RESILIENCE…
THROUGH A RACIAL EQUITY LENS

Presented to the
Asset Funders Network

RAISE Texas Summit
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President & CEO, Deaconess Foundation
CELEBRATE IN HISTORIC PROPORTIONS 250

Health and hope for all St. Louis children
FORWARD through FERGUSON

A Path Toward Racial Equity

After the death of Michael Brown Jr. on Aug. 9, 2014, "Ferguson" came to symbolize racial strife and inequality in the United States. From Paris to London to Singapore and throughout this country, the circumstances surrounding and following his death have sharply defined the challenges that demand transformation. The alternative to change is to accept an untenable environment that is fraught with inequities and continued conflict. The Governor asked a group of regional leaders — The Ferguson Commission — to study the situation and prove a path toward change. This is their report.
RACIAL INEQUITY INHIBITS RESILIENCE BY...

- Traumatizing the entire population with moral injury
- Limiting the life chances of marginalized populations

A tale of two ZIP codes

**63105**
- Clayton
- Life expectancy: 85 years
- Racial makeup:
  - 78% White
  - 9% African American
  - 14% Other
- Unemployment: 4%
- Percent below the poverty line: 7%
- Median household income: $90,000

**63106**
- North St. Louis City
- Life expectancy: 67 years
- Racial makeup:
  - 95% African American
  - 2% White
  - 3% Other
- Unemployment: 24%
- Percent below the poverty line: 54%
- Median household income: $15,000

Source: City of St. Louis Department of Health - Center for Health Information, Planning, and Research; Census 2010; MOCHSS, Death MICA 2010
Notes: ZIP code life expectancies were derived using population counts from Census 2010 and deaths from Death MICA 2010. Total percentage for race may exceed 100% due to rounding.
WHAT IS RACIAL EQUITY?

FORWARD through FERGUSON

A Path Toward Racial Equity

Our Community’s Hope for...

• Justice for All
• Youth at the Center
• Opportunities to Thrive

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EQUALITY AND **EQUITY** ARE DIFFERENT
Deaconess Foundation

125 YEARS IN MISSION

INVEST
ENGAGE
ADVOCATE

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RACIAL EQUITY = SITUATIONAL FAIRNESS

Resulting in:

- the inability to predict advantage or disadvantage by race
- BOTH improving outcomes overall AND closing racial gaps in outcomes
• **Diversity (D)** — bringing those with unique perspective or life experience to the decision-making table

• **Inclusion (I)** — ensuring diverse individuals are able to participate fully in decision-making processes

• **Equity (E)** — promoting justice, impartiality and fairness within the procedures and processes of institutions or systems as well as the distribution of resources
How a Racial Equity Lens Works

• Sharpens the focus on outcomes
• Uncovers patterns of inequality
• Separates the symptoms from causes
• Reveals how race is relevant to all groups
• Can be used with other lens (examining the intersectionality with other oppressions such as gender and sexual orientation)
SIX (6) BUILDING BLOCKS FOR RACIALLY EQUITABLE WORK

- Community organizing and constituency engagement – philanthropy builds the power of, and invests in, the people who are most impacted by the issue

- Shared language around race

- Local racial history and structural analysis that identifies accumulated causes of disparate outcomes and devises strategies accordingly

- Systematic application of a racial equity impact analysis for key investments, decisions, policies, practices

- Effective communication about the benefits to all from racially equitable work and media coverage

- Disaggregated data
COMMUNITY ORGANIZING & CONSTITUENT ENGAGEMENT

Choose impacted people over positional powers
Burden of proximity is on people with privilege (Go where the people are).
Be Authentic with your Assets. For the Church: Space and Spirituality.
COMMUNITY ORGANIZING & CONSTITUENT ENGAGEMENT

Listen before you speak. But, speak indeed.
RACIAL EQUITY IMPACT ANALYSIS

1. Are the racial/ethnic groups most affected by this investment/practice/decision represented at the table? Is there another “table” where they are present?

2. For the investment/practice/decision being considered here (existing or new), what results are you trying to achieve?

3. How will the investment/practice/decision affect the different racial/ethnic groups?

4. How will the investment/practice/decision be perceived by the different racial/ethnic groups? What’s the basis for your beliefs?

5. Do you think the investment/practice/decision worsens existing disparities faced by the different racial/ethnic groups or may produce other unintended consequences?

