

Community Centricism:

*From Exploration to Action
through Community Mapping*

Michelle Shireen Muri, Freedom Conspiracy

Host, The Ethical Rainmaker Podcast | Co-Founder, Community-Centric Fundraising





the
**ethical
rainmaker**

a podcast about nonprofits
and philanthropy by
Michelle Shireen Muri



LISTEN!
LISTEN!

ARE WE EVEN EVALUATING WHAT MATTERS?

ft. Dr Marcia Coné of
Equitable Evaluation
Initiative



@theethicalrainmaker



S3 E08

▶ LISTEN!
LISTEN!
LISTEN!

“HOW I FIGURED OUT I SUFFER FROM TOXIC PRODUCTIVITY”

ft. Marina
Martinez-Bateman



the
ethical
rainmaker



S3 E10

▶ LISTEN!
LISTEN!
LISTEN!

“THE TRUTH ABOUT CANCEL CULTURE (AND AN ALTERNATIVE APPROACH)”

featuring
Kevin Baker



the
ethical
rainmaker



S3 E06

LISTEN!
LISTEN!
LISTEN!
LISTEN!
LISTEN!
LISTEN!

“HOW I BECAME AN ACCIDENTAL SWEATSHOP OVERLORD”

with Kristina Wong





evolve

CONFERENCE 2023

TRANSFORM YOUR FUNDRAISING







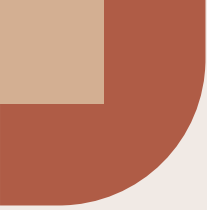
Our History And Traditional Practices Are Problematic







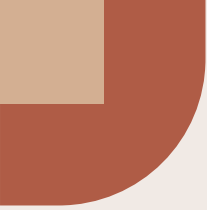
1. Nonprofits +
Philanthropy are a
**political and economic
system**







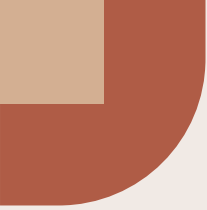
2. Most wealth is made
through pain and
destruction (extraction)







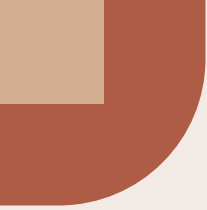
3. Foundations were created as tax shelters and ways for wealthy families to continue to **hold power** for generations







4. In the U.S., nonprofits
were created by white
women to **help...who?**





If “charity” is supposed to resolve systemic issues, and **charities are dependent** on funders,
Then **we give funders** (who are part of the system) power, influence and **control over other people’s lives**



