

# **New England Blacks in Philanthropy**

## ***Financial Support Given to Black Non-Profits***

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### **Introduction**

The idea behind this project was to collect financial information going to predominantly Black non-profits in the Boston area. Predominantly Black non-profits are described as either having a majority Black board of directors, a Black CEO/majority Black leadership, and/or serving a majority Black community.

In order to determine whether a non-profit was predominantly Black, we were tasked with using 990 Forms to cross check with LinkedIn, RocketReach, and GuideStar APIs to determine the race of the non-profit leadership. We specifically wanted to look at what percentage of this charity money is going towards Black non-profits amongst all nonprofits in Boston.

However, as we began exploring these different techniques, we came to realize that most would not work or we did not have the resources to complete parts of the task at hand. As a result, we switched gears to create a proof of concept which could be used by later semesters/teams once resources such as API keys and access to LinkedIn became more readily available.

This document outlines the approaches we took to attempt to answer questions and what approaches we would suggest to future semesters/teams to continue the data exploration for New England Blacks in Philanthropy.

### **Source Description**

#### [GuideStar \(Developer Portal\)](#)

Guidestar is a database that provides information on non-profit organizations and thus was our main source to look up organizational information from. You are able to filter their database based on geographical location, financial information, and other general information about an organization. A caveat to some of these filters though is that the filters are only useful if each organization is completely filled out to the fullest; however, that is not always the case. We initially thought we could use the “Population Served: Ethnic and Racial Groups: People of African descent” as a way to narrow down organizations serving Black communities, but there were some organizations missing from the list that were included in the Guidestar database.

GuideStar has different API subscriptions that we used to gather our data. The reason we weren’t able to obtain all of the data, and instead did a proof of concept, was because of some issues that arose in getting enough API keys from our BU subscription, but nevertheless when filling out [this form](#), a developer got back to us and gave us API keys for their Premier API with 500 calls each so we were able to at least tackle one organization - The Boston Foundation. The information that was useful to us that the key gave back was the organization’s financial information and the names, positions, and compensation of the board of directors.

### *LinkedIn*

LinkedIn provides us with information and connections about the board members allowing us to determine if the board member is connected in any way to black communities, and to determine if the non-profit they belong to is predominantly black. More specifically, for each LinkedIn profile it provides a brief summary about the individual and their experiences, interests, skills and endorsements, and education. Although the information provided doesn't allow us to determine right away whether the member is black or closely connected to the black community, we can cross reference the results with a specific set of keywords to determine their connection.

However, despite our initial wishes to use the LinkedIn API, we found that LinkedIn limited its API usage leading us to consider different options. This led us to use a web scraper to obtain the same information provided by the LinkedIn API.

### **Pipeline**

As we moved over to a proof of concept format, our team was provided with a general pipeline that consisted of three major steps:

1. Identify grant recipients of the Community Foundations.
2. Extract executives names and compensation.
3. Look up executives names and/or organizations to match with profiles in LinkedIn.

#### *Step 1: Identifying Grant Recipients of Community Foundations*

In the transition to the proof-of-concept project, we were asked to determine the feasibility of identifying the grant recipient of the Community Foundations, whether it be through GuideStar or extracting the information from the 990 forms. In order to actually determine the feasibility, we began with just one Community Foundation, the Boston Foundation. None of the GuideStar API's listed the recipients so we moved on to extracting from the 990 forms. Below is a photo of which part of the 990 form we pulled from.

**Additional Data**

**Software ID:**  
**Software Version:**  
**EIN:** 04-2104021  
**Name:** Boston Foundation Inc

**Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.**

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
1 to 4 Foundation 5225 East Camino Cielo Santa Barbara, CA 93105	46-5001370	501 (c) (3)	10,000				Operating Support
3500rg 20 Jay Street Suite 732 Brooklyn, NY 11201	26-1150699	501 (c) (3)	12,250				Operating Support

**Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.**

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
5-Cities Community Service Foundation PO Box Zero Grover Beach, CA 93483	77-0437523	501 (c) (3)	10,000				Operating Support
A Far Cry Inc 146A South Street Jamaica Plain, MA 02130	30-0456355	501 (c) (3)	7,500				Arts

**Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Organizations and Domestic Governments.**

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ABEKAM Inc 279 Pond Street Jamaica Plain, MA 02130	26-4363808	501 (c) (3)	3,000				Operating Support

Because these recipients were stretched across multiple pages, a [PDF to .XLSX converter](#) was used which was then cleaned up. This converter produced the entire PDF on an excel sheet, but only the section titled *Grants and Other Assistance to Domestic Organizations and Domestic Governments* was relevant to the project so the irrelevant rows were deleted and filtered out.

