



The Role of
Education
in Shaping Philanthropy Among Black Women

Insights from a Comprehensive Survey

SABRINA WALKER HERNANDEZ, MPA

www.supportingworldhope.com

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Sabrina Walker Hernandez
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Introduction

Black women are among the most educated groups in the United States, earning degrees at higher rates compared to other demographic groups, including White women, Asian women, and White men as cited in [The Independent](#). This remarkable achievement is a testament to their resilience and determination and a significant factor influencing their philanthropic activities. This white paper explores how education shapes the philanthropic endeavors of Black women and the broader implications for the nonprofit sector. The findings are based on a survey of 72 Black women, providing valuable insights into their educational and philanthropic experiences.

Educational Attainment and Philanthropy:

The survey conducted among Black women reveals that a substantial majority hold advanced degrees, with 53% possessing a Master's Degree and 15% holding a Doctorate Degree. This high level of educational attainment correlates with active participation in philanthropy, as 93% of respondents engage in various forms of giving, including monetary donations, volunteering, fundraising, and donating goods. This demonstrates that education not only empowers Black women with knowledge and skills but also fosters a strong sense of civic responsibility and community engagement.

Motivations for Giving:

The primary motivations for philanthropic activities among Black women include:

- Personal values and beliefs (89%)
- Desire to give back to the community (83%)
- Religious beliefs (47%)
- Professional network (40%)
- Educational background (32%)



"My education has instilled in me the importance of giving back and supporting those in need. It's a core value that drives my philanthropic efforts."

These motivations highlight a deep-rooted sense of responsibility and connection to their communities, often reinforced by their educational experiences. One respondent noted, "My education has instilled in me the importance of giving back and supporting those in need. It's a core value that drives my philanthropic efforts."

The Influence of Educational Institutions:

"University-sponsored events helping kids read and organizing food drives opened my eyes to the importance of community service and giving."

Educational institutions play a crucial role in fostering a culture of philanthropy. Many respondents indicated that their involvement in university-sponsored volunteer events and alumni giving campaigns significantly impacted their philanthropic journey. For example, one participant shared, "University-sponsored events helping kids read and organizing food drives opened my eyes to the importance of community service and giving." This underscores the importance of educational institutions in shaping the philanthropic mindset of their students.

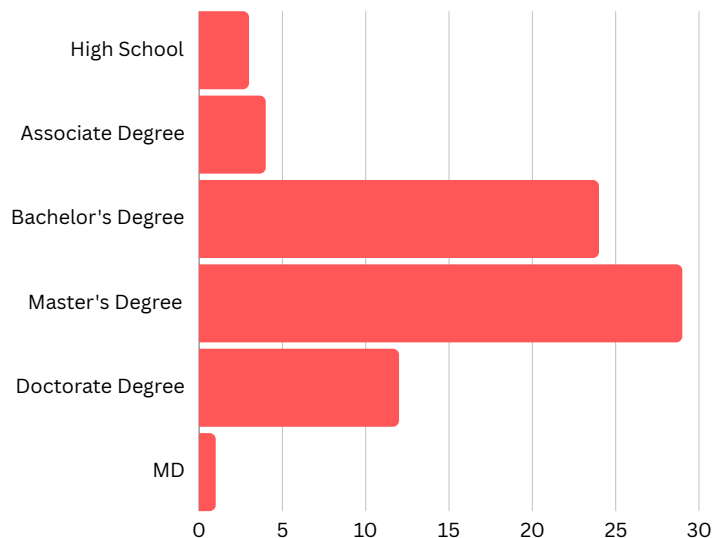
Personal Stories and Insights:

Building relationships is at the heart of successful fundraising. According to a [Washington Post](#) article, Black people, despite facing stereotypes and biases, contribute a larger share of their wealth to charities than any other racial group in America. This generosity extends beyond religious giving to include higher education and the arts. It is crucial for fundraisers to recognize and cultivate these relationships, understanding that one size does not fit all. "Our job as fundraisers is to match the desire to give with the right cause."

