

Community-Centric Fundraising Today

Revisiting Last Year's Research
in a New National Context

MARCH 17, 2026



Dorothy A. Johnson Center
FOR PHILANTHROPY



community·centric
fundraising

Welcome & Agenda

-  Introductions
-  Overview of CCF
-  Research insights
-  Panel discussion
-  Questions from you!

The Researchers



Elizabeth Dale, Ph.D.
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Owner & Principal
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Panelists



Rehana Lanewala
Director of Development &
Communications, FamilyWorks,
CCF Co-founder



Michelle Flores Vryn, CFRE
Fundraiser, Consultant, and
AFP Global Board Member

Community-Centric Fundraising

Proposed in 2019, CCF is a set of principles developed by people of color to align fundraising with movements for race, equity, and social justice (CCF, 2024).



Source: www.communitycentricfundraising.org

Time for a poll!

10 CCF Principles

1. Fundraising must be grounded in **race, equity, and social justice**.
2. Individual organizational 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**, whether volunteer, staff, donor, or board member.
5. **Time** is valued equally as money.

10 CCF Principles

6. We treat **donors as partners**, and this means that 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 – it's 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 requires a **commitment to economic justice**.

What CCF isn't

- A new approach
- In direct opposition to Donor Centered Fundraising
- One-size-fits-all
- Transactional
- Hostile to or resentful of donors
- Focused on short-term fundraising cycles
- Nice in theory, but doesn't raise \$\$\$

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What CCF *is*

- An approach that values all ways of support (time, lived experience, donations, connections, etc.) including donors of all levels, volunteers, staff, funders, the people you serve, and other nonprofits
- Rooted in racial and economic justice
- Values-centered
- Transparent
- Relationship-driven
- Focused on long-term sustainability & systems change
- Effective at building trust, reducing harm, and raising \$\$\$
- Different for every organization

Fundraising Along a Continuum



Organization Centered

Focused on organizational needs, transactionally including donors, clients and volunteers

Donor Centered

Building a strong relationship with donors and funders, often without considering the impact on the clients and community served.

Community Centered

Embracing the full range of partnerships and resources to transform the community

The Story Behind the Study

Why do research?

Our questions:

- What CCF practices have nonprofit fundraisers introduced to their organizations?
- What have been the challenges in adopting CCF practices?
- How have donors responded to those practices?
- What, if anything, has changed in the organization as a result?

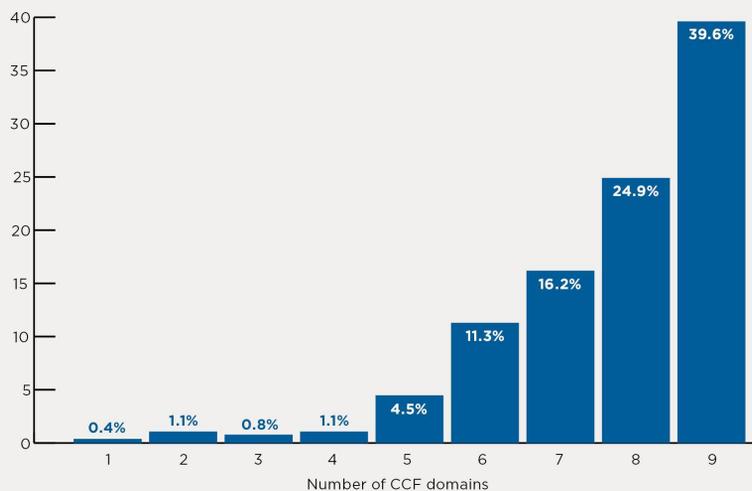
Funded by the AFP Foundations for Philanthropy and supported by the Dorothy A. Johnson Center for Philanthropy at Grand Valley State University.

Overall Findings

- More than **90%** of respondents were familiar with CCF.
- **76%** reported their organization had changed some fundraising policies or practices.
- Of those organizations making changes, most had started **since 2019** when CCF launched.

Wholesale Adoption

Figure 2. Percentage of organizations that made changes in one or more CCF domains (n=265)



Effects of CCF-Aligned Changes

Table 1. Changes experienced since adopting CCF principles

Criteria	Increased	Stayed the Same	Decreased
Contributed revenue (n=250)	37.2%	14%	8%
Number of donors (n=247)	29.1%	20.6%	16.6%
Number of new donors (n=243)	23%	30.9%	8.6%
Number of volunteers (n=180)	27.8%	36.1%	7.2%

Fundraisers' Morale

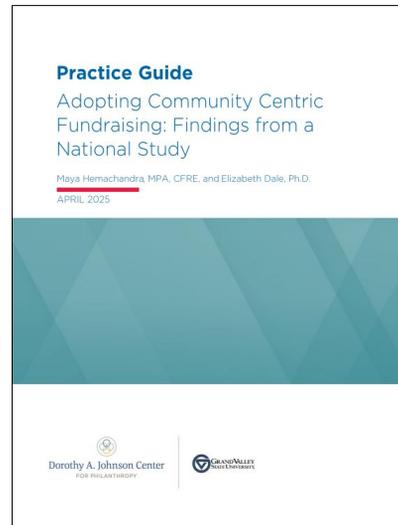
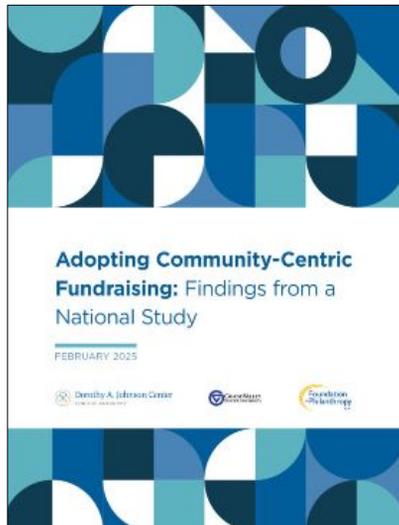
45% of respondents said morale increased...

while just **5%** said morale had decreased.

"I will say that this whole idea [CCF] has created a place for me in philanthropy and allowed me to stay in it because I was very close to leaving."

– Interview participant

Report & Practice Guide



Panel Discussion



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Questions & Discussion



Resources



[Report: Adopting Community-Centric Fundraising](#)



[Practice Guide](#)



[CCF Aligned Actions List](#)



[CCF Website](#)