

DEI Update February 28, 2023: Charity Navigator and Candid (formerly Guidestar) DEI Measures

Charity Navigator recently began issuing a Culture & Community score by assessing charities' overall culture and connectedness to the constituents and community they serve. Gift of Adoption is proud to have earned a 93% on this beacon. You can read more about this score [here](#).

Gift of Adoption is also proud to have once again earned the Platinum seal from Candid (formerly Guidestar). To obtain the Platinum seal, organizations must provide organizations demographics and equity strategies. You can read more about this designation [here](#).

Additionally, Candid recently made improvements to the race and ethnicity options in it's data collection. To stay current with industry best practiced, Gift of Adoption has adopted these best practices for our demographic data collection. Read more [here](#).

DEI Update January 31, 2023: KPMG Data Citizens with Purpose Phase II Results

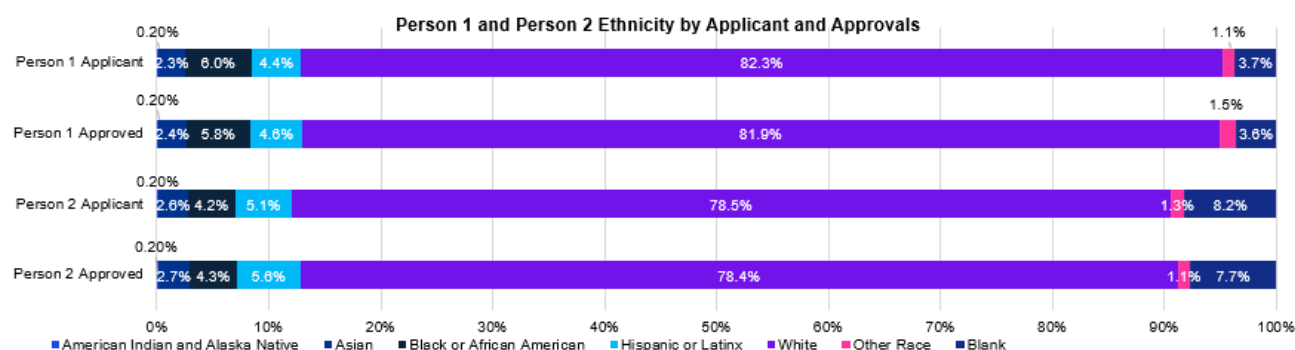
KPMG Data Citizens With Purpose

Gift of Adoption engaged KPMG's Data Citizens with Purpose (DCWP) for a second pro bono project with the following two objectives:

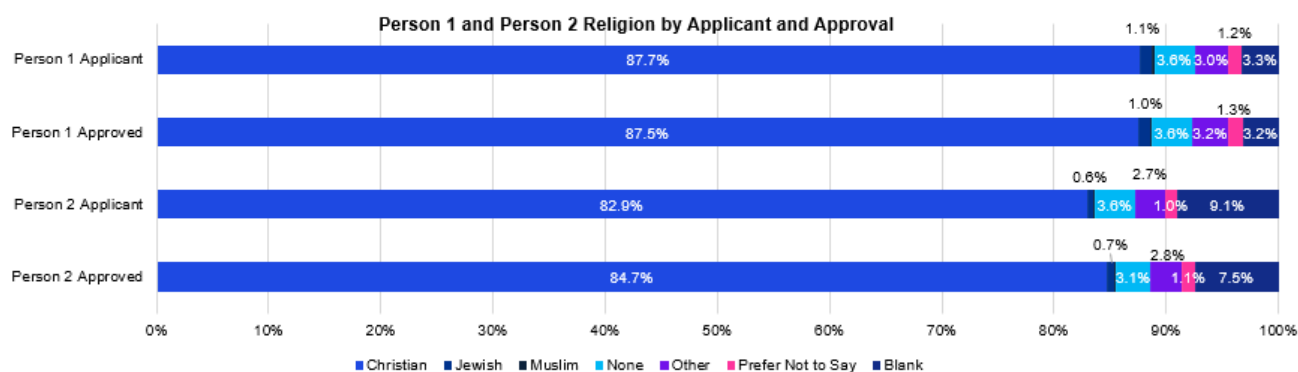
1. What demographic trends, if any, can be identified for families who request a grant through GOA?
2. How do the demographics of those requesting and/or receiving grants compare to the demographics of their respective community, based on US census data?

