



245 Years and Still Waiting

By Sharon Danosky

In a letter dated March 31, 1776, Abigail Adams writes to her husband, John Adams: "I long to hear that you have declared an independency. And, by the way, in the new code of laws which I suppose it will be necessary for you to make, I desire you would remember the ladies and be more generous and favorable to them than your ancestors. Do not put such unlimited power into the hands of the husbands.

Remember, all men would be tyrants if they could. If particular care and attention is not paid to the ladies, we are determined to foment a rebellion, and will not hold ourselves bound by any laws in which we have no voice or representation."

Nearly 250 years later, equity is still not yet within reach...

- Women CEO's at nonprofits earn 75% of what men do, according to Candid's "2020 Nonprofit Compensation Report," which is based on informational tax returns from more than 100,000 organizations
- Women only account for 60% of the leadership in small nonprofits
- Women of color face even greater pay gaps and more obstacles to career advancement

COVID-19 has exacerbated the inequities. Since the start of the pandemic, nearly 1 million nonprofit jobs have been lost and because nearly 75% of nonprofit employees are women, they have shouldered most of the losses. Women also had to leave their jobs when schools and childcare shut down.

The inequity in pay shudders throughout every aspect of a woman's life. From the quality of life she can offer herself and her children, to retirement, to wealth accumulation for her heirs, even to our basic sense of self-worth.

These discrepancies are perpetuated throughout our sector, and most especially at the board level, where there are fewer women on nonprofit boards and the ramifications of these discrepancies fail to be heard.

Having been in this field a few decades now, I find it more than infuriating. We need to recognize the value in each other. We who have been in the field need to mentor new talent and stress their worth and value. We need to hold our male colleagues accountable. And we need to continually fight for every woman we hire – and pay her equitably from the start of her career. And board members need to think about the hiring practices of nonprofits that allow woman to be paid less money and not receive adequate health care benefits – assuming they will be on their husband's health plan.

I hope, as we emerge from this pandemic, we commit to creating a world that is equitable for all and we challenge the norms that have become our country's habit and history – for way more than 250 years.

Sidebar for Sports Fans



There are now eight total women coaching in the NFL. The football pioneers arrived quickly over the past year: the first woman to coach in a Super Bowl, the first woman chosen to officiate a Super Bowl, and the first black woman to be named a full-time coach in the NFL. There's a long way to go before women achieve ubiquity in the NFL, but the playoffs this year were an important step. I certainly enjoyed watching the games more knowing that progress is being made...what about you?

From the D&A Team: Women We Most Admire



Matthew Krumholz: **Pauli Murray**, the great American lawyer, civil rights icon, women's rights activist, who was also gender non-conforming. In 1965, she coined the term "Jane Crow" and raised awareness around the overlapping experiences of marginalization faced by women of color.

Susan Rosati: Supreme Court Justice, **Ruth Bader Ginsburg** courageously fought for equal rights especially for women, minorities and the LGBTQ+ community. She broke the glass ceiling in so many ways. In her own words, "Fight for the things that you care about, but do it in a way that will lead others to join you."

Juanita Manning: My grandmother, **Lavinia Logan**. Strong, determined, intelligent and fearless. In March 1917, a very small boned woman traveled 23 miles on foot each way to the Circuit Court after she and her uncle saved enough money to purchase 34.5 acres of land that their families sharecropped. The original owner passed away after selling them the land, but before giving them the deed. Lavinia discussed the situation with her uncle and decided it best for her to face the southern Circuit Court alone as a black woman due to the racial bias in 1917 that strongly weighed on black men. Lavinia sued the heirs of the original land owner and won. Later that day she then partitioned half of the land to her uncle in the Circuit Court.

Atka: Juanita is one of my favorite people in the world (next to my mom and my other co-workers), so I chose **Shirley Anita Chisholm** because I have heard Juanita say such great things about her! She was an American politician, educator, and author. In 1968, she became the first black woman elected to the United States Congress, representing New York's 12th congressional district for seven terms from 1969 to 1983. In 1972 she had the gumption to be the first woman and African American to seek the nomination for President of the United States. Her motto was "Unbossed and Unbought."

