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FOR PHILANTHROPY & NONPROFIT LEADERSHIP

Evoking Change Survey Report
*Current Perspective on Race & Diversity
in the Central Florida Nonprofit Sector*

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INTRODUCTION

Nonprofits have long been on the front lines of racial justice, tasked with solving many of the most difficult social challenges while serving racially, culturally, and economically diverse populations. How can we, the nonprofit community, leverage our vast experience to lead our communities, the nation, and world as we all seek a more equal and just society?

Social change models often require the evaluation of individual, group, and societal values. The survey offers an understanding, through authentic responses shown here, of what Central Florida nonprofits need to build a better tomorrow. This *Evoking Change* white paper is designed to indicate the presence of intersection and/or lack of racial equity across these three categories: individual, organization, and sector.

The Edyth Bush Institute for Philanthropy & Nonprofit Leadership in the Crummer Graduate School of Business at Rollins College is committed to developing the strongest nonprofit sector through education and management assistance. Therefore, the Institute leans into racial equity because strong nonprofits understand the value of true diversity. A more racially equitable nonprofit organization builds a more inclusive community – in its service delivery, leadership, and engagement.

Evoking Change is what we are calling this journey. Through education and management assistance, the Edyth Bush Institute invites you to learn, grow, and change with us.

PURPOSE

The purpose of this report is to provide a snapshot of current attitudes towards race and racism and our community, and succinctly narrate the current ideas within our community to move towards addressing the racial challenges in the Central Florida nonprofit sector.

It is important to note that the results of the survey reflect opinions within the community and not necessarily directives regarding what an individual or nonprofit should be focused on or what we should do. We look to racial equity experts and advisory leaders to guide the incremental change.

This survey report embodies 246 stories and perspectives. Thank you to those who came to the table and offered your lived experiences. While the survey tool is not fully inclusive of the opportunities to change, your voices have created a framework for how we can move towards it.

BACKGROUND: Why & How We Got Here

The Summer of 2020 evoked conversations on race that unveiled a deep need for progress and change in our community and country, requiring considerable thoughtfulness and action. As a community, more nonprofit leaders began to understand how the issue of racial justice affects the Central Florida nonprofit sector. Similarly, there was a shared spirit to engage in meaningful work towards change. *Timely Talks for Nonprofit Leaders* created space to hold critical convenings such as *Call to Action: A Conversation with Community Leaders* and *Nonprofits in the time of Black Lives Matter*. Following each session, questions similar to the following arose:

> What's next?
> How can we be better?
> What kinds of actions can lead to change?
> How can we stop racial injustice?

In seeking solutions, Dr. Ruth Edwards, Director of Education with the Winter Park Public Library and author of *Becoming a Black Woman,* guided nonprofit leaders to slow down and actively listen to the community before developing plans for a more racially inclusive sector. The result is this survey report and white paper.

The survey was spearheaded by the Edyth Bush Institute for Philanthropy & Nonprofit Leadership and further advised by a diverse group of nonprofit leaders, funders, and philanthropists. Once developed, the survey was sent to the Edyth Bush Institute members and database on July 9, 2020, with an end date of July 20, 2020, using ConstantContact. The respondents of the initial phase did not sufficiently reflect the demographics of the community (per census data). Thus, the survey deadline was extended to July 31, 2020, and the Edyth Bush Institute called upon the support of the following groups to ensure a more inclusive database:

- One Orlando Alliance
- Donors Forum of Central Florida
- Speakers of *Timely Talks for Nonprofit Leaders* on Racial Equity
- City of Orlando
- Orange County Government
- Hispanic Chamber of Commerce Metro Orlando
- Eatonville Chamber of Commerce
- Young Nonprofit Professionals Network

DEMOGRAPHICS

While there were 886 responses received, 246 responses were complete. Below is a demographic profile of the respondents:

Race/ethnicity of respondents (n=246)