Objective 1 Finding: The demographic distribution of approvals versus applicants shows a parallel distribution based on ethnicity, religion, and household income.

The demographic breakdown of approved versus applicants by ethnicity shows a similar distribution



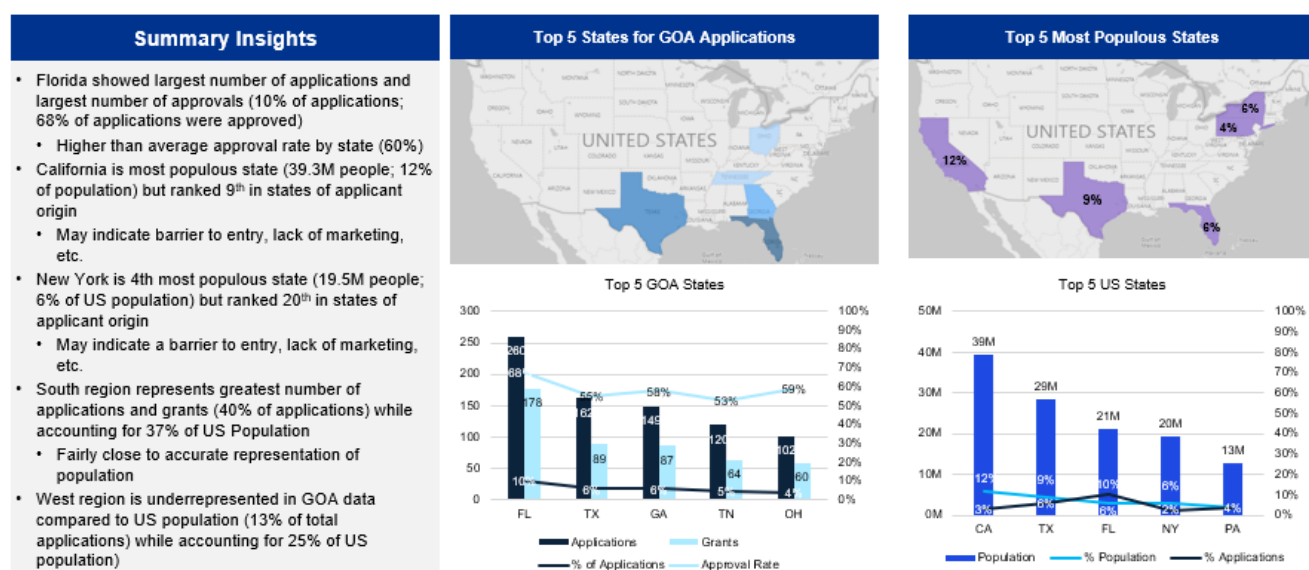
The demographic breakdown of approved versus applicants by religion shows a similar distribution



