

Diversity, Inclusion, and Shared Prosperity as Organizational Culture and Practice for Non-Profits



www.nc-100.org

How important is diversity and inclusion in your organizational culture?

Many nonprofit organizations say that they have value for diverse perspectives, skills, and backgrounds as core strengths. Many mission based and faith based organizations are also making internal staffing and culture building commitments to ensure they achieve their goals and support the millions of people that depend on their strategy, programs, advocacy, and services.

How does this manifest itself when it comes to economics or supporting external business owners or B2B services you purchase?

Healthy local and minority-owned businesses are a basic component of strong, sustainable communities. They generate job opportunities for residents and keeps money circulating within the neighborhood rather than draining outward.

In pursuit of our advocacy, community organizing and development goals, NC 100 believes the future of social enterprise can be transformed by weaving together community insight and strategic investing in economic development from non-profit organizations that care about and provide support to underserved and underutilized communities.

Economists estimated in 2017, cities/towns/municipalities in the U.S. collectively spent about \$1.6 trillion in construction, goods, and services.

If there were true equitable procurement, those cities and towns could increase the local tax base and direct tax revenue to communities in need, which can directly influence community services, community spaces, education, and workforce.



How can my organization support? Shared Prosperity

Just by investigating how much of your dollars go and making modest goals makes a big difference. **Individuals, organizations, and others committed to awareness can look forward to economic growth for communities of color at first incrementally, but eventually exponentially** if efforts are aligned by working better together.

Finding ways to take action after being armed with knowledge works much better than not having knowledge at all.

NC 100 can't tell you what's the best way an individual or organization can support underutilized businesses, but we can offer help in helping you figure that out. **Ideally, we would hope all of our partners are interested in advancing social enterprise** and by sharing stories about the local and minority vendors with their social and professional networks, and organizations that spend money for professional services seek to look for more opportunities to participate in minority business growth and patronage.

We feel this is one proven way to **"walk it like you talk it."**

Every investment of time and resources-large or small, are vital to realizing shared prosperity and equity.

Average Business Values (in dollars) for owners

Select North Carolina Cities

(according to Prosperity Now 2018 scorecard data)

NC City (population)	Black Owned	LatinX Owned	White Owned
Charlotte (800k +)	\$66,726.00	\$129,192.00	\$670,538.00
Durham (250K +)	\$60,360.00	\$237,252.00	\$556,711.00
Greensboro (282K +)	\$54,647.00	\$182,073.00	\$861,452.00
Raleigh (442K +)	\$42,457.00	\$219,077.00	\$655,023.00
Winston-Salem (239K +)	\$43,822.00	\$126,121.00	\$628,651.00

Want to learn more, do MORE?

To advance our work and support the dream of achieving shared prosperity in economics for people of color, NC 100 would love to help your organization and share our expertise.

- ❖ We consult with organizations and provide materials to support create a snapshot of discretionary organizational spend, critical to understanding what your opportunities are as well as your successes.
- ❖ Best practice sharing from diverse business advocacy groups, programs, government, and mission-focused organizations we partner with or worked with before.
- ❖ NC 100 can also present to your leadership teams, boards, and/or procurement staff if you are considering creating a supplier diversity plan.

If your organization is interested in getting some additional insight into helping your organization identify ways you can participate in supporting minority and local business enterprises, let us know by **contacting us today at info@nc-100.org or 336 496-2969**

% of NC labor force that own businesses

(according to Prosperity Now 2018)

Percent of ALL Total Labor Force Owning Firms (%)

17.3

Percent of White Labor Force Owning Firms (%)

20.5

Percent of People of Color in Labor Force Owning Firms (%)

12.0

Merald Holloway of NC100 (www.nc-100.org) a non-profit organization in rural North Carolina dedicated to providing support to underserved communities for career pathway exploration, workforce development, business networking, financial education, and community organizing. He also leads regional expansion for Washington DC based Community Purchasing Alliance Cooperative (www.cpa.coop) as an advocate for education, workforce, and economic empowerment, with over 20 years of experience in sales, corporate retail operations, staff development, non-profits, community development, and diversity and inclusion practices. He is also part of the leadership team that created the Rockingham County Racial Equity Learning Community, an advocacy group of mission based organizations in Reidsville, NC. He was also instrumental in the creation of the supplier diversity program at Self-Help, a nationally respected and successful CDFI headquartered in Durham NC. Dedicated to building and supporting minority ecosystems of business enterprise, he serves on the board of directors for the Greater Durham Black Chamber of Commerce, Rockingham County Partnership for Children and Durham Technical Community College's Business Administration Council.

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