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section (if applicable)	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, ...)	(g) Description of noncash assistance	(h) Purpose of grant or assistance
1 to 4 Foundation 5235 East Camino Cielo Santa Barbara, CA 93105	46-5001376	501 (c) (3)	10,000	0			Operating Support/Annual Fund
10 Thousand Windows, Inc 348 Canyon Pkwy Livermore, CA 94551	27-2505761	501 (c) (3)	30,000	0			Operating Support/Annual Fund
350.Org 20 Jay Street, Suite 732 Brooklyn, NY 11201	26-1150699	501 (c) (3)	14,500	0			Operating Support/Annual Fund
50CAN, Inc. 1625 K Street NW, Suite 400 Washington, DC 20006	27-3669592	501 (c) (3)	15,000	0			Operating Support/Annual Fund
Y-Clubs Community Service Foundation - PO Box Zero - Glover Beach, CA 93183	77-0437523	501 (c) (3)	100,000	0			Operating Support/Annual Fund
826 Boston Inc. 3035 Washington Street Roxbury, MA 02119	26-8065915	501 (c) (3)	10,000	0			Capital Campaign
826 Boston Inc. 3035 Washington Street Roxbury, MA 02119	26-8065915	501 (c) (3)	2,500	0			Education
826 Boston Inc. 3035 Washington Street Roxbury, MA 02119	26-8065915	501 (c) (3)	12,800	0			Operating Support/Annual Fund
9 Dots Community Learning Center 931 North Highland Avenue Los Angeles, CA 90038	45-2834070	501 (c) (3)	100,000	0			Operating Support/Annual Fund
ABEKAM, Inc. 279 Fund Street Jamaica Plain, MA 02130	26-4363808	501 (c) (3)	25,000	0			Economic Development
ABEKAM, Inc. 279 Fund Street Jamaica Plain, MA 02130	26-4363808	501 (c) (3)	2,500	0			Operating Support/Annual Fund
Abraham House, Inc. PO Box 305 Buxus, NY 10454	13-3721924	501 (c) (3)	25,000	0			Operating Support/Annual Fund
Academy of the Holy Names 1075 New Scotland Road Albany, NY 12208		Religious Org	25,000	0			Capital Campaign
Academy of the Holy Names 1075 New Scotland Road Albany, NY 12208		Religious Org	5,000	0			Operating Support/Annual Fund
Access Fund PO Box 17010 Boulder, CO 80308	94-3131165	501 (c) (3)	10,000	0			Capital Campaign
Access Fund PO Box 17010 Boulder, CO 80308	94-3131165	501 (c) (3)	1,000	0			Operating Support/Annual Fund
ACTED Foundation of Massachusetts Inc. - 211 Congress Street, Suite Action for Boston Community Development, Inc. - 178 Tremont Street	47-3684152	501 (c) (3)	71,100	0			Operating Support/Annual Fund
Action for Boston Community Development, Inc. - 178 Tremont Street	64-2304133	501 (c) (3)	20,000	0			Emergency Support
Action for Boston Community Development, Inc. - 178 Tremont Street	64-2304133	501 (c) (3)	1,000	0			Operating Support/Annual Fund
Action's Shogun Project, Inc. 191 Highland Avenue, Suite 2B Ad Club Foundation, Inc. 22 Battery Road Street	26-0815685	501 (c) (3)	71,500	0			Operating Support/Annual Fund
Ad Club Foundation, Inc. 22 Battery Road Street	43-2050395	501 (c) (3)	39,740	0			Scholarship
Administration of The Tulane Educational Fund aka Tulane University - Administration of The Tulane Educational Fund aka Tulane University -	72-0423889	501 (c) (3)	1,000,000	0			Capital Campaign
Administration of The Tulane Educational Fund aka Tulane University - Administration of The Tulane Educational Fund aka Tulane University -	72-0423889	501 (c) (3)	1,500	0			Operating Support/Annual Fund
Administration of The Tulane Educational Fund aka Tulane University - Adolescent Counseling Services, Inc. - 189 Cambridge Street -	72-0423889	501 (c) (3)	1,500	0			Scholarship
Adolescent Counseling Services, Inc. - 189 Cambridge Street - Affordable Housing Institute 77 Franklin Street, 7th Floor Boston, MA	64-3263996	501 (c) (3)	8,500	0			Operating Support/Annual Fund
Affordable Housing Institute 77 Franklin Street, 7th Floor Boston, MA African Community Development of New Bedford, Inc. - 80	92-0185895	501 (c) (3)	25,000	0			Operating Support/Annual Fund
African Community Development of New Bedford, Inc. - 80	51-8318958	501 (c) (3)	7,000	0			Operating Support/Annual Fund

