



**INCLUSION**  
INCORPORATED



# **AFP Ottawa Equity Audit**



# Territory Acknowledgement

○ We gratefully acknowledge the traditional territories of the WSÁNEĆ (Saanich), Lekwungen (Songhees), and Wyomilth (Esquimalt) peoples, where I live, play and make my home. ○



**INCLUSION**  
INCORPORATED



# Agenda

- Land acknowledgement, welcome & introductions - Patrick/AFP
- Housekeeping items - Patrick/AFP
- When & why we have engaged [ININ](#) on this project – Patrick/AFP
- Presentation of AFP Results & Recommendations – Andrea
- Engagement of group around what's next - Andrea
- Concluding remarks & next steps – Patrick/AFP

# DEVELOPING AN INCLUSION ACTION PLAN



Phase 1  
**STRATEGY  
DEVELOPMENT**



Phase 2  
**DATA &  
METRICS**



Phase 3  
**GOVERNANCE**



Phase 4  
**LEADERSHIP**



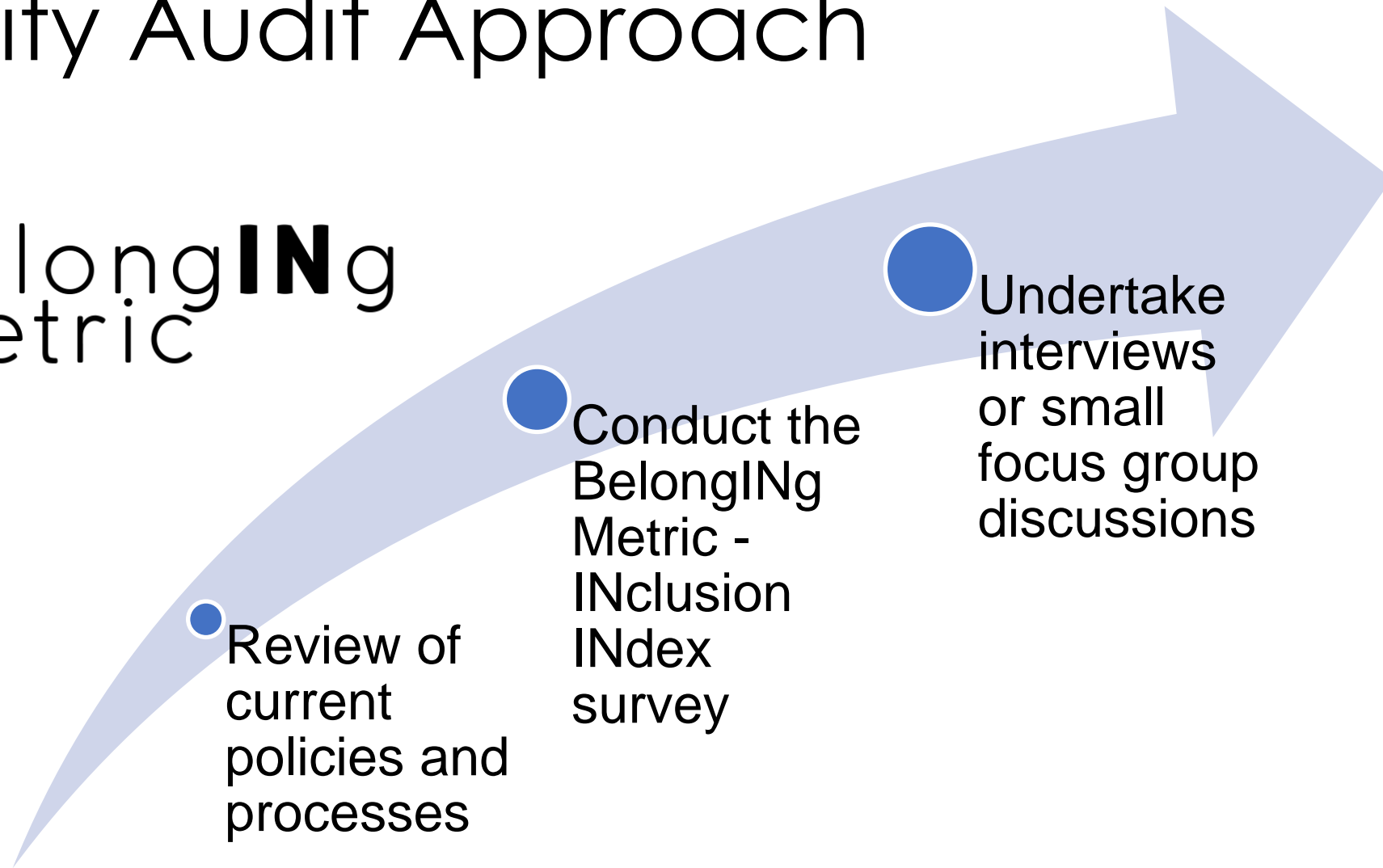
Phase 5  
**SYSTEMS &  
MECHANISMS  
REVIEW**



Phase 6  
**SUPPORT &  
MENTORSHIP**



# Equity Audit Approach



# INclusion INdex





October 17, 2022

# Inclusion Index Report

Prepared for: Association of Fundraising Professionals  
Prepared By: Bingo Impact Management Consulting Inc. &  
Inclusion Incorporated





# INTRODUCTION

## About the INclusion Index

- The INclusion Index is an online assessment tool that investigates how members feel about their organization and about their experience
  - Members are asked to provide demographic information related to age, gender, race and ethnicity, disability, sexual orientation, and others
  - The tool also asks about belonging, accessibility, obstacles to participation, inclusivity, and organizational culture
- In total, the tool consists of 115 total possible questions, each tailored to match the roles or experience of each respondent

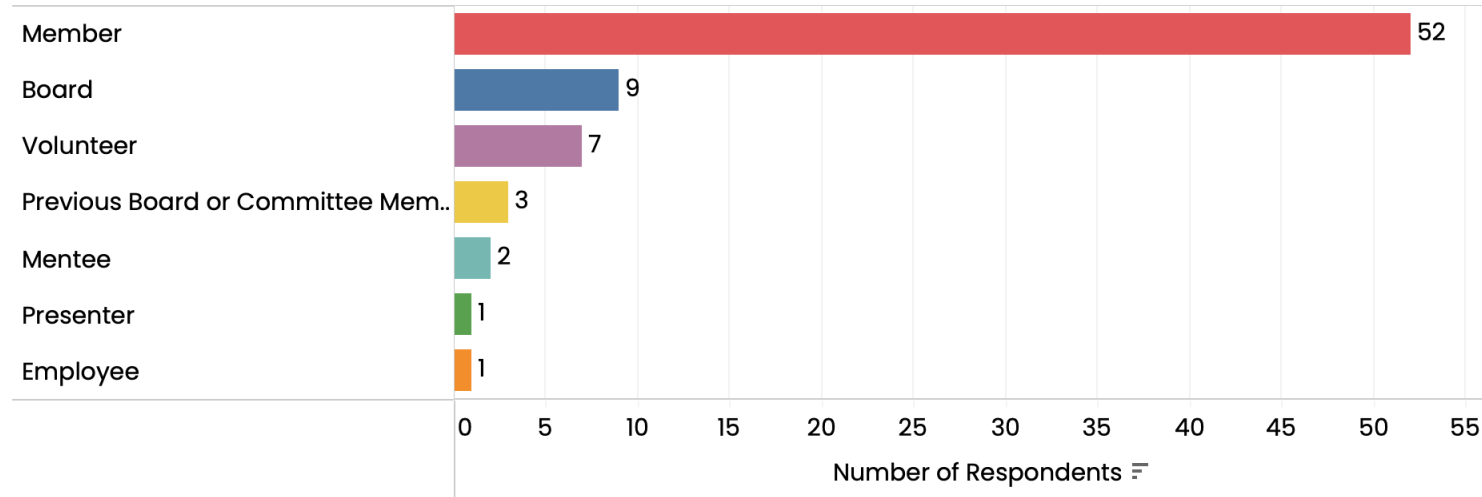




# ASSOCIATION OF FUNDRAISING PROFESSIONALS

## INclusion Index

**What is/are your current role(s) within the AFP Ottawa Chapter?** Please select all that apply.



**What is/are your current role(s) within the AFP Ottawa Chapter?** Please select all that apply.



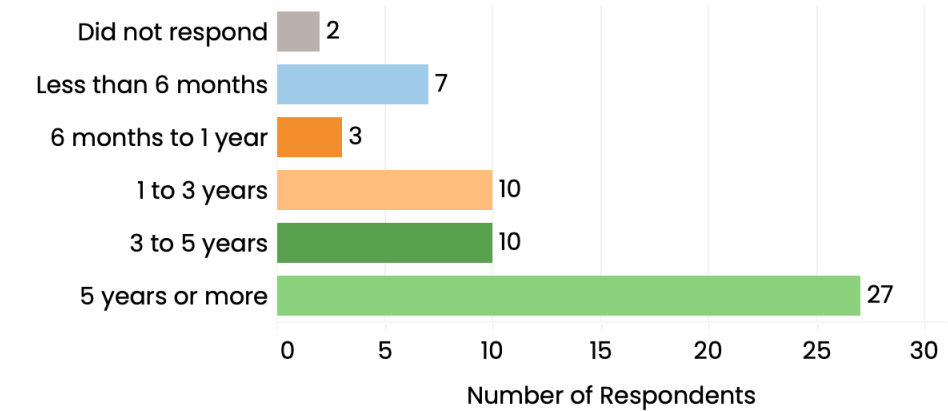
**How involved or active are you with the AFP Ottawa Chapter?**



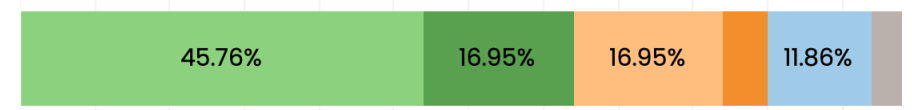
Employee  
Mentee  
Presenter  
Previous Board or Committee Member  
Volunteer  
Board  
Member

A lot  
Some  
Very little  
Not at all  
Did not respond

**How long have you been active or involved with the AFP Ottawa Chapter?**



**How long have you been active or involved with the AFP Ottawa Chapter?**



Did not respond  
Less than 6 months  
6 months to 1 year  
1 to 3 years  
3 to 5 years  
5 years or more



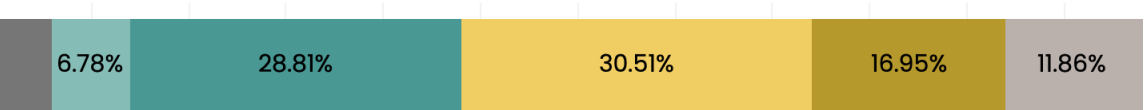
# ASSOCIATION OF FUNDRAISING PROFESSIONALS

## Demographics

### AGE

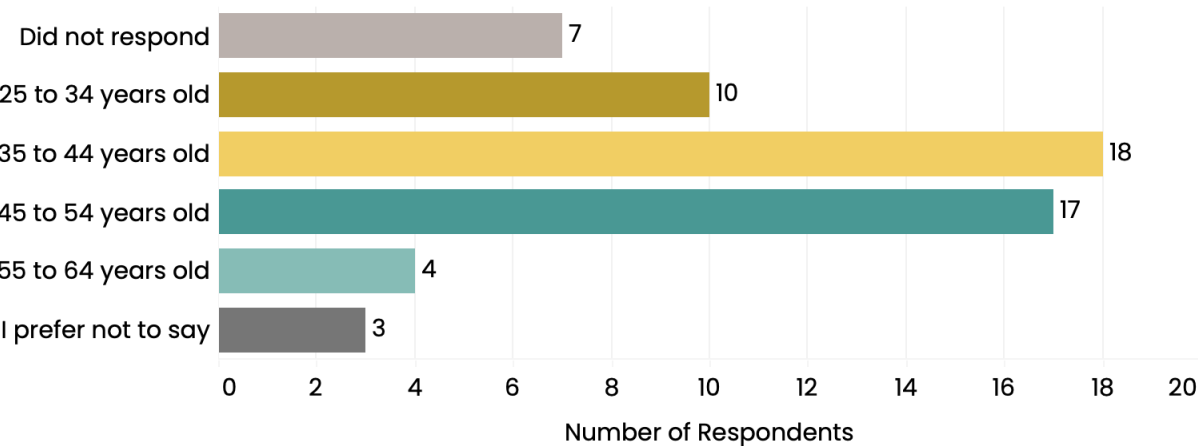
The greatest number of respondents (n=18) identified themselves as between 35-44 years of age, representing 30.51% of respondents. Nearly an additional third of respondents (n=17, 28.81%) identified themselves as between 45 to 54 years of age.