|		
African American or Black	46	18.70%
Asian American or Pacific Islander	5	2.03%
Latinx or Hispanic	19	7.72%
Other	3	1.22%
Two or more of the above	14	5.69%
White	159	64.63%
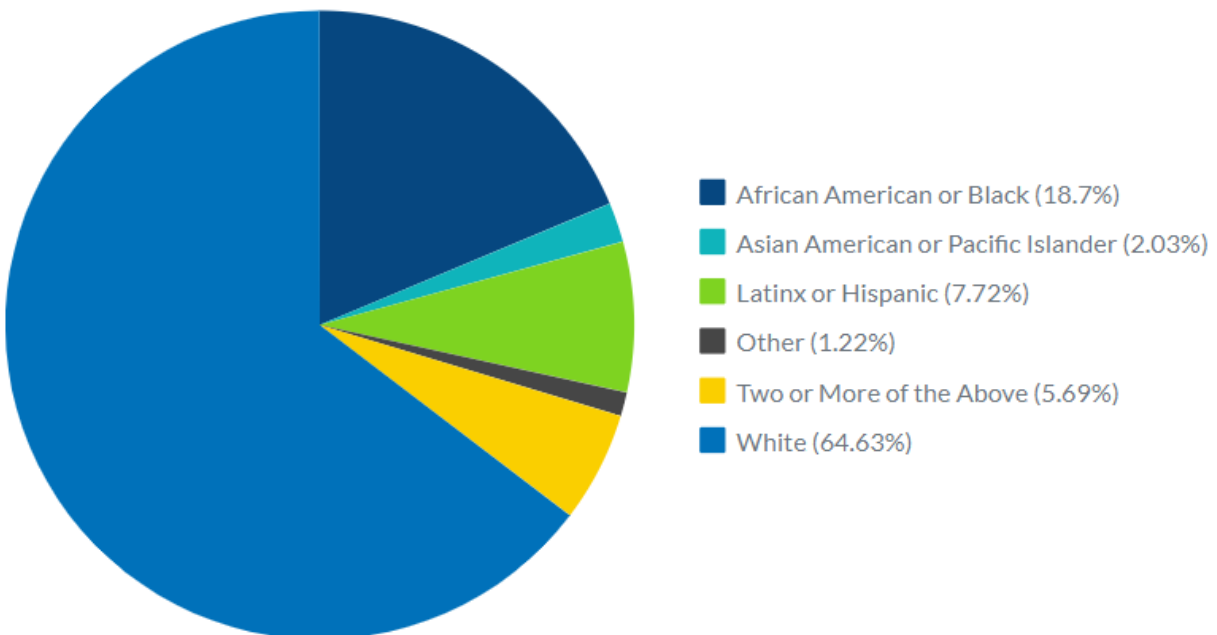
Gender identity

Man (cisgender and/or transgender)	58	23.58%
Woman (cisgender and/or transgender)	183	74.39%
Gender Non-Binary/Non-Conforming/Genderfluid	4	1.63%
Other	1	0.41%

- Gender Non-Binary/Non-Conforming/Genderfluid (1.63%)
- Man (cisgender and/or transgender) (23.58%)
- Woman (cisgender and/or transgender) (74.39%)
- Other (0.41%)
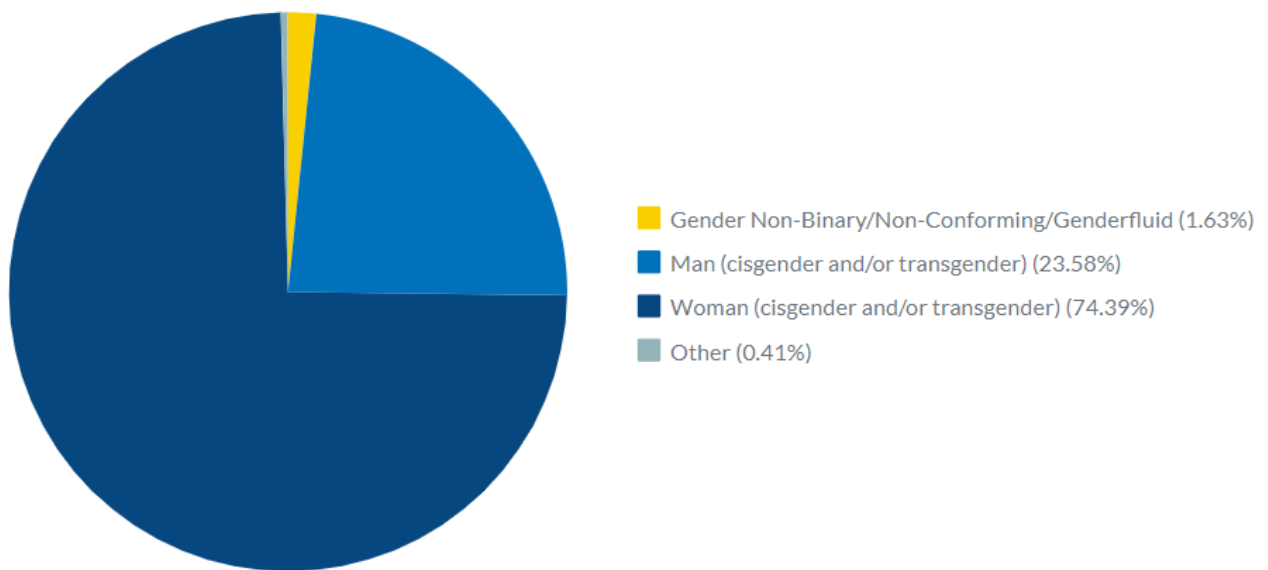
Age/generation

|		
Boomers/Older Leaders (Born before 1965)	112	45.53%
Generation X (Born between 1965-1980)	85	34.55%
Millennial (Born between 1981-1996)	45	18.29%
Generation Z (Born between 1997-Now)	3	1.22%
No Information Provided	1	0.41%