## Step 2: Extracting Executive Names and Compensation

Of the data gathered in Step 1, we then went on to use the EINs (Employer Identification Numbers - these numbers are standard across APIs/websites and are unique to each employer) gathered from the 990 forms as a parameter in the GuideStar Premier API. Because each of the three of us only had 500 calls per API key, we had to split the EINs up into 3 groups of 500 by indexing the row which contained the EINs. As a result of this API call, we were able to gather all the information needed, including executives' names, compensation, as well as the financial data of the charities, all in JSON format. Because of the nested nature of the JSON, we ran into issues with cleaning it up and used a [JSON to CSV converter](#) to initially validate that the results we were getting would be viable for the client. A next step which we are actively working on is cleaning up the JSON so all the data for the Boston Foundation is readily available for the next semester/team in a .csv format.

## Step 3: Looking up Executives via LinkedIn

Once we have obtained all the names and companies of the executives, we can use that information and input into the web scraper we have built to get the LinkedIn profile information. The LinkedIn web scraper we built logs onto LinkedIn and performs a search by taking the search phrase “name” + “keyword” and constructs a valid url and we can then reach. An example of this:

```
search = "Teri Williams OneUnited Bank"
url = "https://www.linkedin.com/search/results/all/?keywords=Teri%20Williams%20OneUnited%20Bank&origin=GLOBAL_SEARCH_HEADER"
```

This method was used because LinkedIn hides the search bar such that we could not access it. Once we have reached the search result page, we were able to use BeautifulSoup to access the html of the top result and get the href attribute link that will lead us to the specific profile. Once we are able to get the profile link, we input the link into a LinkedIn web scraper library that will perform the scraping for us and obtain the results about the board member.

```
Teri Williams Cohee
About
["Teri Williams is President and Chief Operating Officer and serves on the Board of Directors of OneUnited Bank. She is responsible for implementation of the Bank's strategic initiatives, as well as the day to day operations of the bank. Under her leadership, OneUnited Bank has consolidated the local names and product offerings of four (4) banks to create a powerful national brand supported by innovative products and services. She believes the financial services industry has not connected with urban communities to fully support economic development and wealth building. OneUnited Bank can serve as a bridge by offering affordable financial services for all and financial workshops. She brings 30 years of financial services expertise from premier institutions such as Bank of America and American Express, where she was one of the youngest Vice Presidents. Ms. Williams holds an M.B.A. with honors from Harvard University and a B.A. with distinctions from Brown University. She has served as Chairman of the Black Economic Council of Massachusetts (BECMA) in Boston and is on the board of the 79th Street Corridor in Miami. She previously served as Chair of the Urban Initiative Task Force of the Miami-Dade Beacon Council. Ms. Williams has received numerous notations and awards for her contribution to urban communities including from the Urban League, NAACP and the National Black MBA Association."]

Experience
[President & COO at None from None to None for None based at None, Vice President at None from None to None for None based at None]

Education
[None at Harvard Business School from None to None, None at Brown University from None to None]

Interest
[Harvard Business School Alumni (Official), Black Enterprise Networked, Harvard Business School, South Florida's Black Professionals Network, Chief Executive Officer (TGL), National Black MBA Association]

Accomplishments
[]
```

After obtaining the scraped results, we converted it into a string and to prevent case sensitivity when performing keyword search we converted it into lower cases. We are now able to cross reference the given set of keywords with the LinkedIn profile to determine whether the board member is black or connected to black communities.

