



EQUITY PARTNERS

PRO-BONO PARTNERSHIPS TO ADVANCE RACIAL JUSTICE

Our Purpose

Campbell & Company's mission is to collaborate and innovate with people who change lives through philanthropic vision and action. We see every day how nonprofit organizations activate movements and help us all envision a more just and equitable world. We also know that philanthropy itself brings up inherent questions of power, especially given inequitable access to wealth that has historically given more influence to larger donors and funders and often benefitted already-well-resourced organizations. The sector has often struggled with how to be anti-racist and fully inclusive of people of color, and Campbell & Company is committed to walking with our nonprofit partners in this work, including through pro-bono partnerships with organizations focused on activating movements for racial justice and envisioning a more equitable future. We will engage in these partnerships in the spirit of collaboration with a commitment to leveraging our spheres of influence to enact broader change in the sector.

Who will we partner with?

We will select up to four partners, ideally one in each region where we operate and have local staff – the Pacific Northwest, California, Midwest, East Coast. **We seek to partner with organizations who have a mission centrally focused on racial equity.** We will also consider (but it's not a requirement) whether the partner has:

- A BIPOC leader, a diverse board and senior leadership
- Annual budget of less than \$5M
- At least one paid staff

How will partners be selected?

We are seeking nominations through September 11, 2020. Organizations interested in partnering with Campbell & Company can indicate their interest by [completing this survey](#). Campbell will review those responses and reach out to selected partners by October 9, 2020 to confirm their participation.

What will the probono work include?

A mutually agreed upon scope will be determined in joint discussions based on the partner's needs and interests. Our intention is to develop together a clearly defined scope that Campbell will serve in the same manner as all our client engagements. It is likely that the projects will take 2-4 months to complete dependent on scope. Campbell takes a team approach to our projects bringing together consultants who work with you collaboratively drawing on their individual expertise and passion.

Some ideas for potential services:

- Digital fundraising assessment to optimize online fundraising or virtual events
- Qualification services to help identify your top prospects and prioritize outreach
- Board or staff training session on fundraising, campaigns, or donor engagement
- Database review to optimize the use of constituent databases
- Capacity analysis to more deeply understand the giving potential of your current constituents
- Case or communications work to craft compelling messaging
- Support in search, staffing, recruitment or talent management

How will we follow-up after the projects are complete?

In order to leverage the impact and learning opportunity of these engagements, we hope to undertake sharing opportunities post-project that might include co-created thought leadership and convening a cohort with other pro-bono partners. This is optional for our partners, but we do hope to extend the benefit of these projects to have as wide a reach as possible in the spirit of community-centric fundraising.

What is our timeline?

Activity	Approximate Timing
Nominations survey open	August 17 – September 11, 2020
Campbell reviews nominations and selects partners	September 14 – September 25, 2020
Confirm scope of work with selected partners	September 28 - October 9, 2020
Conduct project scopes*	October 12, 2020 – January 29, 2021
Share learnings	Post-project

**Project timelines will be based on scope selection, the availability of our partners to participate in the work acknowledging resourcing and end of year considerations. One of the first things we will do with partners is mutually develop a detailed project timeline.*

If you have any questions, please contact Sarah Marino at sarah.marino@campbellcompany.com or (415) 530-6051.

CAMPBELL'S COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND ACCESS

Philanthropy is often led by the most privileged, and we take seriously our responsibility to build a sector that includes the voices of those who have historically been marginalized. Our firm has adopted a change framework to guide our efforts in this regard, and supports an active diversity, equity, inclusion, and access council that is responsible for advancing this framework with the work resourced by a staff position. We view this work as integral and integrated into every area of our business. We know we have to make more progress, particularly in the diversity of our firm. Some of the steps we have taken include:

- **Multi-year partnership with an external DEIA firm** to strategically support our team, counsel our leadership and guide our assessment and change framework development
- Conducted a deep **DEIA self-assessment and employee engagement study** by an external party.
- Our **change framework** lays out specific objectives, activities, and benchmarks in the areas of inclusive culture, continuous learning, talent management and communications, with regular reporting of our progress via a **DEIA dashboard**.
- Ongoing and regular **DEIA training for our entire firm** in partnership with our continuous learning team
- **Certified diversity recruiters** on our Executive Search team
- **Financial sponsorship** of the Association of Fundraising Professionals diversity scholarship program to support the advancement of people of color in our field alongside our colleague's **participation in the DEIA committees** of local chapters

In addition to those specific investments, our work continues to be guided by the following statement of intent:

At Campbell & Company, people are at the heart of our firm and our mission. When we tap into the expertise, insights, and creativity of people from all walks of life, we become a better firm, we deliver superior services, and we change lives. We believe our team should reflect the rich diversity that contributes to our communities and our society. We advance this belief through our employment practices and strive to create a culture of trust and belonging where everyone feels accepted, respected, and valued for who they are as individuals.