

# African American Giving

## Its many faces and forms

### Fast Facts

African Americans have an inspiring heritage of giving that has gone unrecognized by many.

- In 1775, Prince Hall Masons gave financial support to freed slaves and their families.
- In the colonial era, black churches founded fraternal orders and mutual aid societies.
- 53% of African Americans give to charities.
- African Americans give 25 % more of their discretionary income to charity than the general population.

### Embracing Philanthropy's Roots

Broken down, the word *philanthropy* actually means "love of humankind." Every gift is valuable, including time, talent AND treasure. And everyone is a philanthropist ~ everyone gives!

- Harriet Tubman and Fredrick Douglas were abolitionists who used time, talent and treasure to bring men and women out of slavery.
- At the age of 18, Charlotte Hawkins Brown used her contributions of time and talent, plus the treasure of donations, to found the Palmer Memorial Institute near Greensboro.
- Margaret Rose Murray is a community philanthropist known throughout the state who operates a school for African American children in Raleigh.

### Types of Giving

**Individual giving** is when one person contributes time, talent and/or treasure to a cause important to him or her. Examples include volunteering with the United Way, giving money to the NAACP Legal Defense Fund and donating blood to the American Red Cross.

**Collective giving** happens when people make contributions to a cause together. Examples include:

*Rosenwald Schools* ~ In the 1910's, when Chicago philanthropist Julius Rosenwald provided matching grants to help build schools for black children in the rural South, more than 800 schools were built in North Carolina because of the black families who gave time, talent and treasure in their local communities.

*Giving Circles* ~ Giving circles are groups of people who regularly pool their time, talent and treasure around a common cause. For example, A Legacy of Tradition (A LOT) is an African American men's giving circle in the Raleigh/Durham area focused on impacting young black men.

*Pisgah View Community Peace Garden* ~ Bob White and Lucia Daugherty run a community garden in a public housing area of Asheville, NC, working with adults and children who give their time and talent.

NCGives is a statewide organization on a mission to celebrate and strengthen North Carolina's culture of giving, especially among women, young people and communities of color. The African American giving initiatives we have supported include the Community Investment Network and the following giving circles: A Legacy of Tradition (A LOT) (Raleigh/Durham/Chapel Hill); Heritage Quilters Giving Circle (Warrenton); New Generation of African American Philanthropists (Charlotte); Way Out Giving Circle (Raleigh/Durham/Chapel Hill); and 20/20 Sisters of Vision (Durham).

To learn about celebrating and strengthening a culture of giving in *your* community, visit [www.NCGives.org](http://www.NCGives.org) or call (919) 256-6908.



**Top-bottom:**  
a Rosenwald School;  
Margaret Rose Murray;  
several members of  
A Legacy of Tradition;  
Pisgah View Community  
Peace Garden