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*African American Philanthropy: A Legacy of Giving* was created to celebrate African American donors and help them develop effective and sustainable giving programs for supporting dynamic organizations in the African American community.

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When we plant a tree,

we don’t plant it for ourselves

but for our children.
The Reverend Mae “Mother” Wyatt: “Charitable Giving: A Daily Part of Life”

The daughter of an Alabama sharecropper, the Reverend Mae “Mother” Wyatt, who only obtained an elementary school education, raised four children with her husband. Even with her hectic career — licensed real estate broker and minister — she began a 40-year journey as a community philanthropist.

Mother Wyatt’s charitable giving is a daily part of her life. When she sees a need or someone wants help, she gladly provides assistance.

She created Esther House so that people who are paroled from prison into Mother Wyatt’s custody would have housing to make their adjustment easier. Many parolees come to Esther House with just the clothes on their backs. Mother Wyatt provides financial assistance, clothing, and, more important, a home with a telephone and utilities included.

Those who have witnessed her philanthropic activities have been motivated to also help others.

A local pharmacist inquired why Mother Wyatt never asked him for a donation. Because of that conversation, the pharmacist now provides cash donations and gives medication to people who cannot afford it.

“If I am asked, I give what I can afford to give or loan. I give to help others gladly and with joy.”

When we plant a tree, we don’t plant it for ourselves but for our children.

When we plant a tree, we are thinking about the future, about our family and friends who will gather beneath its branches, our neighbors and communities that will find shelter and enjoy its shade.

It takes vision to see that far ahead, but African Americans have been, by circumstance and necessity, far-sighted, thinking ahead about the futures of our children, and sometimes our children’s children.

The history and present of black America is enriched by the actions of many individuals who give of their time, their talents, and their money.

These individuals continue the tradition of black giving and philanthropy — giving to benefit others, to strengthen our families and communities.

Black philanthropy has been a mechanism for survival, mutual assistance, and self-help. Black giving helped to establish churches and schools. It has launched leaders and institutions that articulate an agenda for empowerment and civil rights. This same tradition of giving continues to be a resource for social action and social change, supporting community-based initiatives to help neighborhoods get through difficult times and succeed.

Philanthropy within the African American community has been constant. Now it’s time to bring the tradition of black philanthropy into the twenty-first century. The goal of this booklet is to review the tradition, celebrate contemporary examples of black giving, and suggest ways to harness the power of black philanthropy for effective giving.
Since the eighteenth century, black philanthropy has been shaped by the realities of black life on this continent. As our needs and challenges have changed, new forms of organized philanthropy have evolved.

Free blacks in the antebellum North created some of the first black institutions, churches, benevolent societies, the Underground Railroad, abolitionist newspapers, and mutual aid and missionary societies. Through these organizations, freed men and women donated services as well as financial assistance to comfort the sick and indigent, widows and children, and to support the fugitive bondsman or woman seeking safe haven in the North or Canada.

While numerous individual philanthropists from this era stand out — Richard Allen, founder of the African Methodist Episcopal Church, William and Ellen Craft, John Chavis, James Forten, Paul Cuffe, and Black Abolitionists, who used their personal wealth to benefit the black community — there are many examples of black charitable organizations as well, that pooled resources for self-help and empowerment.

Throughout the nineteenth century, institutionalized black philanthropy was expressed primarily through the church, the spiritual, moral, and cultural center of black American life. In the era following Emancipation, the church provided the infrastructure — the institutional skeleton and framework — and the resources necessary to launch a multitude of necessary community institutions, schools, orphanages, and burial and sickness funds. In a sense, the black churches were among the earliest grantmakers, raising funds and channeling them to build schools, underwrite their operations, and provide scholarships for poor students.

In virtually every urban center — Philadelphia, New York, Charleston, Richmond, Atlanta, New Orleans — networks and associations formed the fabric of black civic culture. Relief and missionary
societies, literary clubs, women’s clubs, and fraternal organizations supplied a second or parallel world of opportunity, occupation, and education. Almost without exception, these civic organizations devoted a portion of their activities to raising funds or volunteering in the community, in addition to providing social opportunities to their members.

