

The background of the entire slide is a blue-tinted photograph of a city skyline, likely Chicago, with several prominent skyscrapers and a body of water in the foreground. The text is overlaid on this background.

Raise[®]
2022

JEDI is for ALL of US to Learn & Embrace

DEBORAH BARGE

BIG BROTHERS BIG SISTERS OF AMERICA

Welcome!



Deborah Barge

She/Her/Hers

Mom, Wife, Daughter, Family, Friend, Servant Leader

Chief Development Officer

Big Brothers Big Sisters of America

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Agenda

1. What is JEDI at your organization?
2. Why must your events & development practices change?
3. How do I get started?
4. Success looks like...
5. Start today!

Common Language

JEDI or IDEA

JEDI (justice, equity, diversity & inclusion) is not just about race, is not just about who we serve, it is about all of us as fundraising staff, as vendors, as volunteers, and as donors. JEDI/IDEA includes ACCESS.

How does JEDI make me a better fundraiser, leader, coworker, and employee?



What is JEDI to BBBSA?



Justice

Dismantling barriers to resources and opportunities in society, so that all individuals and communities can live a full and dignified life.

Equity

Allocating resources to ensure everyone has access to the same opportunities.

Diversity

All differences between us that are based on the advantages or barriers to opportunities we experience.

Inclusion

Fostering a sense of belonging by centering, valuing, and amplifying the voices, perspectives and styles of those who experience more barriers based on their identities.

BBBSA is Rooted in Justice



Big Brothers Big Sisters was founded as an innovative alternative to the juvenile justice system to create equity and empowerment for young people who needed us most. Today, this spirit drives us to become the foremost JEDI youth empowerment organization.

“You must unlearn what you
have learned...”

Yoda, JEDI MASTER




Own your values

WHAT DOES JEDI MEAN TO YOU?

WHY DOES IT MATTER?

For BBBSA, JEDI is the spirit in which we were founded, the method by which we execute our mission and our vision for the future.




JEDI
Justice Equity Diversity Inclusion

Big Brothers Big Sisters was founded as an innovative alternative to the juvenile justice system to create equity and empowerment for young people who needed us most. Today, this spirit drives us to become the foremost JEDI youth empowerment organization.


INSPIRING YOUTH WHO NEED US MOST

belonging • intentional & inclusive • genuine




JUSTICE

Dismantling barriers to resources and opportunities to ensure all youth individuals and communities can live a fair and equitable life.




EQUITY

Allocating resources to ensure everyone has access to the same opportunities. Equity recognizes that everyone and everyone has a different starting point.



DIVERSITY

All the differences between us that are based on the advantages of our own experiences and opportunities we experience.




INCLUSION

Fostering a sense of belonging by ensuring that everyone has the same opportunities and access to resources and experiences based on their identity.


THE YOUTH WE INSPIRE

Based on the 2020 Big Brothers Big Sisters Impact Report




68% BIPOC
28% WHITE

Percent of youth **Black, Indigenous, People of Color**




55% FEMALE
45% MALE

Percent of youth by **Gender as identified by Youth**




50% 13+
50% ~13

Percent of youth by **Age**




74%

of Littles receive free of reduced lunch from school



55%

of Littles live in a single parent household



23%

of Littles have one or more family members in jail, prison, on parole, or on probation

INTRODUCING THE NEW...

Justice, Equity, Diversity, and Inclusion (JEDI) Orientation! This course orients you to the youth empowerment lens that Big Brothers Big Sisters applies to one-to-one mentoring. This purpose is based on the premise that you need to know what we're talking about before you can make a commitment to JEDI work and begin applying it.


To orient you to the JEDI framework, this course seeks to answer 3 questions:

1. What is JEDI?
2. Why does JEDI matter?
3. Where do I start?

To access this course, log into The Learning Exchange and search for JEDI Orientation.

JEDI COMMITMENT STATEMENT

Together we affirm that every person has the opportunity to reach their full potential. We are committed to creating and cultivating a safe environment where all individuals feel respected and valued equally. We are committed to a nondiscriminatory and anti-racist approach and are committed to dismantling any inequities within our policies, systems, programs and services.





**Big Brothers
Big Sisters.**



WHY?

PHILANTHROPY LEADS CHANGE

We lead the philanthropic initiatives and social change in our nation.

It is our unique space to make change.

Evolving the event experience, access, and view of success is our accountability.

Start NOW!

WHAT DOES JEDI/IDEA MEAN?

Write down your organization's MISSION

What words in your mission align to JEDI/IDEA values?



Use RACI to make impact

ACCOUNTABILITY

What part of your resource development work do you own?