#### How old are you?



Did not respond	7	Did not respond
25 to 34 years old	10	25 to 34 years old
35 to 44 years old	18	35 to 44 years old
45 to 54 years old	17	45 to 54 years old
55 to 64 years old	4	55 to 64 years old
I prefer not to say	3	I prefer not to say
Grand Total	59	

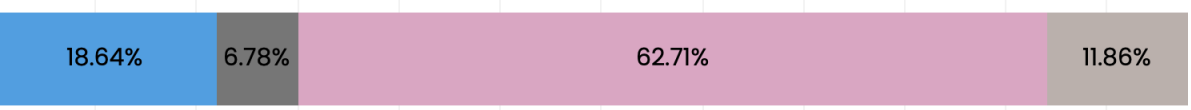
#### How old are you?



### GENDER

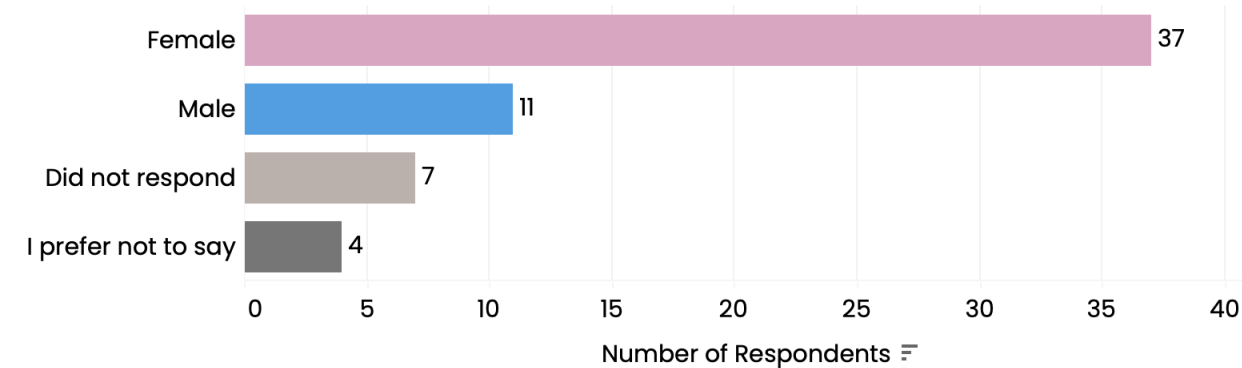
Nearly two-thirds of all respondents identified as female (n=37, 62.71%).

#### What gender do you identify as?



Did not respond	7	Did not respond
Female	37	Female
I prefer not to say	4	I prefer not to say
Male	11	Male
Grand Total	59	

#### What gender do you identify as?







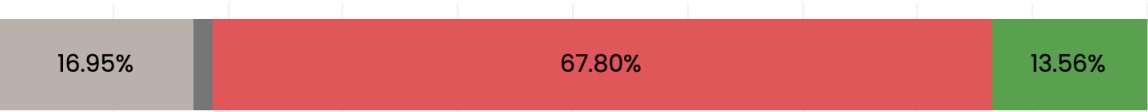
# ASSOCIATION OF FUNDRAISING PROFESSIONALS

## Demographics

### DISABILITY

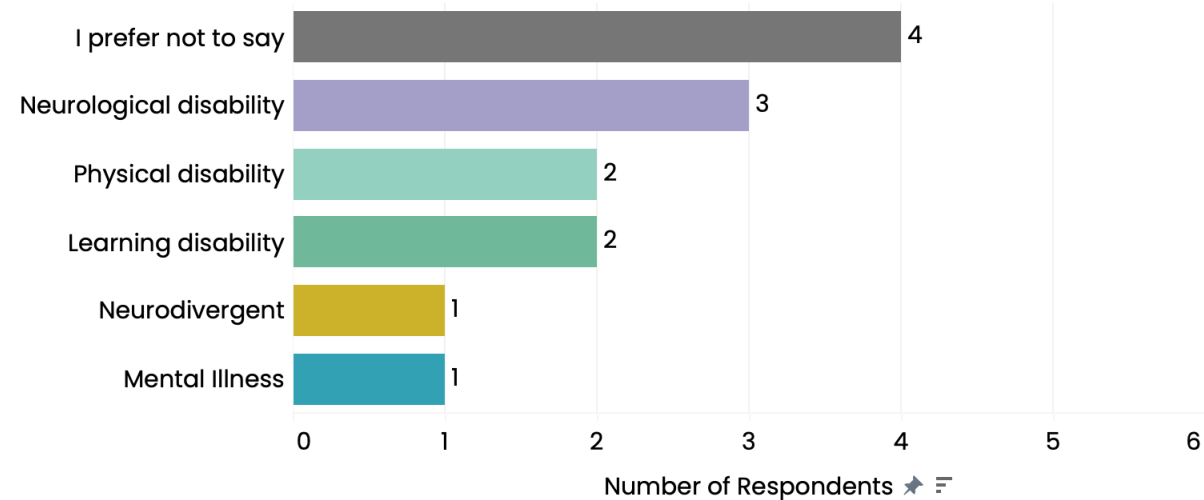
16.33% of respondents (n=8) identified as a person with a disability. Of those, 3 identified as having a neurological disability.

#### Do you identify as a person with a disability?



No	40	Yes
Yes	8	No
Did not respond	10	I prefer not to say
I prefer not to say	1	Did not respond
Grand Total	59	

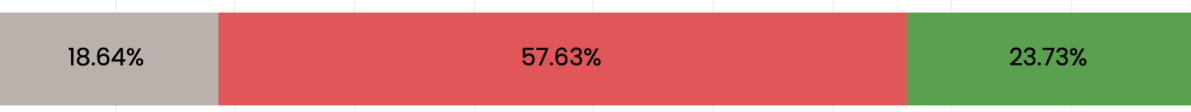
#### What type of disability do you have? Please select all that apply.



### SEXUAL ORIENTATION

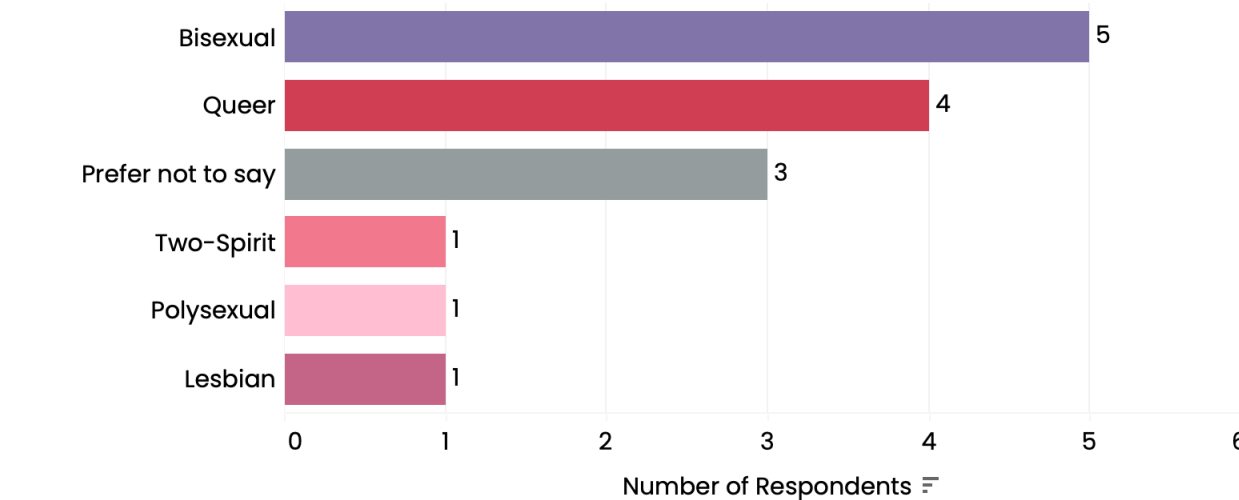
29.17% of respondents (n=14) identified as a member of one or more LGBTQI2S+ communities. Of those, 5 identified as bisexual.

#### Do you identify as a member of one or more of the LGBTQI2S+ communities?



Did not respond	11	Yes
No	34	No
Yes	14	Did not respond
Grand Total	59	

#### With which do you identify?





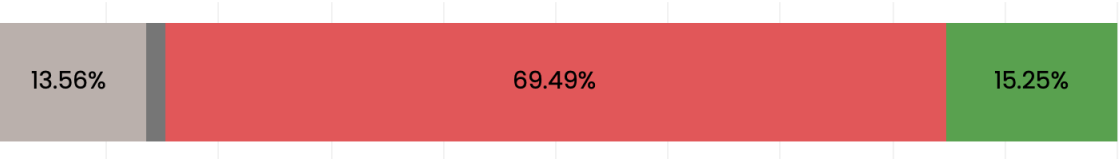
# ASSOCIATION OF FUNDRAISING PROFESSIONALS

## Demographics

### RACE AND ETHNICITY

15.25% (n=9) of respondents identified Person of Colour.  
In a separate question, 74.51% (n=38) of respondents identified as white.

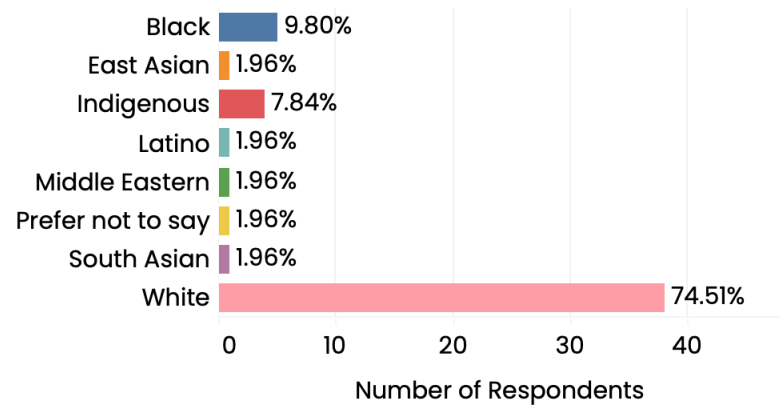
#### Do you identify as a person of colour?



Did not respond	8	Response
I prefer not to say	1	Yes
No	41	No
Yes	9	I prefer not to say
Grand Total	59	Did not respond

#### Which of the following best describe you?

##### Please select all that apply.

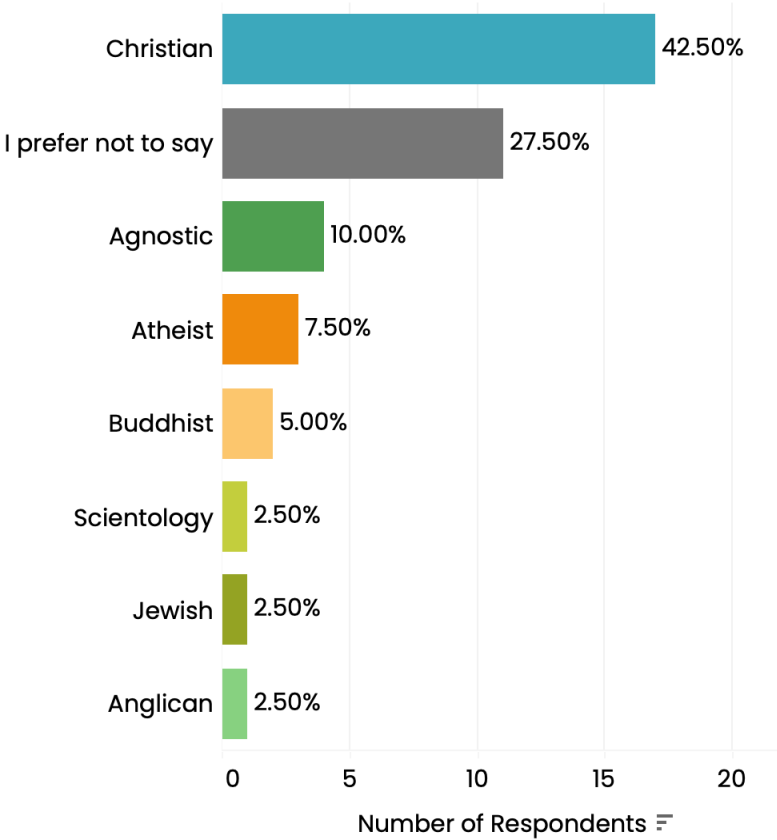


Black	5
East Asian	1
Indigenous	4
Latino	1
Middle Eastern	1
Prefer not to say	1
South Asian	1
White	38
Grand Total	51

### RELIGION/FAITH

Christian was the most commonly selected religion/faith identified by survey respondents (42.50%, n=17).

