Data and Diversity: How Demographic Data Drives Impact, Inclusion and Equity

Kelly Brown, D5 Coalition

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Grants Managers Network
National Harbor, VA

Organizational Demographics

We live and work in a diverse world. In an era of infused with data, nonprofits and funders have an opportunity to use data to work more effectively. In order to support nonprofits and gain valuable insight for the sector, GuideStar worked with D5—a five-year initiative to advance diversity, equity, and inclusion in philanthropy—in creating this questionnaire.

D5 Advancing diversity, equity, and inclusion in philanthropy

This tool was developed with input from a range of organizations. See below for more information.

We would like to emphasize that each of the following questions is **voluntary** (1). We encourage you to view this as a tool for sharing whatever data you would like to share, not a survey where you must answer every question.

When **collecting** identity information, please be sure all staff and volunteers have the opportunity to self-identify on the various demographic categories anonymously. I is a best pact ice to arways po vide a "decline to s ate" option. No person can legally be required to complete any survey related to identity. (Click here for more guidance on responsible data collection)

How many Board Members, Staff Members (full and part-time), Senior Staff, and Volunteers does your organization have?

	Board Members	Staff Member (full time)	Staff Members (part time)	Senior Staff (full time)	Volunteer
Total					

Alert for >15 staff:
Your organization employs fewer than 15 staff members. Please be aware that statistic you collect for Sexual Orientation and Disability Status will not be publicly displayed.

Gender Identity

How many Board Members, Staff Members (full and part-time), Senior Staff, and Volunteers in your organization publicly self-identify as the following?

	Board Members	Staff Member (full time)	Staff Members (part time)	Senior Staff (full time)	Volunteer
My organization does not collect this information	☐	☐	☐	☐	☐
Female					
Male					
Transgender (?3) / non-conforming					
Individuals decline to state					

Transgender is an umbrella term for people whose

Race and Ethnicity

How many Board Members, Staff Members (full and part-time), Senior Staff, and Volunteers in your organization publicly self-identify as the following?

	Board Members	Staff Member (full time)	Staff Members (part time)	Senior Staff (full time)	Volunteer
My organization does not collect this information	☐	☐	☐	☐	☐
Asian/Asian American					
Black/African American					
Hispanic/Latino/Latina					
Native American/American Indian/Alaska Native/Native Hawaiian					
White					
Multi-racial or multi-ethnic (2+ races/ethnicities)					
Individuals decline to state					
Other: please specify					

Add another category

Sexual Orientation

How many Board Members, Staff Members (full and part-time), Senior Staff, and Volunteers in your organization publicly self-identify as the following?

	Board Members	Staff Member (full time)	Staff Members (part time)	Senior Staff (full time)	Volunteer
My organization does not collect this information	☐	☐	☐	☐	☐

Lesbian, gay, bisexual, and other members of the queer community	
Individuals decline to state	

Disability Status

How many Board Members, Staff Members (full and part-time), Senior Staff, and Volunteers in your organization publicly self-identify as the following?

	Board Members	Staff Member (full time)	Staff Members (part time)	Senior Staff (full time)	Volunteer
My organization does not collect this information	☐	☐	☐	☐	☐
Persons with a disability (?4)					
Individuals decline to state					

The ADA defines a person with a disability as a person who has a physical or mental impairment that substantially limits one or more major life activity. ADA National Network

Tell us more about your strategies to address diversity. Check any or all that apply:

We track retention of staff, board, and volunteers across demographic categories
We track income levels of staff, senior staff, and board across demographic categories
We track the age of staff, senior staff, and board
We track the diversity of vendors (e.g., consultants, professional service firms)
We have a diversity committee in place
We have a diversity manager in place
This position is full-time
We have a diversity plan
We use other methods to support diversity (feel free to share in the comments section)

We invite you to share more about your demographic profile. Feel free to include other diversity efforts, links to your website, and any other relevant information.

Why Collect Organizational Demographics?

This collection tool presents **recommended standards for collecting data about the internal demographics** of organizations. The standards are recommended for nonprofits and foundations to collect data about themselves, and for foundations to utilize data about the organizations they fund.

D5 worked with a wide range of partners to develop the data collection standards with the following principles in mind:

Scope: The recommended standards must strike an appropriate balance between simplicity and breadth/depth of data collection. The standards are designed with a domestic focus, and do not include recommendations for international grants.