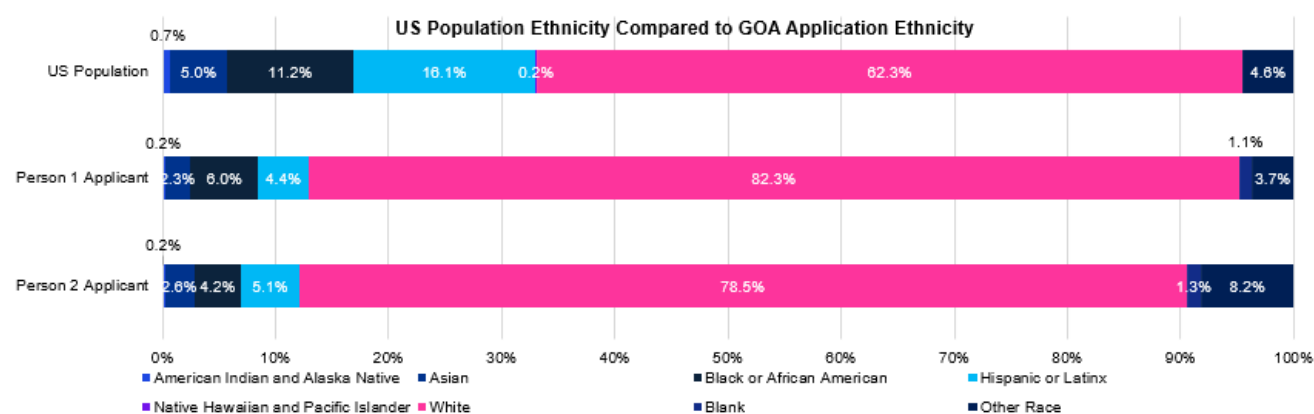
GOA Response: This finding reinforces the findings of our grant program review that found no unintentional/unconscious bias in our grant selection program.

Objective 2 Findings: State populations do not trend with applicant populations suggesting more populous state face additional barriers to adoption. GOA race/ethnicity data does not trend with census ethnicity data suggesting there is room for the adoption industry to improve outreach to diverse communities to adopt.

State populations do not trend with applicant populations suggesting more populous state may face additional barriers



Breakdown of applicants compared to US census shows some ethnicities are underrepresented



GOA Response: There is a correlation between the states with the most grants and the age/fundraising sophistication of those state chapters (meaning the states with our most successful chapters are able to award more grants). As chapters in, for example, CA and NY age and raise more funds,

grant awards and outreach in those states will increase.

The first phase of the KPMG Data Citizens with Purpose project found that GOA race/ethnicity data tracked closely to the race/ethnicity data of adoptive parents in the U.S. as found in the NCFA Profiles in Adoption study and that the race/ethnicity of adoptive parents in the U.S. does not track closely to the race/ethnicity of the total U.S. population suggesting there is an opportunity increase the numbers of Americans from underrepresented groups who adopt. This can be done through increased education and outreach and by removing financial barriers to adoption.

DEI Update November 30, 2022: Human Resources Review

DEI: Scope of Human Resources review

Task Team:

- Shaneetra Gross: GOA Chief Administration Officer & GOA DEI Task Force member
- Brian Murphy: GOA Chief Financial Officer/Chief Operating Officer
- Sandy Bury, DEI Task Force Member, Retired HR Professional
- Michael McDonald, DEI Task Force Member, Sourcing Director
- Mayra Rouge, Grant Recipient, HR Professional
- Daneen Banks, Grant Recipient, Attorney
- Yocasta Amaya, Grant Recipient, HR Recruiter
- Andrew Hrvol, IL Chapter Board, HR Professional

Goals:

- With the lens of diversity, equity, and inclusion; to make sure the Gift of Adoption HR program and its components do not prevent qualified adoptive families from receiving assistance or qualified staff, volunteers, or board members from joining GOA.
- To review processes, practices, policies, materials, and culture to identify opportunities for improvement and to remove any potential unconscious biases. The processes, practices, policies, materials, and culture will be reviewed for each item in scope for Staff, Chapter Boards, and the National Board wherever applicable.
- To have our aggregated staff, Boards and Volunteer base reflect the U.S. at large.

Scope of Review:

- GOA Governance Policy Review: COMPLETED by National Board September 2020.

