COMMUNICATING THE ARTS MONTRÉAL 2019

ACHIEVING INCLUSIVE PHILANTHROPY
A CASE STUDY PRESENTED BY STEFANIE JOY MUSCAT

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Maine is more than vacationland, it is a Wabanaki place.

Dedicated to inspiring new learning about Native communities through a decolonization.

What does preferencing Indigenous voice mean for philanthropy?

Spring 2018 marked a shift in Abbe's marketing and fundraising activities.
DECOLONIZATION
“The greatness of a man is not in how much wealth he acquires, but in his integrity and his ability to affect those around him positively.”

—ANDREW CARNEGIE (GOSSPEL OF WEALTH)
INCLUSIVE PHILANTHROPY

• Begins at the governance level. Board should represent the communities they serve.

• Traditional donor cultivation does not adequately capture diversity. How is wealth measured?

• Do all donations have an impact?
ADVANCEMENT = EDUCATION + INVITATION
INCLUSIVE PHILANTHROPY

• Words matter!

• "Development" & "fundraising" removed from the Abbe's lexicon.

• What words might be more inclusive? What words should we avoid? Are there words to be aware of in your communities?