Adaptability: The data standards are meant to cover a core set of demographic metrics that should be adaptable/expandable/customizable to meet the more specific data needs of specific regions or organizations. Individual organizations may choose to expand on the fields and data collection, and the fields included in the recommended standards reflect the baseline data that should be collected and shared across organizations.

Our Learning Process

While these standards have been developed with the broad participation of numerous partners, including the Foundation Center, the Race and Equity in Philanthropy Group, several regional associations of grantmakers, and a range of foundations and nonprofits, we expect this tool to evolve over time. Like all data collection efforts, it is by nature iterative.

D5 will continue to facilitate conversations about these issues and others as they are surfaced, and welcomes input and feedback. In recognition of the ever-changing nature of data and our understanding of how communities change, D5 recommends that demographic data standards be considered a continual work in progress and an opportunity to engage in constructive and inclusive conversations across communities and organizations.

Click here for more information on D5's research.

Why collect demographic data?

Under almost all circumstances, the constituents of nonprofits and foundations are diverse across a broad spectrum of parameters. Organizations need to understand how populations are changing, and change with them. This data can be used to spark conversation, reflection, and action about how best to ensure that organizations reflect, and are responsive to, everyone in our society.

Why collect this information in a standardized way?

Unless organizations ask questions and share information in the same way, we will not be able to produce a comprehensive picture of the nonprofit and foundation sectors, or understand trends, gaps, overlaps, and opportunities. Once we start using the same language and approach to data, we will be able to strengthen our individual and collective strategies and better serve all populations in the future.

How do I collect data using the recommended standards?

D5 is presenting recommendations about the content of information to collect (i.e., gender, sexual orientation, disability), fields within those categories (e.g., male, female, transgender for gender), and about whom to collect it (i.e., board, senior staff, staff). This information may be collected in a variety of ways.

Data collection techniques may include ***voluntary*** surveys, annual assessments, or self-identification forms. It is up to the individual organization to determine the best mechanism and timing for collecting the data while complying with individuals' rights to privacy. D5 and GuideStar encourage administrators to ensure that responses are anonymous and, where possible, are tabulated and kept by employees without disciplinary responsibilities. As an additional layer of protection for respondents' privacy, GuideStar is only collecting information on how respondents ***publicly*** self-identify to all audiences, so responses should never reveal information that the respondent is unwilling to share.

Human Rights Campaign offers a helpful primer on LGBT data collection practices, which can be found here.

Is collecting and sharing this data voluntary?

For many people, issues of identity are crucial and they wish to actively share, celebrate and bring these

identities to their work. We also know that others will choose not to disclose elements of their identity. For this reason, we emphasize the voluntary nature of all these fields. It is voluntary for employees to choose how they identify and what to share; and also, voluntary in terms of how much data an organization chooses to share.

Given this complexity, we understand that initial statistics may undercount these identities. We also assume that some organizations will choose to, for example, collect and share data on race and sex but not on sexual orientation and disability status. That is OK. Over time we hope that we are able to assemble data across all of these axes of identity. But to start out, we welcome whatever data organizations feel comfortable sharing. The more organizations that choose to share this data, the more effective our work will be. No part of this questionnaire is currently required to achieve any GuideStar Exchange Participation level (i.e.: bronze, silver, gold, or platinum)

Some Questions

- How do these efforts align with other grants management priorities, such as streamlining, in the field?
- How does this connect with field priorities, such as collective impact and the importance of evaluation and learning?
- What might be the challenges to building buy-in for collecting demographic data – and how can these be navigated?

Big Issues – Small Groups

1. Complexity
   - What issues need further development? E.g., immigrant populations
2. Capacity
   - Nonprofit and foundation capacity
   - Bridging data needs, capacity, and communication
3. Transparency
   - Privacy issues
   - How to diffuse and connect various data efforts

Data and Diversity....
There's a Story to Tell

Dolores Estrada
Manager, Grants Administration

joined The Endowment in 1999. In her current capacity, Ms. Estrada oversees the administrative functions and policies of the foundation's online grant-making process, and provides guidance on issues of tax and legal compliance review.

Overview

1. Organizational Values and Mission
2. Importance of Diversity Data
3. Data Collection and Lessons Learned
4. Evaluating Progress ....Course Correcting
5. What Is Success?