Fraternal organizations, women’s clubs, and civil rights organizations emerged in the early 1900s and incorporated philanthropic work as a routine part of their activities. These organizations provided the framework for developing secular leadership and racial solidarity with black people, regardless of social and economic status. Composed of men and women who were business people, professionals, and community service and political workers, this sector of the black community was an important, but by no means the sole, source of service, activism and fundraising initiative.

A rich and varied tradition of black philanthropy has mixed many forms of self-help and initiative — fundraising, as well as leadership, distribution of goods and institution-building — to benefit the black community.

In short, forms of black philanthropy have evolved as our needs and challenges have changed. Our giving is still focused on making an impact, but we also look for ways to leverage our gifts, find matching dollars, and pool our contributions to maximize our resources and community benefit.

Recent examples of African American community–focused philanthropy include the following:

The African American Legacy Program in Detroit, Michigan, is a coalition of black community organizations jointly raising endowment funds for long-term support of programs.

The African American Philanthropy Initiative of Associated Black Charities of Maryland is designed to promote, encourage, and expand organized philanthropic giving in the greater Baltimore...
Ms. Fields and Mr. Langhum are a married couple who are committed to using their personal finances for philanthropic causes. Ms. Fields, editor-at-large for Black Issues in Higher Education, began her philanthropic activities as a child. Though she was then unable to give money she realized quickly that she could give her time by volunteering at a youth program.

Ms. Fields and Mr. Langhum support various charitable causes, including scholarships, churches, financial assistance for family members, and the African American Women’s Fund (a Twenty-First Century Foundation fund). As president of Langhum Mitchell Communications, Mr. Langhum encourages employees’ interests in community service activities by occasionally allowing them to donate a few hours of time during the work week.

“The spirit of giving has enhanced our lives. We receive so much from giving as a couple and individually.”

area by fostering the creation and expansion of new foundations, charitable funds, and corporate giving programs, and to increase support to nonprofit organizations.

The Minneapolis Foundation in Minneapolis, Minnesota, has several African American–based endowment funds, such as the Roy Wilkins Center for Human Relations and the Minneapolis Urban League.

The Philadelphia Foundation in Philadelphia, Pennsylvania, has several donor endowment funds that benefit the African American community: Acel Moore Minority High School Workshop Scholarship Fund, Mother Bethel AME Church Endowment Fund, Donje McNair Trust Fund (medical services for black organizations), Ivy Cultural and Educational Foundation Fund (a nonprofit arm of the Omega Omega Chapter of the Alpha Kappa Alpha sorority), Dr. Patricia Grasty Gaines Book Award Fund (primarily to help African Americans in elementary education at West Chester University to purchase books), Jeanette S. and Harry E. Bouden Fund (to benefit the African American Museum in Philadelphia), and the Grover Washington, Jr. Protect the Dream Foundation (established to honor the legendary jazz saxophonist).

The National Urban League, the NAACP, and the United Negro College Fund have each created long-term endowment campaigns to sustain vital programs that benefit African Americans.
Linda A. Randolph, MD, MPh: “Community-Based Philanthropy”

For over 25 years, Dr. Randolph has worked in the fields of pediatrics, public health, and community medicine. While completing her residency in pediatrics at Harlem Hospital, she organized other residents to provide health services for a day care center in the community. Establishing The Fund for Greater Harlem (a Twenty-First Century Foundation fund) is an outgrowth of Dr. Randolph’s goal to address issues she felt powerless to confront as a doctor-in-training.

Dr. Randolph felt that Harlem was always in the papers with negative statistics and images. She believed there was a lot of strength in the community, and she wanted to capture the best of Harlem. With the Harlem Fund, she wanted to provide resources for children and youth for promoting health, enhancing education, and strengthening the community.

