



DonorConnect: A Tale of Two Cities

June 17, 2020

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EVERYDAY LEADERS WE KNOW/ADMIRE



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TODAY'S RACIAL/CULTURAL CLIMATE

- Presentation comes at a difficult moment in our nation's history
- We are all witness to a steady stream of unarmed black men, women and children killed at the hands of police
- Beneath the intensity this moment we reveal a painful truth:
 - Despite undeniable progress - Black people living in the US are not yet equal to our White counterparts
 - On nearly every measure of progress or success Blacks fall short of our White counterparts
 - While some would argue these truths today we will share data that illuminates the impact of systemic racism and the compounding effect of bias and oppression on individuals of African descent right here in Polk County



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WHO IS BLACK POLK COUNTY

- Africans American and Africans are 4% of Iowa's total population
- Africans American and Africans are 7.1% of the Polk County population
- Polk County has the largest African American population in Iowa representing 27% of all African Americans and African living in the State
- African Americans and Africans are 11% of the total population in Des Moines or the highest proportion for any city in the state
- Median household income for Black households in Polk County is \$33,816
- Median earnings of Black full time workers is \$17.99/hour
- Approximately 31% of African American and African households live at or below the federal poverty line or \$26,200 for a family of 4



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WHAT IS ONE ECONOMY

- 6 year effort funded initially by Northwest Area Foundation
- Local funders include
 - CFGDM – United Way – Polk County- Wells Fargo
- Initiative focused on the racial wealth divide
- Specific and laser focus on individuals of African Descent
- 5 cities part of initiative
 - Des Moines
 - Seattle
 - Tacoma
 - Portland
 - Minneapolis/St Paul



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Creating the Body of Work 2017

 <p>61 COMMUNITY Focus groups Small group meetings Individual meetings</p>	 <p>96 HOURS of listening</p>	 <p>Conversations with 244 PEOPLE</p>	 <p>This is OUR STORY</p>
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Creating the Body of Work 2020

- Quantitative Research Focus
 - Review and Update Data
 - Determine Movement or Progress
 - Establish Data Benchmarks
 - Six Months – 40+ volunteers – 1000+ hours

- Role and Focus of Work Groups
 - Financial Inclusion, Employment, Education, Health, Housing
 - Review and Identify Key Data Drivers
 - Develop Measureable Outcomes and Strategies



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Our Story

The Tale of Two Cities



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Our Story – The Tale Of Two Cities 2017

GREATER DES MOINES

- **11th** best place to live in the United States; 2016
- **#2** Best City to Find a Job: 2015
- **#1** Location for Millennial Home Buyers: 2015
- **#5** Best City for Retirement: 2015

THE OTHER DES MOINES

- **3rd** worst city in the United States for African Americans: 2016
- **16.7%** unemployment for African Americans in Polk County: 2015
- Only **1.4%** of all home mortgages were made to African Americans: 2010-2014
- Less than **11%** of Black households in Polk County have retirement income: 2015



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Our Story – The Tale Of Two Cities 2020

<p style="text-align: center;">3RD BEST</p> <p style="text-align: center;">AFFORDABLE PLACE TO LIVE IN THE U.S. <i>U.S. News & World Report, 2019</i></p>	<p style="text-align: center;">53.3% 39.2%</p> <p style="text-align: center;"><i>Black Population</i> <i>Total Population</i></p> <p style="text-align: center;">COST-BURDENED RENTERS IN POLK COUNTY <i>(30 percent or more of their income towards rent)</i></p>
<p style="text-align: center;">7TH BEST</p> <p style="text-align: center;">BEST CITY FOR LIVING THE AMERICAN DREAM <i>SmartAsset, 2019</i></p>	<p style="text-align: center;">11.7% 6.5%</p> <p style="text-align: center;"><i>Black Population</i> <i>Total Population</i></p> <p style="text-align: center;">UNEMPLOYMENT RATES IN DES MOINES</p>
<p style="text-align: center;">4TH BEST</p> <p style="text-align: center;">PLACE FOR CHILDREN <i>SmartAsset, 2019</i></p>	<p style="text-align: center;">86.9% 91%</p> <p style="text-align: center;"><i>Black Population</i> <i>Total Population</i></p> <p style="text-align: center;">HAVE A HIGH SCHOOL DIPLOMA OR EQUIVALENT IN POLK COUNTY (AGE 25+)</p>