- Boomers/Older Leaders (Born before 1965) (45.53%)
- Generation X (Born between 1965-1980) (34.55%)
- Millennial (Born between 1981-1996) (18.29%)
- Generation Z (Born between 1997-Now) (1.22%)
- No Information Provided (0.41%)
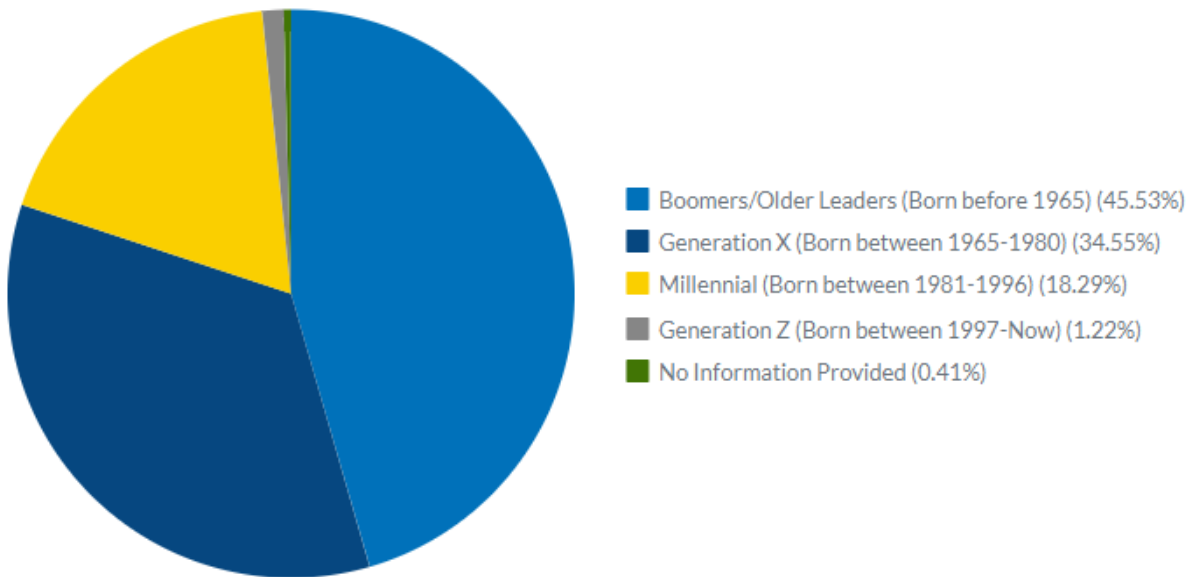
Highest level of education completed

High School / GED	5	2.03%
Associate Degree	12	4.88%
Bachelor's Degree	99	40.24%
Master's Degree	107	43.50%
PhD, JD, MD, Etc.	23	9.35%

High School / GED (2.03%)
Associate Degree (4.88%)
Bachelor's Degree (40.24%)
Master's Degree (43.5%)
PhD, JD, MD, Etc. (9.35%)
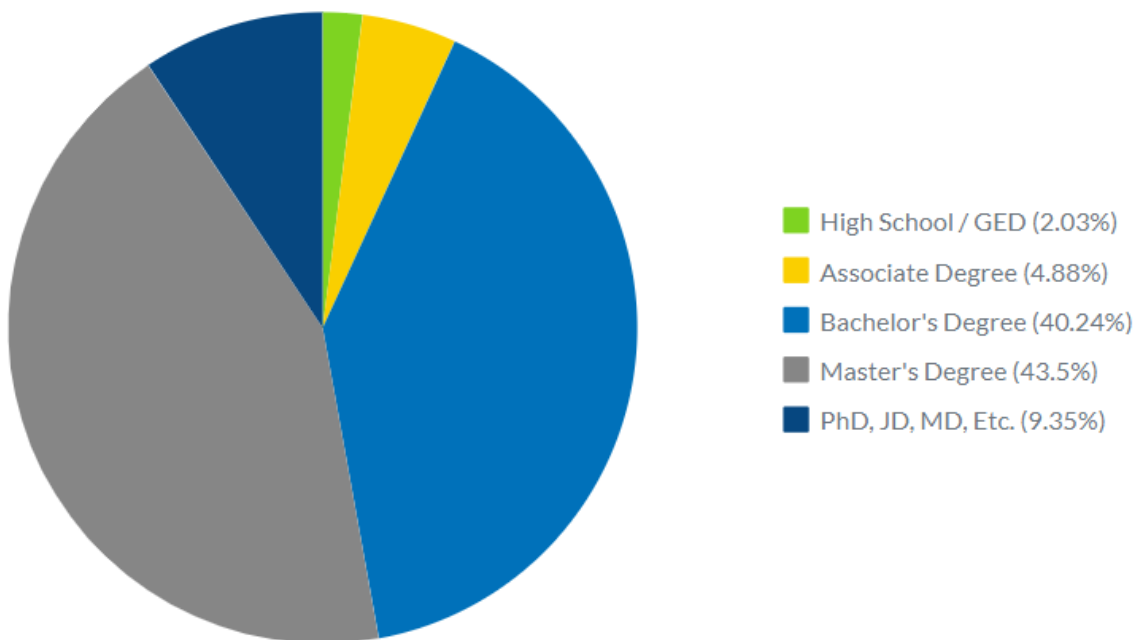
Respondent's role at nonprofit organization