“These is a lot of strength in the Harlem community. I am indebted to the families of Harlem for the opportunity to do my training there, and I wanted to give back by creating a fund that would link the public and private sectors in a sustained way.”

Prominent philanthropists, such as the late Reginald Lewis (TLC Beatrice International), Bill and Camille Cosby, Willy Gary, Earl Graves, Oprah Winfrey, Tiger Woods, Magic Johnson, Tom Joyner, and Tavis Smiley, have given generously to a variety of charitable causes.

A host of less well known but equally generous black philanthropists — Alphonse Fletcher, Ed Brown, Frank Savage, and others — have joined these celebrated ranks with magnanimous gifts, have endowed university chairs, and have provided anchor funds to advance black educational opportunity.

But wealth alone is not an indicator of the extent or type of charitable giving. Low- and moderate-income individuals are often very generous when it comes to making financial donations.

Osceola McCarty, a cleaning woman at the University of Mississippi, made headlines when it became known that she had left her life savings of $150,000 to the school for scholarships for minority students.

Matel Dawson, an autoworker for much of his working life, amassed almost $1 million for a scholarship fund to help black students pursue higher education.

Each of these individuals is part of a long tradition of giving — black philanthropists from all walks of life willing to help others realize their dreams by giving back.
Tavis Smiley, host of The Tavis Smiley Show and correspondent/contributor on ABC's Prime Time Thursday, Good Morning America, CNN, and the ABC Radio Network, established the Tavis Smiley Foundation in 1999 to encourage, empower and enlighten black youth. Using his earnings as an author, talk show host and commentator, Mr. Smiley seeded the foundation's cornerstone program, Youth to Leaders (Y2L) to provide leadership development opportunities, technological resources and training to Black youth.

Today's Y2L is a nationwide series of one-day leadership development conferences. It has sparked the creation of the National Mentor Program, Youth Ambassadors, and in 2003, the National Leadership Summit.

Following the tragedy of 9/11, Mr. Smiley collaborated with fellow philanthropist, Tom Joyner to establish the Tavis Smiley Foundation/Black America Web Relief Fund. The initial $20,000 investment in the fund began a joint effort that raised more than $850,000 through the Tom Joyner Morning Show. The endeavor has provided direct support to more than 2,300 individuals affected by the tragedy.
With more than $500 billion in buying power, over 60 percent of African American households give to charity. A broad range of African Americans at various income levels have used personal philanthropy to promote social change and support areas of community life where the need is greatest. We give to nonprofit organizations and causes that meet immediate human needs or improve our social condition, such as the Civil Rights Movement. In fact, personal contributions from Americans of all races and incomes for the Civil Rights Movement was for many years — until the September 11, 2001 relief efforts — one of the greatest manifestations of philanthropic behavior in the United States.

Millions of African Americans attend one of 65,000 black churches, and most of our giving as well as volunteering goes towards sustaining our houses of worship. Churches have provided spiritual as well as social service and a base for community action. While black churches utilize the resources donated by their congregations, they also use public funds to provide such services, as housing and day care.

Education is another area of concentrated black donor support. Our black civic and professional groups — 100 Black Men, 100 Black Women, Jack and Jill, Links, National Medical Association, National Association of Black Accountants, Delta Sigma Theta, Omega Psi Phi, Alpha Phi Alpha, Alpha Kappa Alpha, Boules, and others — all raise funds for scholarship programs for black students. Black giving in support of education represents not only our desire to give back by providing a helping hand to young black adults, but also an investment in the future of our community.

We support a range of mainstream and grassroots institutions that provide human services in our community, food, clothing, shelter, and a job, the building blocks of dignified survival for those in need. As black donors we do our part to patch the social safety net.

And finally, we give to support advocacy and change, to ensure that there will always be voices for perfecting our American democracy and working to remove barriers to full participation in the political, economic, and social spheres.

Ms. Burrell recognized the power of an endowment fund when she became involved in the creation of an endowed professorship for an African American professor at the University of Pennsylvania’s Wharton School as a student. After a three-year campaign, a $1.2 million endowment was created to provide funds for its original purpose in perpetuity.