The California Endowment

The California Endowment is a private, statewide health foundation with a mission to expand access to affordable, quality health care for underserved individuals and communities, and to promote fundamental improvements in the health status of all Californians.

Commitment to Diversity

At The California Endowment, our commitment to diversity and inclusiveness is strong. It is driven by a fundamental belief that we cannot achieve our mission of improved health for Californians unless every segment of our community participates in advancing solutions.

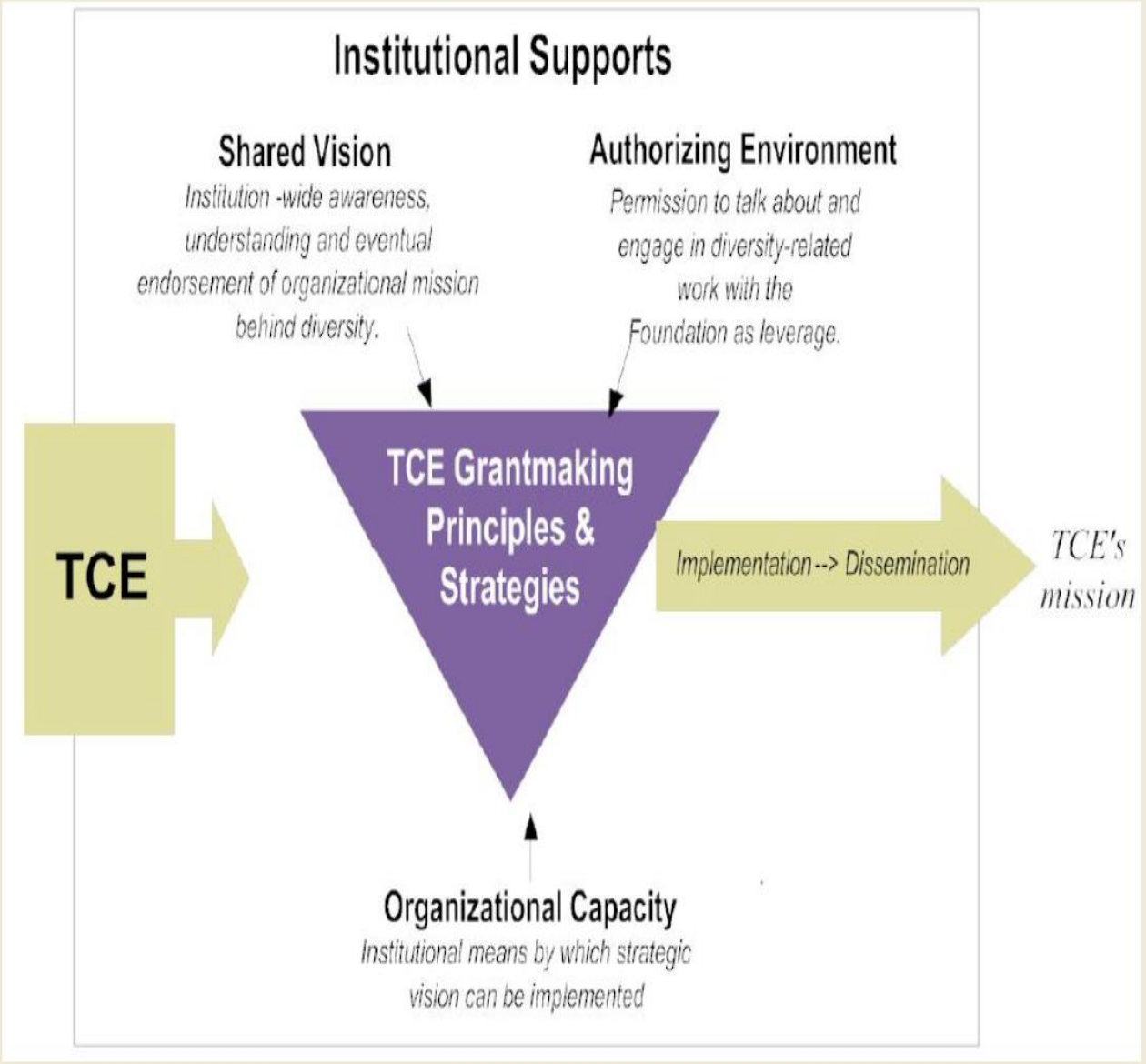
Why Diversity is Important to The Endowment

At The California Endowment our values and our work in the communities we serve are based on a strong commitment to social benefit and a deep awareness of the obligations of our mission.

