




Welcome to the Tulsa Equality Indicators Data for Action Learning Series!

We'll begin shortly.

While you wait:

- ❖ Please add your name, organization, and what you hope to learn in the chat
- ❖ For optimal viewing, select speaker view using  View

Housekeeping:

- ❖ Enter your questions in the chat; please preface with "Question:"
- ❖ Include name if your question is directed toward a particular panelist
- ❖ If sharing a resource, please start with "Resource:" in the chat



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CITY OF
Tulsa
A New Kind of Energy.

TULSA EQUALITY INDICATORS



**COMMUNITY
SERVICE
COUNCIL**
Improving Oklahomans' Lives Through
Research, Planning & Action

LEARNING SERIES: DATA FOR ACTION

November 3, 2022



Krystal Reyes

Chief Resilience Officer
City of Tulsa



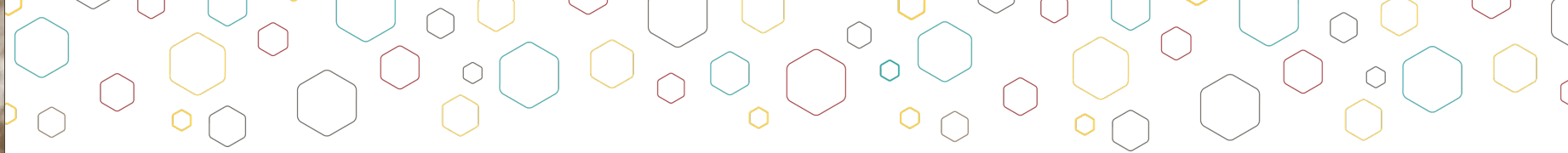
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Pam Ballard
Chief Executive Officer
Community Service Council



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Agenda

Welcome and Introductions

- Krystal Reyes, City of Tulsa
- Pam Ballard, Community Service Council

Overview of Equality Indicators Report & Goals of The Session

- Krystal Reyes, City of Tulsa

Panel Discussion and Q&A

- *Moderator: Krystal Reyes, City of Tulsa*
- Alisa Dougless, City of Tulsa
- Lauri Monetti, Oklahoma Center for Nonprofits

Closing Remarks & Next Steps



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Overview and Context



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What is Tulsa Equality Indicators?



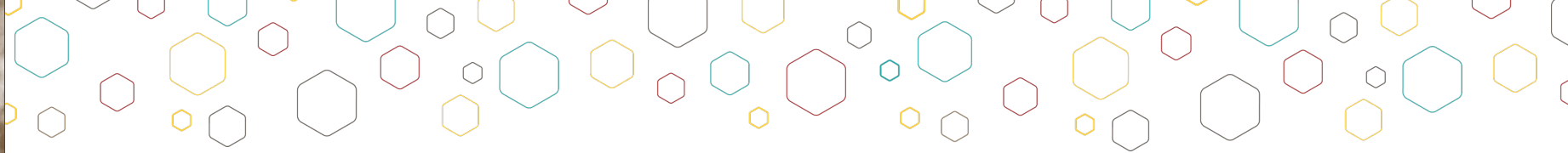
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A set of 54 indicators that measures inequality in outcomes and opportunities:

- For different groups of Tulsans
- Over a broad range of topics
- And to track change over time

Customized specifically to reflect the disparities experienced by Tulsa's communities.



What is the purpose of Equality Indicators?

