‘Giving Black: Cincinnati’ Report Identifies Strengths, Priorities of Black Donors

Greater Cincinnati Foundation using results to engage and sustain black philanthropists

CINCINNATI (December 6, 2018) – Greater Cincinnati Foundation (GCF), in collaboration with New England Blacks in Philanthropy (NEBiP), has released the Giving Black: Cincinnati research report. The study explores the role of philanthropy in the Greater Cincinnati black community, highlighting the opportunities and perspectives of black donors. It also provides recommendations to more purposefully connect with their significant giving. The report is available at www.gcfdn.org/givingblack.

The study, conducted by NEBiP, engaged nearly 400 respondents living in the Greater Cincinnati area who self-selected into the survey panel by racially identifying as being of African descent. The methodology included a survey, interviews and focus groups.

“The All-In Cincinnati report showed us that major inequities continue to persist in our region,” said Ellen M. Katz, President/CEO of GCF. “Giving Black: Cincinnati brings an equity lens to how philanthropy is celebrated and activated. Our community has never chronicled the generous spirit of African Americans, so this report is offered as a means to lift up the powerful, informed influence black philanthropy has had in our community. We will use it to inspire even greater giving to and from our black community.”

Results:

• A major theme: black philanthropy is real but goes unnoticed as mainstream narratives tend to paint philanthropists as wealthy whites. In fact, almost $10 million black philanthropic dollars in Cincinnati are held at foundations and other philanthropic institutions as assets under management.

To amplify the impact of black donors to tackle inequities seen in the community at large, it’s important to acknowledge that black philanthropy exists. Other key points include:

• Only 11 percent of black donors believe Cincinnati is a place of economic opportunity for blacks to thrive.
• High net-worth black donors ($120K+) often place issues of economics and segregation/race as critical issues facing blacks in Cincinnati. Those with incomes less than $80K view education and employment as key issues.
• Giving Black confirms that philanthropic giving is broad-based to issues and causes in addition to religion and education. Black donors cite their giving to a number of social causes that seek to improve the quality life for all people.

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Some 91 percent of black donors surveyed report that in addition to giving of their treasure, they also volunteer, thus giving their time and talent to a range of causes.

Giving Black confirms a rich legacy of giving for over 200 years in Greater Cincinnati. Much of this giving was tied to overcoming issues of racism and disparate treatment including support for the Underground Railroad.

The full report is available at www.gcfdn.org/givingblack.

**Next Steps**
NEBiP outlined recommendations within the report to better engage and sustain black philanthropists. GCF is developing action steps to address each:

- Shift away from the predominant narrative and embrace evidence that black philanthropy does exist.
- Shift the paradigm from deficits to assets.
- Help curate new, inclusive language when defining “philanthropy,” what it is and what it looks like.
- Leverage the economic power and interests of black donors generally and specifically high net-worth donors.
- Develop transparent impact metrics of donor contribution.
- Provide black donor education resources and training.
- Cultivate philanthropic networking opportunities that lead to a black donor pipeline and deeper, philanthropic contributions.
- Develop programs that strengthen the relationship between the philanthropic sector, community stakeholders and black donors.
- Effectively engage Generation X and Millennial black donors.

To join with us in this transformational work, contact Robert Killins Jr., GCF Director of Special Initiatives, at 513-768-6151.

**About Greater Cincinnati Foundation**
As the region’s leading community foundation, Greater Cincinnati Foundation connects people with purpose in an eight-county region in Ohio, Kentucky and Indiana. GCF is leading the charge toward a more vibrant Greater Cincinnati for everyone – now, and for generations to come. As of 2017, GCF is the 35th largest U.S. community foundation with net assets of $649 million.

**About New England Blacks in Philanthropy**
New England Blacks in Philanthropy is dedicated to informing, reforming and transforming the practice of philanthropy by bringing forth a paradigm shift from focusing on the deficits of our communities to our assets. www.nebip.org