#### Please select the religion/faith that best represents your views.



#### Please select the religion/faith that best represents your views.

Agnostic	4
Anglican	1
Atheist	3
Buddhist	2
Christian	17
I prefer not to say	11
Jewish	1
Scientology	1
Grand Total	40





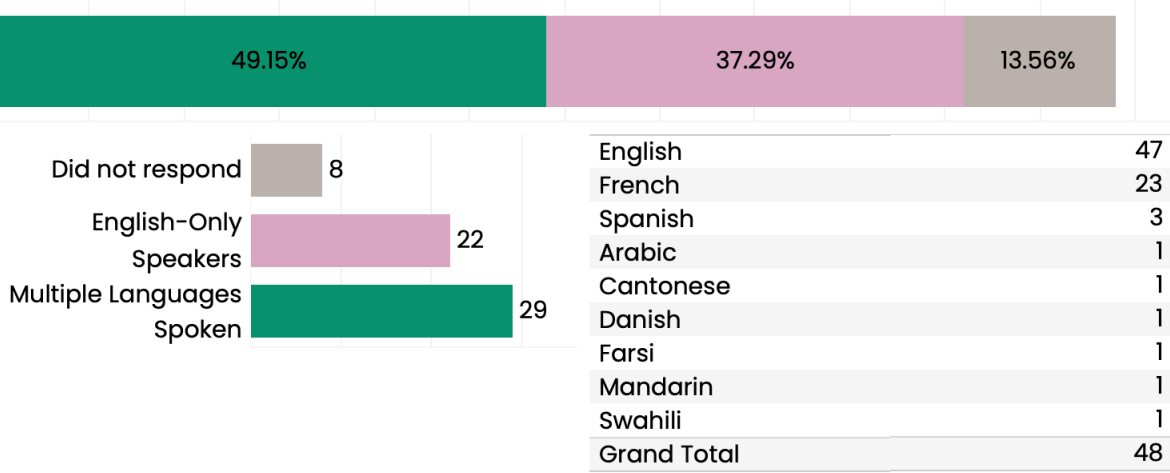
# ASSOCIATION OF FUNDRAISING PROFESSIONALS

## Demographics

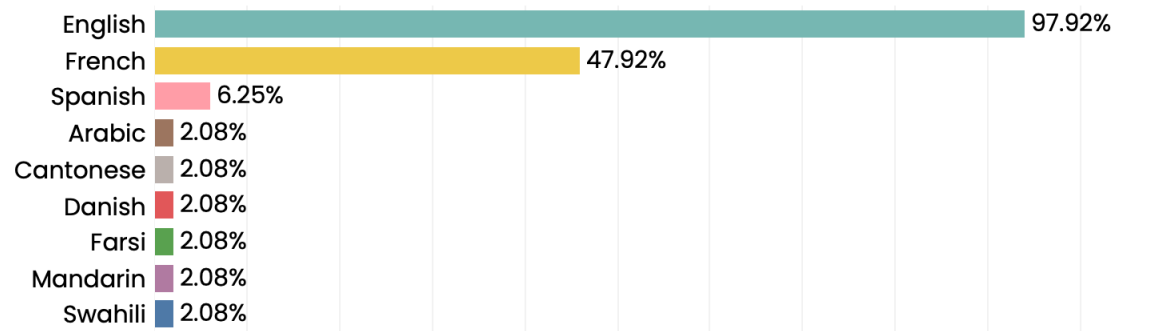
### LANGUAGES SPOKEN

97.92% of all survey respondents (n=47) were english speakers, while 47.92% identified themselves as French speakers (n=23). 29 respondents (49.15%) speak at multiple languages.

What language(s) do you speak? Please select all that apply.



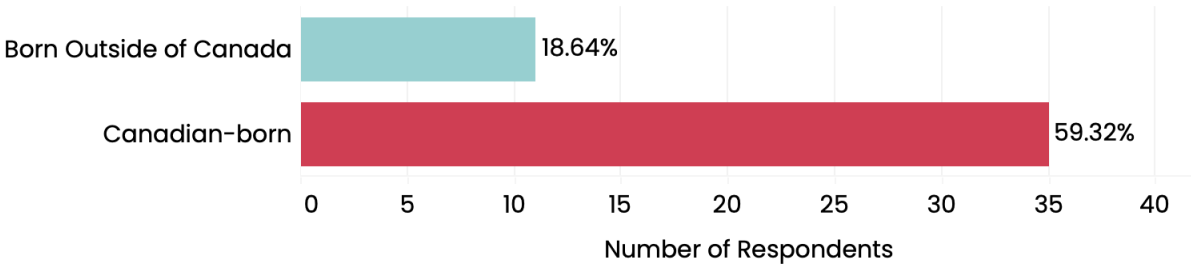
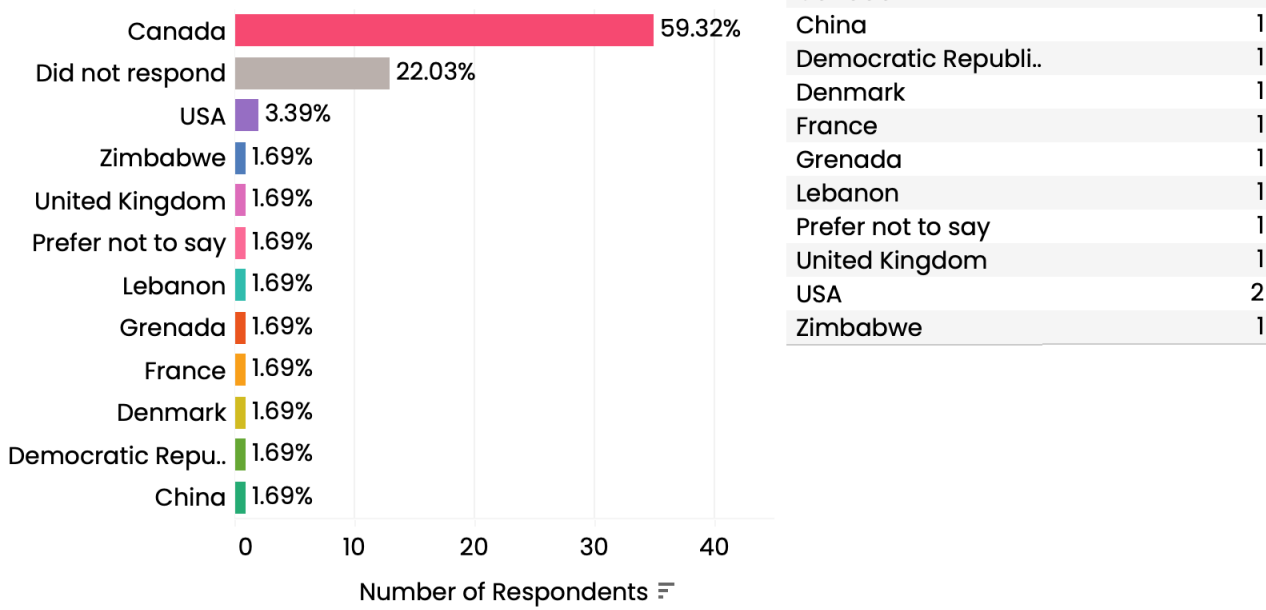
What language(s) do you speak? Please select all that apply.



### COUNTRY OF BIRTH

90.68% of respondents were born in Canada (n=399). Note, this calculation excludes those that did not respond to the question.

Which country were you born in?



# **SCALE QUESTIONS**

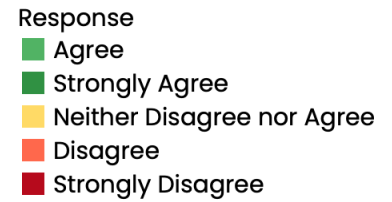
## INclusion Index





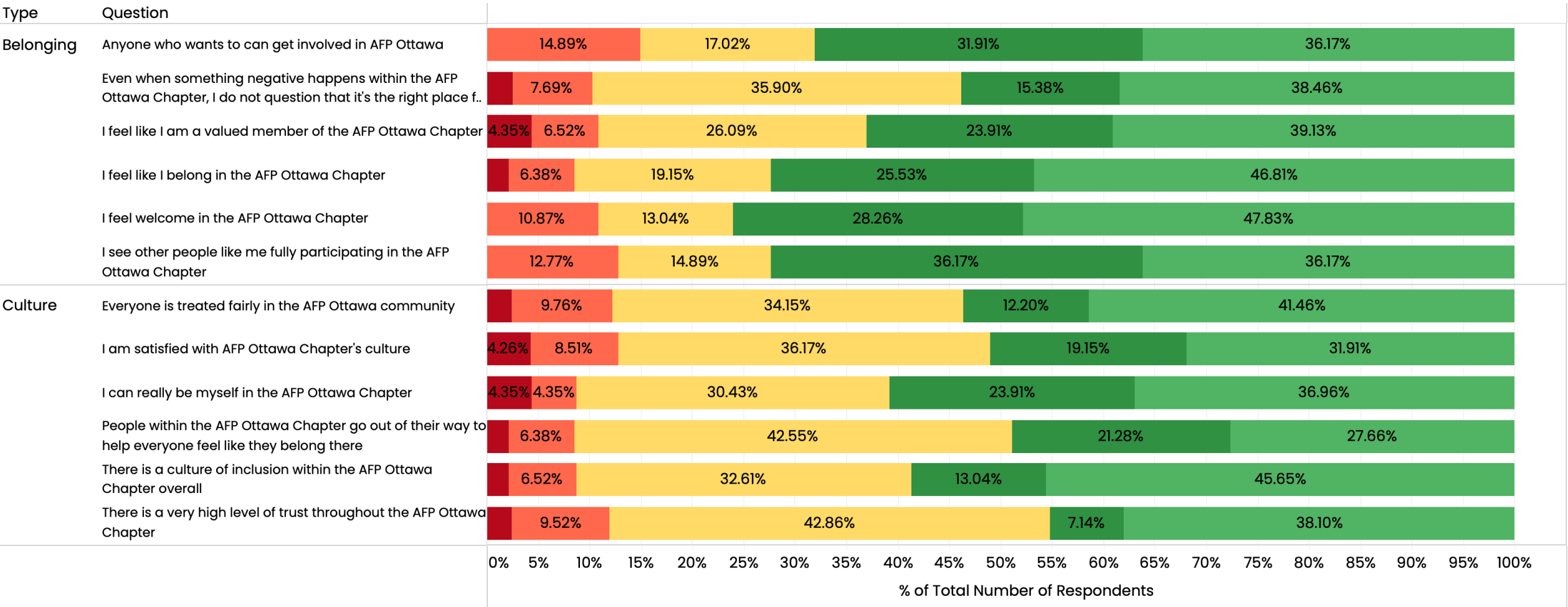
# ASSOCIATION OF FUNDRAISING PROFESSIONALS

## Inclusion Index



### SCALE QUESTIONS

Series of questions ask respondents the extent to which they agree or disagree with each statement.







# ASSOCIATION OF FUNDRAISING PROFESSIONALS

## Inclusion Index

Response

- Agree
- Strongly Agree
- Neither Disagree nor Agree
- Disagree
- Strongly Disagree

### SCALE QUESTIONS

Series of questions ask respondents the extent to which they agree or disagree with each statement.

