

INTRODUCTION

The mainstream environmental movement’s persistent lack of diversity and inclusion at its highest levels has been, for generations, a reflection of its network and its audience. Its lack of diverse leadership has been a core strategic disadvantage, undercutting both the professional opportunities for environmental professionals of color, and the ability of the movement to solve the most urgent crises of our time. People of color, who are most affected by these crises, deserve to lead and simply must in building the strategies and power to shape national and global policy.

This truth is gaining wider acceptance in the environmental movement, and it is important to understand whether action is following discussion, and whether the movement’s leading organizations and funders are progressing individually and collectively. To that end, for the third year in a row, Green 2.0, an independent advocacy campaign to increase racial and ethnic diversity among the top 40 mainstream environmental movement NGOs and its top 40 funders, presents diversity data from the movement’s largest organizations. As in 2017 and 2018, the 2019 Green 2.0 Transparency Report reflects data collected from the NGOs and Foundations on the number of women and people of color on their full-time staff, senior staff, and boards as collected through Green 2.0’s partnership with Guidestar by Candid. The full report shows the individual data for the top 40 NGOs and funders as reported over the three years.

In 2019, Green 2.0 announced updated guidelines to encourage and facilitate greater participation in the survey, including:

- Setting a consistent deadline for new data for April 1, 2019, and comparing staff, leadership and board diversity data as of April of each year, including 2017, 2018, and 2019;
- Providing each organization with their data reported via GuideStar by Candid from April 2017, April 2018 and 2019 including any corrections that they have made since; and
- Providing each organization with their 2019 data from GuideStar by Candid at least 2 weeks before the publishing of the next Report Card.

Participation among the top 40 non-profit organizations in the annual survey increased from 82.5% to 90% from 2017 to 2019. Participation among foundations, however, has remained stagnant at 35%. The vast majority of the top 40 foundations critical to funding work on conservation and environmental issues have not reported any diversity data to GuideStar by Candid in the last three years.

	Full Data	Partial Data	No Data	Total Participation
NGOs	19	17	4	90.0%
Foundations	5	9	26	35.0%

ANALYSIS

This year, in order to take a wider view of the movement and to ensure thorough analysis of our data set, which is growing in scope and includes variances in both organizational size and regularity of data submission over time, Green 2.0 partnered with Dr. Stefanie K. Johnson, Associate Professor at University of Colorado Boulder Leeds School of Business. Dr. Johnson analyzed data sets submitted to GuideStar and captured trends for each sector from 50 green organizations, 14 foundations and 36 NGOs which self-reported their demographic data over three years (2017-2019). She examined the change in diversity (race and gender) over time (2016, 2017, 2018) in boards, senior staff, and all full time staff.

In brief, the results show increases in people of color and women on staff. On average, each of the organizations added 11 people of color to their staff between 2017 and 2019. Among senior staff, organizations added two people of color to their senior staff between 2017 and 2019, but there was no change in the number of women on senior staff. The percent of women and people of color on boards increased as well with organizations adding, on average, one person of color and one woman to their board between 2017 and 2019.

