

Community-Centric Fundraising Today

Revisiting Last Year's Research in a New National Context | March 17, 2026

WHAT IS 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.

The 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 — volunteer, staff, donor, or board member.
5. Time is valued 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 — 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.

CCF is values-centered, relationship-driven, and focused on long-term sustainability — and it raises money.

RESEARCHERS

Maya Hemachandra, CFRE

Owner & Principal
Sambar Nonprofit Solutions

Elizabeth Dale, Ph.D.

Frey Foundation Chair for Family Philanthropy, Dorothy A. Johnson Center for Philanthropy at Grand Valley State University

PANELISTS

Rehana Lanewala

Director of Development & Communications, FamilyWorks | CCF Co-founder

Michelle Flores Vryn, CFRE

Fundraiser, Consultant, AFP Global Board Member

RESOURCES

- [Report: Adopting Community-Centric Fundraising \(2025\)](#)
- [Practice Guide: Adopting Community-Centric Fundraising \(2025\)](#)
- [CCF Aligned Actions List](#)
- [CCF Website: communitycentricfundraising.org](#)

KEY RESEARCH FINDINGS (2024 NATIONAL SURVEY, N=283)

90%+

of respondents were familiar with CCF principles

76%

reported their org changed fundraising policies or practices

81%

of adopting orgs made changes across 7 or more domains

IMPACT ON FUNDRAISING METRICS

- Most orgs reported increased or stable revenue, donor counts, and volunteer numbers after adopting CCF
- 29% reported parting ways with one or more donors — but most replaced that funding from other sources
- Organizations that adopted CCF didn't dabble — they integrated it across their entire fundraising program

IMPACT ON FUNDRAISER MORALE

- 45% of orgs reported increased fundraiser morale; only 5% reported a decrease
- Many interviewees said CCF encouraged them to stay in the sector
- ***“This whole idea has created a place for me in philanthropy and allowed me to stay in it because I was very close to leaving.”***