Type	Question	
AFP	AFP Ottawa respects assistive devices and makes room for them within the Chapter	<div><div></div><div></div><div>13.16%</div><div>42.11%</div><div>10.53%</div><div>31.58%</div></div>
	I believe that AFP Ottawa respects all members of the Chapter equally	<div><div></div><div></div><div>27.66%</div><div>17.02%</div><div>46.81%</div></div>
	I feel like AFP Ottawa takes swift and appropriate action against any kind of inappropriate behaviors, discrimination, or hate	<div><div></div><div>44.12%</div><div>11.76%</div><div>41.18%</div></div>
	I think AFP Ottawa appropriately assists individuals who face barriers to obtain equipment, training education, or other programs and services	<div><div></div><div>9.76%</div><div>41.46%</div><div>7.32%</div><div>39.02%</div></div>
	I think AFP Ottawa expresses and communicates its goals around diversity, equity, and inclusion appropriately	<div><div></div><div>8.89%</div><div>31.11%</div><div>8.89%</div><div>48.89%</div></div>
	Programs, services, and facilities offered by AFP Ottawa are accessible to all participants	<div><div>4.55%</div><div>15.91%</div><div>31.82%</div><div>9.09%</div><div>38.64%</div></div>

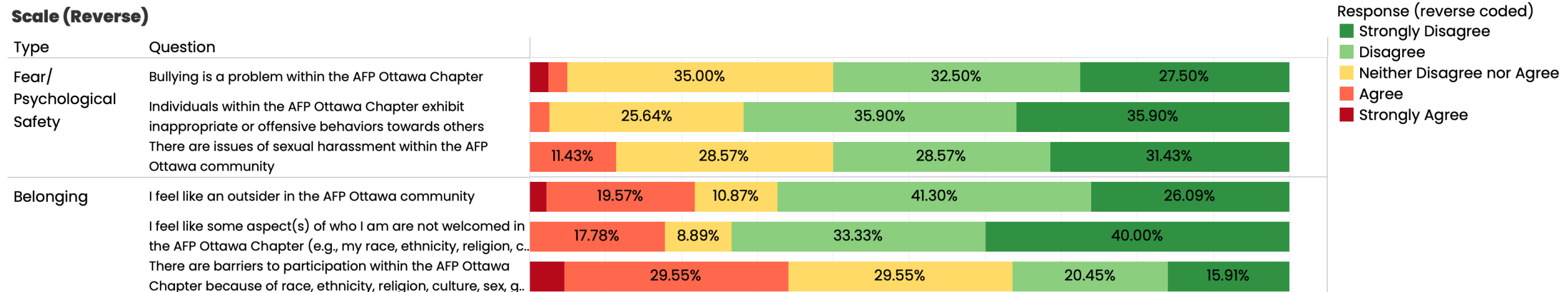
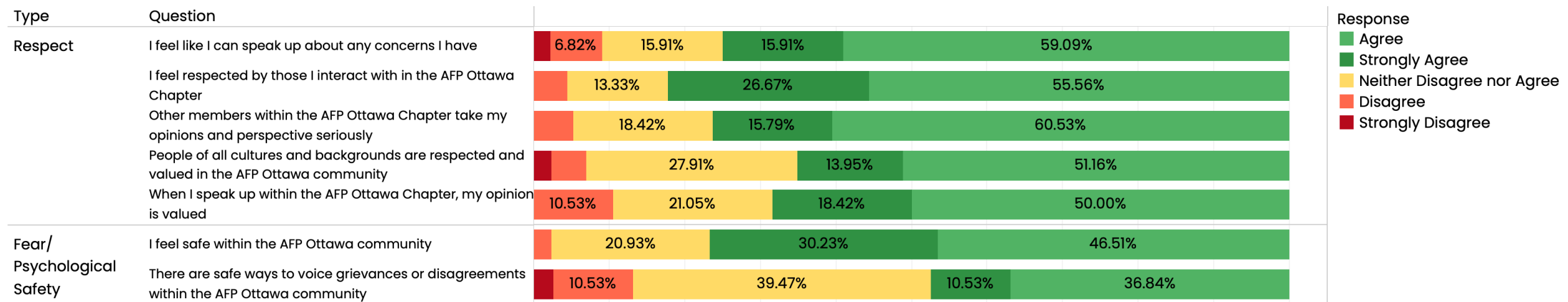


# ASSOCIATION OF FUNDRAISING PROFESSIONALS

## Inclusion Index

### SCALE QUESTIONS

Series of questions ask respondents the extent to which they agree or disagree with each statement.



# **TOP AND BOTTOM QUESTIONS**

## INclusion Index



# ASSOCIATION OF FUNDRAISING PROFESSIONALS

## INclusion Index

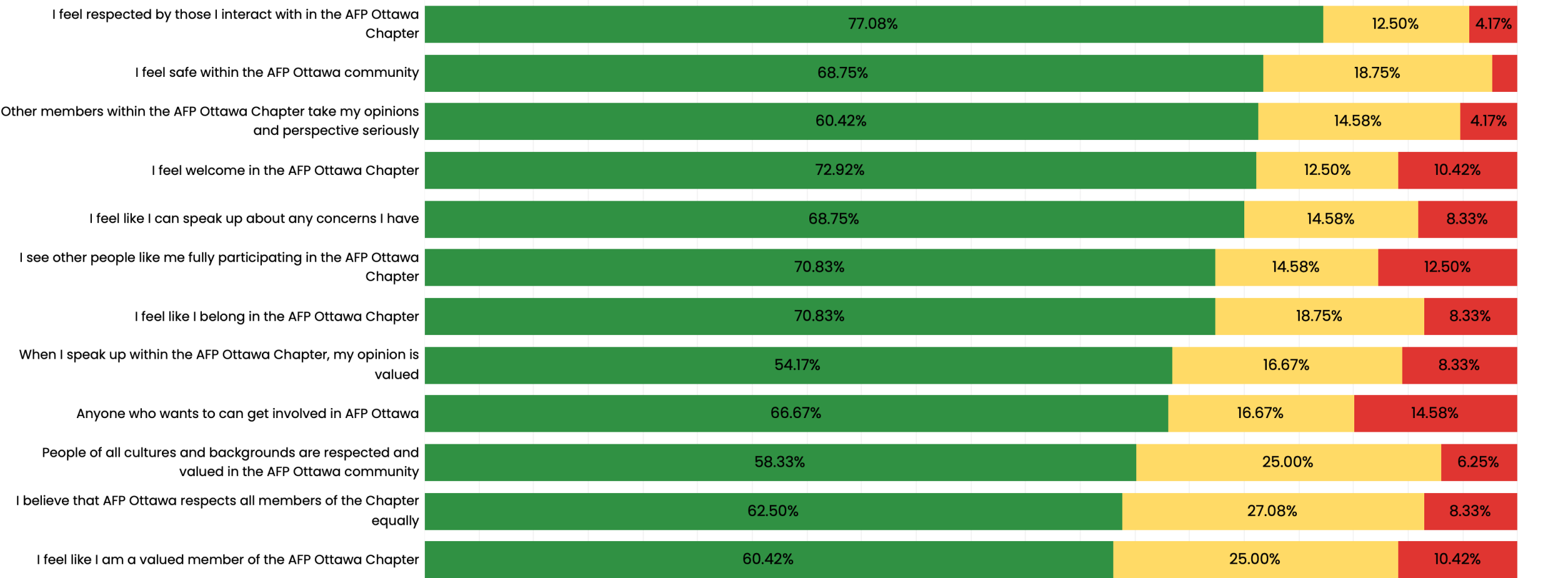
Response (group)

- Disagree & Strongly Disagree
- Neither Disagree nor Agree
- Agree & Strongly Agree

### TOP 12 QUESTIONS

Series of questions ask respondents the extent to which they agree or disagree with each statement. The options for disagree and strongly disagree are combined in this visualisation, as are the options agree & strongly agree.

This view shows the top 12 statements by percentage of agreement.







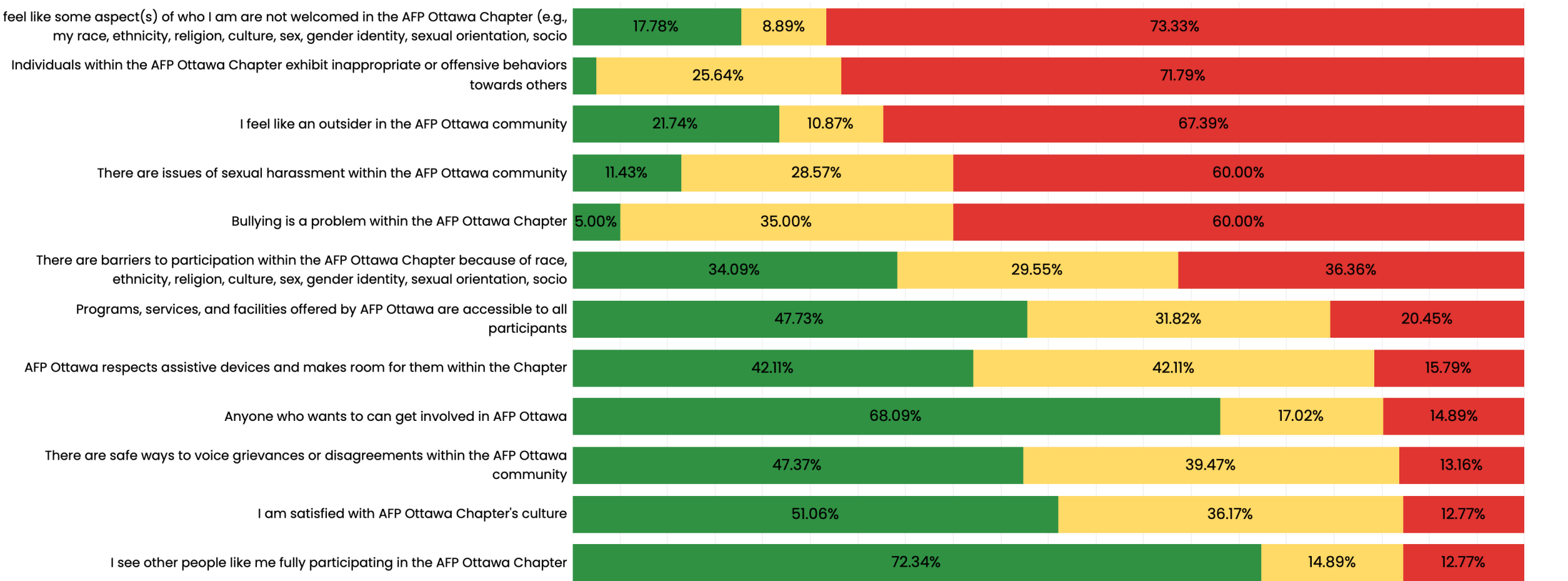
# ASSOCIATION OF FUNDRAISING PROFESSIONALS

## INclusion Index

### BOTTOM 12 QUESTIONS

Series of questions ask respondents the extent to which they agree or disagree with each statement. The options for disagree and strongly disagree are combined in this visualisation, as are the options agree & strongly agree.

This view shows the top 12 statements by percentage of agreement.