Employee Handbook
Interview Evaluation Form
Job Description/Postings
Performance Evaluations
Volunteer Job Postings/Board Recruiting (How/Where)
Rewards, Recognition, and Compensation
Succession Planning
Code of Conduct/Responsibilities Policy/Orientation
General Best Practices

Task Team Recommendations/Findings:

- Recommendation requiring Board Approval:
 - None
- Recommendations that do not require Board Approval (these recommendations have been or are being implemented):
 - Expanded GOA Values descriptions in all documents
 - Employee Handbook
 - Inclusive language changes in Employee Handbook
 - Add non-discriminatory policy/language
 - Update harassment section to include DEI language
 - Interview Evaluation Form
 - Clarify use of reference checks
 - Document candidate slate goals, interview panel composition, etc
 - Job Descriptions/Postings
 - Include non-discrimination policy/language
 - Include active recruitment as part of posting (LinkedIn searches of candidates, networking)
 - Performance Evaluations
 - Incorporate “Dare to Lead” learnings
 - Include DEI/Values measures
 - Volunteer Job Postings/Board Recruiting (How/Where)
 - Add non-discriminatory policy/language
 - Include active recruitment as part of posting (LinkedIn searches of candidates, networking)
 - Include ERGs in recruiting strategy
 - Rewards, Recognition, and Compensation
 - Consider DEI when creating/implementing rewards/recognition program
 - CEO, CFO and CAO to conduct salary review and ranges for staff team
 - Code of Conduct/Responsibilities

Policy/Orientation

- Record updated Orientation w/ expanded Values and Non-Discrimination policy sections
- General Best Practices
 - Consider Charity Watchdog DEI measures (CharityNavigator, Guidestar)

DEI Update August 24. 2022: NCFA Profiles in Adoption report and KPMG Data Citizens With Purpose Project Results

NCFA Profiles in Adoption report and *KPMG Data Citizens With Purpose* Project Results

[NCFA Profiles in Adoption](#)



NCFA recently published [Profiles in Adoption](#), the largest

survey ever conducted of adoptive parents. NCFA explored the profile of adoptive parents, their experiences, and what has changed over time.

The report is rich with data and findings, including demographic information about both adoptees and their adoptive parents. We encourage you to read the [First Takeaways](#) report and look for more reports to be published soon.

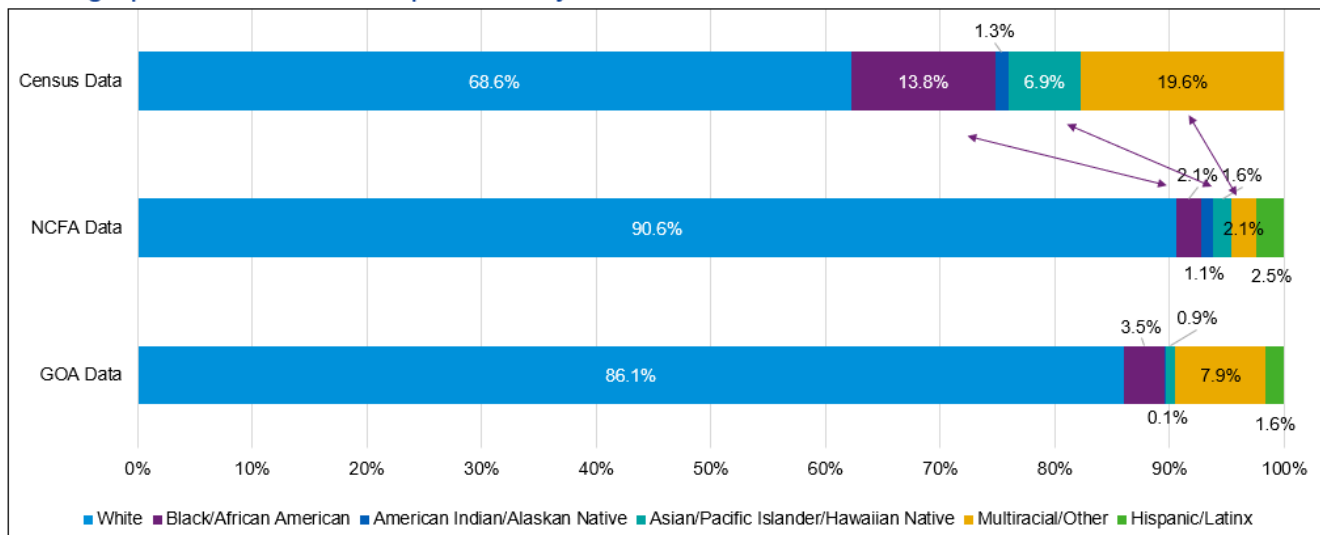
The secondary data analysis in the report was funded by the Gift of Adoption Fund with generous support from our founder, Lucy Wyka.

