



Governor's Office of
Planning and Research

To: California Racial Equity Commissioners

From: Racial Equity Commission Staff

Re: Fundraising Committee Report to the Commission – August 23, 2024

Commissioners in attendance (virtual):

Gabe Maldonado and Angelica Salas

Committee Recap and Key Takeaways:

- Funders are often interested in the direct ask.
- Pitches should include the why and how it will contribute to or amplify existing resources.
- Be sure to include the total fundraising ask to allow philanthropy to explore its own capacity to participate.

Next steps:

- Develop talking points for Commissioners Wood and Wright.
- Explore how to engage corporate social responsibility and other not-for-profit entities with aligned missions.

Intersection with Commission Strategy:

- Funding from philanthropy will help strengthen the Commission's community engagement strategy, developing buy-in, promote sustainability, and ensure a thorough evaluation of impact of the racial equity framework.