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Key Data Drivers

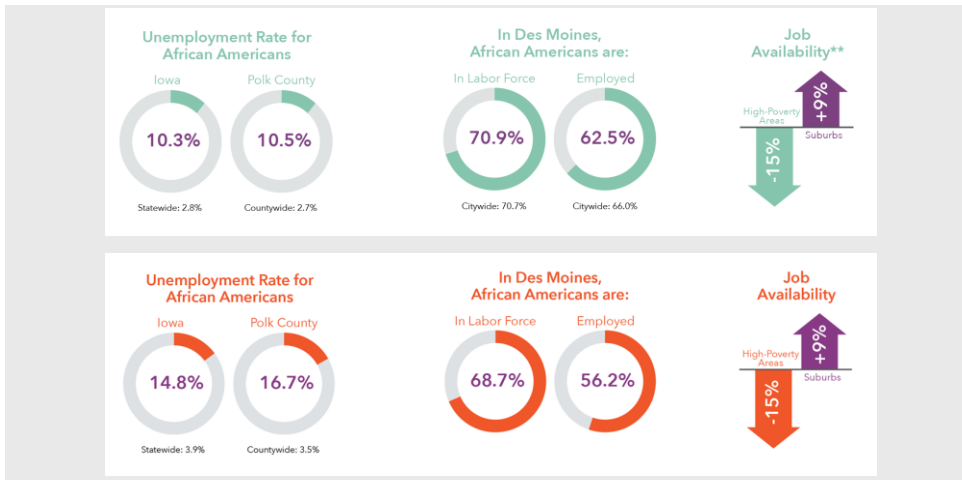
OE Baseline Data and Indicators



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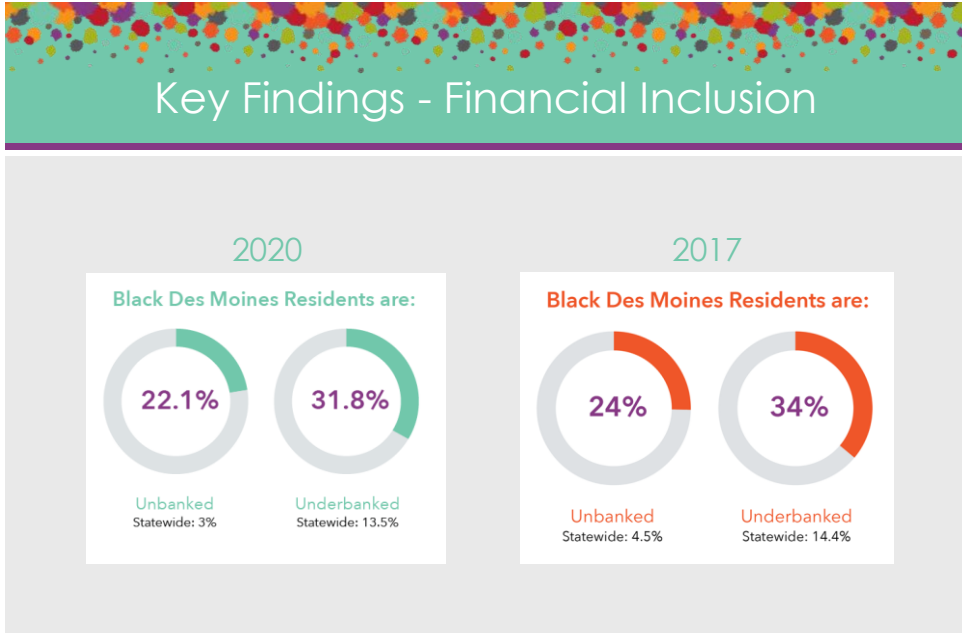
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Key Findings – Employment 2020/2017



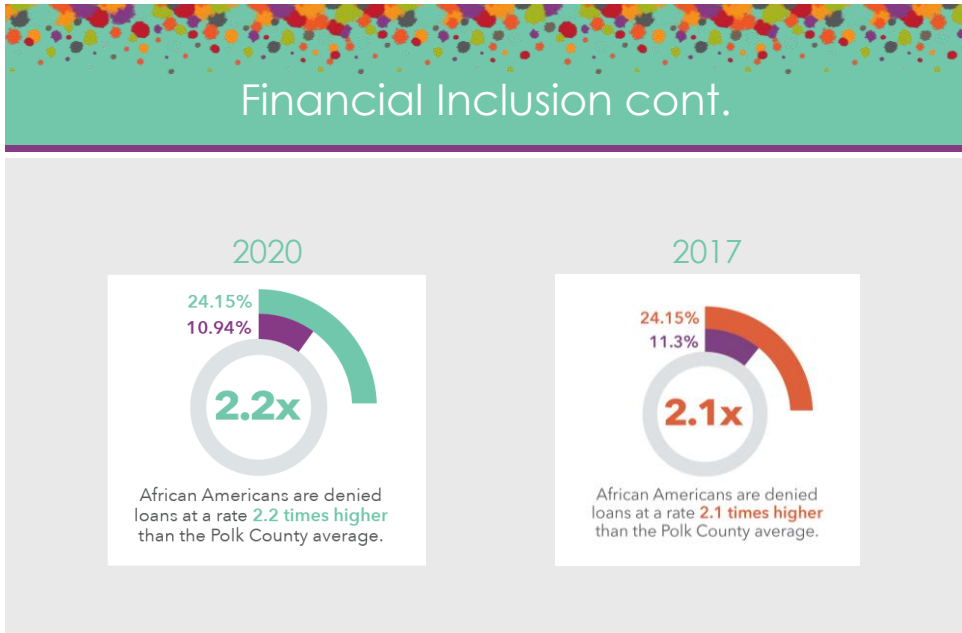
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Financial Inclusion cont.

