

# How Social Justice Fuels Philanthropy

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## Let's be very very careful

- “Philanthropy is commendable, but it must not cause the philanthropists to overlook the circumstances of economic injustice that makes philanthropy necessary.”

-- Martin Luther King, Jr.



## Philanthropy and its essential partner, fund development

### Glorious marvels

- But our sector's history doesn't explore the social justice/social change angle sufficiently. Not in fundraising books or conferences or conversations.
- And far too many sector professionals don't understand the distinction between social justice/change philanthropy and what I call traditional philanthropy.



## Fundraising focuses too much on money - 1

- Producing what I call philanthropy's moral dilemma. See the final chapter in *Keep Your Donors* – and in my Free Download Library.
- A moral dilemma rooted in privilege and power that affects fundraising and governance – and everything in the world.
- A dilemma that doesn't seem to include the ethics of access and inclusion.



## Fundraising focuses too much on money - 2

- A dilemma that doesn't seem to include the ethics of access and inclusion.
- Yale economist Dean Karlan and all the small donors to the 2008 Obama presidential campaign.
- "Small donors." Is that any way to name someone? As the au courant peeps say, WTF?



## Money money money

- **Where does money come from?**
  - Earned, sure. But how about the money that comes from privilege, and unearned privilege?
- **Privilege = power**
- **Power = control and winning (and, yes, mostly someone else loses)**

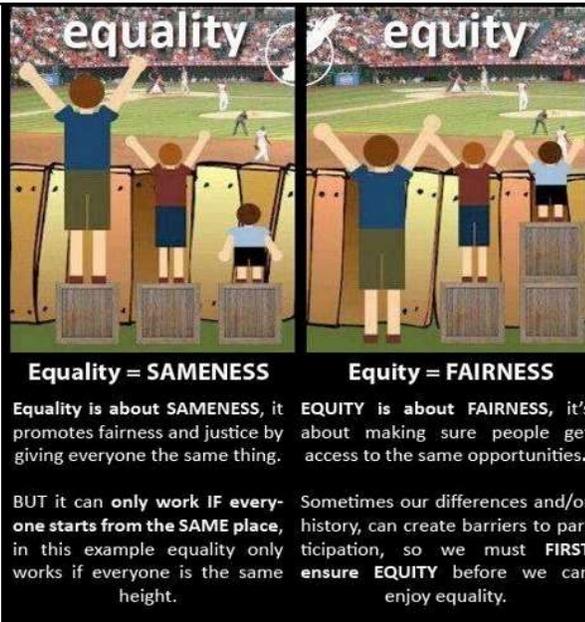
Is all this okay with you? Is any of this okay with you?

Teddy Roosevelt didn't like it much, so he said: "Of all forms of tyranny, the least attractive and most vulgar is the tyranny of mere wealth."



## Critical concepts for social justice and social change philanthropy

- Privilege...Mostly unearned. Some earned (but so what?)
  - How I like to introduce myself, Simone Joyaux.
  - Play Peggy McIntosh’s game with yourself, your staff, your board, your committees.
- Justice: Listen carefully to the babies in the river story.
- Think about intersectionality and what it does to people.



Do you understand (and embrace) the distinction?  
Can you engage others in a conversation about this important distinction?

Do you think (and even talk about) your own privilege?

The U.S. Constitution focuses on equality – not equity + there’s no mention of women. How about your country?



## Privilege...unearned and so comforting

- *New York Times* October 2015 article: As of that date, 158 U.S. families had provided 50% of the money for the 2016 U.S. presidential campaign.
- Makes you wonder about the power of your own voice and vote.
- What happens in your country with money in politics?
- Is this democracy in action?



## Reflect on this quote

- “Injustice anywhere is a threat to justice everywhere. We are caught in an inescapable network of mutuality, tied in a single garment of destiny. Whatever affects one directly, affects all indirectly.”

-- Martin Luther King Jr.



## No matter where you live

What other countries  
would you substitute?

- “This is the oldest story in America: the struggle to determine whether ‘we, the people’ is a spiritual idea embedded in a political reality – one nation, indivisible – or merely a charade masquerading as piety and manipulated by the powerful and privileged to sustain their own way of life at the expense of others.”

-- Bill Moyers: The Progressive Story of America, Friday, June 13, 2003, Take Back America Conference



## How social justice fuels philanthropy

- Democratizing philanthropy
- Welcoming all donors
- Avoiding major gift terminology – because that suggests there are minor gifts.
- Remember: The board does governance. It isn't a fundraising squad.

*Charity or change?*



## Reflect on this quotation

- “Charity is good, but supporting and creating social change are about power. Power can infuse lives with purpose and dignity. That opens up the possibility of joy. The life of the giver, as well as that of the receiver, is transformed...No matter who we are, no matter how much money we have, whatever our color, gender, age, religion, or language, we can bring change to the world around us. We can open our minds, roll up our sleeves, and reach out our hands.”

