



FOR IMMEDIATE RELEASE

## BLACK PHILANTHROPY MONTH: HIGHLIGHTING THE URGENT NEED FOR EQUITY IN GIVING

**Toronto, ON, July 31, 2024** – With August being Black Philanthropy Month (BPM), it is imperative to shed light on the critical issues of underfunding and inequity in philanthropic support for Black communities. According to a 2020 report from the [Foundation for Black Communities \(FFBC\)](#), for every \$100 donated by the top 15 Canadian foundations, a mere 0.07 cents went to Black-led organizations—not even a full cent. This stark statistic underscores the historical and ongoing oversight in philanthropic funding for Black communities.



Source: *UNFUNDED: BLACK COMMUNITIES OVERLOOKED BY CANADIAN PHILANTHROPY* reported by the *Foundation For Black Communities (FFBC)*.

***"Black Philanthropy Month is vital to address the significant disparities in funding and support that Black-led organizations face,"*** said Anick Silencieux, Founder and Executive Director of [Support Black Charities \(SBC\)](#). ***"It is an opportunity to bring these issues to the forefront and advocate for equitable distribution of resources."***

## **Why Black Philanthropy Matters**

The underfunding of Black-led organizations highlights systemic issues within the philanthropic sector. Despite the significant contributions of Black philanthropists and organizations to social justice, education, healthcare, and economic empowerment, these entities receive disproportionately low funding. This lack of financial support hampers their ability to make sustained impacts in their communities.

Statistics from the FFBC reveal that only 2.3% of philanthropic funding in Canada goes to racialized communities, with an even smaller fraction reaching Black communities. This data starkly contrasts with the urgent needs and the valuable work these organizations perform.

***"It is crucial for donors, foundations, and the public to recognize the importance of supporting Black-led initiatives,"*** Silencieux continued. ***"By doing so, we can work towards closing the funding gap and fostering a more equitable society."***

## **Enhancing Visibility and Communication for Greater Impact**

SBC also recognizes that visibility and effective communication of impact are critical factors in attracting funding. Many Black-led organizations face challenges in effectively showcasing the full scope and impact of their programs, which can sometimes limit their appeal to potential donors.

To address this, SBC is committed to providing essential resources and specialized nonprofit services to help these organizations become donor-ready or investment-ready. This includes guidance on strategic planning, storytelling, and showcasing measurable impact, which are key elements in securing funding.

However, these efforts represent only one side of the story—ensuring that these organizations are equipped with the tools to communicate their value is just as important as advocating for systemic change in the philanthropic landscape. By improving both internal capabilities and external perceptions, SBC aims to create a more supportive environment for Black-led organizations to thrive and achieve lasting change.



## What is SBC's Role?

In response to the challenges faced by Black-led organizations in securing equitable funding, SBC has launched the [Global Black Philanthropy Initiative \(GBPI\)](#). GBPI is essentially a "Cause Fund," where supporters choose to donate to a cause identified by the [United Nations' 17 Sustainable Development Goals \(SDGs\)](#) rather than a single organization. Funds received, after administrative costs are deducted, are evenly distributed to all organizations listed under the respective SDGs on the SBC website.

This approach, summarized as "*Donate Once, Impact Many!*" provides an easier way for donors to have an immediate global impact. For example, donating to SDG 10 - Reduced Inequality, impacts organizations in Canada, the USA, Nigeria, and Kenya.

Join us in making a difference by supporting the GBPI and helping to drive positive change in Black communities worldwide.



GBPI Motto!

## Get Involved

[Support Black Charities \(SBC\)](#) invites the public, donors, and the media to participate in [Black Philanthropy Month](#) by learning more about these disparities and taking action by sharing with your networks. SBC's online directory connects donors with Black-led organizations, offering a pathway to more equitable giving.

For detailed information on the state of philanthropic funding for Black communities and how you can contribute to change, visit [SupportBlackCharities.org](https://supportblackcharities.org).

Follow and share our accounts to spread awareness and engage others in this important initiative.

SBC

[Instagram](#)  
[LinkedIn](#)  
[Youtube](#)

[Twitter](#)  
[Facebook](#)

GBPI

[Instagram](#)  
[LinkedIn](#)  
[TikTok](#)

[Twitter](#)  
[Facebook](#)  
[Youtube](#)

***For media inquiries, please contact:***

**Randy Reid**

*Communications Manager*

[pr@supportblackcharities.com](mailto:pr@supportblackcharities.com)

416.736.5293 ext. 70366

**Anick Silencieux**

*Founder and Executive Director*

[anick@supportblackcharities.org](mailto:anick@supportblackcharities.org)

---

**About Support Black Charities (SBC):**

*[Support Black Charities](https://supportblackcharities.org) (SBC) is a Canadian registered nonprofit organization based in Toronto, Ontario. SBC operates nationally across Canada and internationally. SBC is committed to enhancing the sustainability of Black-led, Black-serving, and Black-focused organizations. SBC provides resources, business development tools and related services, networking opportunities, and support to these organizations, advocating for equitable funding and recognition in the philanthropic sector.*

*For more information on Black Philanthropy Month and to access resources such as related events, and guidelines to participate and contribute as a supporter, volunteer, organization or business, visit <https://supportblackcharities.org/black-philanthropy-month-2024/>.*