

The Association for
Animal Welfare
Advancement



THE
LEARNING
CENTER

KEEPING COMMUNITY AT THE CENTER OF FUNDRAISING



Presented by:
Pamela J. Oakes Consulting
November 17, 2023

The
**Profitable
Nonprofit**

Who is Pamela J. Oakes?

- Nonprofit Career
- International Humanitarian Projects
- Worked in South Africa during Racial Reconciliation Period post-apartheid
- Consulted Top-100 Corporations in area of Diversity, Equity Inclusion, Access, Employment Equity, Gender Equity, and Affirmative Action
- Initiated self-empowerment projects in townships and rural villages
- Worked as Grantmaker with Bill & Melinda Gates Foundation
- Insider's perspective on funding nonprofits
- Provide Fund Development and Capacity Building services through an equity & social justice lens



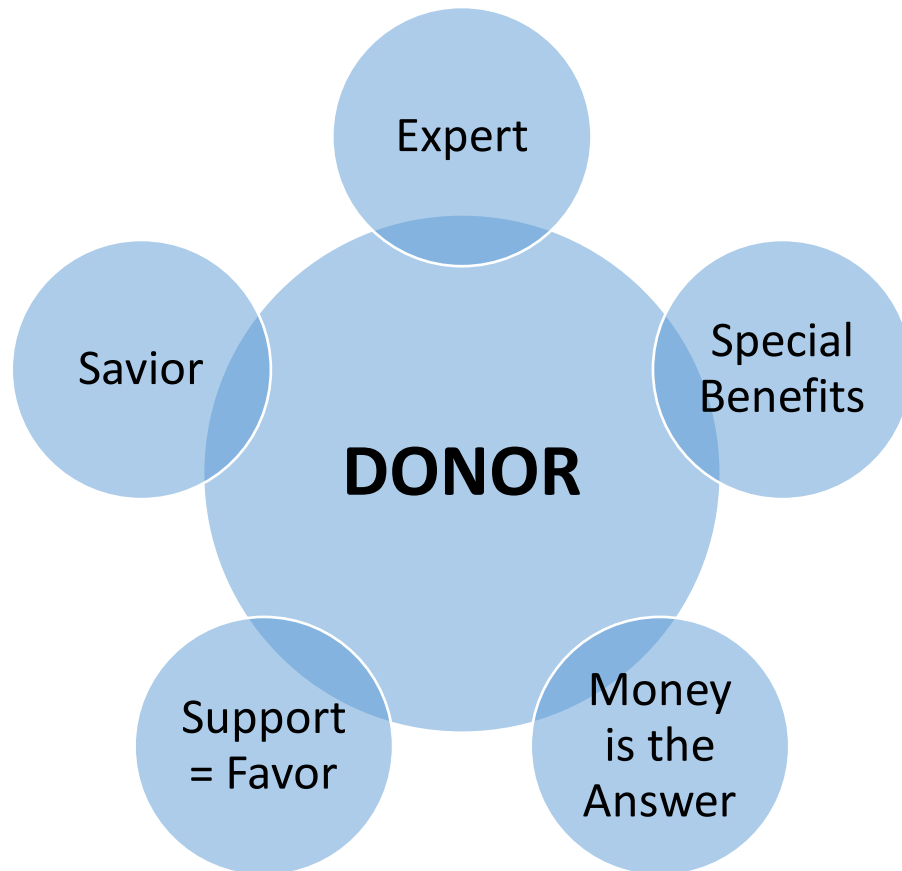
“I do what I do because it is the right thing to do. I am a warrior, and it is the way of the warrior to fight superior odds!”

~ Paul Watson ~

10 Principles of Community-centric Fundraising!

1. Fundraising must be grounded in Race, Equity, and Social Justice
2. Individual missions are not as important as the collective community.
3. Nonprofits are generous with and mutually supportive of one another
4. All elements that strengthen community are equally valued and appreciated
5. Time is valued equally as money
6. We respect our donors' integrity and treat donors as partners, which means occasionally pushing back:
7. We foster a sense of belonging in our fundraising work; we avoid treating anyone as an "other"
8. We believe, and we encourage donors to believe, that we all benefit from this work
9. We believe and encourage donors to believe, that the work is holistic, not a collection of isolated segments
10. We recognize that healing and liberation requires a commitment to economic justice.

Donor-centered vs. Community-centered?



The Power of Community!

Before



After



Nehemiah Project East Brooklyn, NY – Brownsville

The Power of Community!

Before

After



119th Street, New York, NY - 1990



Geoffrey Canada Community Center - 2004

Harlem Children's Zone – Harlem, NY

Representation Matters!

- Fundraising Staff
- Diverse vendors
 - Caterers
 - Venues
 - Suppliers
- Diverse Clientele
 - Where are you marketing services?
 - To whom do you advertise?



Fundraising Event Diversity

- Build that relationship with clients to facilitate 'harder' discussions
- Incorporate community engagement tactics into strategies
- Talk about the Community versus the Organization.
- Create multiple 'entry' points for community members.
- Co-Design / Thought-partnership
- Develop diverse attendance pools



The Enemy whispers,
"You can't withstand the storm."

The Warrior replies,
"I am the storm

~ African Proverb~



Pamela@Profitable-Nonprofit.com



www.Profitable-Nonprofit.com



www.Facebook.com/theprofitablenonprofit



www.Twitter.com/TheProfitableNP



www.Linkedin.com/in/pamela-j-oakes-508a436b



www.Instagram.com/theprofitable_nonprofit

Q & A

THANK YOU!

*Ensuring that nonprofit & social enterprises
who want to change the world for Good,
have the funding and resources to do so!*

The
**Profitable
Nonprofit**

Copyright © 2023 by Pamela J. Oakes LLC, dba The Profitable Nonprofit. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including recording, or other electronic or mechanical methods, without the prior written permission of the publisher.