# **BELONGING AND ACCESSIBILITY**

## INclusion Index

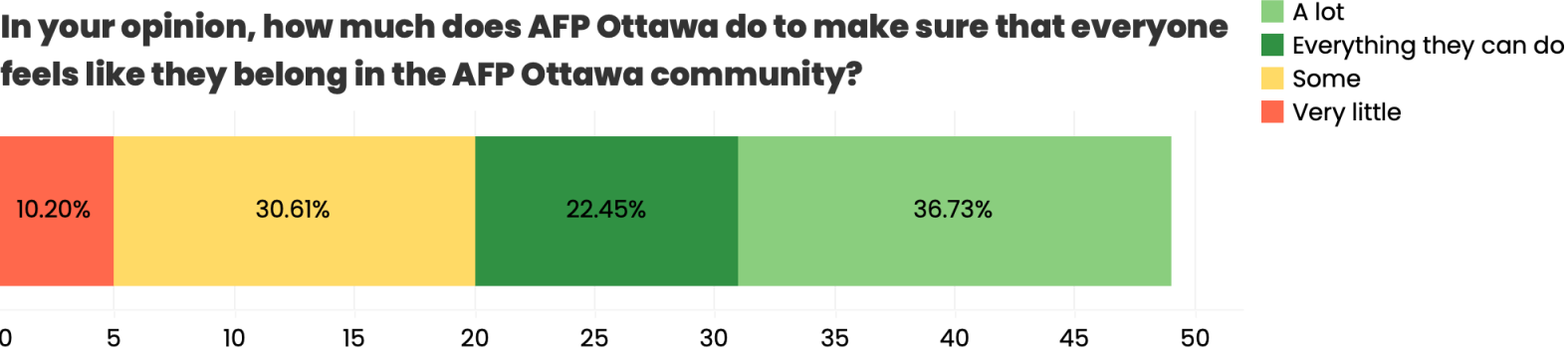




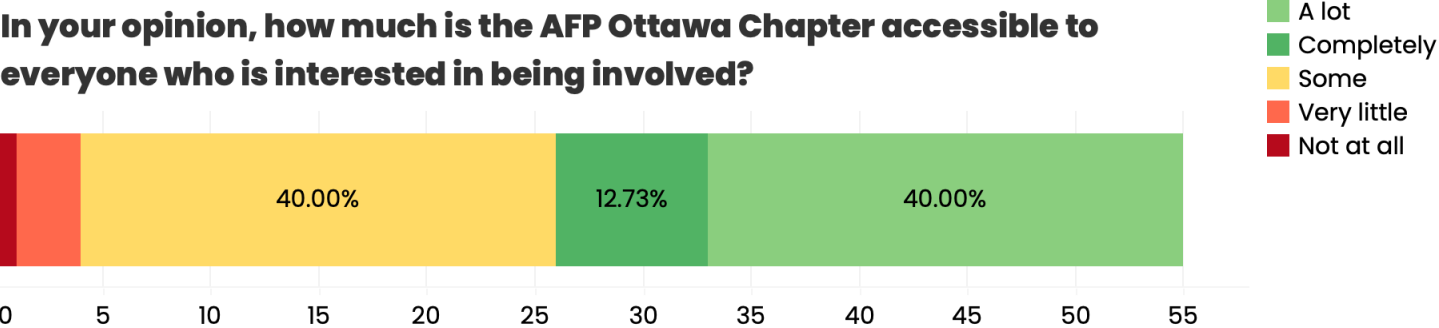
# ASSOCIATION OF FUNDRAISING PROFESSIONALS

## INclusion Index

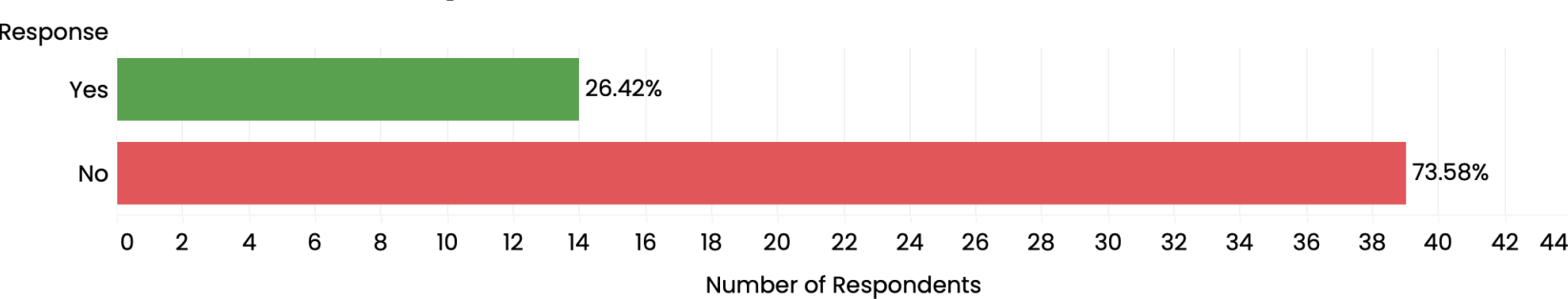
**In your opinion, how much does AFP Ottawa do to make sure that everyone feels like they belong in the AFP Ottawa community?**



**In your opinion, how much is the AFP Ottawa Chapter accessible to everyone who is interested in being involved?**



**Was there ever a time when you wanted to be involved in AFP Ottawa, but weren't able to?**



Question	Response	% of Total Respondents	Number of Respondents
In your opinion, how much does AFP Ottawa do to make sure that everyone feels like they belong in the AFP Ottawa com..	Everything they can do	22.45%	11
	A lot	36.73%	18
	Some	30.61%	15
	Very little	10.20%	5
Grand Total		100.00%	49

Question	Response	% of Total Respondents	Number of Respondents
In your opinion, how much is the AFP Ottawa Chapter accessible to everyone who is interested in bein..	A lot	40.00%	22
	Some	40.00%	22
	Very little	5.45%	3
	Completely	12.73%	7
	Not at all	1.82%	1
Grand Total		100.00%	55

Question	Response	% of Total Number of Respondents	Number of Respondents
Was there ever a time when you wanted to be involved in AFP Ott..	Yes	26.42%	14
	No	73.58%	39
Grand Total		100.00%	53





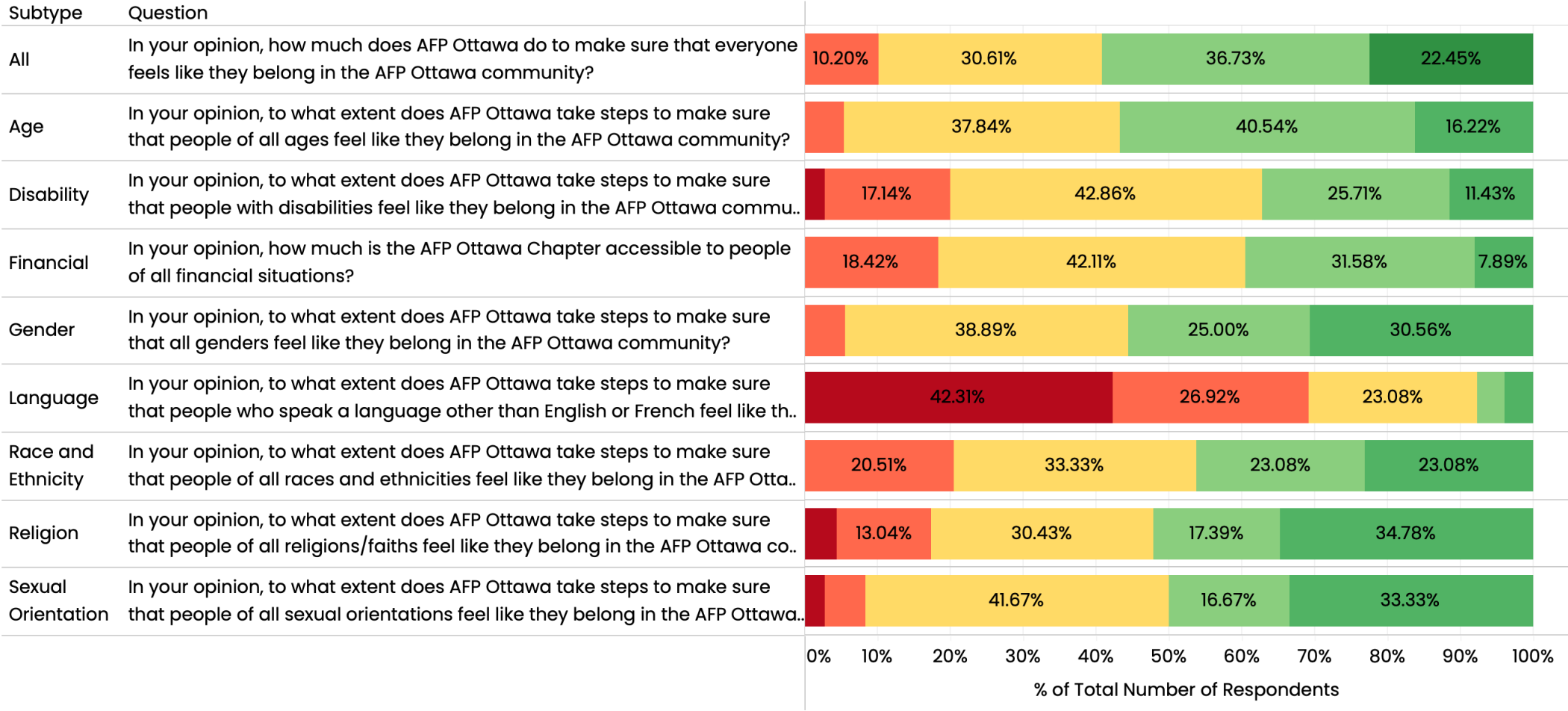
# ASSOCIATION OF FUNDRAISING PROFESSIONALS

## INclusion Index

- Response
- Everything they can do
  - Completely
  - A lot
  - Some
  - Very little
  - Not at all

### BELONGING

Total Number of Respondents (n)  
59



% of Total Number of Respondents for each Question broken down by Subtype. Color shows details about Response. The data is filtered on Group and Type. The Group filter keeps Opinion. The Type filter keeps Belong. The view is filtered on Response and Question . The Response filter excludes Did not respond.



# ASSOCIATION OF FUNDRAISING PROFESSIONALS

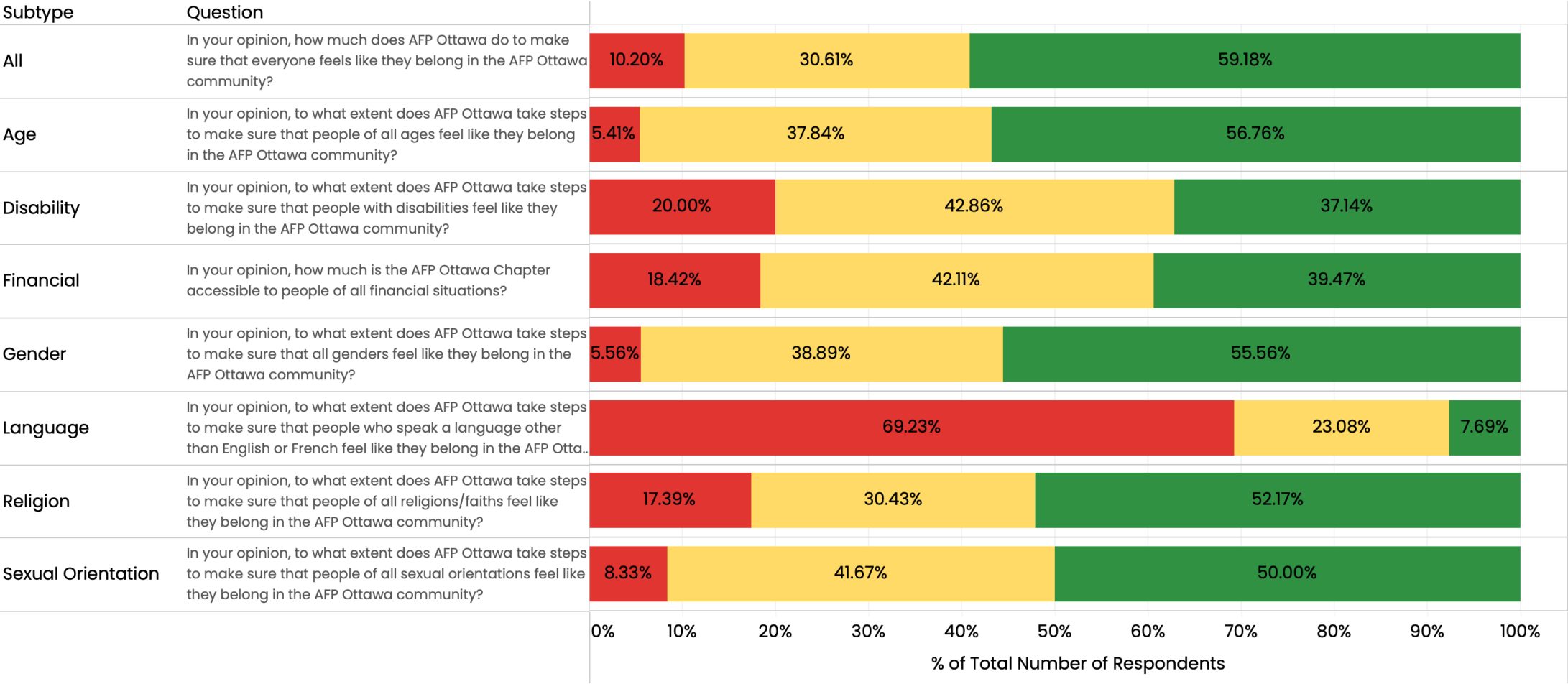
## INclusion Index

Response (grouped)

- A lot, Completely, Everything they can do
- Some
- Not at all, Nothing, Very little

### BELONGING (GROUPED)

Total Number of Respondents (n)



% of Total Number of Respondents for each Question broken down by Subtype. Color shows details about Response (grouped). The data is filtered on Group , Response and Type. The Group filter keeps Opinion. The Response filter excludes Did not respond.