Addressing Unconscious Bias:

Nonprofits must address unconscious biases that may hinder their ability to engage with Black donors effectively. "When you think Black, you probably don't think givers or donors." This misconception overlooks the significant contributions Black women make to philanthropy. The data shows that Black families contribute the largest proportion of their wealth to charity, despite the equity gap. Recognizing and overcoming these biases is essential for nonprofits to engage effectively with Black donors.

"Our job as fundraisers is to match the desire to give with the right cause."



Action Steps

- Address Unconscious Bias
- Provide training and awareness programs for staff and volunteers.

Steps to Build Strong Relationships with Black Donors:

01

Understand and Engage:

- Recognize the importance of personal and community values in their giving decisions.
- Listen actively and show genuine interest in their experiences and motivations.



04

Foster Continuous Communication:

- Maintain ongoing dialogue to deepen understanding and strengthen the relationship.



02

Provide Transparency and Involvement:

- Keep them informed about how their donations are making an impact.
- Invite them to participate in planning and decision-making.



05

Demonstrate Organizational Commitment:

- Ensure diverse representation within your organization.
- Show dedication to addressing issues important to the Black community.
- Align organizational practices with the values of Black donors.



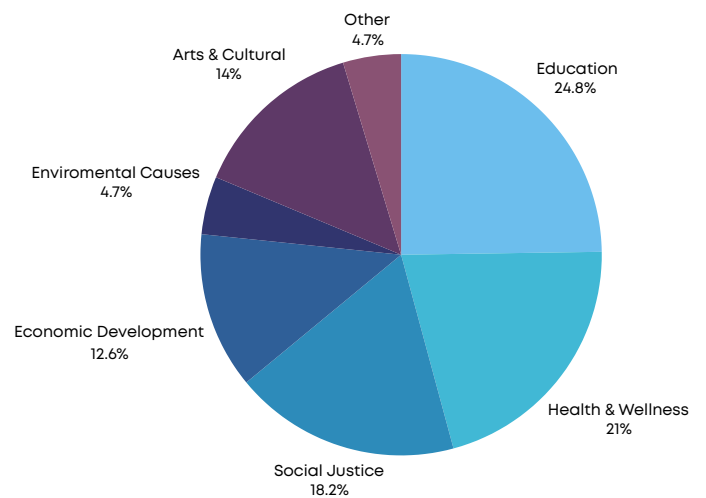
03

Show Appreciation and Celebrate Impact:

- Acknowledge their contributions and express gratitude regularly.
- Highlight their achievements and the positive changes they help create.



Causes primarily supported through philanthropic activities



"Black women punch above their weight when it comes to giving. It's time for nonprofits to recognize and honor that."

Call To Action

To better engage Black women in philanthropy, nonprofits must commit to diversity and inclusion across their organizations. This involves dedicating time, resources, and attention to identifying, cultivating, soliciting, and stewarding Black donors on their terms. As one respondent aptly put it, "Black women punch above their weight when it comes to giving. It's time for nonprofits to recognize and honor that."

Clear Steps for Nonprofits to Engage Black Women in Philanthropy:

Research and Understand Your Audience:

- Conduct surveys and focus groups to learn about their interests and motivations.
- Use data to tailor your engagement strategies.

Develop Culturally Relevant Campaigns:

- Create campaigns that resonate with the values and experiences of Black women.
- Use inclusive language and imagery.

Foster Inclusive Leadership:

- Ensure diverse representation on your board and leadership teams.
- Involve Black women in decision-making processes.

Leverage Community Networks:

- Partner with Black sororities, clubs, and professional organizations.
- Engage with community leaders and influencers.

Showcase Transparency and Accountability:

- Provide clear and detailed reports on the use of funds.
- Communicate the impact of donations regularly.