Director of stock analysis for TIAA-CREF Mutual Funds, Ms. Burrell’s financial expertise and passion for art has created economic development opportunities for African artisans by selling their art and artifacts at biannual fundraising events she organizes. The proceeds are donated to the African American Women’s Fund (a Twenty-First Century Foundation fund) for grantmaking purposes. This unique fundraising strategy usually generates more than $20,000 at each event.

Convincing African Americans to create endowment funds has been an uphill challenge due to limited knowledge. For some a fundraising event is easier than writing a check for the endowment.

“I want individuals to realize that a $20 contribution does matter and can make a difference when combined with other contributions for nonprofit causes. With an endowment your charitable dollars leave an imprint on the world now and in the future.”

We give in a variety of ways — from the cash at church offerings to bequests created with legal and financial counsel. There is a broad range of mechanisms to fit almost any situation.

Annual giving campaigns and fundraisers are for many individuals their first charitable experience. Many people make annual gifts to institutions, such as their colleges, fraternities and sororities, or clubs. The annual scholarship dinner or black tie dance not only fulfills social and philanthropic goals, but also develops awareness of pressing issues and community needs.

Payroll deduction or workplace giving is another way to give on a regular basis to organizations meeting vital human service needs. Two examples of workplace giving are:

• The National Black United Fund (www.nbuf.org) conducts workplace giving campaigns to support African American human service organizations. The Fund reaches thousands of donors, and sometimes can obtain matching funds from employers to channel funds to charities specified by the employees.

• Associated Black Charities (www.abc-md.org) in Baltimore, Maryland, has become a nationally recognized model for leveraging African American philanthropy through payroll deduction, donor funds, government and foundation/corporate support, new resources for community development, and education and health service organizations.

Institutional giving, where individuals focus on supporting the long-range needs of a single institution, is yet another way to
Kenneth C. Hall, Jr. Memorial Foundation: “Young Philanthropists”

The Kenneth C. Hall, Jr. Memorial Foundation was established after the death of Kenneth (Kenny) Hall at the age of 30 from Hodgkin’s disease. His parents and 11 friends in their 30s created this Foundation to honor his memory.

Annual fundraisers — a black tie scholarship banquet, a summer barbecue, and an event around Kenny’s birthday — have provided funds to continue his desire to touch the lives of as many people as he could. The Foundation provides annual scholarships to individuals entering college, and donates funds annually to the New Jerusalem Baptist Church’s building fund and Youth Team Ministry to sponsor youth retreats and other activities. In addition, the Foundation conducts college preparation seminars, provides entertainment to children with cancer at Long Island Jewish Hospital, and donates toys and clothing to homeless shelters.

“The Foundation members’ commitment to honor Kenny’s memory has also become a celebration of his life.” – Greg Brown

give. Universities and churches are examples of institutions that rely on a large base of individual donors for funds to support their programs. New York examples include:

• Allen AME Church in Jamaica, New York, operates comprehensive social and community economic development programs. The Church has created outreach and subsidiary corporations that include a credit union, a housing development corporation, a school, and a home care agency.
• **Concord Baptist Church** in Brooklyn, New York, also offers comprehensive social service programs to neighbors in need in the Bedford Stuyvesant neighborhood. The church is also one of the few black faith institutions to have an endowed foundation, from which it offers grants to community human service agencies.

The **United Negro College Fund**, the **NAACP**, and the **National Urban League** are all examples of national black organizations with systematic giving programs tailored to a range of donor interests with the needs of the black community. From supporting black academic institutions, to national media campaigns, high impact litigation and advocacy, there are opportunities for African American donors to make a critical difference through their charitable contributions.

**Private foundations** can be a viable option for giving for some of us. Individuals or families can seek to achieve their charitable goals by creating a private foundation. There are benefits, such as social recognition and personal satisfaction, but the administrative and legal requirements of maintaining private foundation status can prove burdensome without significant endowment assets.