Full time employees

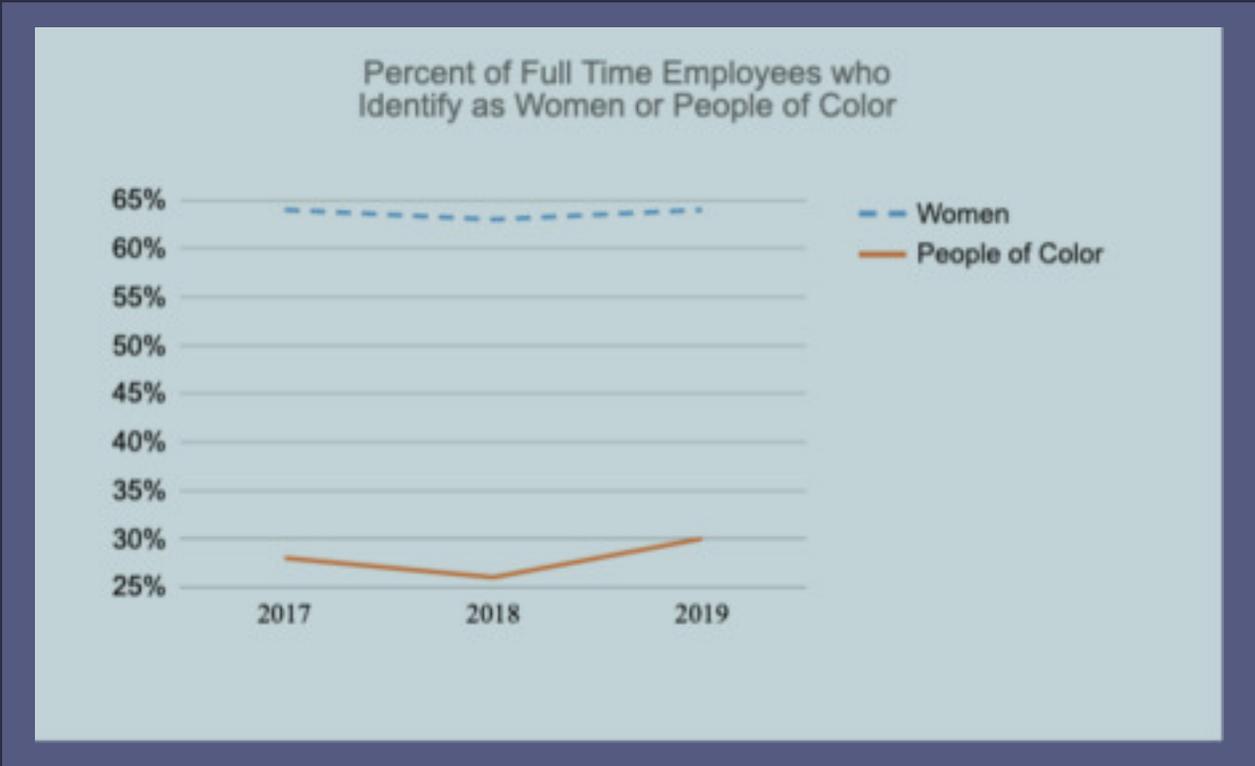
Dr. Johnson examined the change in the number of full time employees who identified as people of color, controlling for the overall number of employees in each organization at each point in time. There was one organization whose number of employees was an extreme outlier (about 5 times larger than the largest organization). Dr. Johnson analyzed the data with and without the outlier included.

People of Color

There was no change in the number of employees of color over time ($b = 1.08$ SE = 1.04, $t = 1.04$, $p > .05$ ns). However, when one very large organization was excluded, the increase was statistically significant ($b = 1.78$ SE = .83, $t = 2.16$, $p < .05$). With the largest organization was dropped, the average number of full time employees who are people of color were 41 (28%) in 2017, 43 (26%) in 2018, and 52 (30%) in 2019. Comparing NGOs and foundations, NGOs had an average of 66, 67, and 78 POC on staff between 2017 and 2019. Foundations had an average of 36, 34, and 39 POC over the same period.

Women

Looking at female full time employees, there was an increase in female employees over time ($b = 2.56$ SE = 1.27, $t = 2.01$, $p = .05$). Examining the means, there were, on average, 141 (64%), 142 (63%), and 152 (64%) female full time employees in 2017, 2018, and 2019 respectively. Comparing NGOs and foundations, NGOs had, on average, 172, 172, and 182 women on staff in 2018, 2018, and 2019 respectively. Foundations had 62, 61, and 66 women on staff.



Senior staff. The analysis for senior staff controlled for the total number of senior staff and whether an organization was a foundation or NGO.

