



REAL Fundraising. Diversity & Inclusivity Report Agenda for Change

Certified



This company meets the highest standards of social and environmental impact

Corporation



Carbon
Neutral
Organisation

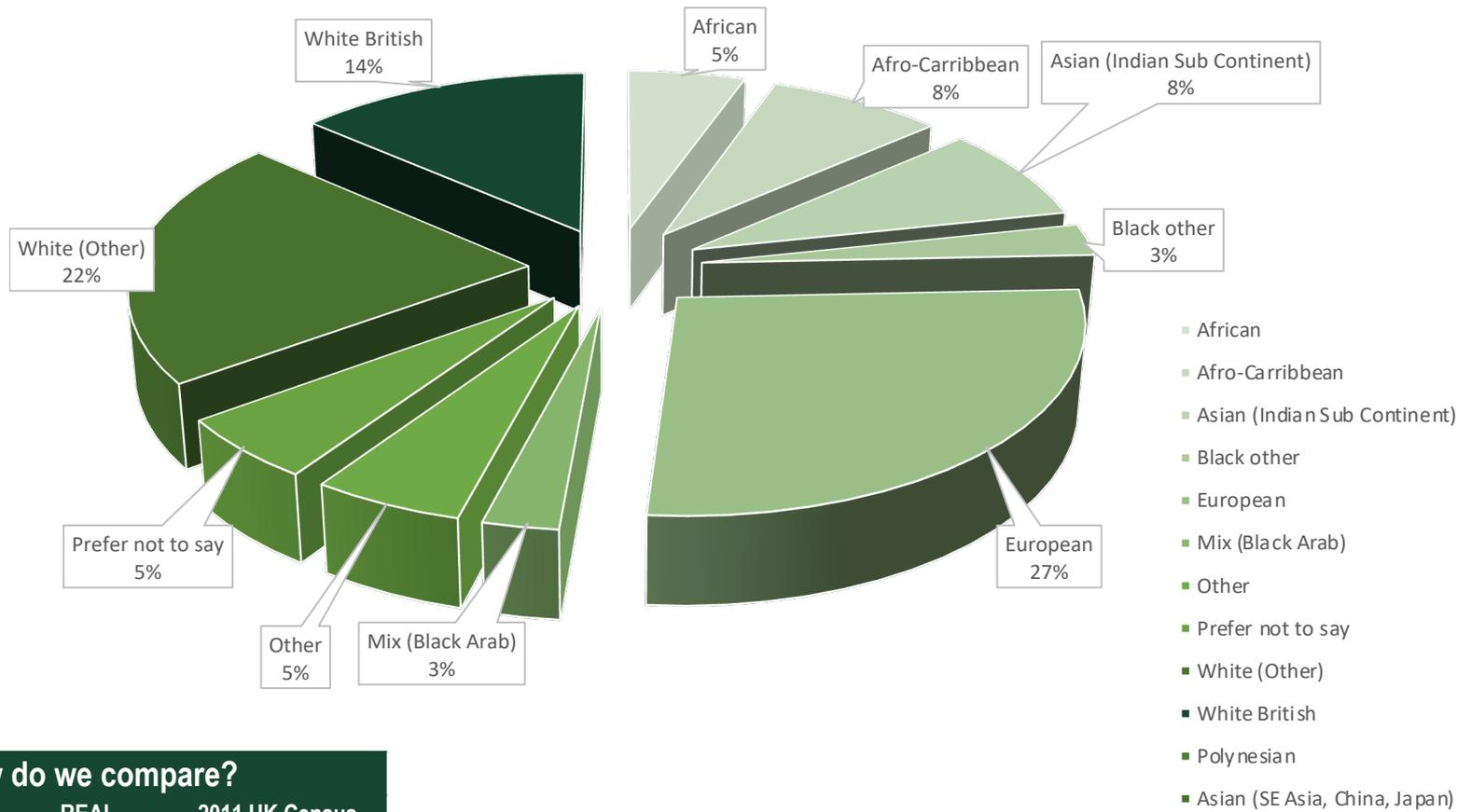
Business
Culture
Awards
2020
Winner

Small Organisation



Corporate Member
Chartered
Institute of
Fundraising

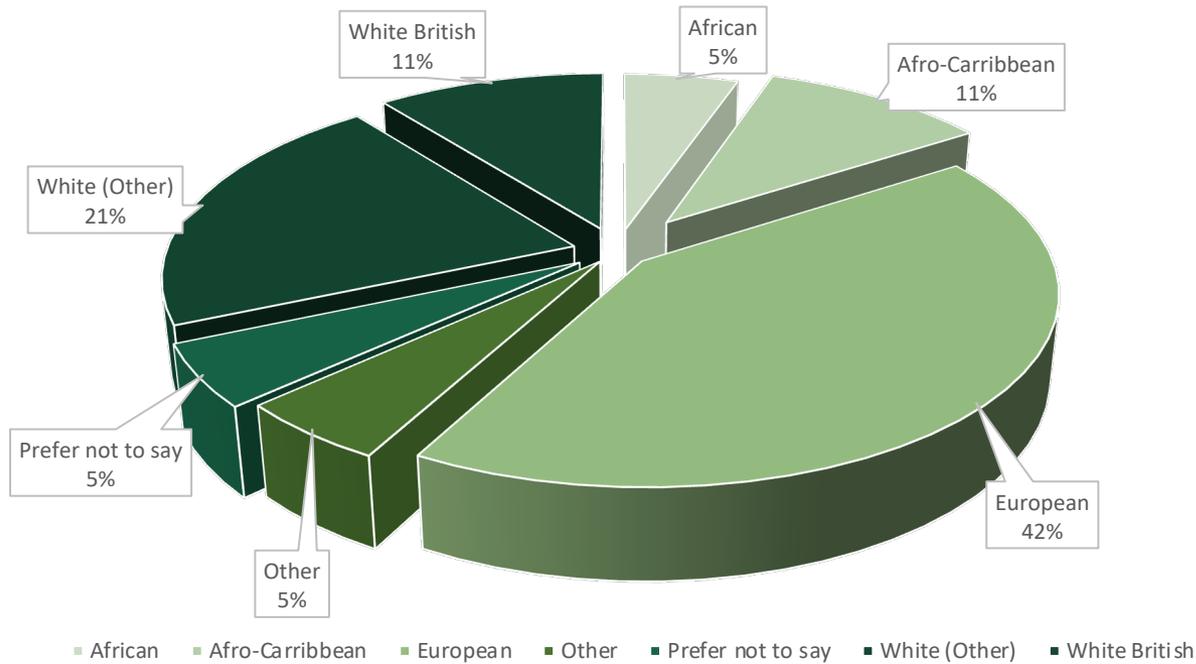
Ethnicity - Overall



How do we compare?

	REAL	2011 UK Census
White	59%	80.6%
Black	19%	3.30%
Asian	8%	7.50%
Other	8%	3.20%
Prefer Not to say	5%	5.4%

Ethnicity - Leadership Roles



How do we compare?

	REAL Leadership	REAL All	2011 UK Census
White	73.7%	59.5%	80.6%
Black	15.8%	18.9%	3.30%
Asian	0%	8.1%	7.50%
Other	5.3%	8.1%	3.20%
Prefer Not to say	5.3%	5.4%	5.4%

Agenda for Change – Agreed by the Anti Racism & Ethnicity working group

Immediate

1. Ensure ROTA official accreditation from a diversity organisation on the website and look at adding another diversity accreditation.
2. Improve our social media presence and make a concerted effort to appeal to minorities (who we are, what we do, what we stand for)
3. Set up an open forum once every 3 months where everyone is invited to attend - we get to hear everyone's voices and people would feel that they've been listened to
4. Make more of an effort with new staff from minority ethnic backgrounds to make them feel more at home and show that we are listening
5. Hold weekly safe spaces for persons of minority background to discuss relevant issues from the workplace.
6. Identify with the help of the Anti Racism & Equality channel whether we feel the term BAME suitably describes REAL Family members and if not what terminology does.