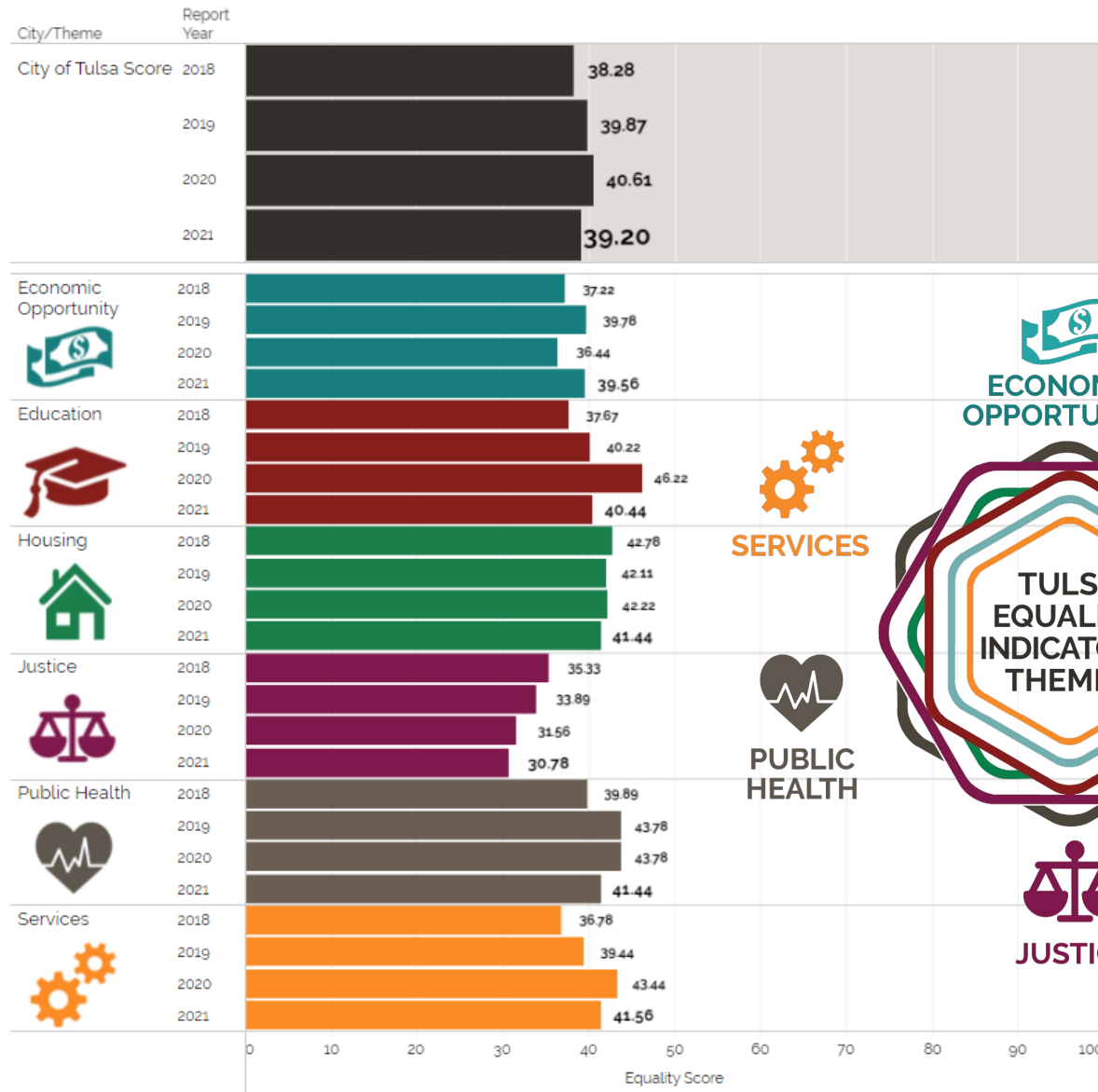


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- Identify areas to focus equity efforts
- Guide public policy development to reduce inequalities
- Inform solutions that lead to improved opportunities and outcomes for Tulsans with a focus on equity
- Identify trends reflecting possible impact of changes in policy and practice