People of Color

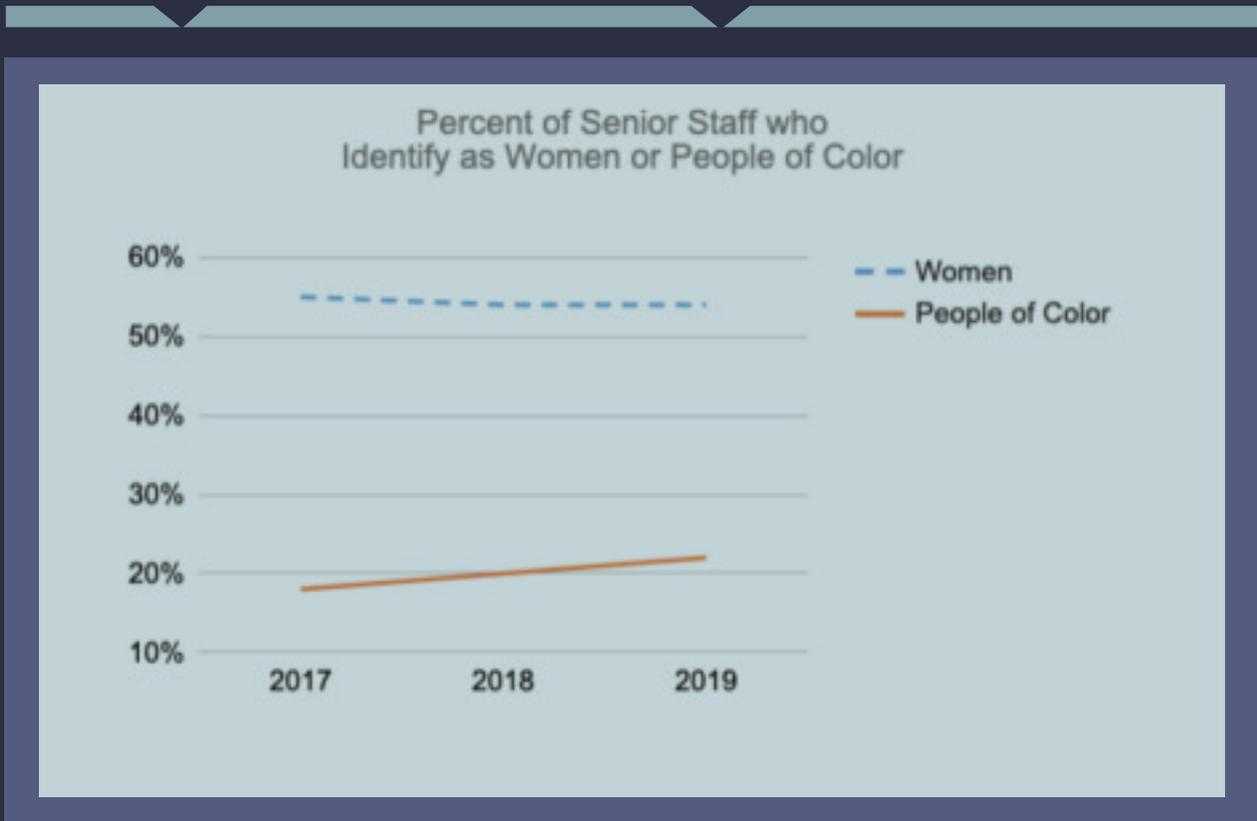
There was a significant increase in people of color on senior staff between 2017 and 2019 ($b = .49$ SE = .15, $t = 3.16$, $p < .01$). Examining the means, there were an average of 4 (18%), 5 (20%), and 6 (22%) people of color on senior staff across the three years.

Just examining the NGOs, people of color increased from 4, to 5, to 6. In the foundations the increase was from 3, to 4, to 5.

Women

There was nearly no change in the number of women in senior staff roles ($b = .05$ SE = .12, $t = .44$, $p > .05$). Examining the means, there were 12 (55%), 13 (54%), 14 (54%) women on senior staff, respectively.