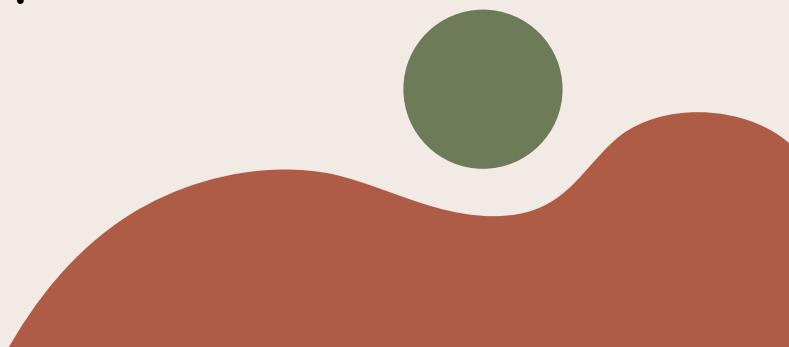


**What is
Community-Centric
Fundraising?**



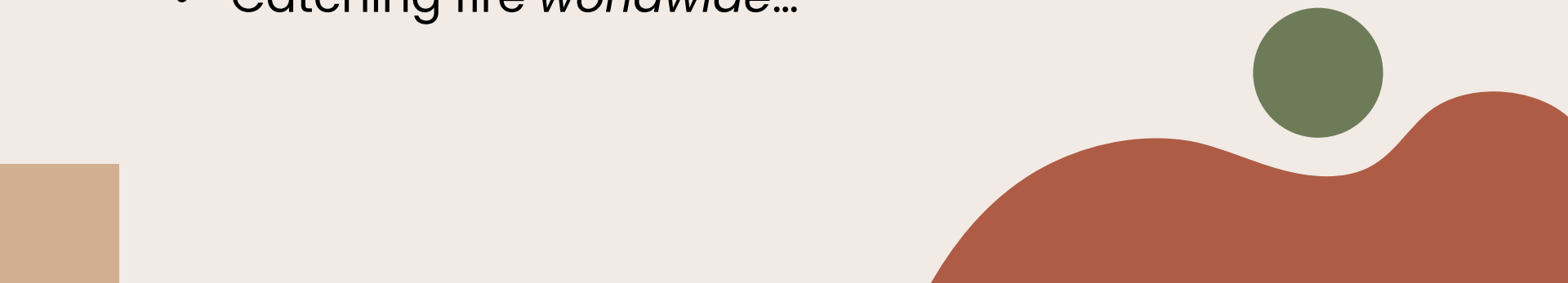


CCF: A Content Hub

- Seattle-based group organizes research
 - Content Hub idea is born
 - CCF launched in July 2020
 - Fresh articles and pods weekly!
- 

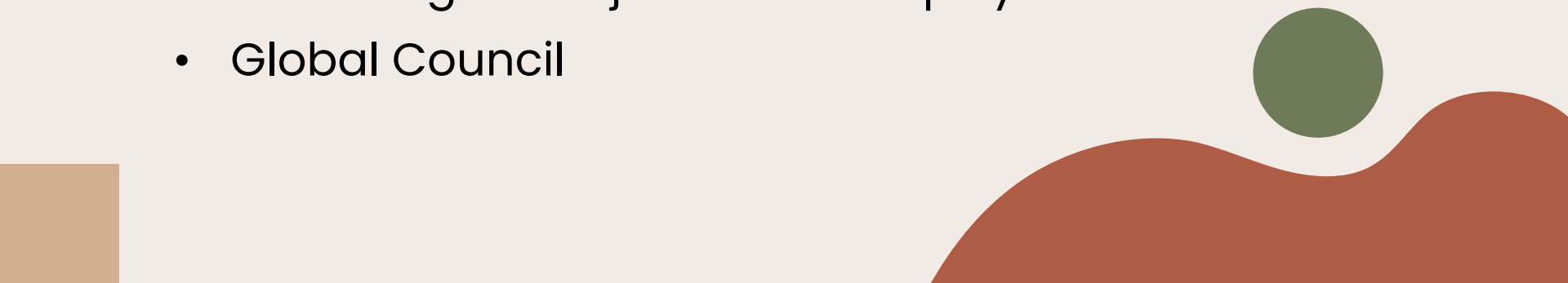


CCF: Global Community

- 100 Place-Based Groups
 - 6,000 People
 - Any topic, any hour
 - Catching fire *worldwide...*
- 



CCF: Growing Movement

- Re-ignited in the U.S., happens everywhere
 - Centers around Principles
 - Acknowledging harm & developing analysis
 - Centering racial justice and equity
 - Global Council
- 