Information related to governance, management, and staff composition of community partners ensures that the Endowment can hold itself accountable to our diversity and inclusion goals.

Effectiveness of the foundation improves when we reflect the communities we serve—this allows us to develop strategies that better meet the needs of our diverse state.

Framework for Benchmarking the Foundation's Progress on Diversity and Inclusivity Goals and Outcomes



Who We Are

Figure I–3: Summary of TCE Board and Staff Diversity
(June 2013)

Category	Latino	White	Black	Asian	Pacific Islander/ Native Hawaiian	Native American/ Alaskan Native	2 or more races
TCE Board % (2009)	23%	26%	32%	8%	5%	5%	0%
TCE Board % (2011)	23%	27%	30%	13%	7%	0%	0%
TCE Board % (2013)	18%	35%	18%	6%	0%	6%	18%
Executives (2009)	42%	29%	29%	0%	0%	0%	0%
Executives & VPs % (2011)	42%	25%	33%	0%	0%	0%	0%
Executives & VPs % (2013)	39%	33%	11%	6%	0%	0%	11%
Directors % (2009)	21%	43%	17%	19%	0%	0%	0%
Directors % (2011)	33%	40%	13%	7%	0%	0%	7%
Directors % (2013)	40%	30%	10%	10%	0%	0%	10%
All TCE Staff % (2008)	26%	36%	14%	21%	0%	1%	1%
All TCE Staff % (2011)	32%	31%	11%	21%	1%	1%	3%
All TCE Staff % (2013)	27%	32%	10%	21%	2%	0%	8%
CA State-wide % (2012)	38%*	39%	7%	14%	0.5%	1.7%	3.6%
National Foundations % (2009)	4%	85%	7%	2%	N/A	0.50%	N/A
National Foundation Boards % (2009)	5%	87%	7%	4%	0%	0.05%	0%
National Foundation Executives % (2012)	4%	88%	4%	3%	0%	0.50%	0%