**Donor advised funds** are a convenient choice for simplifying charitable giving. This type of fund is housed at a public foundation, community foundation, or a select number of financial institutions, and permits donors to specify the general community purpose and, in most cases, to have the right to make grant recommendations. Donor advised funds are generally established by individuals or families, but in some cases can be created by social or professional groups.

A donor advised fund may be set up as a simple grantmaking account, with grants drawn down from the balance until the funds have been distributed to organizations. Or it can be established as an **endowed fund**, which creates a fund with a long-term purpose. The grants are made from an endowed fund using only a portion of the income of the fund each year, returning the rest of the income to the principal. An **endowed donor fund** is an investment in the future. Creating an endowed fund means that **your gift will last forever**, and your name will endure as well.
Bedford-Stuyvesant Cooperative Market

"Shop the World"
Central Brooklyn Partnership: “Economic Empowerment”

The Central Brooklyn Partnership, a not-for-profit, grassroots membership organization, advocates on behalf of people who live and work in Central Brooklyn to build collective economic power, learn how to generate wealth, and become financially self-sufficient.

While the Partnership is perhaps best known for organizing the Central Brooklyn Federal Credit Union, it also serves as a community reinvestment watchdog by carefully monitoring economic conditions and structures that affect the lives of residents and businesses. The organization also sponsors financial management and entrepreneurial workshops, and Sisters Lending Circle, Youth Empowerment, and economic justice programs.

Many stable businesses and communities are faced with gentrification and displacement. Vendors, who can no longer operate along a commercial strip, relocated to this alternative cooperative market — the Bedford-Stuyvesant Cooperative Market. This business development initiative places businesses in a cooperative environment, while allowing each to manage itself independently.

The Twenty-First Century Foundation in New York is one of 51,000 community, corporate, public, and private foundations in the United States. It is however, one of the few endowed public foundations focused on the African American community. Founded in 1971, the Foundation has made grants to more than 250 organizations working on black community development and renewal, and youth leadership and education.

The Foundation has its own grants program, and a Donor Services Program, which administers donor advised funds and educational programs for black donors and others interested in supporting the African American community.

Donor Services Program

The Twenty-First Century Foundation’s professional staff has the experience to work with donors at any stage of their philanthropy to help maximize community impact and donor satisfaction with his/her charitable contributions to the African American community.

The Foundation’s program services include:

- Personal consultation and workshops to refine and implement individual donor or group philanthropic goals
- Tailored program strategies focusing on particular areas of interest such as education, youth, and civil rights
- Targeted identification and review of potential grantee organizations
- Grants administration and documentation
- Facilitation of the grantmaking process
- Monitoring and evaluation of grants and organizations

Donor funds at the Foundation benefit from shared program and administrative staff, thereby lowering the costs of such expenses to each
The Brotherhood / Sister Sol: “Shaping A New Generation Of Black And Latino Youth”

The Brotherhood / Sister Sol provides supportive programs for black and Latino youth who are surrounded by poverty, drugs, violence, racism, and miseducation. They receive the knowledge, resources, opportunities, and love necessary to understand and overcome negative pressures, as well as learn life skills essential for survival and success.

This year-round program provides academic support, guidance, mentoring, history and culture, leadership development, employment opportunities, internships, community service and organizing, job training, legal assistance, referral services, and international study. Program participants consistently excel in school and tend to have the highest test scores in their grade.

The Brotherhood / Sister Sol symbolizes the importance of men and women being able to support other men and women, which is evidenced in the creation of this mural.

“Of the many things I have gained through The Brotherhood, the most important has been knowledge — the knowledge to understand that to succeed in life you must fight past the obstacles that may try to hold you back.”

– Devlin Hazell

The Twenty-First Century Foundation’s staff can help to streamline and strengthen charitable giving, while minimizing the administrative challenges.

