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D5 Coalition Launches First Online Directory of Funds Focused on Diverse Communities

The D5 coalition announced today the launch of a first-of-its-kind online directory of population-focused funds—homegrown giving vehicles that enable diverse donors to give to diverse communities. Available on the D5 website at www.D5Coalition.org, the directory provides information on more than 400 funds operating throughout the United States. The funds are bringing more donors into philanthropy and represent a growing segment of organized giving.

Donors, foundations, and nonprofits can use the directory, an interactive database that will expand over time, to find opportunities for charitable giving and partnership and view a national map of this emerging form of philanthropy. Entries cover funds serving African American, Arab American/Middle Eastern, Asian/Pacific Islander, Hispanic/Latino, Native American, women and LGBTQ communities. Data is primarily sourced through the Foundation Center and supplemented by D5 coalition research.

"The best-kept secret in philanthropy are the hundreds of population-focused funds pushing dollars to communities of color, LGBTQ populations, and women and girls," said Judy Belk, Senior Vice President of Rockefeller Philanthropy Advisors, which serves as D5's fiscal sponsor, and a founding partner of the D5 coalition. "Many of these organizational gems are supported by donors from the communities they serve—donors who are redefining the notion of who is a philanthropist. This directory shines a spotlight on both the funds and the donors who support them. It should be a go-to resource for every grantmaker or donor."

While a number have been around since the '60s and '70s, population-focused funds have grown at rapid rates over the last decade. Of the 435 identified in a March 2011 scan by the Foundation Center and Rockefeller Philanthropy Advisors, one third are free-standing, independent funds, while the rest are affiliated with nonprofit organizations, including community foundations and community-based organizations.

The same scan estimated annual giving by these funds to be in excess of \$467 million. As described in D5's recently released *State of the Work 2011* report, the majority of population-focused funds might be small—on average making less than \$150,000 in annual grants—but taken as a whole they give the equivalent of what a foundation with a \$9 billion asset base would.

Despite their dynamic growth, population-focused funds remain one of the least visible elements of mainstream U.S. philanthropy. The creation of the D5 directory is one step to change that.

“Population-focused funds are important because they emerge from communities’ own lived experience, leadership, and dreams,” said Roger Doughty, Executive Director of Horizons Foundation and a founding partner of the D5 coalition. “They grow out of a recognition that, without philanthropic capital, those communities will forever be dependent on the largesse of others. These funds have huge potential, especially as communities of color and other identified communities continue to grow rapidly in both numbers and visibility.”

The directory was developed as part of the D5 coalition’s work to increase annual funding for diverse communities. Users can search the database using keywords, and refine their results using community of focus, program area, geography, annual giving and other criteria. The database also has a map view, allowing the user to see the geographic distribution of the funds.

“One of D5’s priorities is to raise the visibility of diverse donors and population-focused funds and help them influence and partner with mainstream organized philanthropy,” said Kelly Brown, director of the D5 Coalition. “We hope to do more analysis of the data in the directory to develop a richer understanding of these funds and, ultimately, inspire more giving within diverse communities.”

To access the directory and other information about population-focused funds, go to www.D5coalition.org. For more information, contact Kelly Brown, director of the D5 coalition, at kelly.brown@d5coalition.org.

D5 is a five-year coalition to grow philanthropy's diversity, equity, and inclusion. The coalition includes 18 philanthropy organizations—and counting—with connections to thousands of grantmakers.

D5 coalition partners: Asian Americans/Pacific Islanders in Philanthropy; Associated Grantmakers; Association of Black Foundation Executives; Council of Michigan Foundations; Council on Foundations; Donors Forum; Foundation Center; Funders for LGBTQ Issues; Hispanics in Philanthropy; Horizons Foundation; Joint Affinity Groups; Minnesota Council on Foundations; Native Americans in Philanthropy; Ohio Grantmakers Forum; Philanthropy New York; Philanthropy Northwest; Rockefeller Philanthropy Advisors; Women’s Funding Network.