# ASSOCIATION OF FUNDRAISING PROFESSIONALS

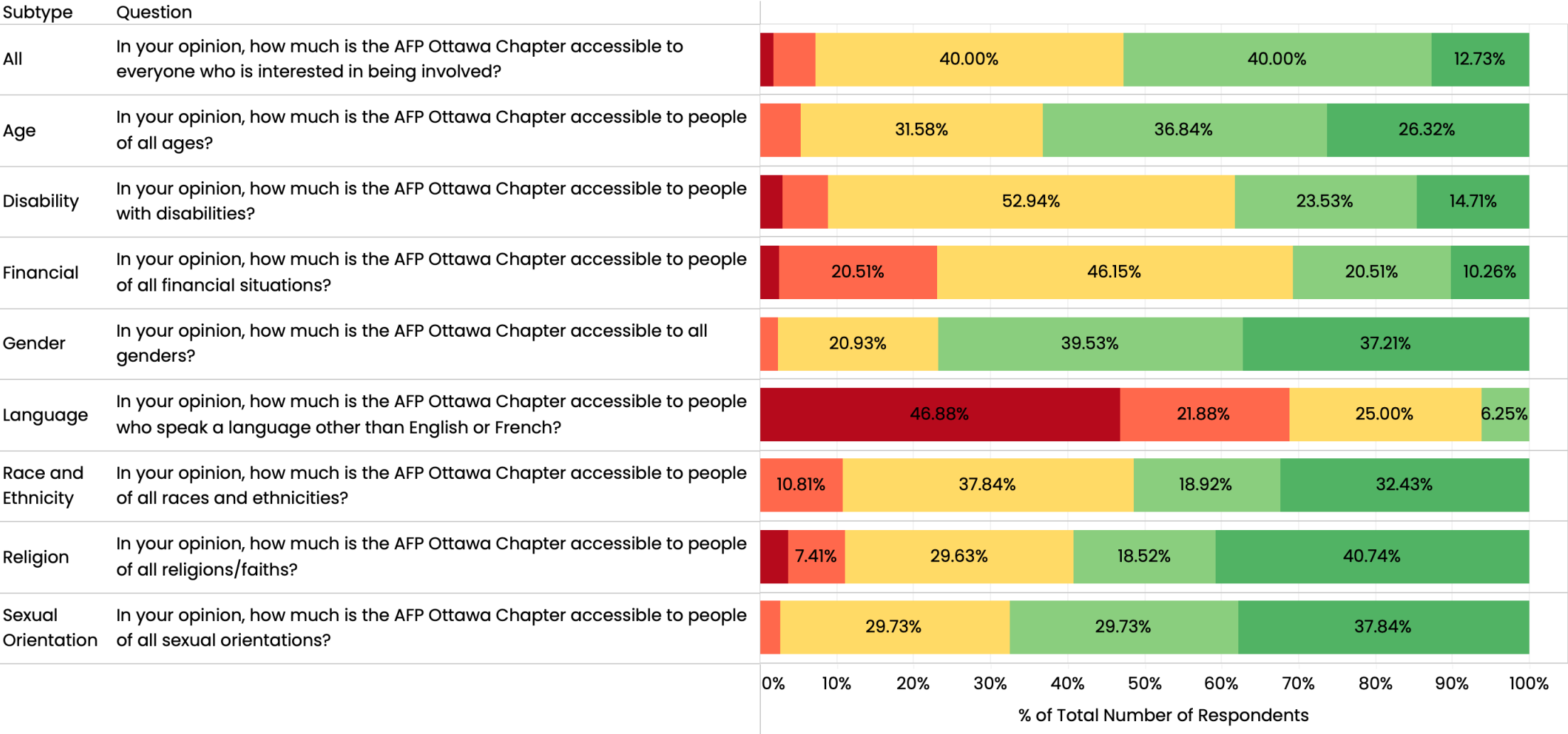
## INclusion Index

- Response
- Completely
  - A lot
  - Some
  - Very little
  - Not at all

### ACCESSIBLE

Total Number of Respondents (n)

59





# ASSOCIATION OF FUNDRAISING PROFESSIONALS

## INclusion Index

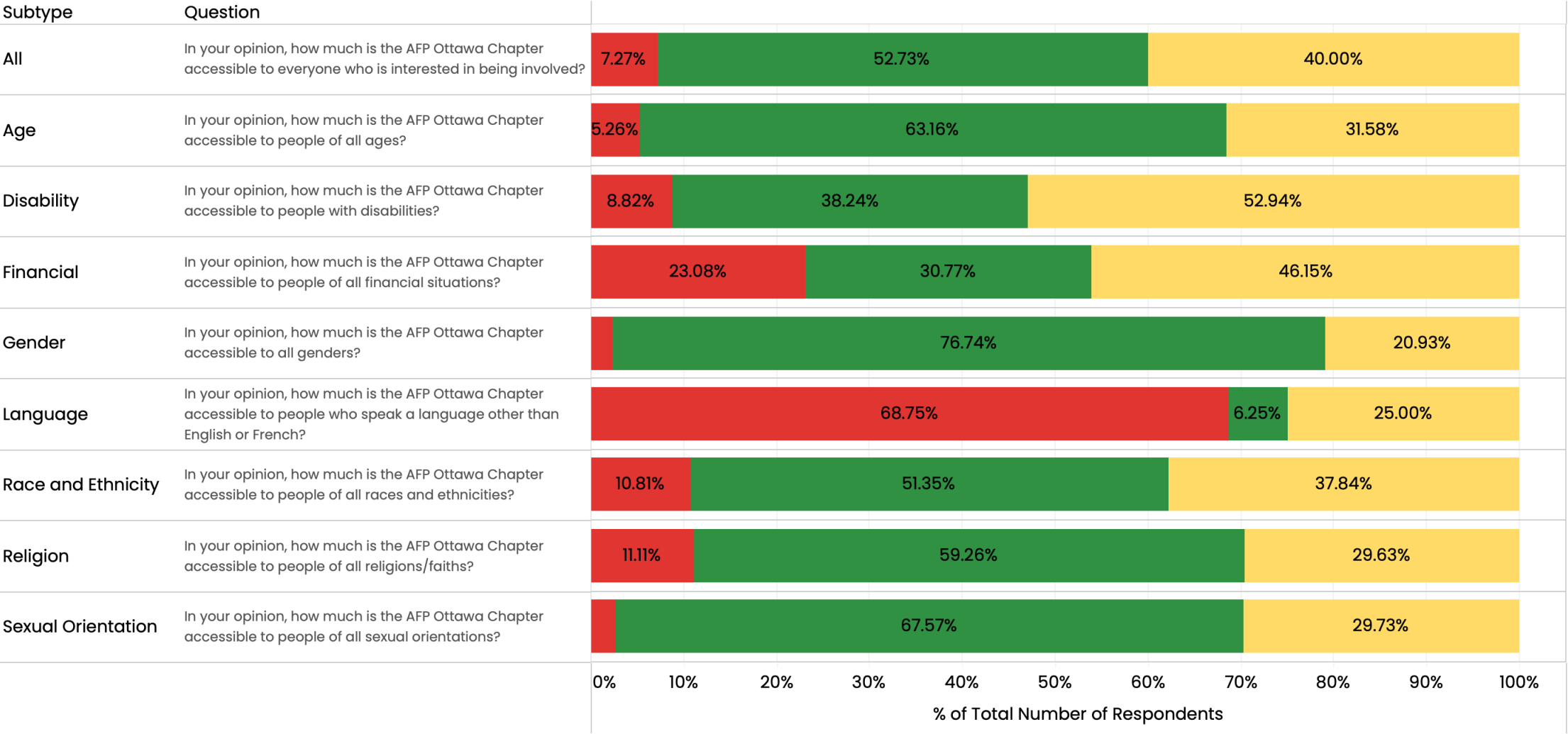
Response (grouped)

- Some
- A lot, Completely, Everything they can do
- Not at all, Nothing, Very little

### ACCESSIBLE (GROUPED)

Total Number of Respondents (n)

59



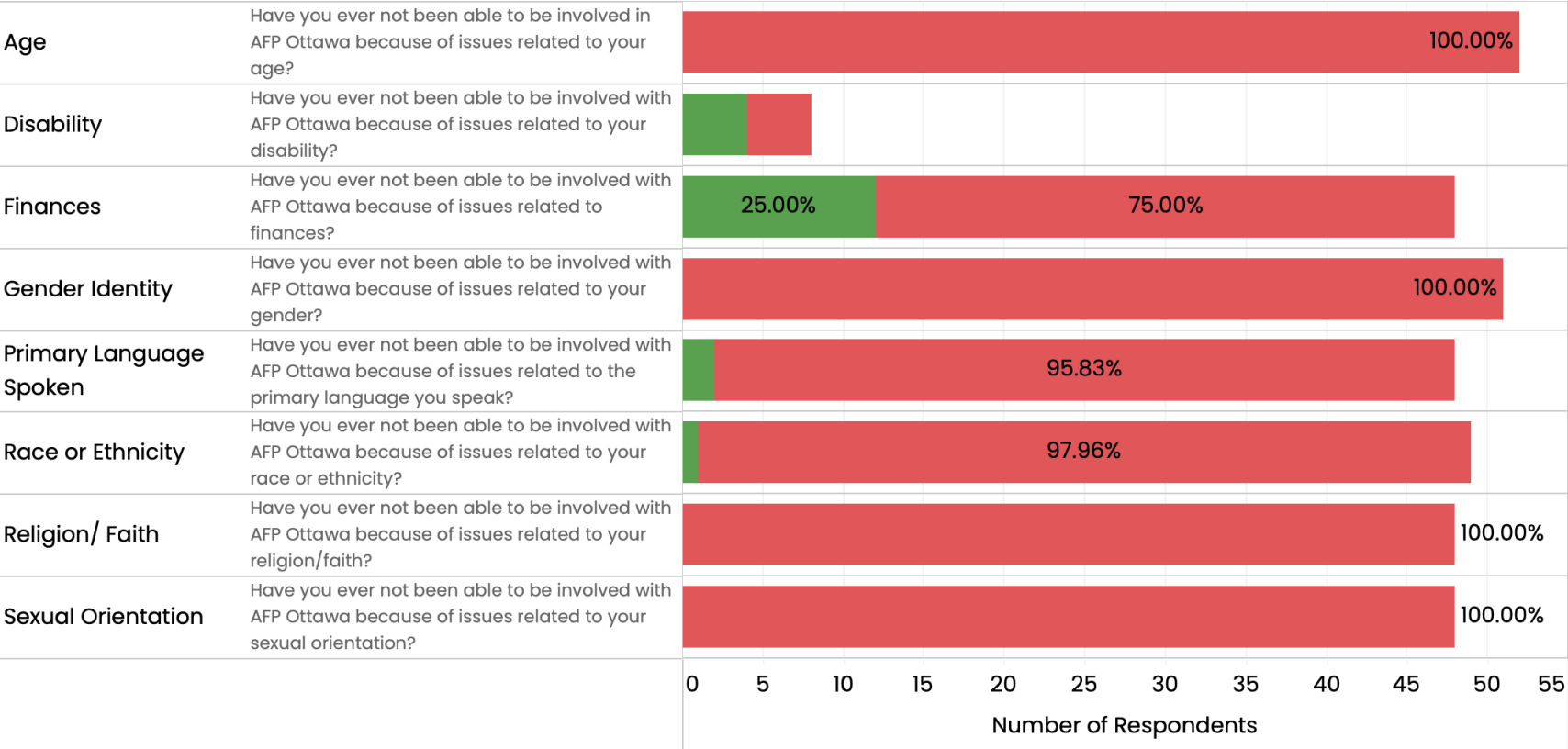


# **OBSTACLES AND ABILITY TO PARTICIPATE**

## INclusion Index

### NOT ABLE TO PARTICIPATE

Have you ever not been able to be involved in AFP Ottawa because of...