KPMG Data Citizens With Purpose

Following the collection of survey data for the NCFA Profiles in Adoption study, Gift of Adoption engaged KPMG's Data Citizens With Purpose (DCWP) for a pro bono project to review the demographic data of those who adopt compared to that of families that apply for grants from Gift of Adoption and the U.S. population (using 2020 census data).

Comparing the three data sets, DCWP found that the demographics of families who apply for (and ultimately receive) grants from Gift of Adoption closely mirrors the demographics of all adoptive families. There are, however, discrepancies compared to the census data which indicate that all races do not adopt at the same rate:

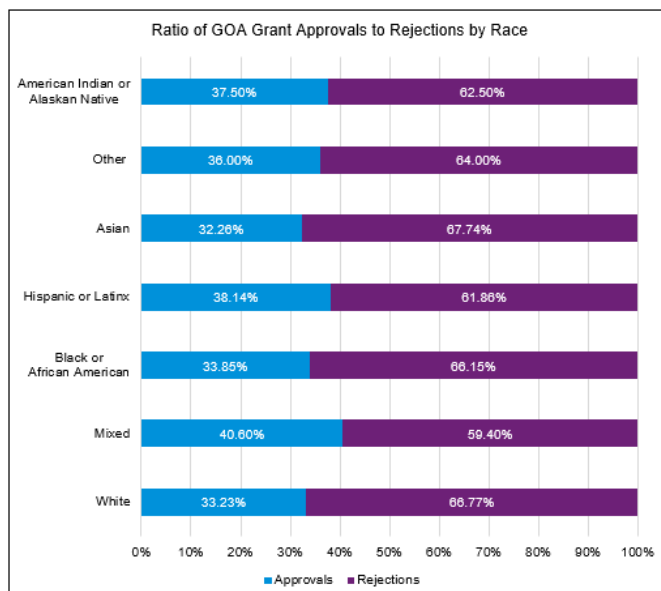
Demographic Breakdown: Adoptive Family Race



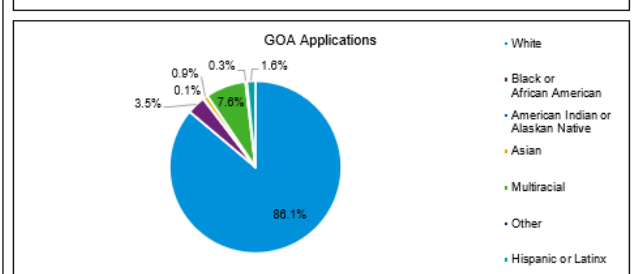
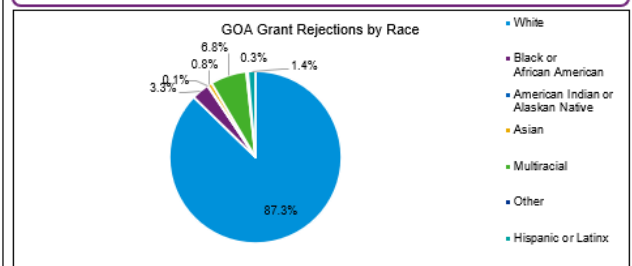
GOA and NCFA survey participants showed very similar race breakdowns however is a significant skew compared to the national data. It may be worth investigating why other races aren't represented in adoption data and if there is an opportunity to grow the market. However GOA data is a similar representation of national adoption data compared to the NCFA survey.

