

National Association of Charitable Gift Planners Articulates Its Commitment to Diversity

Introduction

Distinctive and accomplished, as well as the envy of much of the world, American philanthropy—and the non-profit sector it supports—defines our character. The commitment to make the world a better place through volunteering our time, passions, talents, and financial resources is a core American value. To do what we can at all of life's turns to secure that which is most beautiful, most caring, most helpful; to study that which deepens and furthers our understanding of the world—and without fear of reprisal. Americans respond to what is most needed now and for future generations. It is both our personal and collective call to action.

Because it is independent of government control and without a profit motivation, the non-profit sector fills important spaces that neither government nor business naturally enter. The sector offers creative solutions to challenges, and it thrives in this environment: the American non-profit sector employs 10% of the American workforce, and it generates almost 6% of the GDP. At some \$1.2T in size, the American non-profit sector is bigger than the economies of all but 15 countries.

Creating a More Successful Outcome

The National Association of Charitable Gift Planners (CGP) works to expand and enhance the good work and deeds of the thousands of organizations and the hundreds of thousands of workers in the non-profit sector. America, though, is a dynamic place, and the non-profit sector must reflect and evolve to maintain its relevance and to grow its effectiveness. Since philanthropy is about attracting people to give their time and their wealth, CGP must do more to connect with new audiences and to broaden its membership. These efforts need to be focused, sustainable, and accountable.

As the face of America changes, the non-profit sector has lagged in attracting new donors and in being more relevant to and understanding of the different cultures and perspectives that make up a growing share of the American population. There is no shortcut: for American philanthropy to achieve its full potential, the fundraising profession needs to better reflect the many communities it serves.

The current CGP process for identifying talent—board, committees, and staff—particularly in ways that diversify who serves, and in ways more welcoming to grow CGP's membership, are not as effective as they need to be. The board of the CGP recognizes that this is a protracted problem and commits to remedying it by holding its Board of Directors and CEO accountable for progress as defined, annually, by the board. CGP aspires to advance and bend the curve of best practice, and on these important matters of diversity, equity, and inclusion, CGP has important and serious work to do.

The board will set both annual and longer-term goals to make its board, its committees, its educational offerings, and its membership more diverse. Our success will be enhanced by a deeper commitment to and a better articulation of our values. These values must be embraced by the board and management and its progress demonstrated through regular and transparent reporting to its members and the public.