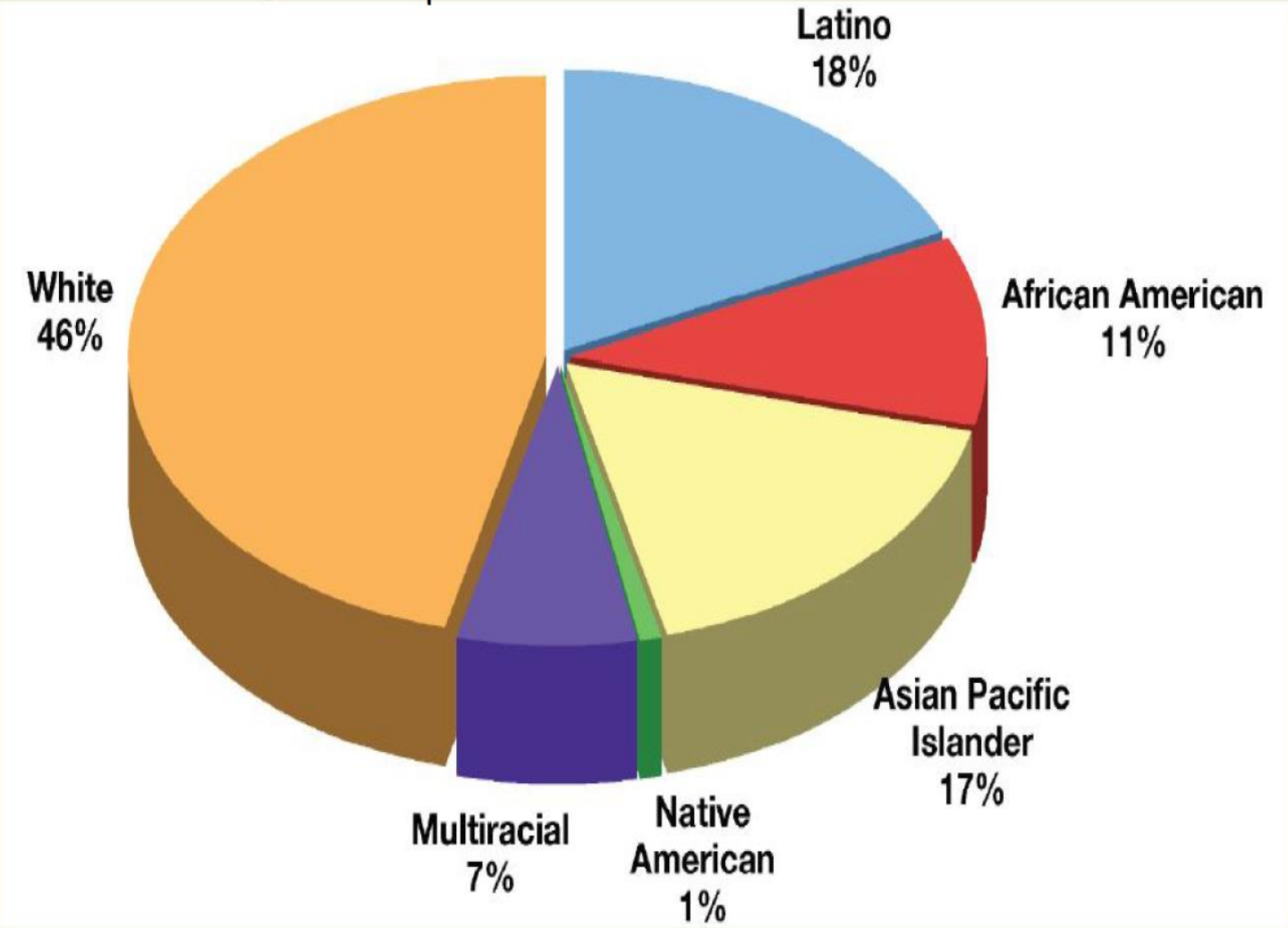
	Gender		Sexual Identity				Person with Disability	Immigration Generational Status			Age					
TCE Category	Male	Female	Hetero-sexual	Gay	Bisexual	Lesbian		1st	2nd	3rd	18-25	26-35	36-45	46-55	56-65	66-75
Board	59%	41%	94%	0%	0%	6%	0%	6%	28%	28%	0%	0%	6%	24%	41%	29%
Executive & VPs	56%	44%	94%	6%	0%	0%	0%	25%	6%	44%	0%	6%	44%	44%	6%	0%
All TCE Staff	36%	64%	91%	6%	3%	0%	2%	29%	26%	28%	2%	28%	35%	23%	10%	2%

Applicant Diversity Data Collection (Since 2010)

- Start with external applications (by invitation only)
- Voluntary diversity questionnaire
- Reporting catagories: Directors, Executives and Staff
- Store organization data in GIFTS database