Actionable Advice

- **Listen Actively:** Engage in open dialogues with Black women donors to understand their needs and expectations.
- **Personalize Communication:** Tailor your messages to reflect their interests and values.
- **Celebrate Diversity:** Highlight and celebrate the contributions of Black women within your organization.
- **Invest in Relationships:** Build long-term relationships based on trust and mutual respect.
- **Continuous Feedback:** Solicit feedback from Black women donors to improve your engagement strategies.
- **Segment Your Donor List:** Tailor your communications based on the interests and giving history of your Black women donors.

Strategies

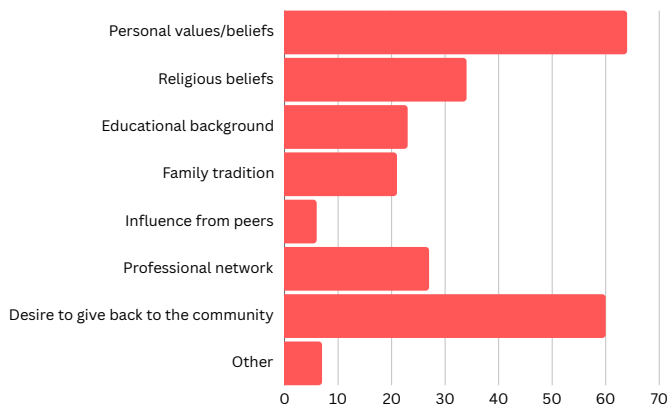
- **Host Inclusive Events:** Organize events that cater to diverse audiences and celebrate cultural heritage.
- **Create Mentorship Programs:** Establish programs that connect donors with beneficiaries, fostering deeper connections.
- **Use Data Analytics:** Leverage data to identify trends and opportunities for targeted engagement.
- **Amplify Voices:** Provide platforms for Black women to share their stories and experiences.
- **Create Donor Circles:** Establish giving circles where Black women can collectively support causes they care about.

Summary of Key Findings

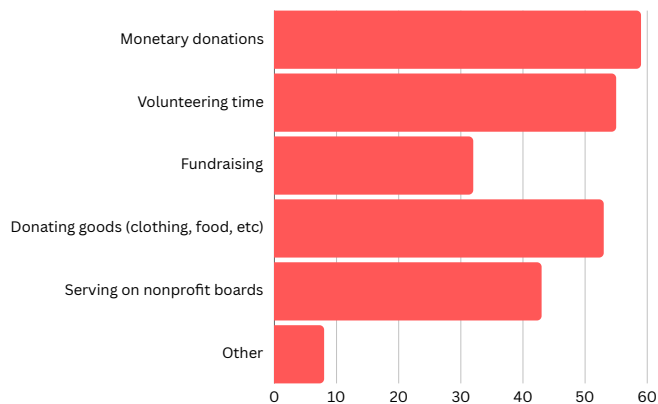
- Black women are highly educated, with a majority holding advanced degrees.
- Education significantly influences their philanthropic activities.
- Personal values, community commitment, and religious beliefs are primary motivators for giving.
- Educational institutions play a critical role in shaping philanthropic behaviors.
- Nonprofits must address unconscious biases and tailor engagement strategies to effectively reach Black women donors.

Statistical Data

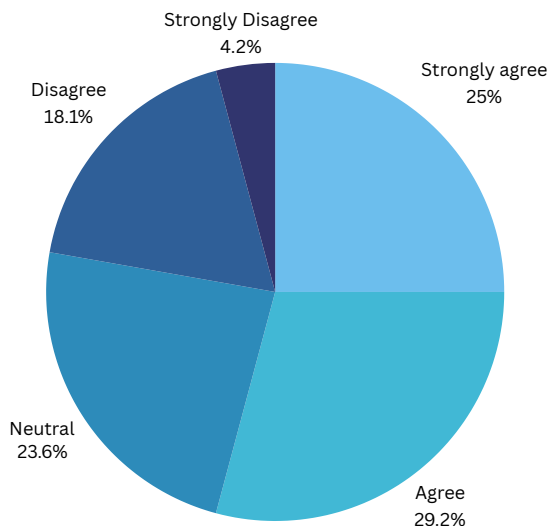
What motivates you to participate in philanthropic activities