|		
Board Member	65	26.42%
Executive Director / CEO	68	27.64%
Senior Manager / Director	46	18.70%
Program / Line Staff	21	8.54%
Middle Manager	29	11.79%
Administrative Support	11	4.47%
No Information Provided	6	2.44%
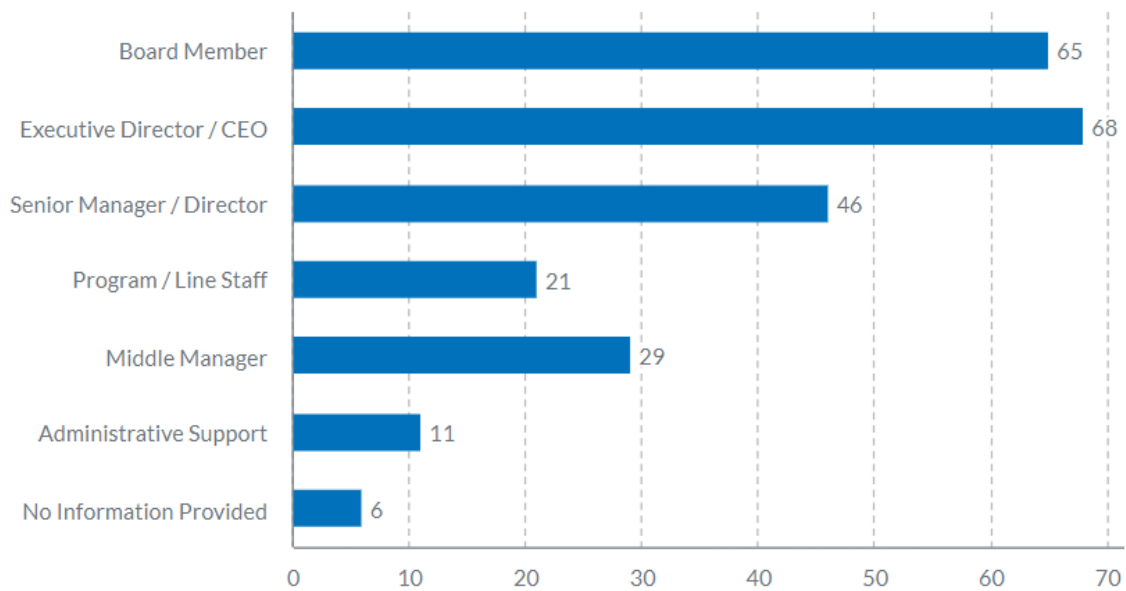
Those who selected positions other than board member and executive director were asked to indicate their level of interest in taking a top leadership role:

Definitely / Probably Yes	128	52.03%
Maybe	71	28.86%
Definitely Not / Probably No	45	18.29%
No information provided	2	0.81%