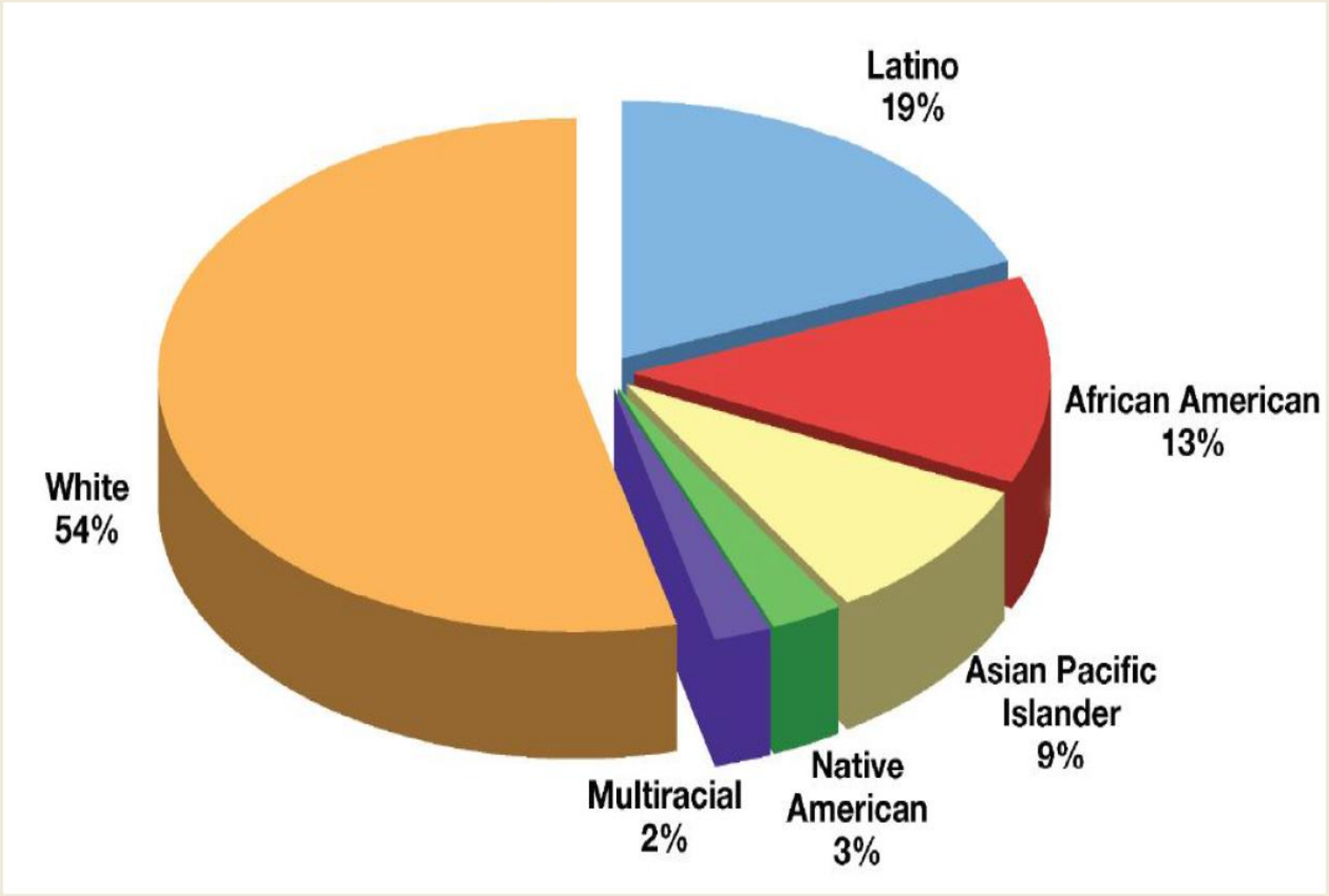
FY 2010 Results

Racial/Ethnic Composition of Grantee Executive Directors



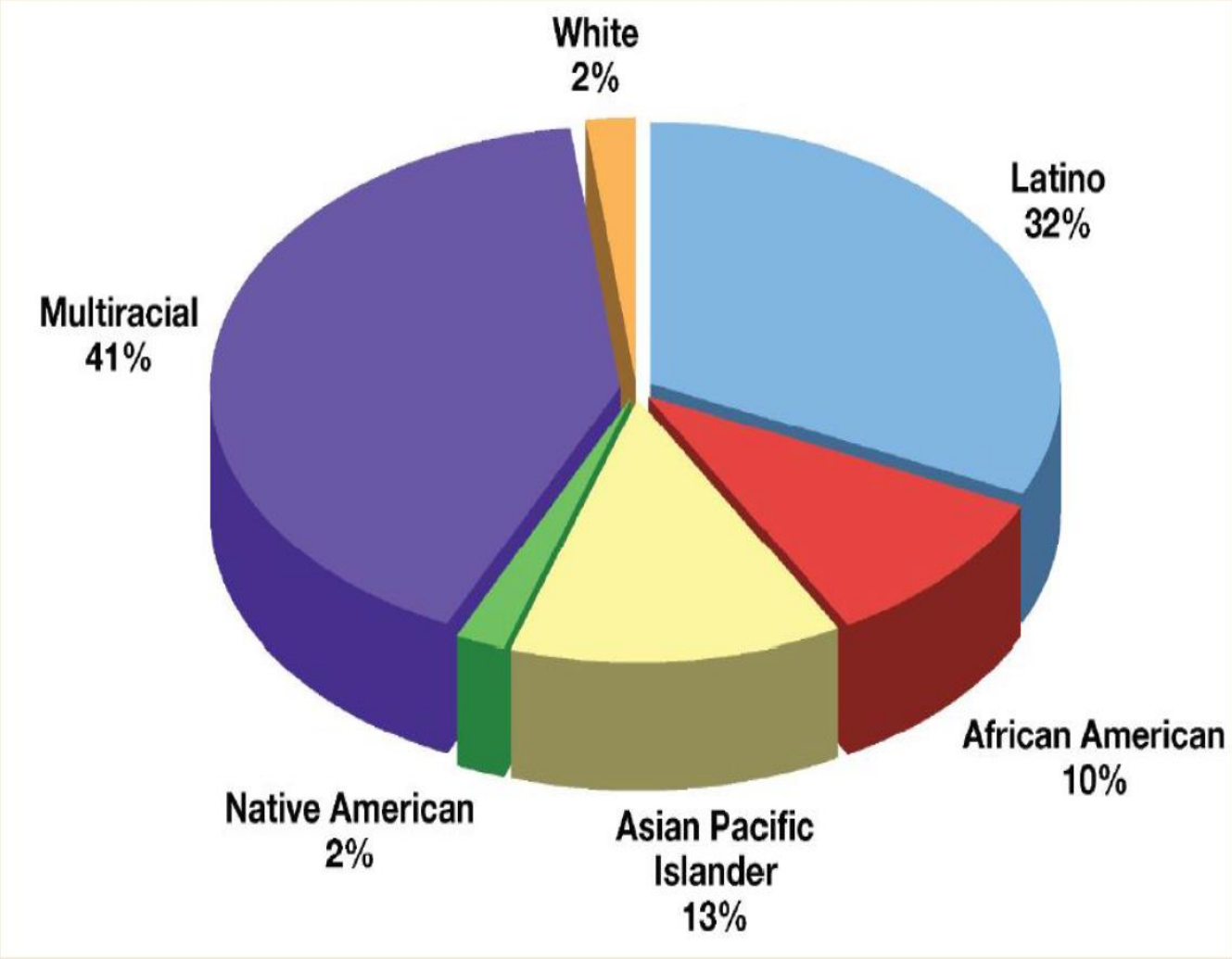
FY 2010 Results

Racial/Ethnic Composition of Grantee Boards



FY 2010 Results

Racial/Ethnic Composition of Grantee Staff



Lesson Learned

We needed to do better job of explaining why we are asking for diversity data, and what we do with it.

Course Correction

Convened Internally

Coordinated internal workgroups to discuss importance of collecting diversity data

Discuss barriers/challenges to collecting data

The Story

End of the day our story should be:
funded X number of organizations with a budget under Y, serving JKL populations

Standards for Collection

Voluntary vs Mandatory

Pre-award vs Post award

Moving Forward

Share our values and intent

Mandatory

Pre-award

Sharing our Values

Message from the President & CEO Printer Friendly Version | E-mail Draft

♦ Required before final submission

November 1, 2014

Dear Grantee,

At The California Endowment, our commitment to diversity and inclusiveness is strong. It is driven by a fundamental belief that we cannot achieve our mission of improved health for Californians unless every segment of our community participates in advancing solutions. We believe that the effectiveness of the Foundation improves when we reflect the communities we serve—this allows the Foundation to develop strategies that better meet the needs of our diverse state.

For this reason, The California Endowment places a high value on diversity and inclusion both in our internal operations and in the implementation of programs and initiatives. In particular, we have a strong focus on serving diverse populations and communities through our Building Healthy Communities strategy and by addressing diversity, equity and inclusion in our grantmaking. This goal reflects on our value that the organizations we support should also be reflective of the diverse communities they serve to be fully effective.

California's future is in color. Our state's demographics are increasingly of color. Only by tapping into the full potential of our diverse population can we keep California strong and vibrant. That is why in October 2015, The Endowment will be transitioning to mandatory diversity data collection for all requests. Over the course of the next year, Program Managers will begin engaging applicants on the topic and referencing grantee diversity in their recommendations.

As a prospective grantee or current grantee, we encourage you to provide information related to your governance, management, and staff composition in the interest of ensuring that The Endowment can hold itself accountable to our diversity and inclusion goals. The Endowment collects this information regularly of our own staff and Board and we are striving to improve the collection of this same information among our grantees as well. Please complete the diversity data questionnaire at the end of this application. Should you have questions, please contact our Grants Administration Department at (800)449-4149 for assistance.