Additionally, DCWP found that the GOA grant selection process does not result in any unintentional bias when it comes to treatment of applications of all races (meaning the same percentage of applicants receive grants without regard to race):

Further Analysis: Gift of Adoption Grant Decision Rate

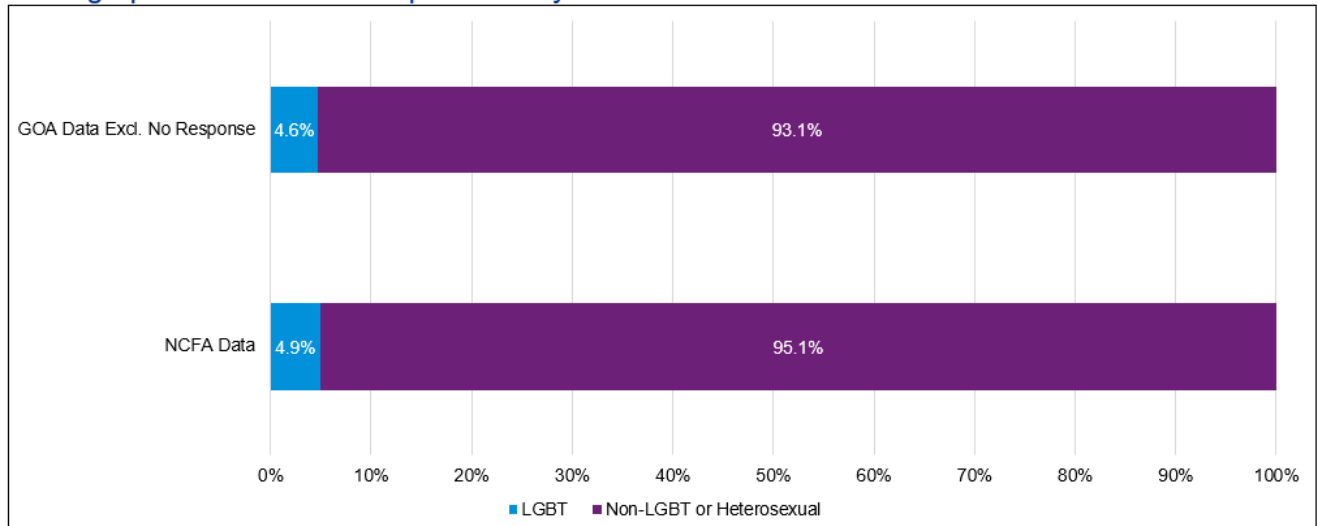


GOA grant approvals range from 32% to 40% across races. There was not a significant difference between races when looking at rejections compared to applications.



Finally, DCWP found that the sexual orientation of adoptive parents receiving GOA grants closely mirrors the sexual orientation of all adoptive parents as reflected in the NCFA data:

Demographic Breakdown: Adoptive Family Sexual Orientation



GOA and NCFA survey participants showed a similar breakdown of sexual orientation. There was no Census data to validate so this was not pursued.

DEI Update June 28, 2022: Grant Program Review

DEI: Scope of Grant Program review

Task Team:

- Shaneetra Gross: GOA Chief Administration Officer & GOA DEI Task Force member
- Brian Murphy: GOA Chief Financial Officer/Chief Operating Officer
- Sanjay Thirumalai: GOA National Board of Governors
- Christine Davis: GOA Metro D.C. Chapter Board Member
- Michael Fleming: GOA Texas Chapter Board Member
- Karin Carli, JD: [External] Staff Attorney, Greenlight Family Services

Goals:

- With the lens of diversity, equity, and inclusion; to

make sure the Gift of Adoption grant program and its components do not prevent qualified adoptive families from receiving assistance.

- To review processes, practices, policies, and materials to identify opportunities for improvement and to remove any potential unconscious biases.
- To mirror the community of adoptive parents and adopted children.

Scope of Review:

- GOA ENDS Policy:
 - Mission Review Status: COMPLETED by National Board September 2020.
 - Vision Review Status: TO BE REVIEWED by National Board outside scope of Grant Program Review, likely in conjunction with annual National Board Meeting in October 2021.