Do you lead events?

Are you the person accountable for individual giving?

Are you the marketing partner?

Your work...

WHY ARE YOU HERE?

What event, initiative, or effort are you ACCOUNTABLE FOR?



How to start

HONESTLY ASSESS

For the work you are here:

- Take a look in the mirror
- Are you demonstrating JEDI/IDEA in your event, effort, or initiative today?
- Are you the right group, person, or organization to lead?
- Can you lift others?

What does success look like?

OTHERS ARE SUCCEEDING

There is no ONE way to do this work

- There is however a “wrong” way – be sure to avoid performative actions



“You must unlearn what you
have learned...”

Yoda, JEDI MASTER



Pity-Based Appeals Are No Longer OK

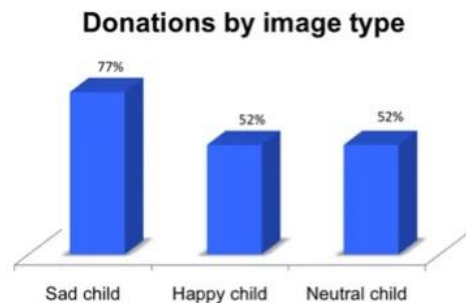
How many of you are still using this incomplete data from the 2009 in the journal of the American Marketing Association?

151 American college students, with the average age being twenty-one. (They were paid \$10 to show up and fill out an online questionnaire.)

Donate their \$10 to cancer research.

Each group was shown a different child: Smiling, Neutral, Frowning.

The frowning child got 50% more donations than happy or neutral face.





The world is facing an undeniable and growing hunger crisis

Today, less food is available. Available food is less accessible. Accessible food is not affordable.

[Learn more](#)

“Nothing About Us, Without Us”

Inclusion in your events, from attendance to location, to vendors, and activities are critical changes to lead.

Creating a More Inclusive Gala: Celebrating the Legacy of Kiki by Re- Inventing The Emery Awards

Published on September 26, 2021



JOIN US ON NOVEMBER 18 AT PIER SIXTY FOR THE 2021 EMERY AWARDS

#emeryball

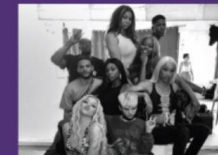
New Format. New Venue. We're Having a Ball.

This year's Emery Awards will be like no other, celebrating Ballroom culture and the Kiki community, with a **Ballroom Showcase and Photo Exhibition** featuring some of the most important ballroom icons that have shaped the community.

Guests select one of the four fabulous houses below to support.



The Imperial Dynasty House of
HUA MULAN



The Iconic House of
JUICY COUTURE



The Luxurious Fashion House of
LOUBOUTIN



The

DETAILS & TICKETS

Live performances, photo exhibition, hors d'oeuvres, open bar, silent

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“Nothing About Us, Without Us”

Does your menu of experiences and events, offer equity in the ability for audiences of importance to participate?



TEAM GLEASON

Snowmass Community Rallies Behind pALS' Adaptive



Prior to her ALS diagnosis hiking, mountain climbing Karen can usually be four

When Karen wrote to Tea wanted to do. “My Advent sit-ski,” she wrote on her with my husband. He was learn with me so that we a huge part of our outdoc dog sled ride to dinner ar addition to the experienc

During the planning proce Alison. “Karen and I, along 11 years and vowed that v never contemplated an A

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COMMIT

Your JEDI actions

What did your note was your JEDI/IDEA alignment?

Now, HOW can you take action today for your area of ownership?

- Choose something for which you have **ACCOUNTABILITY**
- Commit to something you can **ACT** on in 45 days or less
- **Measure the IMPACT of your action**
- **REPORT on your action**
- **LEARN & CONTINUE**

T R Y I T O U T !

Accountability Together

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WE are #biggertogether
Let's ensure our success!

ACHIEVE

95% Success Rate!

Turn to the person to your RIGHT

- If you are at the end of a row look to the person in front of you.

TELL them your action!

- Committing to another person ensures 65% chance of success.

EXCHANGE CELL #'s or EMAIL

- Commit to text each other in 30 days to report on your progress.



**After your check in,
POST about it on LinkedIn!**

Tag ME!

Use #biggertogether #raise2022

**Reach 95% success rate by
committing to report back!**



Q U E S T I O N S ?

Now's my time to
hear from you!

A blue-tinted photograph of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower. In the foreground, numerous sailboats are anchored in Lake Michigan. The image is overlaid with a semi-transparent blue geometric pattern consisting of large triangles.

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FOLLOW US ON SOCIAL

#2022RAISE



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linkedin.com/company/onecause