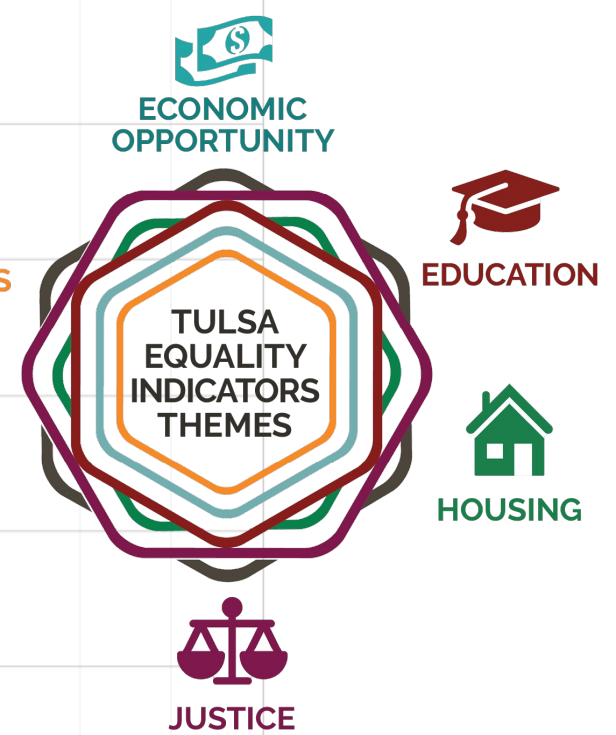
City & Theme Scores

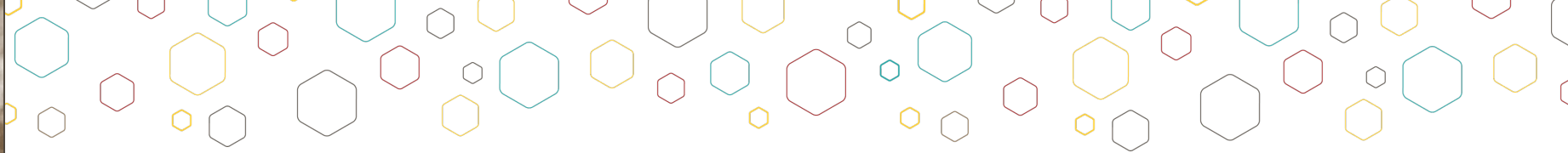


Six Themes of Tulsa Equality Indicators



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Learning Series: Data for Action



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- In 2021, we launched a Learning Series: Data for Action
- 6 sessions; 1 per topic; over 30 speakers
- Local resource guide with links and summaries of discussions
- Visit the Community Engagement tab on www.tulsaei.org to access





Applying a racial equity lens to EI

In the 2020 report we included a discussion on the importance of using a racial equity lens when using the Equality Indicators.

This discussion authored by Dr. Delia Kimbrel is found on page 15 of the 2020 report



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SPOTLIGHT



Equality Indicators: An Important Step for Centering Racial Equity in Data on Racial Disparities

Delia Kimbrel, Ph.D.
Heller School for Social Policy and Management at Brandeis University
Director of Research and Analytics at ImpactTulsa

The Equality Indicators has generated a community-wide discussion about how to address disparities in Tulsa by identifying and measuring inequalities in a wide range of opportunities and outcomes. This is an important step toward seeking to understand the existing nature of inequality. However, disparity data alone are insufficient at dismantling the structural and institutional barriers necessary for accelerating outcomes at scale for groups burdened by systemic inequities. Truly addressing the systemic causes of our social problems will require greater intentionality that extends beyond naming and measuring the disparities. Starting with more intentional approaches to data. This approach has two distinct features.

(1) The data approach must center racial equity in data tracking by also collecting data related to institutions, systems and structures in addition to individual-level data.

