



GREEN
2.0

Foundation, Nonprofit Leaders Hail New GuideStar Program to Help Collect Diversity Data from Nonprofit Sector

WASHINGTON, DC—Following the launch of a new GuideStar program to help set standards for how data about diversity within the nonprofit sector is collected, foundation and nonprofit leaders hailed the effort to collect more and better data to help philanthropies make more informed decisions in their work.

Rockefeller Brothers Fund President, Stephen Heintz:

"The Rockefeller Brothers Fund supports the collaboration between D5 and GuideStar to facilitate standardized and widely accessible organizational reporting of staff and leadership diversity information through the GuideStar Exchange. In the wake of recently documented diversity challenges in the environmental sector, we are pleased as well to see the partnership with Green 2.0 to encourage participation from the mainstream environmental movement. This is an important step forward to build better transparency and understanding about diversity across the nonprofit sector.

"The Fund has long been committed to sharing diversity data on its staff, leadership, and operations, including related information on our website and annual publication, Charting Our Progress, since 2008. As a funder we believe it is important to understand both the diversity of the organizations we fund and how they engage diverse perspectives in their work.

"We are excited to participate in the GuideStar Exchange effort and encourage others to do so. This builds on the work of many organizations over the past few years, and we are particularly appreciative of the efforts of GuideStar, D5, and Green 2.0 to make this happen. Shared data furthers the possibility of shared understanding and progress across all of our efforts as we support a nonprofit sector that responds to the demographic realities of our nation."

The California Endowment President and CEO, Bob Ross:

"The California Endowment is thrilled to participate in and support this sector-wide effort in philanthropy. A more robust future for our nation will require greater attention to the inclusion of diverse leaders and stakeholders in addressing an array of important civic challenges."

W.K. Kellogg Foundation President and CEO, La June Montgomery Tabron:

"The W.K. Kellogg Foundation's journey toward racial equity, diversity and inclusion has extended over decades. We applaud this sector-wide effort and fully believe that tracking and sharing data is essential to gauge our progress, correct our course as necessary and to remain true to our vision and goals for this work. That's why for the past decade, we have measured and reported our workforce composition and employee and trustee demographics to our external website and actively work with grantees to collect data, demographics and plans for engaging diverse communities in their work."

Kresge Foundation President and CEO, Rip Rapson:

"The Kresge Foundation has long believed that nonprofit organizations are more effective in achieving their missions when their board and staff members are reflective of the populations they serve. For many years we have

required that grantseekers provide us with information concerning the demographic characteristics of their board and staff, and we have inquired about grantees' diversity practices.

"We endorse this effort from GuideStar, D5 and Green 2.0 to gather information about demographic data and diversity practices of nonprofit organizations and foundations, and the special focus on the environmental sector given the recently documented diversity challenges. We think it will be helpful for the sector to employ standard reporting metrics. It will allow for comparisons across organizations and, hopefully, simplify the reporting process for participating organizations.

"Kresge will encourage all of its grantees to participate in this voluntary data-collection effort by GuideStar, D5 and Green 2.0."

National Audubon Society President and CEO, David Yarnold:

"What matters is not our intentions or what we say – what matters is what we do. We need to operate differently, recruit differently and hire differently. Tracking progress is crucial."

National Resources Defense Council President, Frances Beinecke:

"Everyone deserves healthy homes and a healthy planet, which is why we all must work together to protect our air, water and communities from the impacts of pollution and climate change. Broadening the diversity, equity and inclusiveness of the environmental movement is critical to achieving that objective. GuideStar's new examination of diversity and the partnership with Green 2.0 provides an opportunity to highlight the importance of this work. But it can't end there. We all have a role to play. Creating inclusive workplaces, expanding our community collaborations, promoting equity, and diversifying our voice are essential to remaining strong, effective and true advocates for all people and all communities."

Resource Media President, Scott Miller:

"Resource Media believes it is a strategic and moral imperative to embrace diversity and inclusion, internally as a learning organization and externally as communicators charged with engaging a wide array of audiences in respectful, authentic ways. Like many organizations in our field, we have a long way to go. We support the new GuideStar survey and look forward to participating. I firmly believe good data and transparency will help us be accountable and meaningfully measure progress."

Sierra Club Executive Director, Michael Brune:

"The Sierra Club is proud to have supported the Green 2.0 report and we look forward to participating in this next phase of collaboration with GuideStar. We are committed to taking a hard look at what still needs to be done within our own organization and instituting policies and practices to ensure that the environmental movement includes everyone who cares about clean air and water. We are working hard to ensure our staff and volunteer leaders reflect the country we live in today, and we are working with diverse communities in the fight to ensure a just and clean environment for all."

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