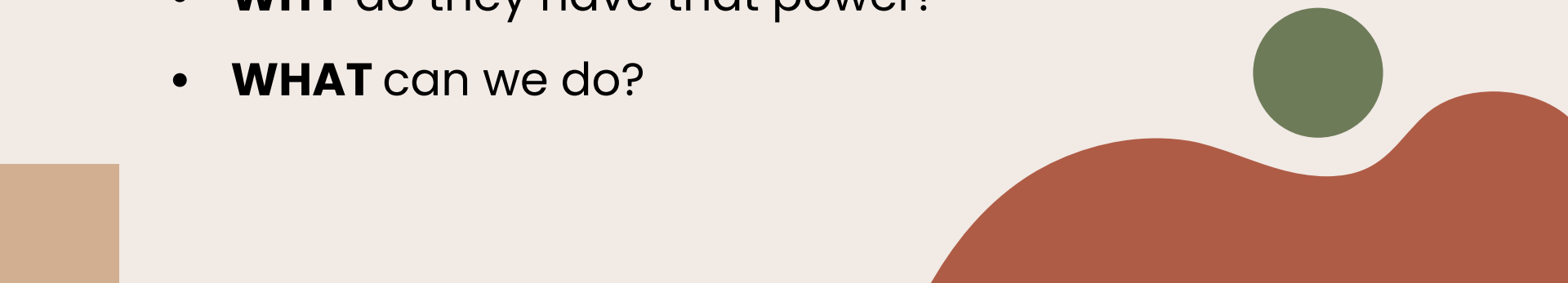


CCF: A Set of Principles + Values Framework





Ask the Question:

- **WHO** is defining equity?
 - **WHY** is that standard being set?
 - **WHO** makes decisions?
 - **WHY** do they have that power?
 - **WHAT** can we do?
- 



11 Principles

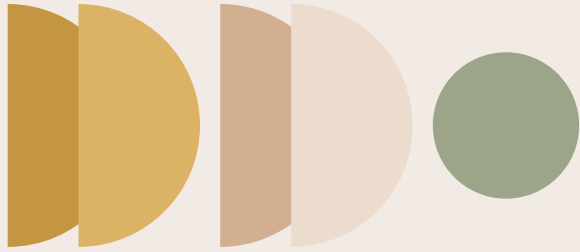
1. Fundraising must be grounded in *race, equity* and *social justice*.
2. Individual org missions are not as important as the *collective community*.
3. Nonprofits are *generous with* and *mutually supportive* of one another.
4. All who engage in strengthening the community are *equally valued*.
5. *Time* is valued as equally as money.
6. *We treat donors as partners* – and this means we are transparent and occasionally have difficult conversations.
7. We foster a sense of belonging, *not othering*.
8. We promote the understanding that everyone personally benefits from engaging in the work of social justice – *not just charity and compassion*.
9. We see the work of social justice as holistic and transformative, *not transactional*.
10. We recognize that healing and liberation require a commitment to economic justice.
11. We commit to the work of internal, interpersonal, and interorganizational healing.



Principle #8:

We promote the understanding that everyone personally benefits from engaging in the work of social justice – *not just charity and compassion...*

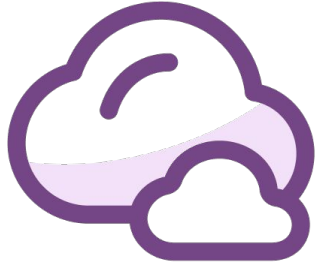




Community Mapping



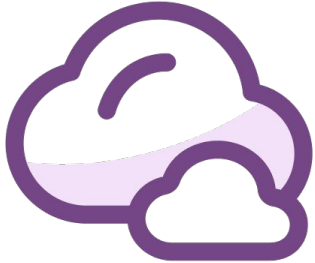
slido



Who is at the center of our work?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

slido



Who is connected to the folks at the center of our work?

- ① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

slido



Who might be values aligned with us? Who wants us to succeed?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

Who is missing?

The image features a light beige background with several abstract, organic shapes. In the top right corner, there is a brown rounded square. In the bottom left corner, there is a brown square. In the bottom right corner, there is a large, wavy red shape. A solid green circle is positioned above the red shape. The text "Who is missing?" is centered in the middle of the page, with "Who is" in green and "missing?" in red.

What **deeper / new relationships**
are made possible with increased
focus on **individual fundraising?**



The background features several abstract shapes: a light brown rounded square in the top right corner, a dark green circle in the lower right, and a large, wavy red shape at the bottom right. There are also some light brown rectangular shapes on the left side.

**How might our
community change?**



**Where do I have power
to create change?**

**What is one action
I could take?**





Upcoming Events!



- CCF Principles Into Action Cohorts
- White Women's 6 Month Intensive w Fleur Larsen
- Women of Color in Fundraising Cohort
- Speaking Engagements

linktr.ee/michelleshireenmuri