Response  
■ No  
■ Yes

	Response			
	% of Total Respondents		Number of Respondents	
	No	Yes	No	Yes
Age	100.00%		52	
Disability	50.00%	50.00%	4	4
Finances	75.00%	25.00%	36	12
Gender Identity	100.00%		51	
Primary Language Spoken	95.83%	4.17%	46	2
Race or Ethnicity	97.96%	2.04%	48	1
Religion/ Faith	100.00%		48	
Sexual Orientation	100.00%		48	

30.83% of respondents said they have not been able to participate in artistic swimming because of finances.

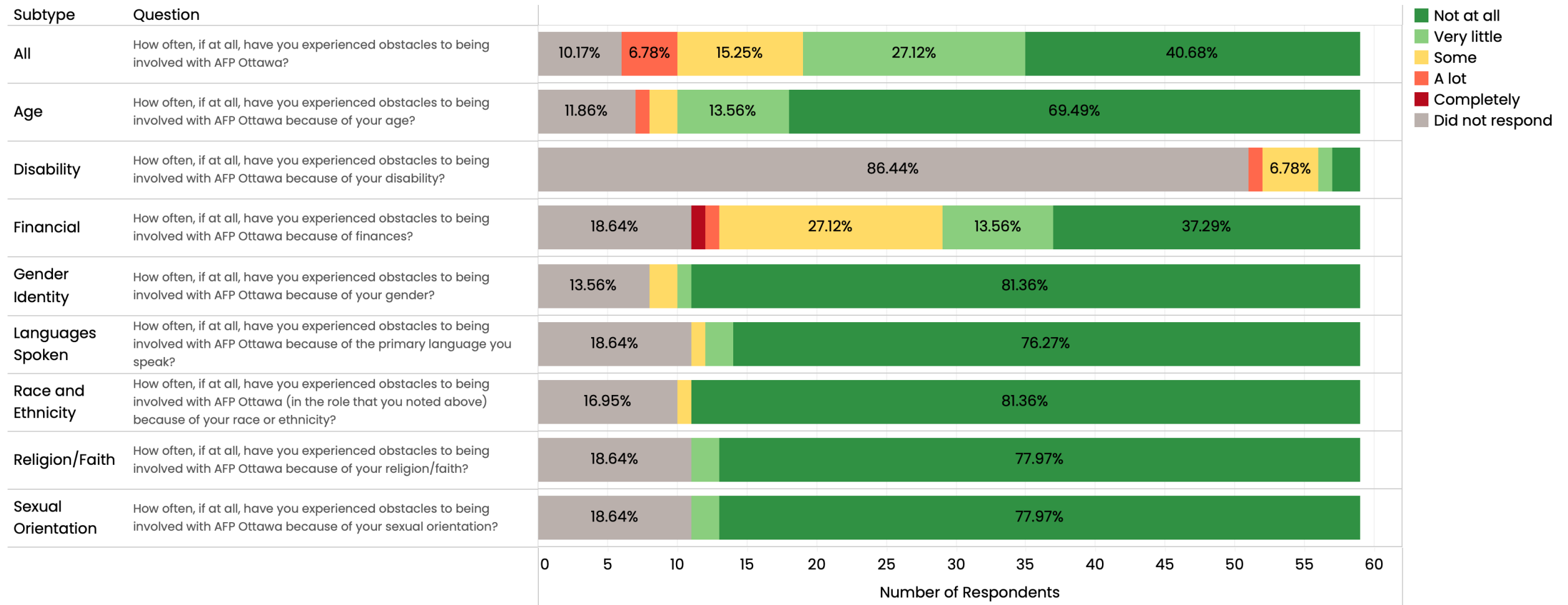
44.0% of those identifying as a person with a disability (n=25) have not been able to participate because of issues related to their disability.



# ASSOCIATION OF FUNDRAISING PROFESSIONALS

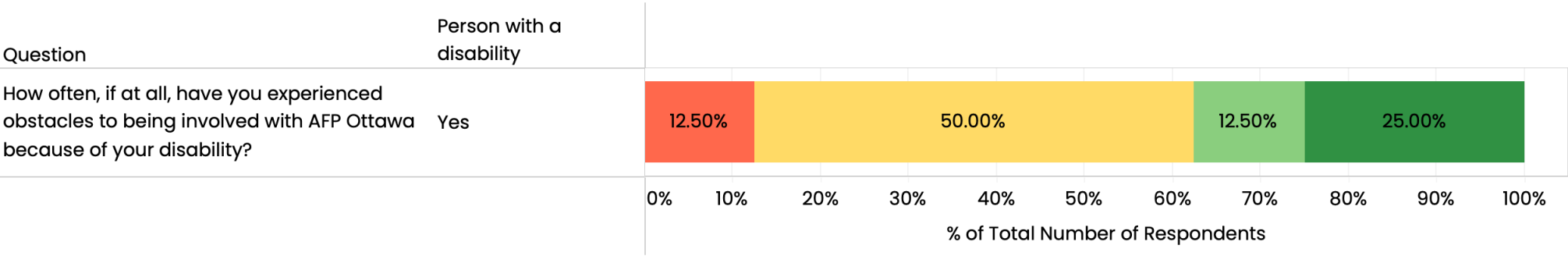
## Inclusion Index

### OBSTACLES



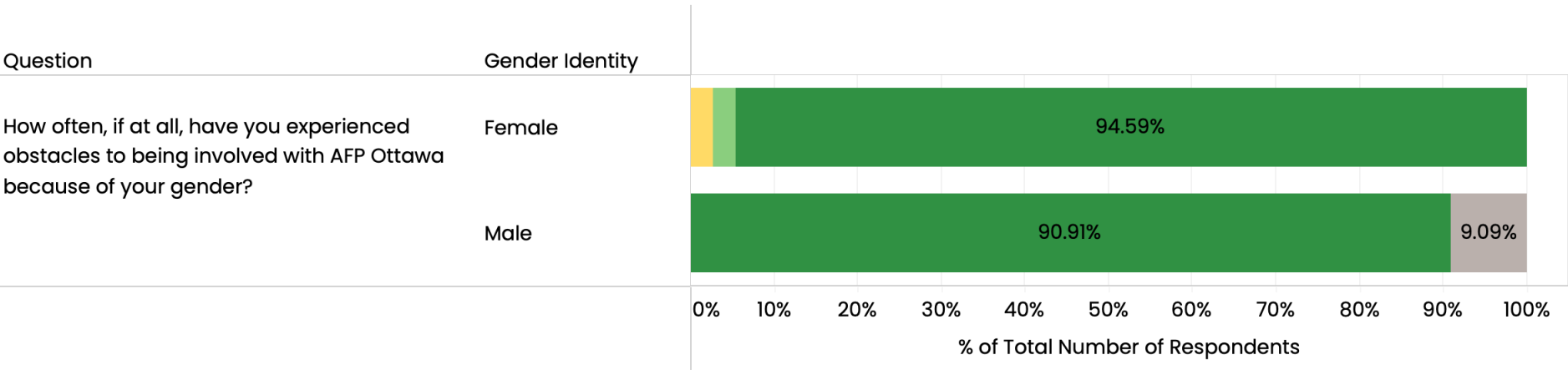


OBSTACLES EXPERIENCED BY PEOPLE WITH A DISABILITY



Not at all	2	Not at all
Very little	1	Very little
Some	4	Some
A lot	1	A lot
Grand Total	8	

OBSTACLES EXPERIENCED BY GENDER



Female	Not at all	35
	Very little	1
	Some	1
Male	Did not respond	1
	Not at all	10



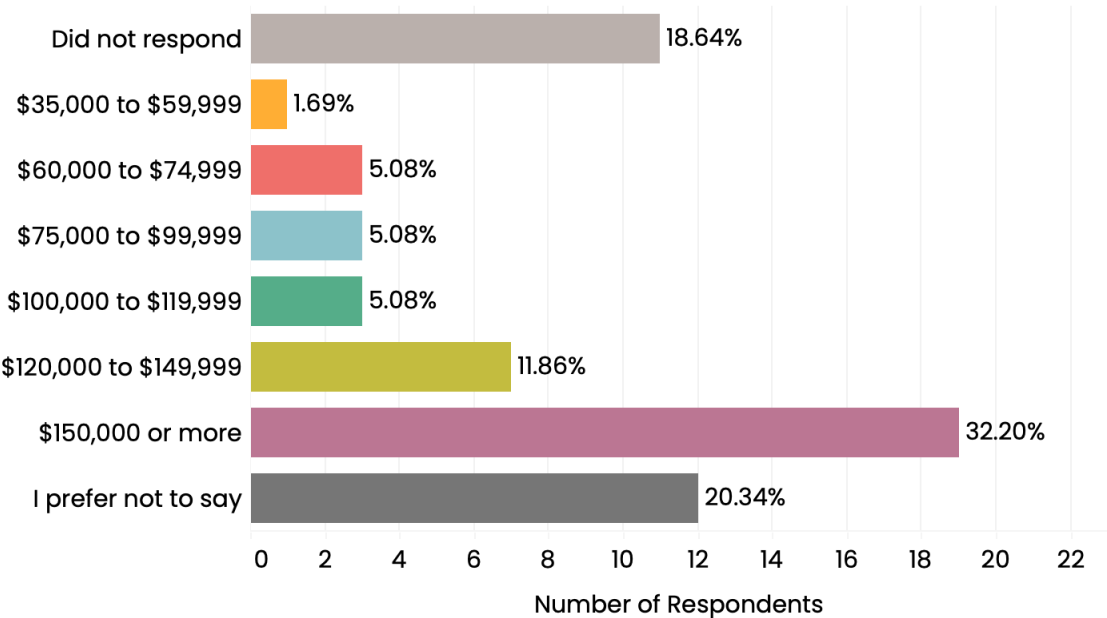


# ASSOCIATION OF FUNDRAISING PROFESSIONALS

## INclusion Index

### OBSTACLES EXPERIENCED BY HOUSEHOLD INCOME

Please estimate the annual income for your household (before taxes).

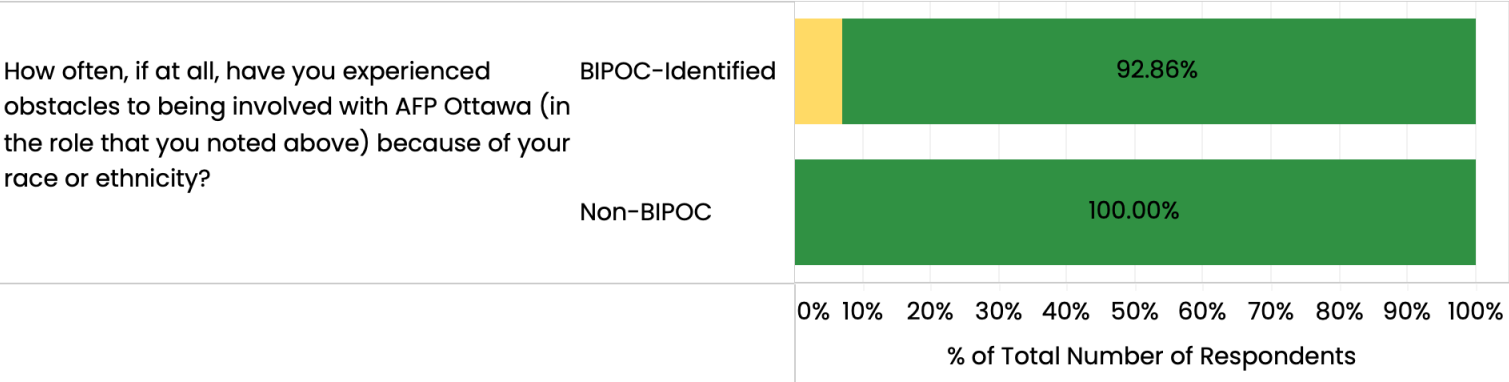


Have you ever not been able to be involved with AFP Ottawa because of issues related to finances? and Household Income



