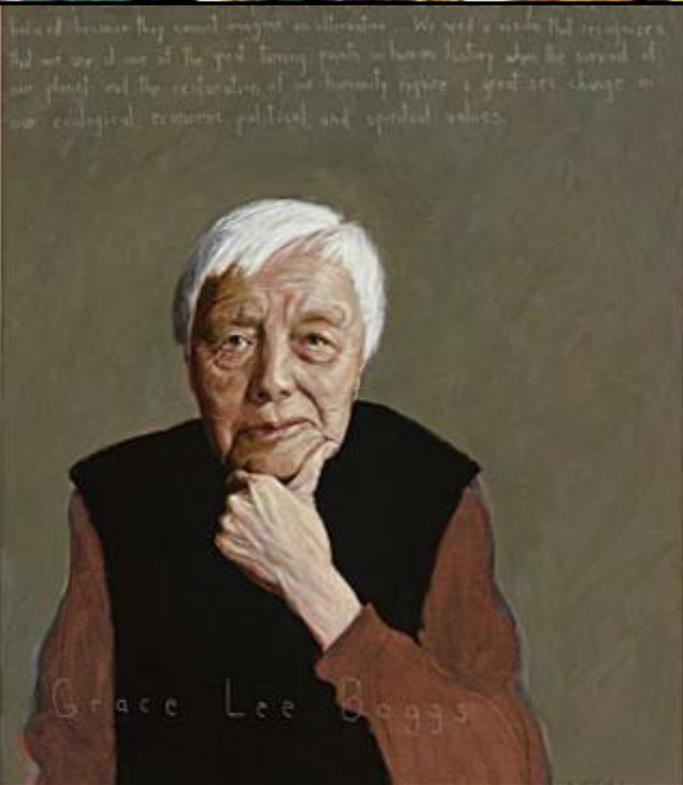
**Douglas Manigault III, MSW, CFRE (he/him)**

Chief Development Officer, The Corner Health Center

**Regina M. Sharma, MPA (she/her)**

Development Director, Detroit Justice Center (DJC)





“I feel sorry for people who  
don’t live in Detroit.”

- Grace Lee Boggs

Image: Robert Shetterly



A **solutionary** is someone who identifies inhumane, unsustainable, and unjust systems and then develops solutions to transform them so that they are restorative, healthy, and equitable for people, animals, and the environment.

Institute for Humane Education



# Detroit At A Glance

Population:

