



CENTER ON PHILANTHROPY
AND CIVIL SOCIETY

Pathways for Change: Philanthropy among African American, Asian American, and Latino Donors in the New York Metropolitan Region
Felinda Mottino and Eugene D. Miller. 2005.

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Description

Based on 166 interviews with donors of color in New York City, the volume explores donor aspirations and includes a section on donor engagement strategies. Overall the study found that donors of color give to community organizations and churches, and especially to educational programs and institutions. Giving to education was seen as creating pathways for change and the key to a more just society.

Audience and Uses

A central purpose of this study is to provide information to nonprofit organizations regarding ways they can more effectively partner with donors. Based on findings from the research, the authors offer detailed recommendations. Most notable are that appeals should be aware of generational differences; donors should be approached on many levels including philosophical, familial, and spiritual; and that nonprofit organizations should be clearly accountable for the use of the donations.