



**OUR JOURNEY
TO AN EQUAL,
DIVERSE AND
INCLUSIVE
FUNDRAISING
PROFESSION**

**CHANGE
COLLECTIVE**

**Institute of
Fundraising**

WE WANT AN EQUAL, DIVERSE AND INCLUSIVE PROFESSION WHERE EVERYONE IS THE RIGHT FIT

Our long term vision is for an equal, diverse and inclusive profession, where whatever your personal characteristics, including gender identity, ethnicity, faith, age, class, sexuality or disability, or any and all intersectionalities of those characteristics, you will be “the right fit” for the fundraising profession.

Our *Manifesto for Change*, developed with our [Expert Advisory Panel on Equality, Diversity and Inclusion](#), and launched at the end of 2018 set out our aspirations.

Our Change Collective Strategy, adopted by the Institute of Fundraising Board and launched in July 2019 explains how we will go about creating a more inclusive profession and how our members and the fundraising community can join us - and hold us to account - as we work to deliver these critical ambitions.

You can download ***Change Collective: An Equality, Diversity and Inclusion Strategy for the Fundraising Profession*** from our website.



“The EDI strategy we have developed with the Institute is ambitious, and rightly so. It will not always be an easy or simple strategy to deliver. The things that matter most and have the possibility to create lasting positive change are rarely easy or simple. Whilst the Institute is ultimately responsible for the delivery of this strategy, I hope that in time it is something that is championed by the entire fundraising profession.”

SUFINA AHMAD, CHAIR OF THE EXPERT PANEL ON EQUALITY, DIVERSITY AND INCLUSION

OUR COMMITMENT TO AN INCLUSIVE PROFESSION



**AMANDA BRINGANS,
CHAIR, INSTITUTE OF FUNDRAISING**

The adoption of the first ever Equality, Diversity and Inclusion (EDI) Strategy for the Fundraising Profession is a significant landmark in the history of the fundraising community and of the Institute.

We have recognised the inherent weaknesses in the profession today – a profession made up predominantly of women, but where women are not proportionately represented at senior levels, and where, even more shockingly, many have experienced sexual harassment.

A profession where we know there are disproportionately few Black, Asian and Minority Ethnic (BAME) fundraisers

and disabled fundraisers, meaning the profession is missing out on vital talent from those communities. A profession where we know some charities are beginning to address these issues, but also one where we know many are still not.

To achieve the changes we need across the profession will take time, which is why we have focused on getting the thinking right at the beginning. We are now committed to delivering this strategy, have set up a new EDI Committee - chaired by Carol Akiwumi - to focus on its delivery, and will allocate staff time and resource so that the Institute can play its role.

We cannot deliver this strategy alone. We need the support of our members, individual and organisational, our corporate partners and the corporate partners to the sector.

As our strategy clearly sets out, we also need the support of the charity sector as a whole. We need the support of Trustee Boards, of CEOs, of colleagues in HR and finance and of partners in the trusts and foundations sector, to truly create an equal, diverse and inclusive profession of which we can all be proud, and which, most importantly, will be able to inspire even more supporters for the vital causes we all serve.

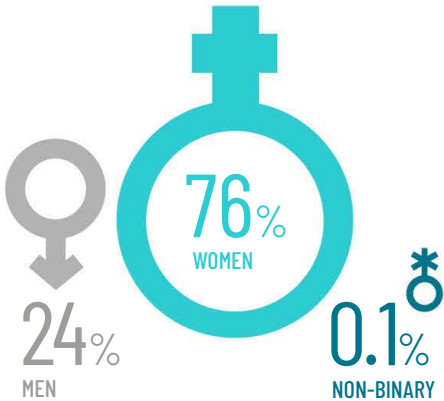
THE FUNDRAISING PROFESSION TODAY

At the beginning of 2019 we conducted a UK-wide survey of fundraising charities. 428 organisations were able to complete the survey, providing data on a total of 6,912 fundraisers.

We set out to establish a baseline so that we can better track progress towards a more equal, diverse and inclusive fundraising profession. We are committed to working with others to take an intersectional approach to addressing the inequalities in the fundraising profession that are well-known and well-evidenced in the findings of our survey.



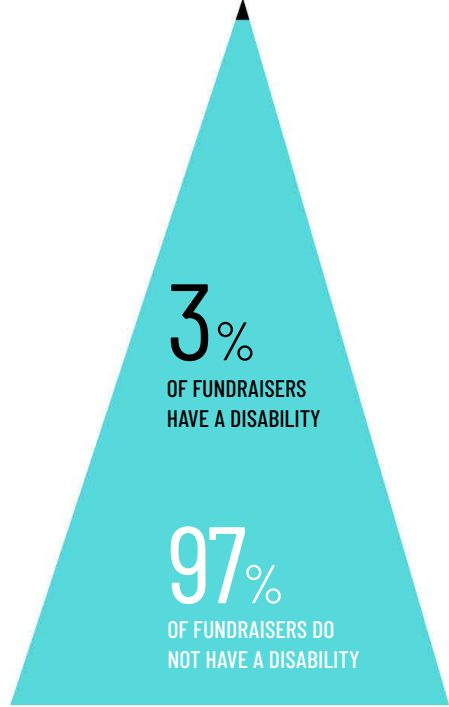
Our research showed that the number of BAME fundraisers in the profession is lower than government statistics that estimate 13% of the population is BAME.



