DOING GOOD BETTER
DEEPENING PHILANTHROPIC & NONPROFIT PARTNERSHIPS IN NJ

Fact Sheet and Goals Summary

Doing Good Better (DGB), a partnership of philanthropy and nonprofit leaders under the Council of New Jersey Grantmakers (CNJG) and the New Jersey Center for Nonprofits (Center), is an initiative taking action against the power imbalances and racial inequities in philanthropy, nonprofits, and government inspired by years of nonprofit and community advocacy, the principles of "Trust Based Philanthropy," and numerous other resources. As the COVID-19 response clearly demonstrated, practices such as general operating support, simplified application and reporting procedures, multi-year funding and others have been shown to level the power imbalance, advance greater equity, strengthen partnerships between funders and their nonprofit partners, and thereby improve community impact. ***Doing Good Better*** invites all of us to reflect on how power is distributed in our partnerships, learn from our peers, and make adjustments that position all community partners for transformative, equitable change in New Jersey.

VISION

Reimagine relationships among funders, nonprofits, and government to create shared power rooted in collaboration, mutual trust, and respect. With equity as our north star, we seek to shift grantmaking culture, structure, leadership, and practice to reflect these core principles. Accessible, equitable, and mutually accountable relationships are primary and indisputable building blocks for a stronger society and thriving, resilient communities.

DGB GOALS

The DGB steering committee encourages funders to focus on and advocate for **four** changes that can make an immediate difference in addressing power dynamics between nonprofits and funders and maximizing nonprofit impact. These goals are aligned with Trust-Based Philanthropy, and are interdependent; when combined, foster equity and a spirit of mutual trust between grantmakers and nonprofit partners.

1. **Center Equity: Small BIPOC, grassroots, and/or historically excluded-led organizations have greater access to funding**
2. **Provide Flexible Funding: General Operating Support or General Project Support**
3. **Provide Reliable Funding: Multi-year Grants**
4. **Reduce Paperwork Burden: Right Size Applications; Simplify Reporting**

Goal 1: Center Equity: Small BIPOC, grassroots, and/or historically excluded-led organizations have greater access to funding.

- BIPOC, grassroots, and/or historically excluded leaders can access funding and opportunities similar to that of larger, mainstream groups.
- A greater percentage of support to organizations and movements led by BIPOC, grassroots, and historically excluded communities is provided as significant, multi-year, general operating funding. In this context, "significant" can refer to both the quantity, size or percentage of grants awarded by the funder in any given year.

Goal 2: Provide Flexible Funding: General Operating Support or General Project Support

- 100% of all grants are made without restrictions, unless limited by covenant or donor wishes in the case of community foundations.
- All nonprofits can clearly articulate their vision, strategies, outcomes, and business models to funders; and funders understand them and trust them to know how best to use their funds.

Goal 3: Provide Reliable Funding: Multi-year Grants

- More funders convert an annual application process for repeat grantee partners to a multi-year commitment with an annual outcomes report at the most, instead of full proposals each year.
- Funders assume responsibility for data collection, or provide sufficient funding and/or capacity for the nonprofit to meet the requirement.
- Grant terms are suited to grantee timelines and needs (negotiated outcomes and milestones).

Goal 4. Reduce Paperwork Burden: Right Size Applications; Simplify Reporting

- 75% of funders begin to reduce the size of applications and reports relative to the size of the grant.
- 75% of funders shift from reports to conversations or other lower time-intensive means, like site visits geared to learning and relationship building.
- 50% of funders making general operating support grants accept creative, egalitarian, less burdensome applications including other funders proposals.
- Nonprofits have increased capacity to dedicate time to other activities and efforts.

For a copy of the full **Doing Good Better** goals including suggested action steps and learning resources, visit https://njnonprofits.org/or https://cnjg.org/. For more information, contact Rosalía Velázquez at rosalia@njnonprofits.org.