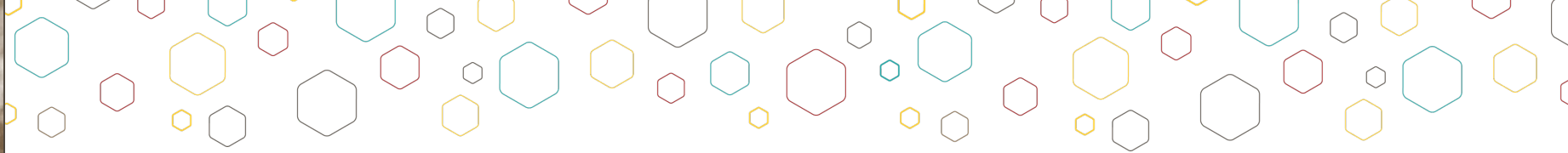
This new focus for data tracking acknowledges that systemic inequity perpetuates opportunity gaps, stifling progress on a myriad of outcomes disproportionately for communities of color. When we see racial disparities across individual or people-level outcomes we must ask, what might that suggest about the system? Prioritizing data at the institutional, systemic and structural level may reveal differences in the distribution of resources and opportunities, as well as the differential application of laws, policies, practices and programs occurring among institutions and systems.

(2) A data approach grounded in racial equity must avoid deficit-based framing when presenting data on disparities.

Far too often, outcome disparities suggest that communities of color consistently lag behind their White counterparts. The repeated perpetuation of these statistics can lead to deficit-based thinking and framing of the problem. Deficit-based framing often places the blame of economic, social and educational failures on individuals and communities of color rather than on the institutions that inequitably serve them. This thinking perpetuates racism by essentializing and stereotyping people of color.

A systems-level analysis that situates the disparity in the appropriate historical, social and public policy context, helps mitigate any deficit-based interpretations that can stifle efforts to eliminate gaps in needed areas. A comprehensive racial equity approach for presenting disparities involves the framing of the data by emphasizing the past and present mechanisms that create, maintain or reproduce racial inequity. It critically examines the institutional policies, practices and historical legacies of discrimination that caused and continue to reinforce the disparity.

As a StriveTogether Cradle-to-Career network member, ImpactTulsa is engaged in a Racial Equity Action Team, where collective impact organizations across the nation are mobilizing their communities to make progress on racial equity. ImpactTulsa will continue to share key learnings from this collaborative, identify best practices related to data, as well as continue to center racial equity in their own work to ensure gaps are closing and systems are transforming for communities of color.



Applying a racial equity lens to EI



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- Practices we have implemented over the past four years to apply this lens in the EI report:
 - Include diverse perspectives in indicator selection, data analysis, and revision of indicators
 - Researching, understanding and disseminating the history of policies, systems and structures that impact disparities
 - Building data literacy among organizations and community through learning series and presentations.



Speakers



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Alisa Dougless

American Rescue Plan Act (ARPA)
Program Manager
City of Tulsa



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Equity & ARPA



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- From the White House:
<https://www.whitehouse.gov/equity/>



- City of Tulsa

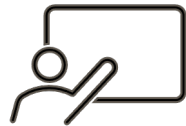
Using Data & EI Reports



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- Use Data to tell your Organization's Story



- Selecting Impactful Indicators



Lauri Monetti

Senior Director of Consulting
Oklahoma Center for Nonprofits



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What Donors Want



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- **Want PROMPT acknowledgement**
- **Donors make decisions about whether to give again seconds after making first contribution**
- **Donors set specific, strategic targets**
- **Investments with impact**

Using The Data



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- **Rethink how you communicate your mission.**
 - Consider choosing a particular program each year to highlight based on the data.
- **Research and understand what donors and funders want**
- **Have a plan**
- **Involve other people, especially your board**

Storytelling

- How are you telling your story?
- Tell the story of your organization's impact and how donors can participate.
- Personal, Individual client stories
- Included in a layered approach through grant narratives, videos, social media, appeal letters and events.