Organization's annual revenue

$0 - $49,999	18	7.32%
$50,000 - $499,999	52	21.14%
$500,000-$999,999	25	10.16%
$1,000,000-$1,999,999	36	14.63%
$2,000,000 - $3,999,999	22	8.94%
$4,000,000 - $7,999,999	17	6.91%
More than $8,000,000	39	15.85%
I don't know	32	13.01%
No information provided	5	2.03%
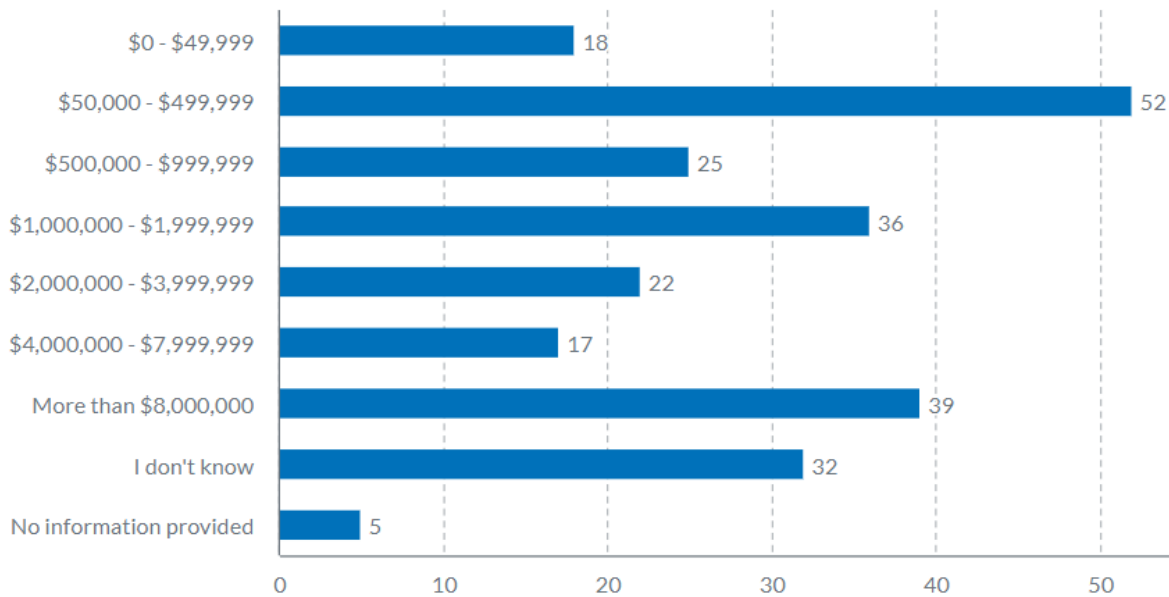
Total number of employees within organization

1 - 10	92	37.40%
11 - 20	33	13.41%
21 - 50	55	22.36%
51+	57	23.17%
I don't know	6	2.44%
No Information Provided	3	1.22%
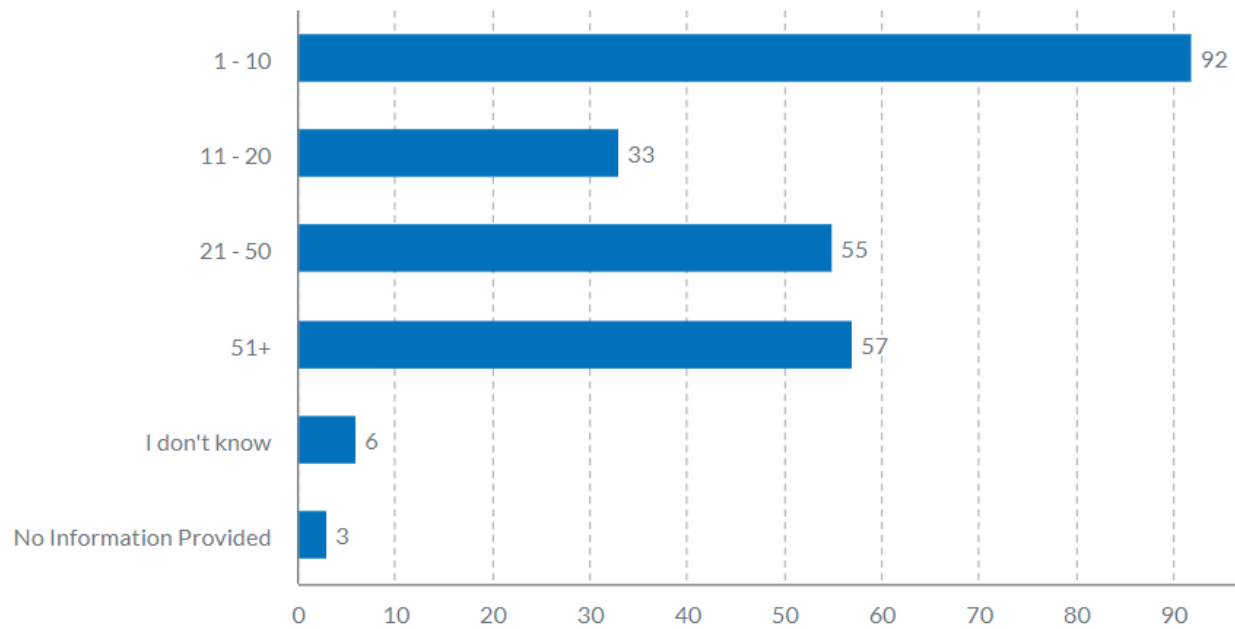
Which counties does your nonprofit organization serve?