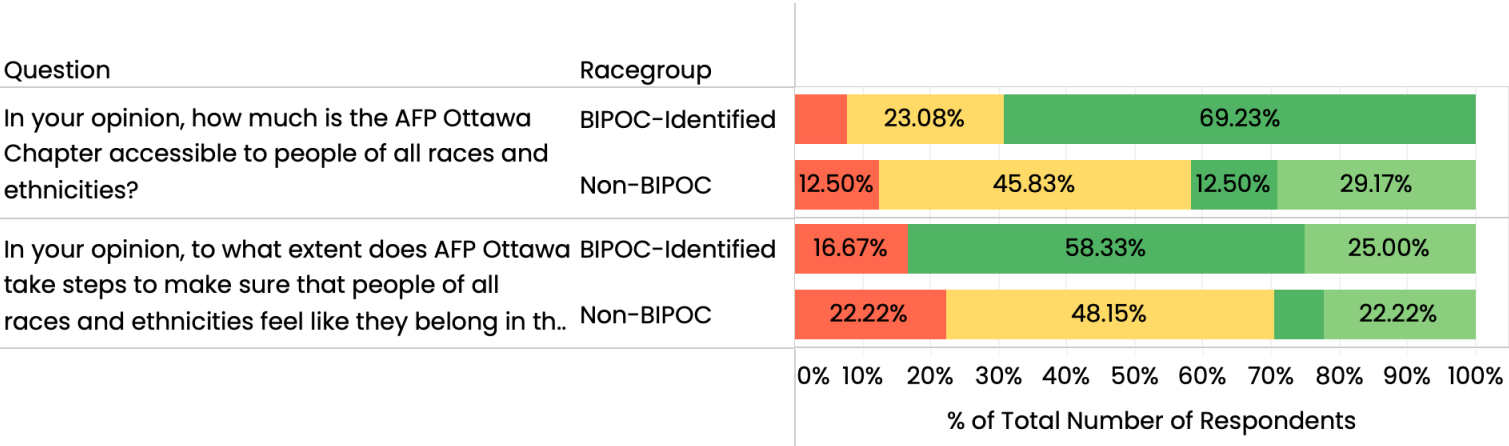


OBSTACLES EXPERIENCED BY RACE AND ETHNICITY



		Not at all	Some
How often, if at all, have you experienced obstacles to being involved with AFP Ottawa (in the role that you noted above) because of your race or ethnicity?	BIPOC-Identified	13	1
	Non-BIPOC	35	

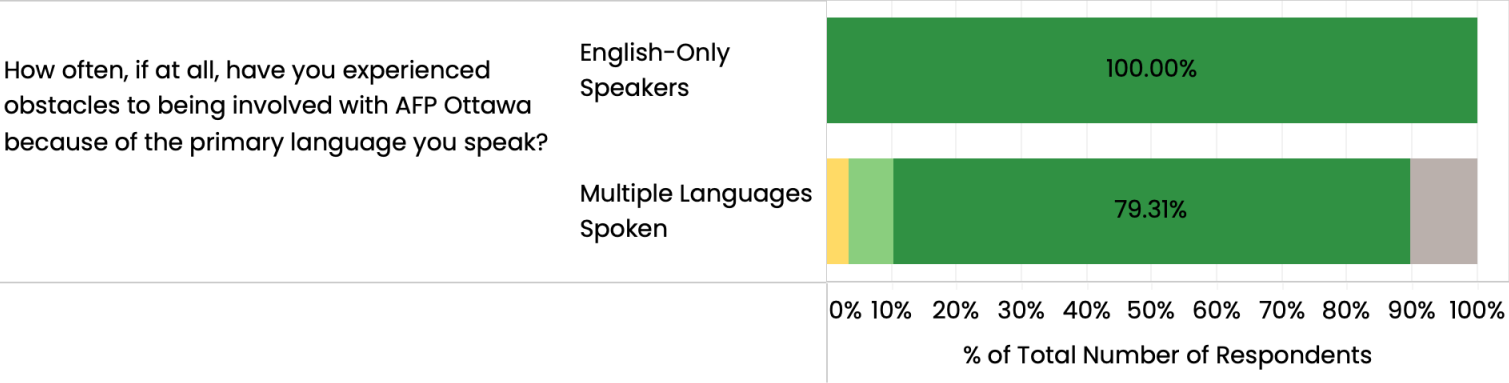
ACCESSIBILITY AND BELONGING EXPERIENCED BY RACE AND ETHNICITY



		Very little	Some	Completely	A lot
In your opinion, to what extent does AFP Ottawa take steps to make sure that people of all races and ethnicities feel like they belong in the AFP Ottawa communit..	BIPOC-Identified	2		7	3
	Non-BIPOC	6	13	2	6
In your opinion, how much is the AFP Ottawa Chapter accessible to people of all races and ethnicities?	BIPOC-Identified	1	3	9	
	Non-BIPOC	3	11	3	7



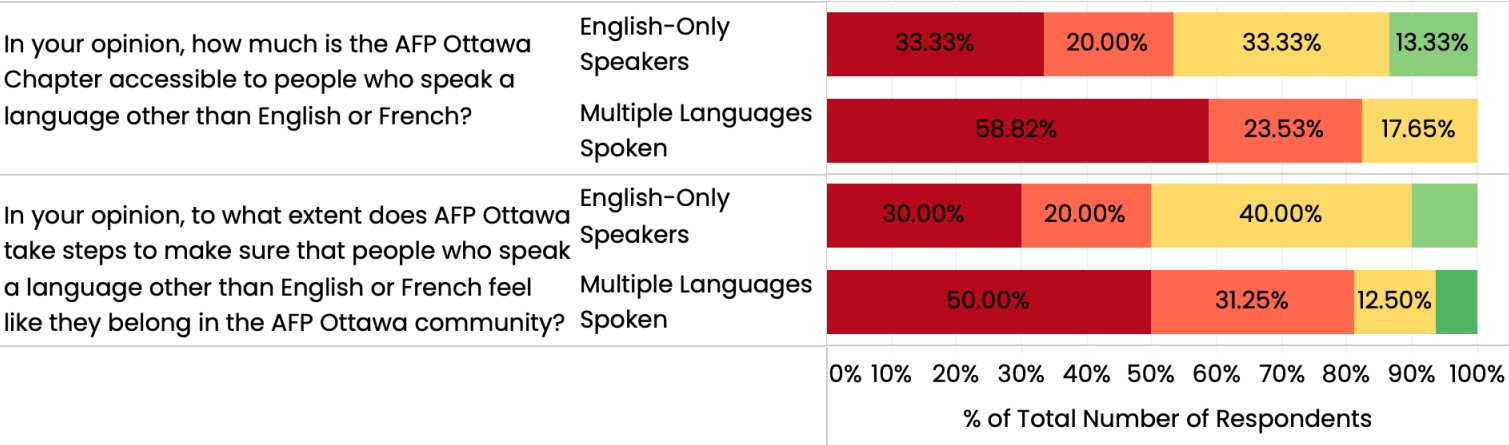
### OBSTACLES EXPERIENCED BY LANGUAGES SPOKEN



How often, if at all, have you experienced obstacles to being involved with AFP Ottawa because of the primary language you speak?	English-Only Speakers	Not at all	22
	Multiple Languages Spoken	Not at all	23
		Did not respond	3
		Very little	2
		Some	1
Grand Total			51

- Did not respond
- Not at all
- Very little
- Some

### ACCESSIBILITY AND BELONGING EXPERIENCED BY LANGUAGES SPOKEN



	Not at all	Very little	Some	Completely	A lot
In your opinion, how much is the AFP Ottawa Chapter accessible to people wh..	English-Only Spea..	5	3	5	2
	Multiple Languag..	10	4	3	
In your opinion, to what extent does AFP Ottawa take steps to make sure that peo..	English-Only Spea..	3	2	4	1
	Multiple Languag..	8	5	2	1

- Not at all
- Very little
- Some
- Completely
- A lot

# Policy Review – Key Learnings

- Overall, AFP had strong policies.
- We identified a series of recommendations and levers that will help to strengthen the policies from an EDI perspective to support board members to bring their best selves, lived experiences and diverse perspectives to the table with less obstacles or barriers.

# Engagement (Interviews/Focus Groups)

## – Key Learnings

- Need for more diverse voices
- Build out French content
- EDI training needs to be undertaken
- Consider what equity based supports are needed
- Create mentorship and pipeline development for leadership roles
- Racism and power dynamics have been core in the history of fundraising



# Key Learnings & Recommendations

# Overall Learnings - *Lack of Diversity Impacting Participation*

## RECOMMENDATIONS:

- Look beyond current networks and current sector to diversify ideas and approaches. Specifically, look to other areas even outside of fundraising in order to have diverse perspectives at the table if there is an inability to get that from within.
- Engage members through the process from ideation to execution. It is also important to let members know in advance when and how they will be able to participate.
- Be intentional with the changes made and added to your website and policies. A website and other communication channels are an extension of your organization and should reflect your vision and mission but also your capacity to follow through on your representation and commitments.
- Share more stories and different voices but be careful not to fall into tokenism or taxing the same people to be the “face of diversity” in your association.
- Highlight and share profiles/stories on fundraisers from organizations that support charities focused on equity seeking groups.
- Provide non-voting roles on the Board where you can mentor new folks to learn about governance.
- Consider what equity-based supports need to be in place to assist equity-deserving groups to take on leadership roles within the organization.
- Provide EDI education for Board and Membership.
- Ensure events and membership engagement is accessible for all abilities.

# Overall Learnings - *Equity Lens Required*

## RECOMMENDATIONS

- Engaging folks with different lived experiences to review items before they are moved forward.
- An “equity lens” tool can be developed which asks a series of questions to support identifying where inequities might be at play.
- Map already existing ideas, events, initiatives into themes and see where gaps which will allow for AFP to fill theme and area gaps.

# Overall Learnings - *Need for Change*

## RECOMMENDATIONS:

- Consider adding an award that could focus on charities/fundraisers supporting/making a difference in the areas of Diversity, Equity and Inclusion.
- Add French language options in communications, marketing, website, social media and event offerings.
- Review accessibility of events and member engagements to minimize barriers to participation.
- Consider sliding scale options for membership and events for those who need lower cost options to engage.

# Overall Learnings - *Need for internal capacity to reach equity goals*

## RECOMMENDATIONS:

- Review policy recommendations to build opportunities for more inclusive practices as AFP moves forward.
- Recruit Board and Committee roles that have specific expertise in EDI.
- Expand board roles to be minimum two years to allow for learning about the organization.
- There is an opportunity not only to set targets for Board positions but also to include commitments to outreach to ensure that intentional effort is made to meet targets. You can see this in certain initiatives such as the Canada 50/30 initiative setting targets for 50% gender representation and 30% all other diversity.
- In addition to Fair behaviour policy, many boards incorporate EDI directly into their code of conduct to ensure alignment to their values as an organization. This may be something that AFP can consider.
- Mandatory EDI training, and goals for board members.



# Overall Learnings - *Challenge the history of Fundraising to increase new members and challenge historical narratives that hinder different groups from participating*

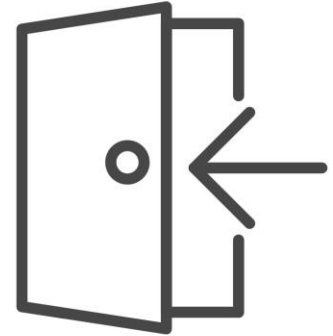
## RECOMMENDATIONS:

- Work with colleges, universities and students' associations to promote fundraising as a profitable career that aligns with their values and principles
- Host workshops and educational sessions about the history of fundraising and how it has changed over the years
- Create profiles of fundraisers doing new and exciting work that can inspire young people and new members

# Engagement Activity

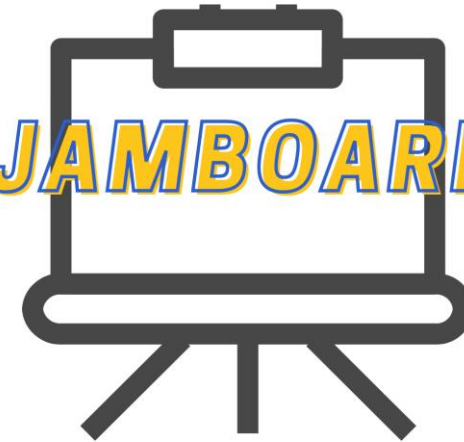
- What stands out for you in this report?
- What should AFP Ottawa prioritize?
- How can you contribute to moving this work forward?

**BREAKOUT  
ROOMS**



 INCLUSION  
INCORPORATED

**JAMBOARD**



 INCLUSION  
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