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4 Elements of Effective Nonprofit Storytelling

- 1 Emotional vocabulary**
Don't skip the emotional impact of the situation you're describing. Encourage the subjects of your stories to talk about how they felt, as well as the facts of what happened.
- 2 Sensory details**
Including details from all five senses - sight, sound, smell, taste, and touch - helps the brain immerse itself in the story.
- 3 A central character**
It's easier for the audience to connect with a single, specific character than a vague group. Focus your story on one person's experience - it gives the audience someone to cheer for and identify with.
- 4 A storytelling structure**
Classic structures like the Hero's Journey or Aristotle's 3 Act Structure can provide a framework that keeps the audience wanting to know more.

Source venngage.com/blog/nonprofit-storytelling/

Special Events



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Events focused/themed around where the data is leading.

- **Education:**

- Literacy Focused: Scrabble Board Game Gala
- Tell the story of your organization's impact and donors can support your organization while have fun.

- **Public Health:**

- Mental Health Focused: Walk-a-Thon
- Raise awareness and funding for free or low-cost visits. This is an event that children through adults can participate in.



Donor Appeals



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- **Photos**

- Clients telling their success stories or what a difference your program will make with their support

- **Infographics**

- Utilize the data in an easy to read visual that tells a story.

- **E-mail & Social Media Appeals**

- Sharing stories with click through messaging for more information or in message videos.

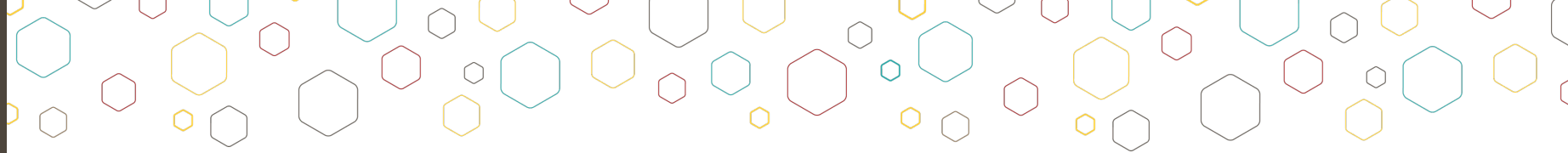


Fundraising is A Cycle



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Fundraising is ongoing, seasonal and circular – it only ends if the organization or donor chooses to end it.



Planning & Cultivation

Always have a plan on how you will educate, cultivate and build passion in a donor.



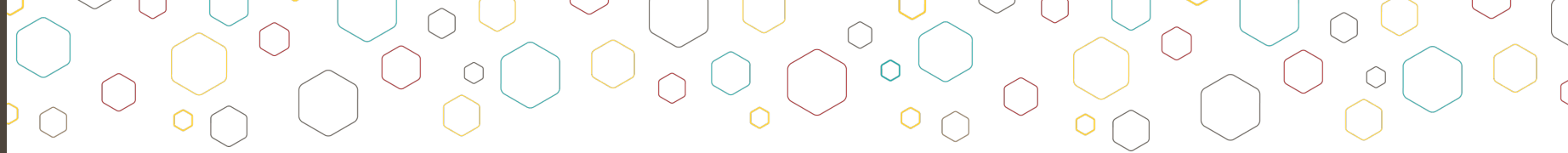
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Impact & Outcome Giving



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- Tie an outcome to a price tag:
- Example: “For \$1,000, you can buy textbooks for a year for a college student on scholarship.”
- Example: “Because of your \$50,000 gift, you will feed 35 senior citizens each and every day for an entire year.”