Our collection of these diversity data, both internally and externally, serves multiple purposes:

- To help the Foundation understand how well we reflect on the needs of the communities we serve
- To equip our staff with critical data to assist grantees and applicants to better serve the needs of California's diverse communities
- To enable The Endowment to track our progress and report to our Board on an ongoing basis. Over the past several years, we have closely tracked our progress toward our Diversity Plan and have publicly shared the results with our colleagues and community. For those interested, please visit our Equity and Diversity webpage for more information.

Thank you for your commitment to building a healthy and inclusive California, and for sharing critical information to support our mission. Your information is very important to us to be effective as stewards of a public trust and to continually strive to meet the needs of diverse communities that ultimately benefit from our collective efforts.

Sincerely,

Robert K. Ross, M.D.
President and CEO

Asking the Right Questions

Applicant Diversity Information Printer Friendly Version | E-mail Draft

♦ Required before final submission

♦ = **Required field**
= **Click for example / more info**
✓ = **Spell check**

The California Endowment is committed to promoting diversity and inclusion through our grant making and other funding as well as in our own organizational operations.

We ask that you provide as much data as possible on the diversity of your organization's staff and leadership. This will help us better understand the levels of diversity in the organizations we support.

Although responding to the following questions is optional at this time, we are asking that you help us understand any challenges if you cannot provide this information. To that end, we have added two required questions, which will assist us in better understanding your organization. The Endowment will maintain strict confidentiality of these data and will only report publicly on aggregated data, never on a particular individual or organization.

Are you a Minority-Led Organization, defined as one whose:

- **staff is 50% or more minority;**
- **board is 50% or more minority; AND**
- **mission statement and charitable program aim to predominantly serve and empower minority communities?**

<None>

Board of Directors Information

Total Number of Board Members:

Race/Ethnicity of Board Members

Black or African American | American Indian or Alaska Native | Asian or Pacific Islander | Hispanic or Latino | White

Other | Two or More Races

So what did we learn from all this?

3 Steps to Diversity

1. Strong authorizing environment at the board and executive management levels

2. Opportunities to learn, share and have open dialogue conversations about diversity, equity and inclusion are on an organizational scale

3. Collect diversity data and share what you learn

CULTURAL DATA PROJECT

Grants Managers Network Conference

March 16, 2015

Beth Tuttle
President and CEO

CDP Mission

Empower the nonprofit arts and cultural sector with high-quality data and resources in order to strengthen its vitality, performance, and public impact.

Inner City Arts, Children Arts Parade, Los Angeles, CA.
Photo by Mitchell Maher

CDP By the Numbers

10
Years of data collection

16,022
Organizations in the CDP

46,155
Data Profiles

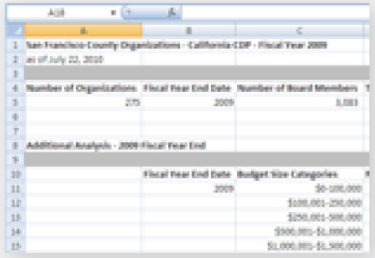
6,964
Organizations with 3 or more years of data

How CDP Serves the Sector

Arts and cultural organizations complete the Data Profile

CDP provides data sets

Grantmakers perform internal analysis and research



Researchers publish studies and reports

Advocates produce research and analysis for advocacy and policy

They use their data for

Trend analysis and benchmarking

Grant applications and reports

What we heard

*"**Who** will use this information and **why**?"*

*"We **don't/can't collect** this information."*

*"Will I be **punished** for my responses?"*

*"This is extremely **time-consuming/costly**."*

*"Demographic data is **inaccurate because we lack tools**."*

*"This type of data is **not useful**."*

*"Identity is **not standardized**."*

What we learned

Engage organizations directly in the discussion around the collection of these data

Clearly state intent for the requested data (i.e., how will this information be weighted during decision-making)

Collectively **build the case for why these data are relevant** and useful to organizations themselves

Invest in capacity-building efforts and phase in requirements slowly

Develop **low-cost, collection solutions**

Create standards and ensure wide-scale adoption

What's next?

- Coalition building
- Coordination and consolidation
- Tools, resources, and protocols
- Promoting inclusiveness

Questions?

CULTURAL DATA PROJECT

Beth Tuttle,
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