Sharon Danosky: With a loan from her father-in-law (thereby sacrificing her inheritance), **Barbe-Nicole Clicquot**, took over her husband's failing wine business when he tragically passed away six years after they married. She spent several years trying to make it work and nearly went bankrupt three times. At the end of the Napoleonic Wars, she had a vision of selling the prize 1811 vintage of champagne to the Russian Tsar, Alexander but there were naval blockades. When the blockades finally lifted, the champagne got to Russia and the Tsar announced it was the only wine he would drink. And so Madame Clicquot grabbed the international marketing crown jewel and the champagne and company she fought so hard to create is celebrated as the second highest selling brand of champagne in the world today.

Casey Crowell: Call me cliché, but the woman I admire and look up to the most is **my mom, Wendy**. She is the strongest, bravest, kindest, hardest-working, and most amazing mother (and woman) in the world. I am grateful every single day to have been given the best mom, role model, and friend all in one! She shows me the exact woman and mother I can only hope to be someday. My mom is nothing short of a superhero, and I am so lucky to have such a beacon of inspiration in my life. Thank you mom, I owe everything to you!

Jaelyn Gartner: When I think of a woman who inspires, I envision someone who puts others above themselves with the intention of making a difference. I have selected **Mother Teresa** for that very reason. This charitable figure is the prime example of sacrifice and strength. She inspired the world over with her kind heart, aiding those who needed it most. She is truly an inspiration to all of us.

Validated!

By Sharon Danosky

Any of you who have worked with me or heard me talk know how much emphasis I put on building donor relationships, not building relationships has been one of the primary reasons that donor retention has dropped so dramatically in the past 10+ years.

Building relationships has also been one of the reasons that philanthropy grew during this pandemic – because nonprofits were reaching out to the donors and having frank, authentic conversations. Donors welcomed it and gave generously. An article in the [New York Times](#) just validated this, as did a new report by the Leadership Story Lab, called “[Transforming Partnerships with Major Donors.](#)”

SCAFFOLDING FOR THE FUTURE: Danosky & Associates Webinars

Join us for our next webinar, *Diversifying Revenue Streams* on March 11th from 8:30 – 9:30am! We will look at how nonprofits can diversify their revenue streams through new partnerships, narratives, and innovations.



March 11, 8:30-9:30 am: Diversifying Revenue Streams

During this pandemic, we have all recognized that what use to work well is no longer having the same impact. At the same time, exciting new opportunities have arisen and with it philanthropy has thrived. This webinar will look at how to be part of this trend. We will explore ways nonprofits can diversify their revenue streams by establishing new partnerships, honing their narratives for greater impact, and innovations that can yield surprising results. [Hosted by Matthew Krumholtz]

\$29 for non-members, and FREE for D&A members. [Click HERE](#) to register!

Brick By Brick Today: D&A Original Podcast!

NEW EPISODE: *Building an Effective Strategic Plan, with Matthew Krumholtz*

Hear tips and tools for putting together strategic plans that create shared purpose and urgency. An important first step in Diversifying Revenue Streams. [Listen HERE!](#)



TOOLS of ENGAGEMENT: Gift Acceptance Policy Template

Late one evening we received an e-mail from a former client, asking how to turn down a contribution they didn't feel was aligned with their organization's values. A few days later, an interesting article appeared in *Philanthropy Today*, from the **Chronicle of Philanthropy**.

Nonprofits risk their reputations when they accept gifts from questionable donors. It is one of the reasons for having a Gift Acceptance Policy and a Gift Acceptance Committee. These issues are seldom black or white. Basically, you want the ability to direct these questionable contributions to the board, through a committee and not have the responsibility (or blame) for accepting or not accepting a potentially controversial gift fall on the shoulders of your Executive Director or President. We've attached the link to the article and also a template for a Gift Acceptance Policy which has seen many revisions over the years. If you are interested in having more access to templates such as this, consider becoming a Danosky & Associates nonprofit member.

[Click HERE](#) to view the template!

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At Danosky & Associates, we are committed to helping you through these challenging times. If you would like to schedule a complimentary consultation on any of the topics covered in this newsletter, please contact info@danosky.com.

Danosky & Associates is an action-oriented, results-driven consulting firm that builds nonprofit capacity, applied through an equity lens with innovative strategies for an ever-emerging future.

Our Vision:

Every nonprofit will have the capacity to make the world a better place.

Our Mission:

We provide nonprofits the guidance, support and tools necessary to build a better world.

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