

## **Unconscious Bias in Fundraising and Resource Allocation**

**Facilitated by: Michelle Okere, CFRE – Principal, Okere & Associates**

**Workshop Description:** This interactive session will delve into how unconscious biases, such as stereotypes and preconceived notions, can affect donor engagement, decision-making, and the distribution of resources. Through practical exercises and discussions, participants will gain a deeper understanding of unconscious bias and learn strategies to recognize and mitigate it. The workshop aims to create a more inclusive and equitable fundraising environment, ultimately enhancing the effectiveness of fundraising efforts and impact of resource allocation.

### **Key Learnings:**

**Understanding Unconscious Bias:** Participants will develop a deeper understanding of what unconscious bias is and how it can manifest in fundraising and resource allocation. They will learn about the different types of biases and their potential impact on decision-making.

**Recognizing Personal Biases:** Attendees will have the opportunity to reflect on their own biases and identify any unconscious biases they may hold. They will learn techniques to recognize and challenge these biases in themselves and others.

**Impact on Donor Engagement:** Participants will explore how unconscious bias can affect donor engagement and the strategies they employ to attract and retain donors. They will learn how biases can influence perceptions of different donor groups and how to create a more inclusive and equitable approach to donor engagement.

**Decision-Making and Resource Allocation:** The workshop will highlight how unconscious bias can influence decision-making and resource allocation. Attendees will learn about the potential consequences of biased decision-making and explore strategies to ensure fair and equitable distribution of resources.

**Mitigating Unconscious Bias:** Participants will gain practical strategies and tools to mitigate unconscious bias. They will learn techniques to create a more inclusive and equitable environment, such as diversifying decision-making teams, implementing objective evaluation criteria, and fostering open dialogue.

**Creating an Inclusive Fundraising Environment:** The workshop will emphasize the importance of creating an inclusive fundraising environment. Attendees will learn how to foster a culture of inclusivity and equity within their organizations.



**About the Facilitator:** Michelle Okere is a Metis-Cree woman from Treaty 6 Territory and an award-winning inclusion specialist with over a decade of experience leading provincial, regional and national non-profits. Her expertise lies in fundraising, public relations, advocacy, strategic planning, and board governance. Currently pursuing her MBA in the Indigenous Business Leadership Program at the Beedie School of Business, Michelle is deeply committed to driving positive change and empowering Indigenous communities.

As Founder and Principal of Okere & Associates, Michelle supports organizations across North America in building strong organization strategies and embedding equity, diversity, and inclusion. Michelle is

also co-founder of the REET Institute, Chair of PolicyWise for Children and Families, Chair of the Truth & Reconciliation Committee for the YWCA Edmonton, and a University of Alberta Senate member. In recognition of her work in the community, Michelle has been featured on the cover of Pink Magazine, named to Edify Edmonton's Top 40 under 40, and recently received the Queen's Platinum Jubilee Medal.

### **Direct Mail Program, with Penny Banks, Global Philanthropic Canada**



**About the Facilitator:** As an event planning and fundraising professional for over 20 years, Penny has extensive experience with annual campaigns, strategic planning, major and corporate giving including sponsorships.

Penny's passion for fundraising began at a young age and she has held positions in Higher Education Advancement, with a National Charity and most recently in hospital foundations.

Penny's is a results-oriented and driven professional with experience in developing and implementing successful fundraising plans with a particular focus on direct marketing. With her CFRE designation, Penny brings all of her skills to the table as a Senior Consultant with Global Philanthropic Inc. (Canada).

In addition to her role as Senior Consultant, Penny currently shares her wealth of knowledge of Fundraising and Events, with the students Event Planning in the School of Tourism, Hospitality and Culinary Arts at Fanshawe College – a part-time position she enjoys tremendously.