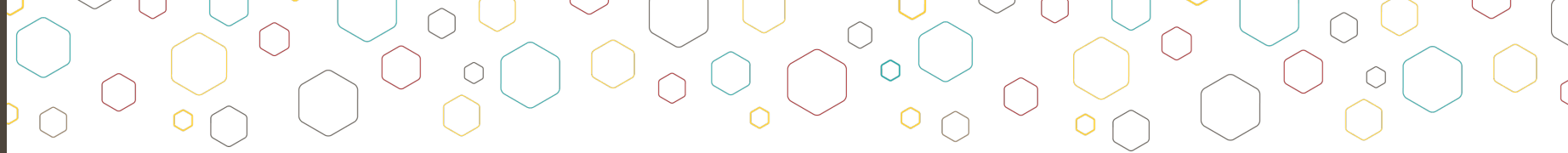


Acknowledge & Steward

Properly **THANK** your donors and let them know how their gift is being used and the **IMPACT** of that gift.



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Thank Your Donor

Thank your donor in a **MEANINGFUL** way and use better language than “Thank you for your \$ ___ gift.”

Dear Jim,

You made my day!

As I sat here this morning opening the mail, I came across your generous donation. I can't tell you how much I appreciate your support for our lifesaving work with Toledo's most vulnerable children. Here at Better Tomorrow, our goal is to make sure that no child in our area ever goes to bed hungry. While we served over 150,000 hot meals to children ages 2-18 in 2014 the sad fact is that over 5,000 kids in our area still went to bed hungry most nights last year.

Your generous donation of \$200 will go a long way to helping us end child hunger in Toledo and beyond. In fact, **with your gift**, we will be able to provide **over 85 hot meals** to undernourished children in 2015. Thank you! You have made a real difference in the lives of the kids we serve. Thanks to you, 85 children will go to bed full, well-nourished, and better off than the night before.

Jim, thank you once again for your donation. It means the world to us!

With gratitude,

Sasha Gregory
Director of Development
Better Tomorrow

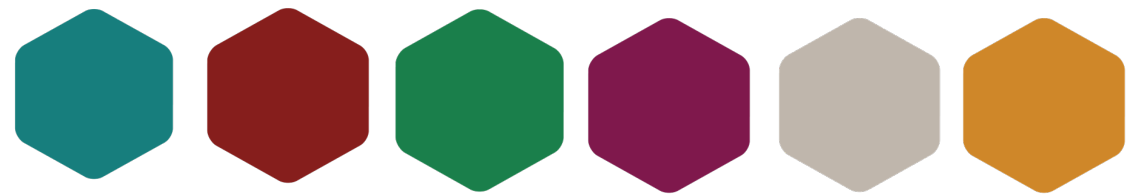




Q & A



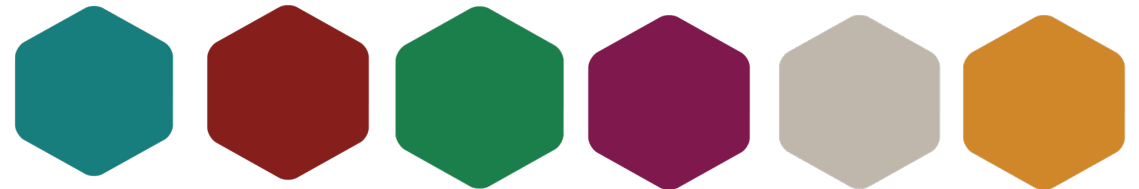
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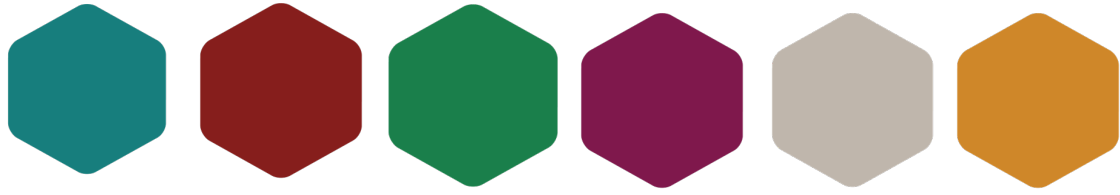


Thank you for
attending
today's event!

View recordings of learning
sessions, view the report
and more at:

tulsaei.org





Contact us for additional
information and/or questions!

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