On NGOs women increased from 14 to 15 to 16 and in foundations women were at 5, 5, and 7.



Board members.

Like the others, the analysis for board members controls for the total number of board members and whether an organization is a foundation or NGO.

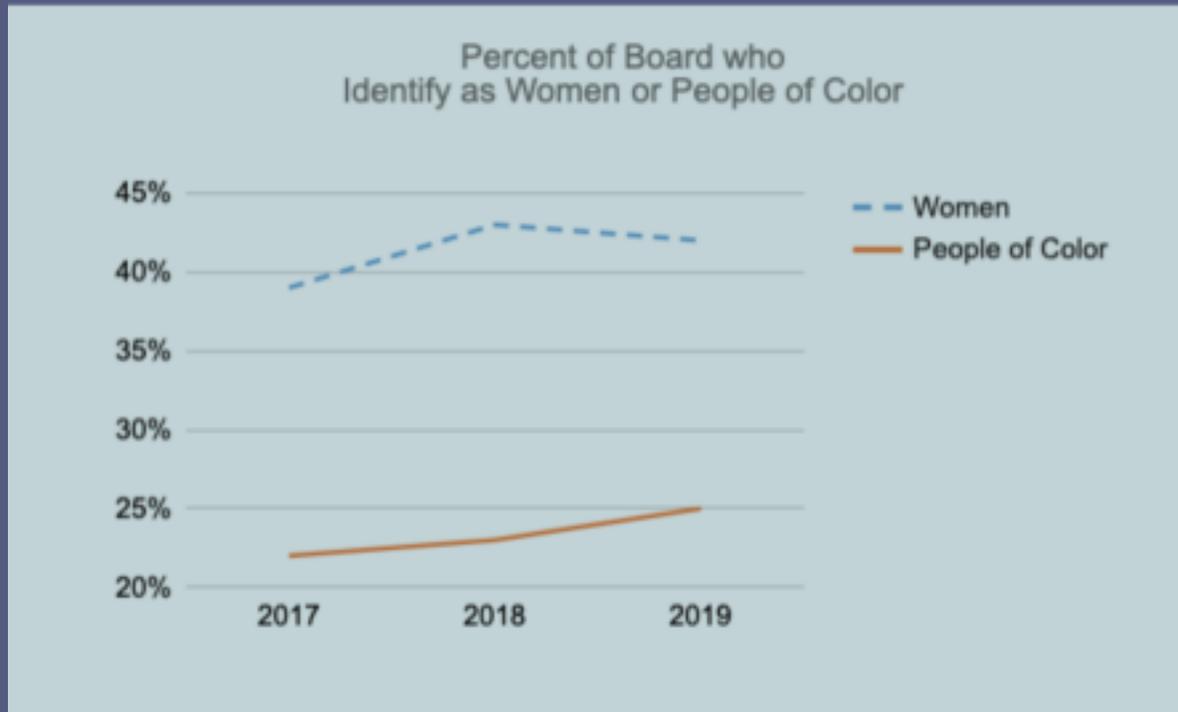
People of Color

People of color significantly increased ($b = .27$ SE = .12, $t = 2.11$, $p < .05$). On average there were 3 (22%), 4 (23%), and 4 (25%). You could interpret this to mean that organizations added a person of color to their board between 2017 and 2019. The results were exactly the same for both NGOs and foundations.

Women

Likewise, female board members increased ($b = .40$ SE = .15, $t = 2.65$, $p < .05$). Examining the means, the average number of women on boards rose from was 6 (39%), to 7 in both 2018 (43%) and 2019 (42%).

Female board members in NGOs increased from 7 to 8 between 2017 and 2018 and remained at 8 in 2019. Among foundations, women board members averaged 5 in each year.