-- Alfie Woodard, *Robin Hood Was Right*



## How philanthropy fuels social justice

- What does “democracy” mean? What do some of the constitutions say? What do writings around the world say? For example:
  - EU Constitution
  - New Tunisian constitution – considered one of the most democratic
  - UN’s Declaration of Human Rights
  - Massachusetts (USA) state constitution – compared to the U.S. Constitution itself



## Justice fueling philanthropy



A new way of asking for gifts for U.S. election work. Now used by many other groups.

Read Roger Craver's blog of May 25, 2016.

<http://www.theagitator.net/nonprofit-management/when-women-win/>

**WHEN WOMEN WIN**

EMILY'S LIST  
AND THE RISE OF WOMEN  
IN AMERICAN POLITICS

Ellen R. Malcolm  
*with CRAIG UNGER*



## Yes. Raising money for social justice is a viable career path.

- A cause is a cause. Can you name some successful justice causes?
- Because you believe and chose this cause. If the work fulfills you...
- Fundraising is fundraising: Body of knowledge. Principles. Practice. Find people who care.
- Be comfortable with controversy. And public policy and advocacy.
- Distinguish between band aids and root causes. You can choose root causes and going to the head of the river.



## People have spent time or whole lives working on justice.

- You choose where you work and give. You choose your causes.
- “There may be times when we are powerless to prevent injustice. But there must never be a time when we fail to protest.” (*Father Dan Berrigan*)
- “Cautious, careful people always casting about to preserve their reputations...can never bring about a reform. Those who are really in earnest must be willing to be anything or nothing in the world’s estimation, and publicly avow their sympathies with despised and persecuted ideas and their advocates, and bear the consequences.” (*Susan B. Anthony*)



## More and more I worry about ethics - or maybe just alignment with my own values.

- I worry: Is it, perhaps, unethical and morally unacceptable to think about giving as money primarily. And then focus on the big money givers as if they’re more special. And focus on well-connected to money / big money board members. And and and
- ...“La esperanza muerte última. Hope dies last.” Jessie de la Cruz, the first female recruiter for the United Farm Workers



## Please! Please!

- Philanthropy – voluntary action for the common good – can (should?) be an act of empowerment.
- Philanthropy can (should?) be democratized. So let's democratize fundraising too, philanthropy's essential partner.
- Democratizing all this encourages more people to give...because:
  - Welcomes everyone – send that message and ask – and more people will give.
  - There are people who want to fight for justice...And some of them have money!
  - There are more people in society with less money than great sums of money. Already the less affluent give. More could choose to give if only they felt welcomed and were asked.
  - And engaging more people might grow philanthropy!



## You choose. Donors choose.

- **Let me say over and over and over and...**
  - People give through NGOs to fulfill their own aspirations.
  - I am not judging someone's giving – although I may hate someone's giving.
  - And I may hate laws and legislation and regulations that allow some giving.
  - Because I have my passions and my aspirations. And you and they and everyone has their own.



## But I am saying! Please learn and know.

- The sector and its NGOs, its staff and its board members should know the history. And the history is as much about justice and social change as it is about traditional philanthropy.
- I think it's "unethical" and "morally corrupt" to ignore all of the history.
- We should talk about this in the mainstream...not just in the corridors of social justice and social change philanthropy.



## Some great resources

- Peggy McIntosh's writings. (See internet.)
- Sady Doyle, Progressive on tumblr. <http://sadydoyle.tumblr.com/post/138860699828/progressive>
- Caitlin Moran, *Esquire*, "12 Things About Being a Woman That Women Won't Tell you."
- "Imagining the Lives of Others," P. Bloom, *New York Times*, 06-07-15
- "Understanding 'New Power'," J. Heimans and E. Timms. *Harvard Business Review*, December 2014
- *The Loudest Duck*, Laura Liswood
- *Robin Hood Was Right: A Guide to Giving Your Money for Social Change*, Collins, Rogers, Garner
- *The Birth of the Pill: How Four Crusaders Reinvented Sex and Launched a Revolution*, J. Eig
- *Justice: What's the Right Thing To Do?* M.J. Sandel
- *Body Counts: A Memoir of Activism, Sex, and Survival*, S. Strub
- *The Self-Made Myth: And the truth about how government helps individuals and businesses succeed*, B Miller and M. Lapham
- *You Can't Be Neutral on a Moving Train*, H. Zinn
- *Fundraising for Social Change*, K. Klein
- *The Third Sector: Keystone of a Caring Society*, W. Nielsen (monograph)
- *Effective Philanthropy: Organizational Development through Deep Diversity and Gender Equality*, M.E. Capek and M. Mead
- *Nonprofit Quarterly* print and online publication



## The End...Or Is It?

- Donors pick where to volunteer and where to give. That's glorious.
- Fundraisers pick where to work. Glorious, too!
- But ignoring part of philanthropy and fundraising history (social justice/social change) is false, flawed, and sad.
- Pick what you want. But know both traditional and justice/change philanthropy and fundraising.
- Recognize and embrace the mutuality: Social justice/change philanthropy and traditional philanthropy fuel each other. Different sides of the same coin. Virtuous circle. Or? Maybe not?