GOA Grant Policies and Application Scoring Matrix
GOA Grant Program WebPages/Grant Program Marketing Collateral
GOA Outreach Materials, Communications, Priorities
GOA Grant Application
GOA Communications to Applicants (pre and post-award)
GOA Referral Partners/Service Providers (expectations of payees of GOA grants)

Task Team Recommendations/Findings:

- Recommendation requiring Board Approval:
 - Allow non-U.S. citizens residing in U.S. to apply for grants (documented and undocumented)

- The National Board of Governors opted not to vote on this recommendation at its December 2021 meeting.
- Recommendations that do not require Board Approval (these recommendations have or are being implemented):
 - Improve/expand language around relative adoptions to clarify that this is a GOA funding priority and families completing relative adoptions are encouraged to apply.
 - Include DEI component to GSC (Grant Selection Committee) training
 - Add DEI/non-discriminatory language to chapter review process for tier 2 grant recommendations.
 - Review GSC family profile/compelling story to make sure identifying information is removed.
 - Have greater diversity in the pictures of adoptive parents (racial, multi-racial, same sex, single parent, etc) on the website (main page & the Need) and the grant program brochure
 - Provide DEI-focused resources for applicants
 - Include specific outreach activities directed to diverse populations in addition to those where restricted funding is available (BIPOC, LGBTQ+, People w/ Disabilities, Etc)
 - Consider developing a position statement to include on website and in grant payment communications to convey:
 - Gift of Adoption does not discriminate in providing its services.
 - Gift of Adoption does not endorse ASPs that practice discrimination.
 - Gift of Adoption hopes that all ASPs would adhere to non-discriminatory practices/policies.

DEI Update Jan 27, 2021: Volunteer Outreach and Recruiting

Gift of Adoption is committed to broadening and dedicating resources to outreach efforts that will increase the diversity of our volunteer, staff, donor, and grant family communities – with the goal of reflecting the diversity within the communities in which we operate and the inclusive foundation upon which our mission was built 25 years ago.

With our 2020 year-end code of conduct renewal process, we asked chapter and national board members to provide their demographic information for the purpose of establishing a benchmark for measuring progress. The charts for the race/ethnicity of our chapter and national board volunteers compared to the population in the U.S. (2019) are below. This information establishes a foundation for our outreach/networking plans.

Race/Ethnicity	U.S. Census Bureau July 2020*	GOA October 2020**
American Indian Alaska Native	1.30%	0.54%
Asian	5.90%	6.52%
Black or African American	13.40%	11.41%
Hispanic or Latinx	18.50%	2.72%
Native Hawaiian or Other Pacific Islander	0.20%	1.09%
Two or More Races	2.80%	1.63%
White	<u>60.10%</u>	<u>76.09%</u>
	102.20%	100.00%

	* Census Bureau data did not equal 100%	** 23% didn't provide/preferred not to say
--	---	--

To broaden our outreach and measure our progress, we implemented the following during FY21 A (July – December 2020)

- New board members, in the code-of-conduct process, are asked to voluntarily self-identify their race/ethnicity and sexual identity. From 7/1/20 – 12/31/20, 33% of new Chapter board members self-reported as either Black, Indigenous, or a Person of Color or as LGBTQ +.
- We expanded our chapter recruiting plan to include outreach to 15+ organizations, including the NAACP, National Urban League, LGBTQ Journalists, Pride at Work, and the National Hispanic Association of Journalists with the goal of building relationships that lead to increased diversity within our chapter and national boards and staff. We are hoping to on-board new board members from these organizations/connections made and plan to expand outreach efforts to many more organizations, professional employee groups, informal and formal community leaders, corporate affinity groups, media outlets, small businesses that are owned by / provide service to Black, Indigenous and People of Color, etc. in the months ahead. We welcome ideas and connections from existing volunteer members to further expand our outreach efforts.

GOA Communications Review. In the coming year, our plan is to engage a small volunteer task team of communications and marketing professionals to review a broad sampling of our social media posts, press releases, and other marketing communications to identify opportunities to make them more reflective of our inclusive mission. This includes an opportunity to listen and share more directly the voice and perspective of the (now) young adults whose families received a Gift of Adoption grant.