Agenda for Change – Agreed by the Anti Racism & Ethnicity working group

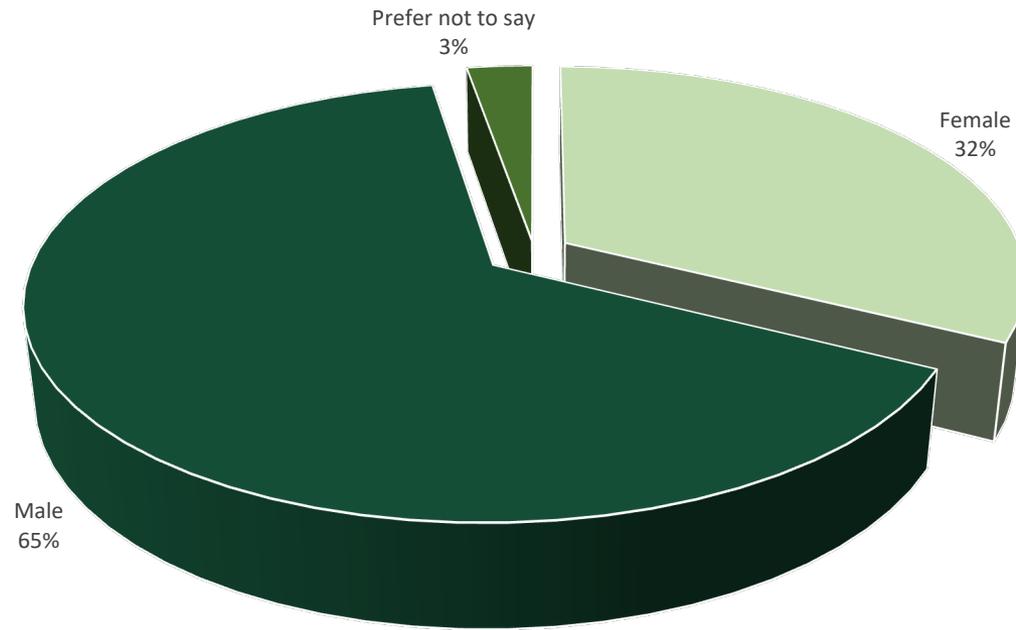
Within 6 months

1. Choose an Islamic specific charity such as Afghan Aid, Islamic relief or Muslim Aid to support to help address the lack of representation of Islamic charities in F2F.
2. Create a condensed 2-5 mins video which shows the day in the life of a fundraiser.
3. Identify key sources and then recruit from more diverse pools of talent.
4. Add testimonials to the website (text and video) from existing employees from diverse backgrounds

Within 12 months

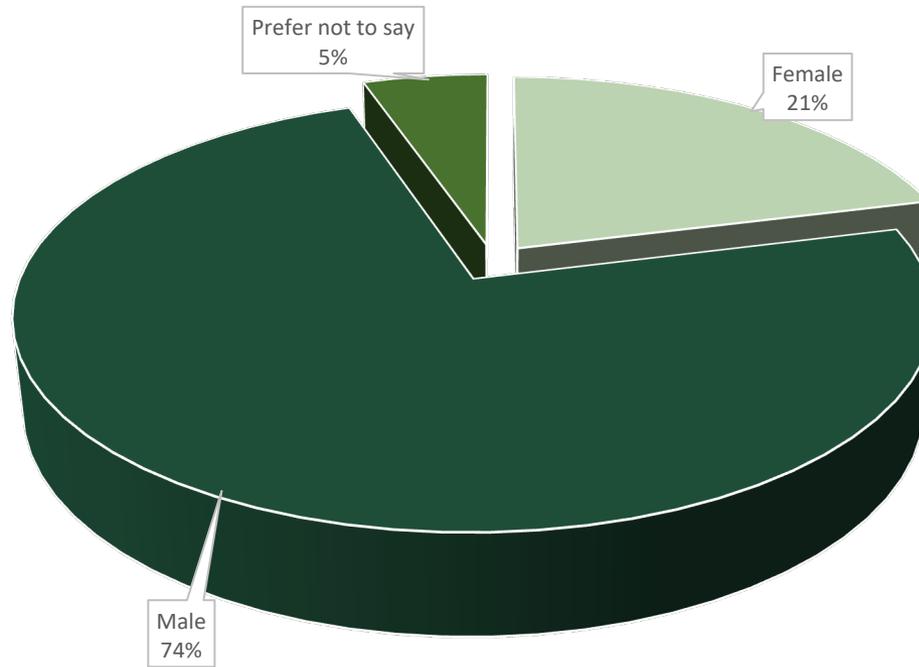
1. Fundraising events for a specific Islamic charity in the local community
2. (Virtual) Open day where applicants can meet existing employees / join a team on the field to witness the fundraiser experience.