CONCLUSION

The data show positive trends in the number of people of color at multiple levels of the organizations surveyed. Statistically, there are significantly more people of color as full time employees (but only when dropping the largest organization surveyed). There were meaningful increases in people of color on senior staff (4% in two years) and on the boards of the organizations in Dr. Johnson’s data set (3% in two years). Women, who already comprise more than half of the full time employees in the organizations surveyed, have increased in their board presence.

Dr. Johnson confirmed in her use of statistical tests that these changes are beyond what would be expected by chance. In other words, taken as a whole, organizations that are submitting data consistently are taking other steps to ensure improved greater diversity among their full-time and senior staff and boards. Those making the effort are reporting change that is statistically meaningful.

In order to sustain our ability to measure movement-wide growth across sectors growth, more organizations in the funder sector of the movement simply must report their data. As it stands, so few foundations have reported that Dr. Johnson simply could not make an apple-to-apples comparison of which sector is excelling more rapidly. It is clear that NGOs excel in reporting data and are making strides, and while we assume foundations are making less progress due to lack of commitment to even report data, we simply cannot know for sure. What is clear is that data reporting signals external commitment and reinforces internal resolve to remove barriers to diversity that exist in persistently white organizations. It is shocking in 2020 that organizations would resist demonstration of commitment. Of note is Pew Charitable Trusts, with a budget of over 366 million dollars, which claims to be a “major force in educating the public

and policy makers” about “the world’s most pressing environmental challenges,” but has so far refused to participate in the survey despite Green 2.0’s numerous appeals. Importantly, leaders must be thoughtful about how opportunity to diversify manifests differently at different levels of their organizations.

For instance, while senior staff numbers have increased slightly in this year’s report, leaders have to consider whether that is sustainable if C-Suite professionals stay longer and their organizations are not expanding the number of senior staff positions. When senior positions do open, pushing search professionals to deliver truly diverse slates is an urgent necessity. Evidence for the importance of this can be seen in the growing diversity of boards noted in this year’s report. These seats turn over more often than C-Suite positions, and in addition to greater opportunity for change, the stewardship of the Green Leadership Trust (GLT), which has communicated the urgency of the need for diversity at the board level, demonstrated the availability of qualified leaders of color, and supported needs to onboard and retain them.

Though the 2019 numbers are encouraging, Green 2.0 cautions against declaring victory. It is clear that opportunity, accountability, and effort are generating success, and all must be sustained. As we put forward the reasonable expectation that organizations push toward the tipping points of more than 30%, 40% or 50% people of color at full-time and senior staff levels, we hope that organizations will not shift focus and stagnate in their pursuit of diversity at a time when this movement needs greater unity and coordination of resources than it has ever had.

Indeed, young people are already building separate lanes of influence on climate change. Their leadership, messaging and organizing strategies are noticeably more inclusive and racially diverse than the institutions that comprise the wider movement. They are nimble and rapidly responsive, and they are in part because they are the communities they are trying to save. We trust that the longstanding, mainstream environmental movement can push itself to remain relevant by evolving similarly and rapidly.

METHODOLOGY

The 2019 Transparency Report was compiled with analysis by Dr. Stefanie Johnson Associate Professor at the University of Colorado Leeds School of Business. Dr. Johnson analyzed the data submitted by organizations in the NGO and foundation categories over the past three years using the Repeated Mixed Model function in SPSS (IBM Corp. 2018). This analysis, commonly used in the social sciences (Klein & Kozlowski 2000), accounts for both random effects and fixed effects in predicting a continuous outcome variable when data are collected from the same organizations at multiple points in time. The analysis allows for “nesting” data within organizations to examine change over time. Dr. Johnson looked for change over time while controlling for the fact that multiple time points are collected from each organization.

Data for the Green 2.0 Transparency Report Cards is voluntarily submitted and self-reported by individual organizations through Guidestar by Candid’s online portal. Individuals who declined to answer questions about their racial and ethnic identity in the survey will not be reflected in their organization’s data. Green 2.0 is continually working with GuideStar by Candid to improve the reporting process for greater accuracy and consistency.