6. Based on your answers to #1 through #5, how should the investment/practice/decision be revised?

Adapted from Race Matters, Annie E. Casey Foundation

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### Racial Equity in Philanthropy

**Most grantmakers still have not taken steps to institutionalize DEI**

Grantmakers were asked which of the following practices/policies they have had in place in the last two years.

<table>
<thead>
<tr>
<th>Practice</th>
<th>No/Unsure</th>
<th>In Process</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>A specific grantmaking focus on communities that have experienced oppression</td>
<td>49%</td>
<td>9%</td>
<td>43%</td>
</tr>
<tr>
<td>Vision and/or mission statements that include an expressed commitment to DEI</td>
<td>56%</td>
<td>12%</td>
<td>32%</td>
</tr>
<tr>
<td>Staff completed training and/or self-assessment on DEI-related topics</td>
<td>59%</td>
<td>14%</td>
<td>27%</td>
</tr>
<tr>
<td>Organizational policy/practice/rule for staff diversity</td>
<td>60%</td>
<td>12%</td>
<td>29%</td>
</tr>
<tr>
<td>Organizational policy/practice/rule for board of directors diversity</td>
<td>62%</td>
<td>11%</td>
<td>27%</td>
</tr>
<tr>
<td>A specific grantmaking focus on rural communities</td>
<td>65%</td>
<td>5%</td>
<td>30%</td>
</tr>
<tr>
<td>Board of directors completed training and/or self-assessment on DEI-related topics</td>
<td>80%</td>
<td>11%</td>
<td>9%</td>
</tr>
</tbody>
</table>
Few grantmakers are offering communities that have experienced oppression or discrimination the full suite of support that expands impact. Grantmakers are less likely to offer community organizing, evaluation or capital support for these communities.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programming/direct services</td>
<td>81%</td>
</tr>
<tr>
<td>Capacity building</td>
<td>78%</td>
</tr>
<tr>
<td>Collaboration</td>
<td>77%</td>
</tr>
<tr>
<td>General operating</td>
<td>76%</td>
</tr>
<tr>
<td>Community organizing/advocacy</td>
<td>63%</td>
</tr>
<tr>
<td>Evaluation</td>
<td>50%</td>
</tr>
<tr>
<td>Capital</td>
<td>41%</td>
</tr>
</tbody>
</table>

Funders responding sometimes, often or always

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DEACONESS’ JOURNEY TO JUST FOR KIDS

Transom Grants

Organizational Capacity Building
(2004-2016)

Community Capacity Building
[Organizing, Advocacy, Public Policy w/ Racial Equity Lens]
(2012-present)

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JUST FOR KIDS THEORY OF CHANGE


VISION: Deaconess envisions a community that values the health and well-being of all children and gives priority attention to the most vulnerable.

STRATEGY: Strengthen the region’s capability to achieve positive outcomes for children and youth through collaborative engagement and investment with diverse partners to improve systems and sustain actions that have long-term impact on the health and well-being of children.

SITUATION: Significant gaps in community capacity (civic infrastructure, resources and power) inhibit the health and well-being of the 640,000 children in the city of St. Louis; St. Louis, St. Charles, Jefferson and Franklin Counties in Missouri; Madison, St. Clair & Monroe Counties in Illinois.

ASSETS/INPUTS
- Investment portfolio
- Socially-responsive investment policy
- Deaconess Center for Child Well-being
- Board of trustees
- Professional staff
- Policy advisory board
- Community advisory board
- Reputational capital and emerging authority
- Faith heritage and Community (220 UCC Churches; 50K members)
- Capacity building knowledge

JUSTICE AND EQUITY FOR YOUTH
- Youth and child advocates equipped and positioned to move systems
- Increased citizen contact with policymakers
- Child service providers oriented to advocacy
- Community organized focused on children
- Strengthened networks and alliances for CWB policy
- Churches engaged in child advocacy
- Sustainable, better capitalized CDFIs

FAMILY ECONOMIC MOBILITY
- Policymakers aware of innovative solutions
- Affordable, affordable and accessible, accredited child care
- Restorative justice practices in schools
- Equitable contacts and outcomes for youth in criminal justice and child welfare systems
- Accessible, high-quality medical, mental and oral health homes
- Family-supporting living wages
- Accessible, effective asset building supports and services

EARLY CHILDHOOD EDUCATION
- Early childhood education
- Policy shifts aligned with DF policy priorities
- Community affirm child’s right to well-being and responsibility to create circumstances for each child to flourish

FINANCIAL INVESTMENT
- Institutional leadership grants
- Responsive grants
- Scholarship grants
- Individual leadership grants
- Convening
- Constituency services (grantees, churches, child advocates)
- Underwriting research
- Disseminating research findings