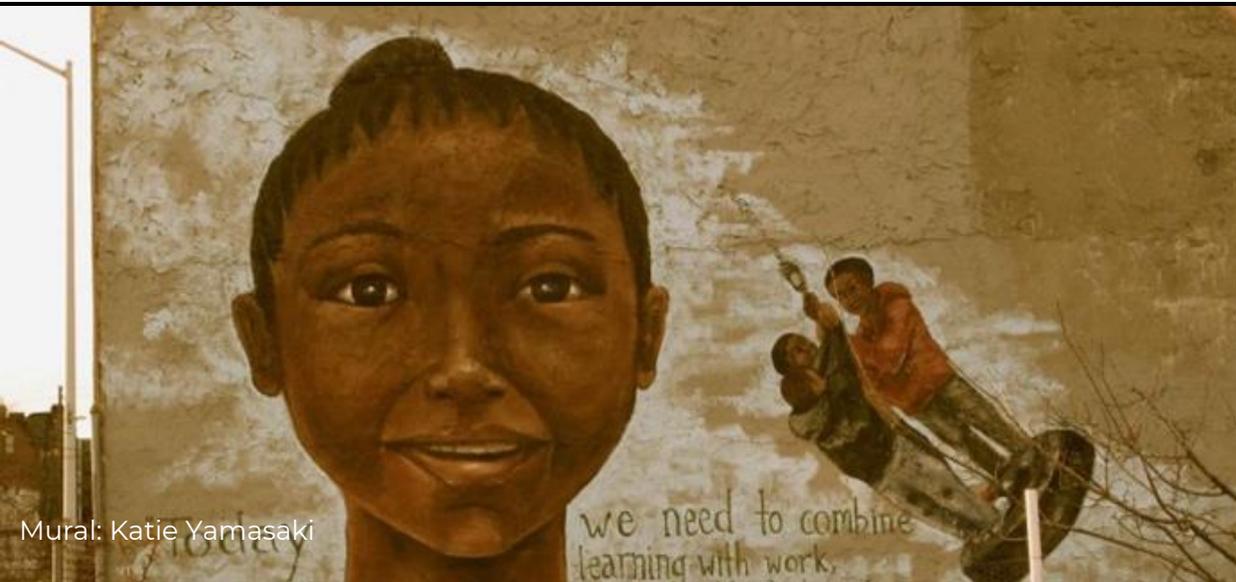
79.1 % Black

48% child poverty

● **1 in 4 homes  
subject to tax  
foreclosure (2011-15)**

● **200,000 residents  
with **water shutoff****

● **35% of people  
released from prisons  
return**



Mural: Katie Yamasaki



# Overview

- ✓ Organizational background
  - Centering exercise
  - Why a GAP now?
  - Timeline/research
  - Review of DJC's GAP
  - Group exercise: Case studies
  - Final thoughts/Q&A



# Centering us in Community

“Don’t ask what the world needs. Ask what makes you come alive and go do it. Because what the world needs is people who have come alive.”

- Howard Thurman, Author, Theologian, Civil Rights Leader



# Centering us in Community

## Word Cloud Exercise

1. What are you hoping to receive / takeaway from today?
2. What are you willing to give to this space today?
3. What makes you come alive?

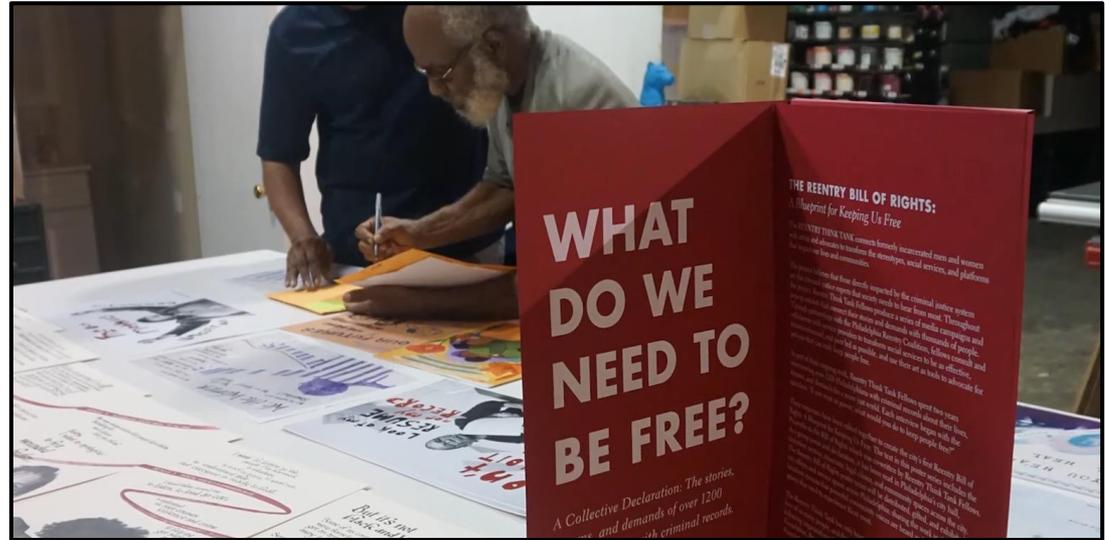


# Background





# Research





# Research Process & Sources

- Reading / reviewing GAPs
- Documenting movement-centered values relevant to your GAP
- Understanding social movements
- Movement-focused fundraising



# Movement-Focused Fundraising

“A social movement is a network of informal interactions between a plurality of individuals, groups and/or organizations, engaged in a political or cultural conflict, on the basis of a shared collective identity” (Diani, 1992).



Image: Third Wave Fund



Mission  
& Values

**COMMUNITY-CENTRIC FUNDRAISING**

A brand new movement to fundamentally reimagine fundraising so that practices are grounded in racial and economic justice and centered around communities of color

**CCF** community-centric fundraising

Accountability

Transparency

Sustainability  
& Longterm



# Building DJC's GAP

## Mission

The Detroit Justice Center (DJC) is a non-profit law firm working alongside communities to create economic opportunities, transform the justice system, and promote equitable and just cities.



# Building DJC's GAP

## Values

- We are committed to individual and collective liberation—and recognize the two as inseparable.



# Building DJC's GAP

## Values (continued...)

- We work with our clients in a way that cultivates dignity and autonomy. We respect and honor each person's humanity, we seek to understand their stories and circumstances, and we hold their freedom dreams as sacred.



# Building DJC's GAP

## Values (continued...)

- We value our relationships above all. We work at a pace that allows us to build deep trust with our partners and clients... we communicate with self-awareness, empathy, and humility. Should conflicts arise, we are committed to calling each other in using practices that restore.



