Name It. Track It. Increase It.

Actions nonprofits and foundations can take to name, track, and increase funding for women and girls of color in the Chicago region NOW.

This document was prepared collaboratively by Chicago Foundation for Women, Chicago Women in Philanthropy, and the Ms. Foundation for Women, with recommendations from their recent report: ‘Pocket Change: How Women and Girls of Color Do More with Less.’

1. Make individual donations through public foundations, intermediaries, and targeted funds

Public foundations, intermediaries, and targeted funds committed to supporting organizations by and for women and girls of color develop deep relationships with organizations and can help overcome barriers to successful fundraising. These funders frequently have transparent processes that make it easier for women and girls of color to find them, even when they may lack broader connections to philanthropy. Many committed donors already use intermediaries to better reach women and girls of color on the ground. Join these donors in getting resources closer to women and girls of color organizations.

2. Be mindful of the identity of organizational leaders and decision makers

Develop systematic processes for assessing whether an organization is by and for women and girls of color: look at who benefits from the work, how the organization talks about the intersection of race and gender, who is in leadership, and who makes financial decisions. If you do not fund these groups directly, you can initiate conversations with the intermediaries you support about what processes they use (or can develop) to ensure your investment is reaching organizations by and for women and girls of color.

3. Be vocal and transparent about your interest in supporting women and girls of color

Be explicit about your intention to support organizations by and for women and girls of color in your external mission statements, on your website, and in open calls for proposals. If your foundation’s strategies cannot be public about this commitment, consider funding through intermediaries that can. Organizations by and for women and girls of color are frequently unsure about whether donors are interested in supporting them. We must make our support clear.
4. **Track your giving to organizations by and for women and girls of color**

Contribute complete data about your grantmaking to Candid. Make sure to tag the relevant gender and racial/ethnic categories so your giving will show up in efforts to track giving to women and girls of color. If supporting women and girls of color is a core part of your foundation’s strategy, create mechanisms to systematically assess whether an organization is by and for women and girls of color in your vetting processes. Also consider tracking the gender and race of leaders and leadership bodies. The philanthropic sector can be more accountable to women and girls of color by better understanding representation in organizational leadership.

5. **Fund organizations by and for women and girls of color for the ways they do their work**

When funding organizations by and for women and girls of color, loosen requirements for what strategies you will fund. In particular, explicitly make it clear that you will support the delivery of services, even if only as an accompaniment to other strategies. Organizations by and for women and girls of color use interdisciplinary strategies to respond to community needs. Only funding a single strategy, such as advocacy, can undermine the important work they do.

*These recommendations can be found on pages nine and ten of the Pocket Change report.*

**Data Referenced During ‘Making Change’:**

- Pocket Change: How Women and Girls of Color Do More with Less
- PowerPoint Presentation shared during the event

**Additional Resources Shared During the Event:**

- Grantmakers for Girls of Color Resources with information and data about ways to support women and girls of color.
- What if Pizza Shops Were Funded Like Nonprofits? A video that does a great job of shining a light on the unreasonable demands some nonprofit funders make.
- A conversation with Kym Hardy Watson, President and CEO of Graham Windham Services for Children and Families in New York, as an examples of illustrating the importance of bringing up Women of Color in leadership positions. Kym is the first woman of color to lead Graham Windham in the agency’s 215-year history.