COMMUNITY ENGAGEMENT
- Strategic initiative leadership
- Skills-building training

POLICY DEVELOPMENT
- Policymaker education
- Strategic communications
- Policy campaigns
- Will-building and agenda setting

ADVOCACY
- Evaluation, Knowledge Management and Strategic Communications
- Field, Faith and Thought Leadership


RACIAL EQUITY LENS

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## Necessity of Relational Capacity

### CB 1.0
- **Who**: Individuals
- **What**: Skills and Knowledge
- **How**: Trainings, Workshops, etc.

### CB 2.0
- **Who**: Organizations
- **What**: Interrelated Functions
- **How**: Catch-all Capacity Building Initiatives

### CB 3.0
- **Who**: Ecosystems
- **What**: Relational Capacity
- **How**: Targeted Capacity Building

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RACIAL EQUITY IS A SUPERIOR GROWTH MODEL*

Racial equity would increase St. Louis area GDP by 10% per year**

<table>
<thead>
<tr>
<th></th>
<th>Closing the <strong>education</strong> gap would have increased U.S. GDP 2% to 4% in 2008, representing between $310 and $525 billion.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Closing the <strong>earnings</strong> gap by 2030 would increase GDP by 16%, or more than $5 trillion a year. Federal tax revenues would increase by over $1 trillion, and corporate profits would increase by $450 billion.</td>
</tr>
<tr>
<td></td>
<td>Disparities in <strong>health</strong> cost the U.S. an estimated $60 billion in excess medical costs and $22 billion in lost productivity in 2009.</td>
</tr>
</tbody>
</table>

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*Brand developed by PolicyLink, [www.policylink.org](http://www.policylink.org); *Data found in Altarum Institute, *The Business Case for Racial Equity*

**PolicyLink, *The Equity Solution*, 2014
## HIGHER RETURN ON ADVOCACY / ORGANIZING

### Figure 1: Aggregate Monetary Benefits and Return on Investment (Five-Year Period)

<table>
<thead>
<tr>
<th>Location</th>
<th>Nonprofits in the Sample</th>
<th>Total Spent on Advocacy and Organizing</th>
<th>Total Value of Monetized Impacts</th>
<th>Return on Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Mexico</td>
<td>14</td>
<td>$16,645,835</td>
<td>$2,616,105,670</td>
<td>$157 to $1</td>
</tr>
<tr>
<td>North Carolina</td>
<td>13</td>
<td>$20,365,023</td>
<td>$1,808,316,547</td>
<td>$89 to $1</td>
</tr>
<tr>
<td>Minnesota</td>
<td>15</td>
<td>$16,535,602</td>
<td>$2,282,889,293</td>
<td>$138 to $1</td>
</tr>
<tr>
<td>Los Angeles County</td>
<td>15</td>
<td>$75,501,269</td>
<td>$6,886,534,758</td>
<td>$91 to $1</td>
</tr>
<tr>
<td>Northwest (ID, MT, OR, WA)</td>
<td>20</td>
<td>$33,869,587</td>
<td>$5,097,554,582</td>
<td>$151 to $1</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>13</td>
<td>$26,086,613</td>
<td>$3,157,929,346</td>
<td>$122 to $1</td>
</tr>
<tr>
<td>Gulf/Midsouth (AL, AR, LA, MS)</td>
<td>20</td>
<td>$41,863,253</td>
<td>$4,767,944,258</td>
<td>$114 to $1</td>
</tr>
<tr>
<td><strong>AGGREGATE</strong></td>
<td><strong>110</strong></td>
<td><strong>$230,867,182</strong></td>
<td><strong>$26,635,274,454</strong></td>
<td><strong>$115 to $1</strong></td>
</tr>
</tbody>
</table>
RESOURCES & REFERENCES

- D5 Coalition - http://www.d5coalition.org/
- Forward Through Ferguson: A Path Toward Racial Equity Report - www.forwardthroughferguson.org
- For the Sake of All Report - https://forthesakeofall.org/
REFERENCES & RESOURCES

- Racial Equity Tools Website - https://www.racialequitytools.org
- PolicyLink’s America’s Tomorrow Report: Equity as the Superior Growth Model - http://www.policylink.org/sites/default/files/SUMMIT_FRAMING_WEB_20120110.PDF
- Allegories on Race and Racism by Dr. Camara Jones (TedXEmory) - https://www.youtube.com/watch?v=GNhcY6fTyBM