# Building DJC's GAP

## Values (continued...)

- We help clients gain economic independence & work to redistribute power and wealth. We work toward a society in which abundance is shared for the collective good.



# Building DJC's GAP

## Our Approach

DJC relies on a broad community of donors to sustain our work. We see the sharing of financial resources as a critical investment in our mission. In addition to financial contributions, our donors share their personal experiences, insights, community relationships and creativity within DJC.



# Building DJC's GAP

## Our Approach (continued...)

We strive to build strong donor relationships based on clear communication, trust & a shared vision of justice for all.

We take donor privacy seriously and can work with you to ensure that your needs are met. We will not share or sell any donor's personal information with anyone else or send mailings or email on behalf of other organizations.



# Building DJC's GAP

## Our Approach (continued...)

We know that receiving a donation is a financial but also personal investment from each of our donors, and take seriously the responsibility to put each gift to the maximum possible use.



# Building DJC's GAP

## Gift Acceptance Policy

DJC accepts gifts primarily from individuals, foundations and organizations that share a commitment to our values. We reserve the right to decline gifts from individuals or institutions that advocate viewpoints or take actions that fundamentally contradict those values.



# Building DJC's GAP

## **Gift Acceptance Policy (continued...)**

DJC does not generally accept direct corporate donations. However, DJC will consider employee recommended gifts including matching contributions, donor advised funds, employee designations and support from employee sponsored resource and affinity groups. In some specific instances, such as mission-aligned social justice focused funds, DJC may accept or pursue financial contributions or grants from corporations.



# Building DJC's GAP

## **Gift Acceptance Policy (continued...)**

These considerations are made on a case by case basis with the members of the development team. Considerations above \$50,000 are reviewed with and approved by DJC's Executive Director. Considerations of \$250,000 or above are reviewed and approved by DJC's Executive Director and the DJC Board of Directors.



# Building DJC's GAP

## **Gift Acceptance Policy (continued...)**

This policy may be amended from time to time at the Detroit Justice Center's discretion.



# Our Fundraising Approach

mission

values

approach

gift acceptance policy

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# Group Exercise: Case Studies!

1. Banking Institution
2. Professional sports team
3. Recording artist/record producer

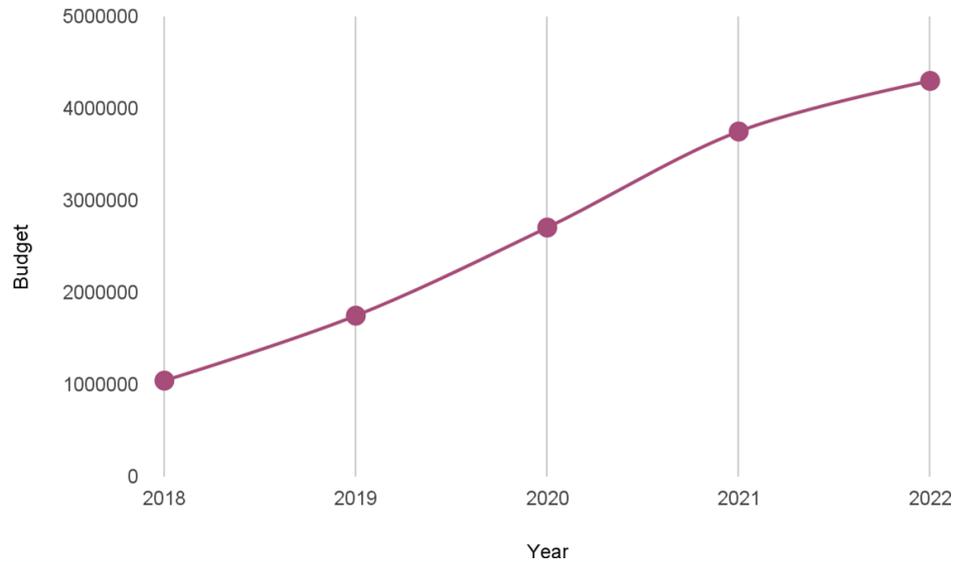


# Case Study Debrief

1. Banking Institution
  - Leveraging employee resource groups
2. Professional sports team
  - Engaging players directly
3. Recording artist/record producer
  - Social media impact



# Final Thoughts





# Final Thoughts



Credit: FRIDA



# Developing A Gift Acceptance Policy That Aligns with Organizational Values

Thank you!

Questions & Comments?