## Notes for Future Semesters

### *Already Explored Paths*

- [RocketReach API](#)
  - RocketReach is an API that gives information about an individual when you use their name, and company name if needed, which we initially tried using to find associated organizations to help determine the demographics of the board of directors based on their affiliation with other Black communities. The cons to using this API, and the reason we didn't use it in our final pipeline, was that there was a mismatch between the names provided by the 990 forms and the names in the RocketReach system, and so there was an inaccuracy in the results.

- [RefUSA Database](#)
  - RefUSA is a database that provides demographic information for the board of directors of an organization. The cons to this approach is that the database isn't mainly for non-profit organizations and so it doesn't have a lot of the organizations we were looking for anyways, and even if it did there were sometimes names missing from the board or no demographic information actually listed.
- [LinkedIn API](#)
  - Obtaining API keys for LinkedIn would either take too much time to obtain or we wouldn't even be granted keys in the end, so it was an approach that was vetoed based on the time constraint we had to figure out something that would be viable. We then turned to scraping LinkedIn instead since the website still had useful information.
- [Charity Navigator API](#)
  - The Charity Navigator API has the ability to provide the name of the CEO and trustee using the EIN, but does not include compensation for either. However, the API does provide a general overview of the 990 financial information based on parameters such as city, state, name, etc. We are currently exploring methods to extract just the names of the grantees from our initial spreadsheet because they are joined with the addresses. Given the limitations of the number of calls we can make with GuideStar, Charity Navigator may be a viable option for 990 financial information.

### *Analyzing the Data*

Once the data is collected, we've brainstormed some approaches and steps to go through to answer the questions NEBIP wanted to analyze which are the following:

1. What percent of giving goes to Black-led organizations vs. all donations?
2. What are the average revenues of Black-led organizations compared to average revenues of all organizations?
3. What are the unrestricted net assets of Black-led organizations compared to average unrestricted net assets of all organizations?
4. How does gender impact numbers above?
5. What is the total volume of Black philanthropic dollars?
6. What is the total number of Blacks in the nonprofit sector?

### Step 1: Determining which organizations are Black-led organizations

After scraping LinkedIn and using key words to identify associations affiliated with Black communities you can try to figure out whether the individual is Black or not. This of course should not be determined by just one affiliation and should be done responsibly. Once the



ethnicity of each individual on a board is determined, you can tally it up to see if the board of directors is led by a majority, which would be greater than 50% of the board. Once that is done for each organization, you would be able to have two sets of organizations, one that contains Black-led organizations and one that contains the rest.

#### Step 2: Create datasets that isolate gender

Once you have split up the datasets by whether they are Black-led or not, you can also break them up further to have it broken down by gender. You could use the profile pictures from the LinkedIn profiles or try to cross reference a list of female and males names, although there would be some mismatch given that some names can be used for either gender. NEBIP mentioned an API called [Clarifi](#) that may be useful if photos are obtained.

#### Step 3: Analyze financial data

Once you have the different data sets for each group it will be fairly easy to total up the numbers for the financial data to answer the questions above as donations, revenue, and net assets are all given by the GuideStar API. You can then use graphs and other data visualization techniques to represent the data better.

#### *Other Potential Areas to Analyze*

One aspect of the grantee information that we noticed for The Boston Foundation is that there were a lot of grantees located outside of Massachusetts. We still think it's important to analyze them because that's where the money from these Massachusetts organizations are going to, but it would be interesting to divide the datasets again based on location (Massachusetts and not Massachusetts) to see exactly how much money is leaving the state and not helping the Black communities here as well as whether they are helping Black communities elsewhere instead or not.