

Fundraising Policies Centering Justice

Statement of Purpose

The Kids Forward Fundraising Policies Centering Justice are how we transform fundraising and philanthropy so that our practices are grounded in both racial and economic justice. Kids Forward has intentionally modeled these policies after the Community-Centric Fundraising Principles co-designed by and for our staff, board, donors, and community.

These policies guide our fundraising practices and uphold our commitment to center community—those whose lives are most improved by our policy work, children and families of color, and those furthest from opportunity. With you, our friends and family in the work, we hold ourselves responsible to name the structural inequities that create disparities of wealth, create an equitable structure for accepting and recognizing gifts, and ensure that wealth and privilege do not determine the needs of community. These policies may change and adapt over time as we continue to have productive, challenging, and transformative discussions.

Introduction

We envision a Wisconsin where every child thrives, notably children of color and those furthest from opportunity—a Wisconsin that places justice at the core.

The fundraising sector has historically reflected the inequitable distribution of wealth and income in ways that can perpetuate racism, paternalism, and white supremacy. We will not engage in practices that uphold the very systems we are working to dismantle. Our fundraising will reflect our organizational values of compassion, equity, inquiry, and accountability.

With appreciation for the range and abundance of gifts available to support our work, Kids Forward joyfully changes the narrative of fundraising. The Kids Forward Fundraising Policies Centering Justice advance equity, celebrate diversity, and stand up for justice so that every child has an opportunity to thrive.

6 Fundraising Policies Centering Justice

1

Our fundraising practices will be grounded in principles of equity and racial & social justice.

- We are guided by our mission and are unapologetically accountable to those whose lives are improved by the policy work of Kids Forward.

2

We treat donors as partners in our work.

- We are transparent about our values and have honest conversations that range from challenging to transformational.
- We will respectfully and firmly push back when donors do or say things that may be detrimental to our work or to the community we are serving.
- We are honest and transparent with our donors about the resources that it takes to comply with their wishes and to maintain relationships with them, and we must push back when that becomes excessive.
- We should never adhere to donors' wishes if it comes at the expense of the community.

3

We do our internal work to dismantle white supremacy culture and share our process and learning with you.

- We will create opportunities for donors to further understand our antiracist goals and the complexity of this work.

4

We acknowledge that each of us personally benefits from supporting and engaging in the work of social justice—it's not just charity and compassion.

- We will avoid creating a sense of charity or pity among donors toward other community members and instead encourage donors to see how they and their families also benefit from the work they are supporting.

5

We understand there are inequities in capacity to provide gifts of all types. We recognize gifts of time, expertise, goods, and financial investments of all sizes equally.

- Recognition may include compensating people of color for their contributions of lived expertise and emotional labor in order to dismantle systemic actions that have resulted in wealth disparities based on racial or other marginalized identities.
- We will recognize the broad range of gifts to our work equally, not in a hierarchy that celebrates wealth over other meaningful contributions.

6

We commit to keep you informed of our progress and how your investment brings us closer to realizing our shared vision.

- We are transparent in sharing our vision, the work, and financial reporting.
- We will use "we" language which includes donors as part of the community doing this work.
- Together, WE can realize a Wisconsin where every child has an opportunity to thrive.