We asked charities to report on the gender of their fundraisers. This confirmed other research that the fundraising workforce has a higher proportion of women than the charity sector as a whole.



The proportion of fundraisers that identify as LGBT+ is higher than the UK average. But many LGBT fundraisers feel they cannot be themselves in the workplace.



3% of fundraisers in our research told their organisations that they had a disability while the 2012 UK Civil Society Almanac reported almost one-fifth (18%) of the charity sector workforce had a disability.

You can read the full findings of our survey, which also looks at the actions charities are already taking to make their teams more diverse, and reflections on what needs to happen next, by downloading the report **Who isn't in the room?**

CHANGE COLLECTIVE: AN EQUALITY, DIVERSITY AND INCLUSION STRATEGY FOR THE FUNDRAISING PROFESSION

The vision underpinning our Change Collective Strategy is of an equal, diverse and inclusive profession, where everyone is the right fit.

THE OBJECTIVES WE HAVE SET TO ACHIEVE THAT VISION ARE:

For entry into the profession to be diverse at all levels	For progression and retention within the profession to be based on merit, and for there to be equal pay for equal work	For fundraising to be, and acknowledged to be, an equal, diverse and inclusive profession
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This vision and these objectives will drive the activities we undertake moving forward. They have informed the development of the three 'enablers' that are essential if we are going to successfully deliver the activities which in turn will deliver the changes we want to see happen.

TO ACHIEVE THIS WE NEED:

The fundraising community at all levels to buy-in to the importance of equality, diversity and inclusion	To ensure the Institute has the skills, resources and commitment required to play an impactful leadership role on EDI, unafraid to lead and challenge	Trustees, chief executives and human resource professionals to embrace the importance of EDI for themselves and within their fundraising teams
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PRIORITIES FOR THE FIRST 18 MONTHS

During the first 18 months of delivering this new strategy we have identified a range of key priorities designed to help shift our fundraising sector to where we want it to be. We would welcome the opportunity to discuss each of these activities with our members, the wider fundraising community and the sector as a whole. By March 2021 we will have:

- ✓ **Delivered ongoing EDI training for IoF staff, trustees and volunteers**
- ✓ **Reviewed the accessibility and inclusion in the delivery of our services, including IoF conferences, events and training, including Fundraising Convention**
- ✓ **Commissioned research specifically on the under-representation of BAME fundraisers in the profession, including on the barriers to entry and progression**
- ✓ **Commissioned research on women into leadership in fundraising**
- ✓ **Delivered an EDI Recruitment Toolkit to help organisations recruit more BAME, disabled and male fundraisers**
- ✓ **Engaged with disabled fundraisers and disabled peoples' organisations to identify what specific actions we could take to support more disabled people into fundraising**
- ✓ **Co-created our approach to Affinity Networks and Role Models for BAME, disabled and LGBT+ fundraisers**
- ✓ **Developed our Diversity Access Fund to enable more BAME, disabled and LGBT+ fundraisers to engage with the full range of our events, training and qualifications**
- ✓ **Published an exemplar Flexible Working Policy**
- ✓ **Continued to engage with partner organisations to discuss and deliver a coordinated cross-sector approach to EDI**
- ✓ **Launched an EDI Pledge at Fundraising Convention 2020**
- ✓ **Gauged interest in a sector wide initiative to promote the fundraising profession to educational establishments**

THE INSTITUTE OF FUNDRAISING'S VISION IS *EXCELLENT FUNDRAISING* FOR A BETTER WORLD

To deliver excellent fundraising we believe organisations need equal, diverse and inclusive workforces.

We would like to extend our appreciation to all those who assisted us in developing our strategy for an equal, diverse and inclusive fundraising profession, and particularly to our Expert Advisory Panel led by Sufina Ahmad.

You can read the full Change Collective Strategy on our website institute-of-fundraising.org.uk/changestrategy

You can access our *Manifesto for Change*, our workforce survey – *Who isn't in the room?* – and a range of other resources, as well as sign up to hear more about our EDI activity on our website: institute-of-fundraising.org.uk/changecollective



Follow us on twitter [@loftweets](https://twitter.com/loftweets)
and be part of the [#ChangeCollective](https://twitter.com/ChangeCollective)

