

Tips for Taking Action

Charitable giving to support equity

Equitable giving can impact our communities in many ways. Consider these tips and what you can do to support the needs within your community, including how you give. While Black History Month shines a light on racial equity, the work and action to address inequality lasts throughout the year.

Tips for adding an equity lens to your personal charitable giving

1. **Learn more about the root causes of social issues.** Change begins through learning. Research the underlying reasons behind inequalities in our society, such as housing, health care, the justice system, and the environment, and support organizations that strive to make long-term social change.
2. **Seek out grassroots or local organizations.** Contributing to small organizations can make a big difference. Support organizations that center on community priorities, specifically communities of color or where English may not be the primary language. Organizations focused on community organizing, advocating for policy change, and building sustained movements for change can make a positive impact.
3. **Whenever possible, donate directly to the charity and leave the funds undesignated.** Make unrestricted gifts — especially during times of complex and rapid change — or consider a recurring donation, which can allow an organization to meet needs and plan for the future.
4. **Give to organizations founded or led by Black leaders.** Look for organizations with leaders and staff who represent the community they are serving, who are most impacted by a particular social issue and are part of informing the solution. Consider donating to Historically Black Colleges and Universities (HBCUs).
5. **Donate to charities that support Black entrepreneurs and small businesses.** The bulk of charitable donations typically support religion, education, and health-related causes. Consider charities that also support small businesses, especially now, because Black- and Latino-owned businesses have been particularly hard hit by the pandemic.

Individuals worldwide are encouraged to consider supporting Black and African American communities during U.S. Black History Month each February and year-round through virtual service and giving to charities devoted to building a more inclusive, sustainable future for all.

Resources

- [Charitable giving plan worksheet by Inspired Philanthropy*](#) (PDF)
- [Undesign the Redline*](#) — an interactive exhibit sponsored by Wells Fargo
- [National Museum of African American History & Culture*](#)
- [NAACP Environmental and Climate Justice*](#)
- [Give Black*](#)
- [List of Black-founded nonprofits*](#)
- [List of accredited HBCUs*](#)

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