Examples of two of its donor funds are:

- **The African American Women’s Fund**, which supports organizations and individuals working for the education and empowerment of African American women. The fund is designed to harness the resources and talents of African American women to effect change, social justice, and economic development locally and nationally.

- **The Fund for Greater Harlem** provides grants to Harlem-based organizations that strive to bring effective programs to Harlem’s youth and families. Grants support advocacy, public education, and leadership development programs.

**Donor Education**

The Twenty-First Century Foundation sponsors briefings on emerging and evolving issues of consequence to the black community, for its donors, other philanthropic institutions, and the community. Workshops are announced periodically through the Foundation’s newsletter, Twenty-First Century Vision News, and special mailings.

The Foundation is also a member of many leading philanthropic associations, including the New York Regional Association of Grantmakers, the Council on Foundations, and the National Center for Black Philanthropy, each of which holds conferences and workshops on philanthropic topics. The Foundation’s donors are welcome to attend these events and to hear about best practices from professionals in the field.
Whether you choose to give as an individual, with your family, or as part of a social group or network, the next step is to move to more strategic and sustained forms of giving.

**Decide When To Give:** Create a fund during your lifetime, by will, or through a trust arrangement that benefits your family as well as the charity.

**Decide What To Give:** Many kinds of resources can be used to establish or contribute to a fund: cash, appreciated stocks or securities, qualified retirement plan assets, life insurance, tangible personal property, private foundation assets, bequests, and charitable trusts.

**Choose The Name For Your Fund:** You may choose to receive recognition, honor the memory of a loved one, or remain anonymous when naming a fund. You can organize a fund to focus the fundraising of your social or professional group or network — and begin to build on the power of your collective resources.

**Choose A Type Of Fund:** Donor advised funds, institutional giving, annual giving, and unrestricted gifts are all satisfying options for giving.

**Stay Involved:** As our community’s needs change, our traditions of giving ought to evolve, too. Endowments, donor advised funds, strategic giving — all are fresh means to support the health of our neighborhoods and the sustainability of black community programs. The generosity of the black community has always been the hidden wellspring of our strength and survival. Now it is time to maximize our giving, using new strategies for broad impact now and in generations to come.

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Robert S. Browne: “A Philanthropist With A Vision”

As one of the first African Americans to pursue advanced training in economics, Robert S. Browne met with serious barriers that threatened to block his career goals in banking and finance. Undaunted, he went on to become an economist anyway, as well as an author, scholar, policy maker, activist, presidential advisor, and philanthropist.

This kind of determination led Mr. Browne to create The Twenty-First Century Foundation as an endowed foundation to provide permanent resources for the black community. When presented more than 30 years ago with a $1 million gift from a friend who had just inherited her wealthy husband’s estate, this visionary created the Foundation, which has given away nearly $2 million in grants to organizations working on black community revitalization, and youth and education issues.

“Instead of spending time raising money over and over again for good causes and issues, the endowment fund has become a permanent financial resource for the African American community.”
WHO WE SUPPORT: For over 30 years,
The Twenty-First Century Foundation has supported
more than 250 dynamic African American
organizations that address acute social, political,
and economic issues. Today, we continue to
focus on building the capacity of individuals and
organizations that ensure safety, jobs, shelter,
education, and other resources for our communities.
**The Twenty-First Century Foundation Board and Staff**

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**The Twenty-First Century Foundation’s Donor Funds**

**African American Women’s Fund** is a national, philanthropic initiative launched to support organizations and individuals working for the education and empowerment of young girls and women of the African Diaspora.

**Fund for Greater Harlem** is a community-based fund that seeks to support dynamic and innovative programs for Harlem’s children and families.

**Community Funds For Black America**

**The Twenty-First Century Foundation** is a national foundation and public charity that makes grants to advance African American community revitalization and youth development. As one of the few endowed African American foundations, its primary goals are to provide a permanent resource for grantmaking to black community change organizations and to strengthen black philanthropy overall by fostering cooperation and strategic connections among black donors, grantees, and leaders.