

WELCOME TO THE

CONRO

2023 **VIRTUAL**
CONFERENCE!

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BUILDING RELATIONSHIPS BASED ON LOVE

One approach to decentering money in Philanthropy

About Us

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About Oregon Food Bank

Our mission

To eliminate hunger and its root causes... because no one should be hungry



I And Love And You...

Decentering Money

Theory of Change

- Reclaim philanthropy's true meaning
- An orientation to financial outcomes is a gateway to harm and centers white supremacy culture
- Centering love and equity shapes a more just experience of philanthropy

**If not money, how/what?!
How about LOVE?**

I Want To Know What Love Is

"Love as 'the will to extend one's self for the purpose of nurturing one's own or another's spiritual growth.'"

- bell hooks



Let's Stay Together

- Portfolio Management at OFB
- Revenue planning
- Developed two love based measures so far
 - Love Indicators
 - Re-imagined affinity ratings

What's Love Got To Do... With Contact Reports



- Department sourced definition of love
- Created Love Indicators
- May be donor driven actions or developer driven actions
- Tracked on contact reports

Love Indicators

- Action for the Common Good
- Care & Respect
- Client Centered
- Community & Partnership
- Equity
- Growth
- Shared Values
- Transactional
- Harmful
- Misaligned



Using Love Indicators in Portfolios

- Still learning/experimenting
- Metric testing: Tracking use of specific love indicators by teams
- Using Harm and Misalignment to disqualify
- Challenges



Who Loves You?

- Re-imagined Affinity Ratings
- Converted from basic count of factors into a co-developed weighted factors model
- Group brainstorm factors based on behaviors, not amount given
- Three models for our three types of donors
 - Individuals
 - Corporations/Organizations
 - Granting Organizations

Some Affinity Factors

- Frequent donor
- Partner donor
- Two way contact
- Meeting
- OFB Leadership or Subject Matter Experts engagement
- Frequent volunteer
- **Took Advocacy action**



Using Affinity Ratings in Portfolios

- Part of portfolio evaluations metrics
- Metric testing: Assigned for 2+ years, giving less than major gift level **and** affinity rating is low or none
- Challenges



Find Me Somebody to Love



- Work in progress... Learning to be comfortable with unresolvedness
- Looking at how Love indicators could be used in performance evaluation metrics
- Affinity ratings starting to be used outside of annual portfolio reviews

What is Love?

Questions & Answers

I Just Called to Say I Love You

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THANK YOU!

Appendix

Playlist

- “I And Love And You”, I And Love And You - The Avett Brothers
- “Seasons of Love”, RENT - Cast of RENT/Jonathan Larson
- “I Want to Know What Love Is”, Agent Provocateur - Foreigner
- “Let’s Stay Together”, Let’s Stay Together - Al Green
- “What’s Love Got To Do with It”, Private Dancer - Tina Turner
- “Who Loves You”, Who Loves You - Four Seasons
- “Somebody to Love”, A Day at the Races - Queen
- “What is Love”, The Album - Haddaway
- “I Just Called to Say I Love You”, The Woman in Red - Stevie Wonder

Handouts

- How do you measure a year_What about love - Blog post
- What Happens When a Nonprofit Stops Measuring Fundraisers' Success Based on Money - The Chronicle of Philanthropy article
- Love Indicators Definitions
- 1. Affinity Templates Order and Factor Definitions Template
- 2. Factor Comparison Template - Excel file
- 3. Factor Weights Template - Excel file
- 4. Affinity Calculator Template - Excel file

OFB's Current Affinity Factors

- Board or Advisory Council (All)
- Community Giving (Corporate)
- Direct + Indirect Giving (Corporate)
- Event sponsor (Corporate)
- Food donor (Corporate)
- Frequent Donor (All)
- Frequent volunteer (Individual, Corporate)
- Fund strategic priorities (Grants)
- Lifetime giving (Grants)
- Meeting (Grants)
- Monthly donor + Additional gift (Individual)
- Non restricted donor (Grants)
- OFB Leadership or Subject Matter Experts engagement (Grants)
- Over 10 year donor (Grants)
- Partner donor (Individual, Corporate)
- Planned Giving (Individual)
- Took advocacy action (Individual)
- Two way contact (All)
- Workplace Giving (Corporate)

Affinity Factors Pairwise Comparison Example

	A: Frequent donor	B: Frequent volunteer	C: Events attendance	D: Advocacy action	E: Two way contact	F: Monthly sustainer	G: Legacy member	H: Board	I: Partner donor
A: Frequent donor									
B: Frequent volunteer	Even								
C: Events attendance	A	Even							
D: Advocacy action	Even	D	D						
E: Two way contact	E	E	E	E					
F: Monthly sustainer	Even	B	C	D	E				
G: Legacy member	G	G	G	G	E	G			
H: Board	H	H	H	H	E	H	H		
I: Partner donor	A	B	C	D	E	F	G	H	

Affinity Factors Weights Example

	A: Frequent donor	B: Frequent volunteer	C: Events attendance	D: Advocacy action	E: Two way contact	F: Monthly sustainer	G: Legacy member	H: Board	I: Partner donor	Sum of factors
Team member 1	3.5	3	2.5	4.5	8	1.5	6	7	0	36
Team member 2	5	1	1	4	7	3.5	5.5	8	1	36
Team member 3	4	2.5	1	4	6	4.5	5.5	8	0.5	36
Team member 4	1.5	4.5	3.5	3	5	3	7	8	0.5	36
Team member 5	4	1.5	2.5	4.5	7	1.5	7	7	1	36

										Sum of all factors
Total	18	12.5	10.5	20	33	14	31	38	3	180
Percent of factors	0.1	0.069444444	0.058333333	0.111111111	0.183333333	0.077777778	0.172222222	0.211111111	0.016666667	
Weight	100	69	58	111	183	78	172	211	17	999
										Sum of weights

Factors Listed in priority order

Board	211
Two way contact	183
Legacy member	172
Advocacy action	111
Frequent donor	100
Monthly sustainer	78
Frequent volunteer	70
Events attendance	58
Partner donor	17

Rounded up so sum of all weights is 1,000