Orange	222	90.24%
Seminole	160	65.04%
Osceola	140	56.91%
Brevard	71	28.86%
Volusia	74	30.08%
Lake	89	36.18%
Polk	58	23.58%
Other	31	12.60%

- Orange (26.27%)
- Seminole (18.93%)
- Osceola (16.57%)
- Brevard (8.4%)
- Volusia (8.76%)
- Lake (10.53%)
- Polk (6.86%)
- Other (3.67%)
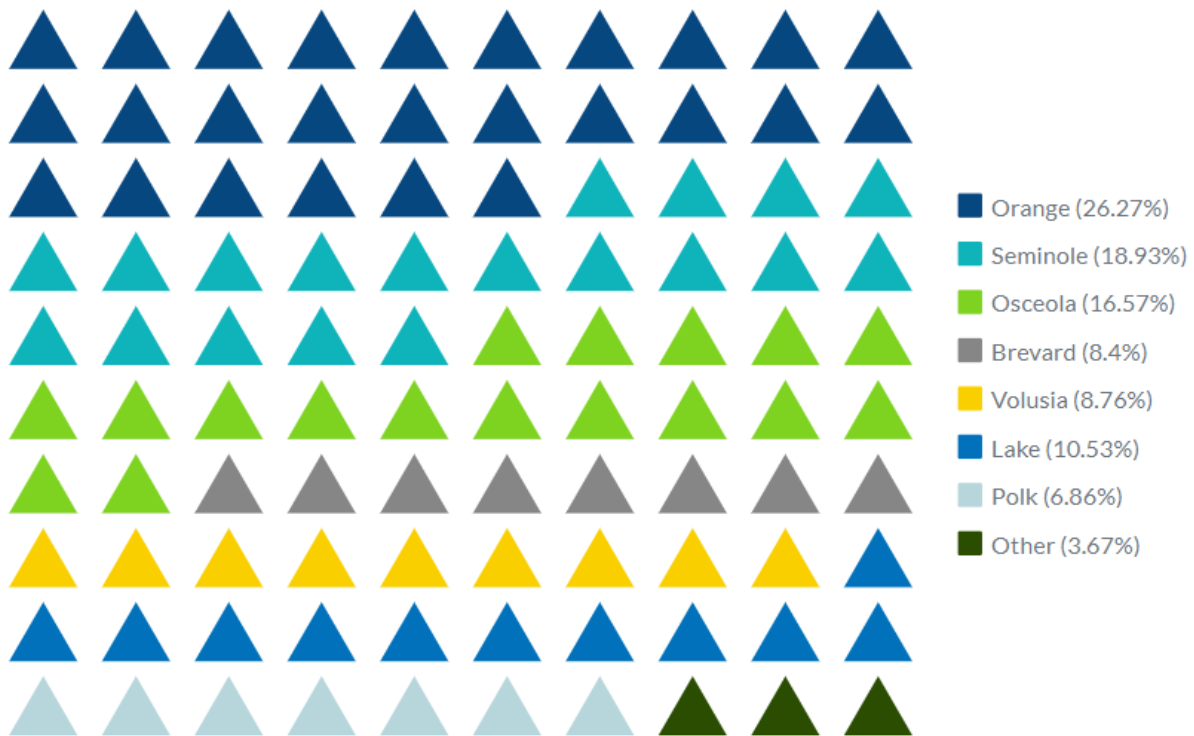
In your opinion, in the past year, do you feel that racism is a problem in the Central Florida region?