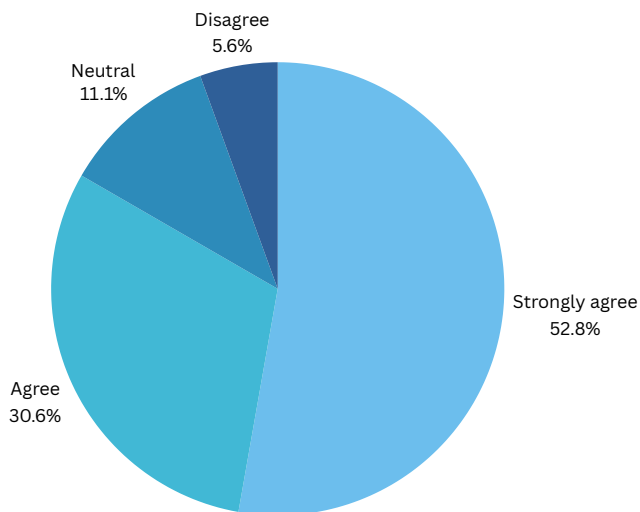
What types of philanthropic activities do you engage in?



Do you feel that your educational background has influenced your philanthropic activities?



Do you believe that higher education institutions should play a role in promoting philanthropy among students?



Conclusion

The intersection of education and philanthropy among Black women is a powerful narrative that underscores their significant impact on charitable giving. By understanding and embracing this intersection, nonprofits can better engage with Black women donors, fostering a more inclusive and effective philanthropic community. Let us acknowledge and support the contributions of Black women, ensuring their legacy of giving continues to inspire and uplift communities.

Additional Readings

- [How Unconscious Bias May Be Affecting Your Fundraising With Black Philanthropists](#)
- [Black Women in Philanthropy: The Art of Everyday Giving as Activism](#)
- [What Motivates African-American Charitable Giving: Findings from a National Sample](#)

Dedication and Closing Thoughts

“To the 72 Black women who generously shared their insights through our survey, I extend my deepest gratitude. Your voices have been instrumental in shaping this understanding.

Black women are change-makers, leaders, and community pillars. Their experiences highlight the powerful intersection of education and philanthropy. By embracing this, we unlock their full giving potential and drive transformative change. Let's celebrate their contributions and work together to create a more inclusive and impactful philanthropic landscape, honoring the wisdom shared by these women and many others. ”

About





Sabrina Walker Hernandez is the President & CEO of Supporting World Hope LLC. She is a certified consultant, coach, facilitator & best-selling author that trains CEOs, Boards of Directors, and Employees across diverse sectors in leadership skills, focusing on revenue, relationships, & retention using her B.U.I.L.D. framework. With 28 years of nonprofit and community experience, she has served in the capacity of direct services, operations, and executive leadership.

Sabrina has a reputation for transformational leadership through mission alignment, fundraising, program expansion, and community partnerships. One of her greatest successes is increasing operation revenue from \$750K to \$2.5M, completing a \$12M capital campaign, and establishing a \$500K endowment in the 3rd poorest county in the US. With this knowledge, she has helped her clients gain confidence in engaging board of directors in fundraising and developing strategies to enhance employee retention.

Sabrina holds a MPA, a Certification in Nonprofit Management from Harvard Business School, and a Management Advanced Leadership Certification from Clemson University. She is a certified Master Trainer for Boys & Girls Clubs of America and certified in David P. Weikart Methods Training of the Trainer.



Connect with Me

-  www.supportingworldhope.com
-  sabrina@supportingworldhope.com
-  www.linkedin.com/in/sabrinawalkerhernandez/
-  [Sipping Tea with Sabrina The Podcast](#)

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