



## ***Building Bridges to Communities of Color: A Toolkit for Engaging Donors of Color***

Coalition for New Philanthropy

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### **Description**

The Coalition for New Philanthropy has created this tool kit to enable community foundations, ethnic funds and nonprofit organizations to reach and engage donors of color, who represent an untapped source of giving, volunteerism and leadership. The toolkit represents the distilled, collective learning about donor education of the five partner organizations.

### **Audience and Uses**

- identifying trends in African American, Asian American and Latino giving;
- developing themes and strategies that resonate with these ethnic groups;
- framing “the ask;”
- discerning the various philanthropic structures and donor vehicles that are most effective to meet proposed goals;
- establishing strong relationships with professional advisors and donors;
- building infrastructure to support ethnic philanthropy efforts; and
- addressing challenges in ethnic philanthropy

### **The Coalition for New Philanthropy**

Established in 1999, the Coalition for New Philanthropy has promoted philanthropy in communities of color, conducted original research, strategically mobilized community resources, and offered best practices to organizations throughout the nation. The Coalition consists of five partners, includes three ethnic funds: [Asian American Federation of New York](#); [Center on Philanthropy and Civil Society](#) at The Graduate Center of The City University of New York; [Hispanic Federation](#); [New York Regional Association of Grantmakers](#), and The Twenty-First Century Foundation.