Yes	185	75.20%
No	29	11.79%
Unsure	32	13.01%

- Yes (75.2%)
- No (11.79%)
- Unsure (13.01%)
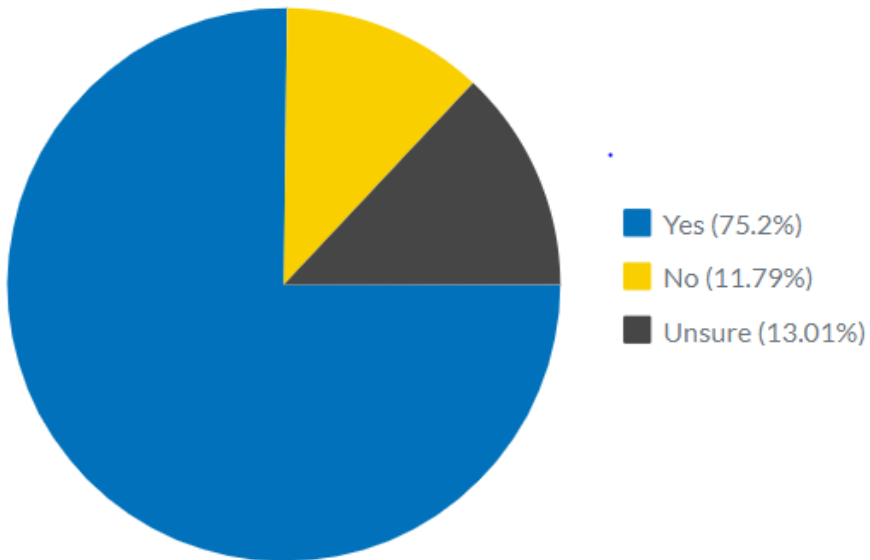
METHODOLOGY

The remainder of the survey consisted of free-response questions, giving the community complete autonomy to respond as they wished. These qualitative responses were then coded into categories by the authors of this white paper. For each question, the three categories with the most responses are identified in the following sections, along with any pertinent notes or points of clarification as deemed necessary.

THE CURRENT BACKDROP & CLIMATE

Respondents were asked the following questions in order to get a picture of the general perceptions of and attitudes toward the nonprofit community, the Central FL community at large, and race and racism in Central Florida.

1. Most Proud
   Question: *What makes you most proud of Central Florida and/or the nonprofit sector in Central Florida?* (n=246)
   - **Unity & Collaborative Culture**: 30.48% of respondents (75)
   - **Variety/Number/Quality of Services provided to the community**: 24.39% of respondents (60)
   - **Moving Towards Diversity & Inclusion:** 19.11% of respondents (47)

2. Causes of Racism
   Question: *What do you think causes racial inequity in Central Florida? Please explain or share an example.*
   - **Institutional Racism:** 55.28% of respondents (136)
   - **Historical Legacy of Racism:** 28.46% of respondents (70)
   - **Learned Behavior/Bias:** 26.83% of respondents (66)

WHAT WE NEED TO MAKE PROGRESS

Respondents were then asked three questions to identify the needs that must be met for our community to make progress in racial equity at three different levels: individually, organizationally, and within the broader Central Florida nonprofit community.

1. Individual Needs
   Question: *What needs do you have as an individual to make progress in racial equity?*

- **Diversity Education:** 18.70% of respondents (46)
- **Individual Growth/Introspection:** 15.85% (39) of respondents indicated a need to *individually reflect* about their own mental constructs and prejudices about racism and/or accordingly make appropriate changes in how they relate to others individually
- **Effective Allyship:** 15.04% (37) of respondents
- **Authentic Conversations:** 14.63% (36) of respondents indicated a need for more honest conversations in safe spaces surrounding race and racism with their colleagues

2. **Organizational Needs**

   Question: *What needs does your organization have to make progress in racial equity?*
   - **Changes of Policies and Procedures:** 17.07% (42) of respondents
   - **Diversity Education:** 17.07% (42) of respondents
   - **None:** 10.98% (27) of respondents indicated that they have no needs. A portion of these responses come from organizations where all or the majority of staff are members of underrepresented groups. Another portion comes from those who indicated they do not see any needs to make organizational progress in racial equity, or state that there is no further progress or improvements that **can** be made in racial equity in their organization.

3. **Needs of the Central Florida nonprofit Community**

   Question: *What needs does our Central Florida nonprofit sector have to make progress in racial equity?*
   - **Systemic Change:** 13.41% (33) of respondents
   - **Community-Focused Changes in Policies and Procedures:** 13.41% (33) of respondents. A proportion of these respondents specifically described that the kind of changes needed are those that are more intentionally considerate of the diverse population served by Central Florida nonprofits.
   - **Equal Access to Resources:** 13.01% (32) of respondents indicated that in order to see progress in racial equity in the Central Florida nonprofit community, organizations led by underrepresented groups need equal access to both funding and resources for their organizations.

RECOMMENDED NEXT STEPS & CONCLUSION

In the book *Factfulness* (2018), Hans Rosling, a global health professor and statistician, challenges readers to use data rather than instinct. Rosling warns us of the destiny instinct, the idea that "they have always been this way and will never change."

The deep roots of racial injustice are woven into the fabric of our country at all levels: individual, community, region, state and nation. As we look at the world, we see that other countries are grappling with similar issues. The needs presented in this report nudge us to consider the boulders that need to be moved: people, ideas, systems, and the values of individuals, organizations, and the nonprofit sector.