Gender - Overall



■ Female ■ Male ■ Prefer not to say ■ Prefer to self describe

Gender – Leadership Roles



How do we compare?

	Leadership	Overall
Female	21%	32%
Male	74%	65%
Prefer not to say	5%	3%

Agenda for Change – Agreed by the Women’s Empowerment working group

Immediately

1. Female staff to have testimony on REAL’s website (over photos of themselves or in video form) to attract more females.
2. Childcare vouchers or tax credits - if there is a scheme we can sign up to and make more public to employees.

3-6 months:

1. Look into the time of day staff work (dark late nights put female fundraisers off) this will also attract women with children.
2. Greater emphasis on Women’s safety to be implemented in training and in refresher training not just to Women but all allies.
3. Female staff members to show a sign/hand gesture to colleagues if and when uncomfortable when interacting with a potential donor.

Agenda for Change – Agreed by the Women’s Empowerment working group

12-24 months:

1. REAL to have a 50/50 ratio of female to male staff. Points 1 & 2 to help with this.
2. Female Director of a REAL Family Company, could be internal or external.

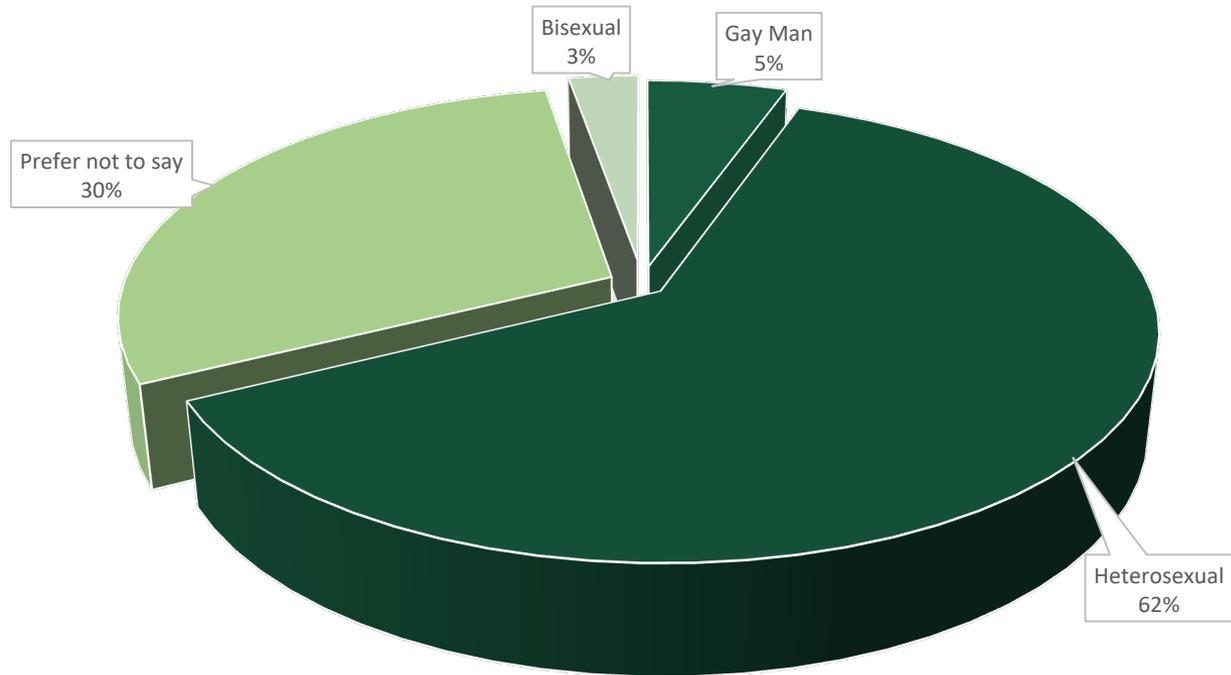
Other action points:

Emoji for someone who is suffering but doesn't know how to say it out loud. To initiate the conversation.