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MEDIAN HOUSEHOLD INCOME PER YEAR
\$33,816 / \$63,530

The median household income for Black or African American households in Polk County is \$33,816. In comparison, the median household income for all of Polk County is \$63,530. Between 2014 and 2017, the median household income for Black households increased at twice the rate that the median household income for the total population increased.

2017

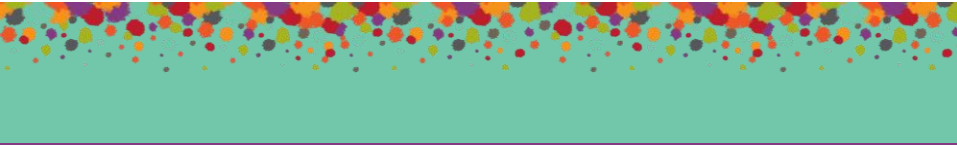
\$26,725 / \$59,844

The median household income for Black or African American households in Polk County is \$26,725. In comparison, the median household income for all of Polk County is \$59,844.



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ONE ECONOMY BLUEPRINT FOR ACTION

The Fierce Urgency of NOW



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Why One Economy Matters NOW

- The financial stability and well-being of Black Polk County is imperative as we move to create One Economy
- Magnifies the racial disparities that exist and reveals the "knee on the collective necks" of all individuals of African descent
- Reveals that on nearly every measure, Black Polk County falls short of the wider community
- Exposes the likelihood that economic disparities that exist for Black Polk County likely exist for the county's other ethnic minorities



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Why One Economy Matters NOW

- Challenges us to think about the difference between what is acceptable vs what is POSSIBLE
- Builds on the promise of thinking and believing there is something better for our children and our children's children
- Celebrating the progress of the region also requires an examination of the persistent disparities faced by minorities
- The growth and vitality of the region is predicated on the premise of economic inclusion and the elimination of disparities



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ONE ECONOMY – CALL TO ACTION

- June 30, 2020 – Roll out of One Economy – Blueprint for Action
- Read and become familiar with the report – its goals and strategies
- Share the report with others – invite us to speak and share the data
- Determine your role personally and that of your organization or sector
- Join a One Economy Work Group



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ONE ECONOMY BLUEPRINT FOR ACTION YOUR QUESTIONS



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QUESTION # 1

Deidre

- How do we arrange for dialogue between black people and white people in the DM area?



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QUESTION #2

Deidre

- What specific actions can employers take to support black communities? How to keep these important conversations going beyond this surge in interest.



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QUESTION #3

Deidre

- Without experiencing something like sensitive training how can the general population and law enforcement see, understand, and not act on prejudice.



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QUESTION #4

Deidre

- What are the best ways to financially support black-owned businesses and community non-profits which strengthen black and brown lives?



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QUESTIONS #5 and #6

Teree

- What is something you would want well-meaning white allies to know (DO), that we may not know already?
- How do we act on racial injustice... how do we move from hearing and information to actions to make a difference?



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THINGS YOU MUST **STOP** DOING

- **STOP** saying all lives matter.
 - Until Black lives matter equally, all lives cannot matter
- **STOP** acting like this does not affect you.
 - No matter where you live you cannot escape the lingering impact of race – when you do you remain a part of the problem
- **STOP** being afraid to do something.
 - If you do something wrong learn from it and move forward.



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THINGS YOU MUST **STOP** DOING

- **STOP** saying you don't see color.
 - When you do you are telling me you don't see a huge part of who I am and it impacts our ability to have discussions that really matter
- **STOP** using and weaponizing your privilege.
 - Best described as one-upsmanship – privilege is associated with and attribute enjoyed by some but not others (wealth-position-power-access)
 - Think about Amy Cooper in New York's Central Park



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THING YOU CAN **START** DOING

- **START** educating yourself about race, equity, and social justice.
- **START** having conversations about race with your children no matter how hard it is.
- **START** questioning both white and black people and holding them accountable.
- **START** showing up to rallies/protests, city council and school board meetings. Show up not as a spectator. Speak up asking for a call to action.



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THING YOU MUST **START** DOING

- **START** creating spaces in meetings for conversations about the injustices that are happening while also creating a place for learning.
- **START** understanding that representation matters.

What are you doing to ensure there are other voices at the table in your corporations, on your boards, and in elected spaces?

It is important to understand that when voices are not heard someone is being silenced.



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COMMUNITY
FOUNDATION
GREATER DES MOINES

Additional Questions?

Please add questions to the Q&A

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CONTINUE LEARNING ABOUT RACIAL JUSTICE.

Podcasts, books, articles. Dive into the One Economy report.

LEARN ABOUT HISTORY.

Attend a virtual tour of "Undesign the Redline" Exhibit by the Polk County Housing Trust Fund Wednesdays at 1pm.

USE THE 4 EQUITY TOOL... AND ASK OTHERS TO DO THE SAME.

The 4 reflective questions can drive action in racial equity.

GIVE.

Invest in organizations that are led by/ served by people of color. Support leadership development programs. Support black owned businesses. Connect with Community Foundation staff and GIVEdsm.

ENGAGE IN POLICY DISCUSSIONS.

Organizational policies to legislative action require engagement.

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It takes all of us to make this a
Conversation that Counts.

THANK YOU.

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