We may be led to believe that slow change is no change; however, that may be a limiting belief. This survey identifies ten themes we can begin to address as we consider the needs of the individual, the organization and the sector. This list is non-exhaustive, but a good starting place as we continue to embark on this journey of racial equity together.

1. Engage in authentic conversations
2. Change policies and procedures
3. Create opportunities to interact and work with diverse groups in the community
4. Provide education in diversity, equity, inclusion (and belonging)
5. Diversify board leadership
6. Diversify organization leadership (paid)
7. Develop skills to be effective allies
8. Offer equal access to resources
9. Encourage/Facilitate individual growth/introspection
10. Provide equal socioeconomic opportunities to members of underrepresented groups

These needs are all interconnected; accomplishing one will help the other, and so on. At the Edyth Bush Institute for Philanthropy & Nonprofit Leadership, there will be opportunities for you to engage as an advisory member, to learn how to be an Inclusion Champion, to inform organizational policies and procedures with more intention, or to participate in a Summit where you can learn practical application tools.

We invite you to be a part of the *Evoking Change* journey, to *be* a part of the change. Where do you fit in? What need can you help to fulfill?

Appendix

What makes you most proud of Central Florida and/or the nonprofit sector in Central Florida?

Unity and collaborative culture	75
Variety/Number/Quality of Services provided to the community	60
Moving towards Diversity & Inclusion	47
Continual passion and culture of adapting/growth to achieve excellence individually and organizationally	30
Community involvement/volunteers	14
Art and culture	10
Access to resources for nonprofits	8
Career opportunities and professional talent	2
N/A	39

What do you think causes racial inequity in Central Florida? Please explain or share an example.

Institutional racism	136
Historical legacy of racism	70
Learned behavior/bias	66
Lack of diversity education/training needed	41
Lack of diversity in leadership	29
Authentic conversations	12
Lack of Diverse Networks	12
I don't know	6
None	30
N/a	1

What needs do you have as an individual to make progress in racial equity?

Diversity education	46
Individual growth/ introspection	39
Effective Allyship	37
Authentic Conversations	36
Systemic change to provide equal socioeconomic opportunities to members of underrepresented groups.	20
Diverse networking opportunities	18
No needs	15
To be treated/ perceived equitably	15
Equal access to resources/funding for organizations led by members of underrepresented groups.	14
Seat at the table	13
Chances to interact and work with diverse groups in the community	10
Changes in organizational policies & procedures	7
Opportunities for qualified people of underrepresented groups to be developed (mentorship, professional development, leadership)	6
Diversity in leadership (paid staff)	4
Diversity in board leadership	3
I don't know	1
No Response	22

What needs does your organization have to make progress in racial equity?

Diversity education	42
Changes in organizational policies & procedures	42
Equal access to resources/funding for organizations led by members of underrepresented groups.	24
Diversity in board leadership	21
Authentic Conversations	20
Visible commitment to racial equity within organization	15
Diversity in leadership (paid)	14
Learning groups	14
Chances to interact and work with diverse groups in the community	12
Systemic change to provide equal socioeconomic opportunities to underrepresented people.	10
Diversity in participants served	10
Seat at the table	7
Leadership commitment to racial equity	6
Diversity in paid staff	5
Diverse networking opportunities	5
Diversify support base (donors/volunteers)	5
None	27
No comment	24
Do not understand question	3

What needs does our Central Florida nonprofit sector have to make progress in racial equity?

Community-focused changes in policies and procedures	33
Systemic change	33
Equal access to resources	32
Authentic conversation	31
Chances to interact and work with diverse groups in the community	30
Diversity education	26
Diversity in leadership (paid)	23
Diversity in board leadership	18
Opportunity to be heard and make a difference (influential/decision-making voice)	13
Diverse networking opportunities (this is a valuable resource to nonprofits)	6
Individual growth/ introspection	5
Seat at the table	5
Diversity in paid staff	3
No response	32
None	9
I don't know	9

What steps has your organization taken recently to explore areas of growth to build on racial equity within your organization?

Internal conversation for staff on diversity/inclusion	62
Reviewing or implementing inclusive policies/procedures (i.e. hiring policies, org structure)	45
Open or educational conversations/programming about diversity (external audiences)	25
Task force/committee	25
Formal coaching and training on diversity/inclusion	24
Collaboration with other organizations (led by or serve underrepresented groups)	23
Progress in diverse board leadership	14
Book clubs/groups on diversity education	12
Progress in diverse staff leadership	10
Publishing diversity statement	10
Talk or some steps taken but no meaningful change	8
No need to improve	7
Accessible advertising materials	5
Fundamentally diverse organization (mission/culture)	18
Not sure	7
None	17
N/A (COVID-19 is a deterrence from taking steps)	7
N/A	29