Roundtable sessions to be done quarterly

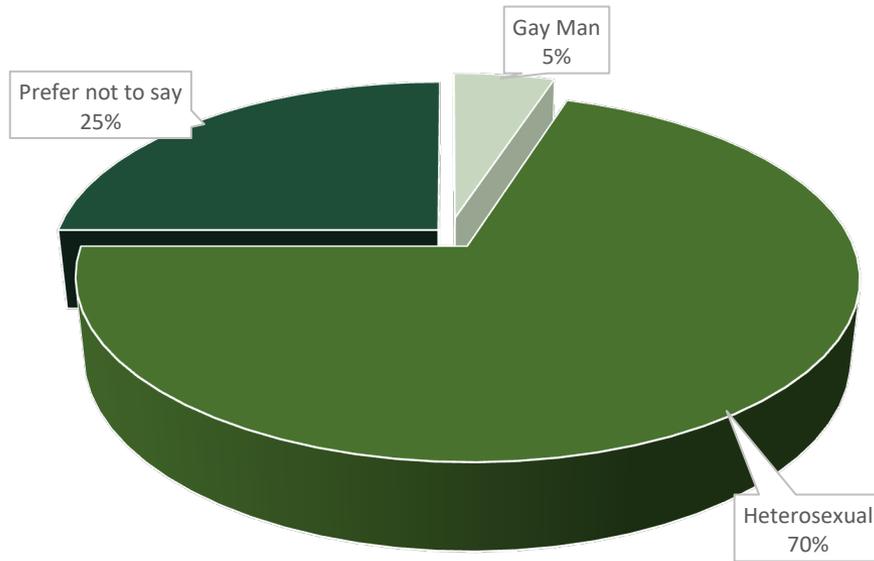
Employee of the Month to be recognised on slack by all

Sexual Orientation - Overall



■ Gay Man ■ Heterosexual ■ Prefer not to say ■ Bisexual ■ Gay Woman/Lesbian ■ Prefer to self describe

Sexual Orientation - Leadership



■ Gay Man ■ Heterosexual ■ Prefer not to say ■ Gay Woman/Lesbian ■ Prefer to self describe

How do we compare?

	Leadership	Overall
Heterosexual	74%	62%
Gay Man	0%	5%
Bisexual	0%	3%
Prefer not to say	26%	30%

Agenda for Change – Agreed by the LGBTQ+ working group

Immediate:

1. Change title of LGBTQ+ group to LGBTQ+ in line with Stonewall charity's language and to help allies who don't feel comfortable with abbreviation of Q for Queer due to its negative connotations.

Within 1 month:

1. Register as a Stonewall Diversity Champion. This will improve recruitment from LGBTQ+ community and give lots of input into how to develop inclusivity.
2. Formalise a weekly Zoom forum, called Safe Space, so LGBTQ+ staff are aware of the existence of a supportive space which they can access regularly. The weekly timeframe acts as a mechanism so that any issues raised have a set date by which action can be taken.

Agenda for Change – Agreed by the LGBT+ working group

Within 6 months:

1. Increase visibility of LGBT+ inclusivity both formally and informally through posts, testimonials, videos etc on website and social media platforms including Facebook, Instagram and LinkedIn.
2. Create an educational document/video designed for non-LGBT+ staff to encourage understanding. This could be used at team training sessions.
3. Check that the language used in HR documents is fully inclusive and gender-neutral around benefits, parental leave & care-giving for dependents.
4. Establish a commitment that a proportion of charities supported through REF will reflect LGBT+ concerns and preferably will be local grass-roots organisations.
5. Commit to holding a social event for LGBT staff + allies, thereby promoting inclusivity and visibility. This could develop into a regular Society along the lines of University Societies.

Within 12 months:

1. Establish targets for interviewing/hiring for fundraiser and senior positions within the LGBT+ community