

Mission and Values Aligned Financial Decision-Making for Reproductive Health Organizations

This document is a companion guide to the webinar, “Mission and Values Aligned Financial Decision-Making for Reproductive Health Organizations,” (February 2024), hosted by [Rhia Ventures](#) and Studio Watershed, with panelists from Jane’s Due Process and Society of Family Planning. The recorded webinar is available on the Rhia Ventures [website](#).

This guide will:

- Provide an overview of the financial landscape of reproductive health organizations, including insights into the financial trends affecting reproductive health organizations.
- Articulate values aligned financial decision-making strategies.
- Describe the role of executive leadership and boards in aligning values with capital.
- Share challenges and lessons learned from the field, focusing on capital management.

Complex Relationship between Capital and Reproductive Justice

- **Historical Exploitation for Capital:** Historically, human reproduction has been used to advance economic interests and generate profit from the bodies of Black and Brown individuals in the United States.
- **Legal and Economic Barriers:** Current challenges in the reproductive justice movement are characterized by legal battles and economic restrictions, such as Medicaid limitations, and anti-choice legislation that impede individual access to basic reproductive healthcare.
 - These barriers display the intricate connections between reproductive health, justice, and the capital system, and underscore the struggle for reproductive rights in the face of economic constraints.
- **Capital for Organizational Sustainability:** Investing in reproductive health and justice can be a powerful mechanism for social change.
 - Utilizing capital to enhance organizational sustainability and impact demonstrates the positive role that financial resources can play in advancing reproductive justice, offering a counterbalance to the historical exploitation of reproductive capabilities for economic gain.

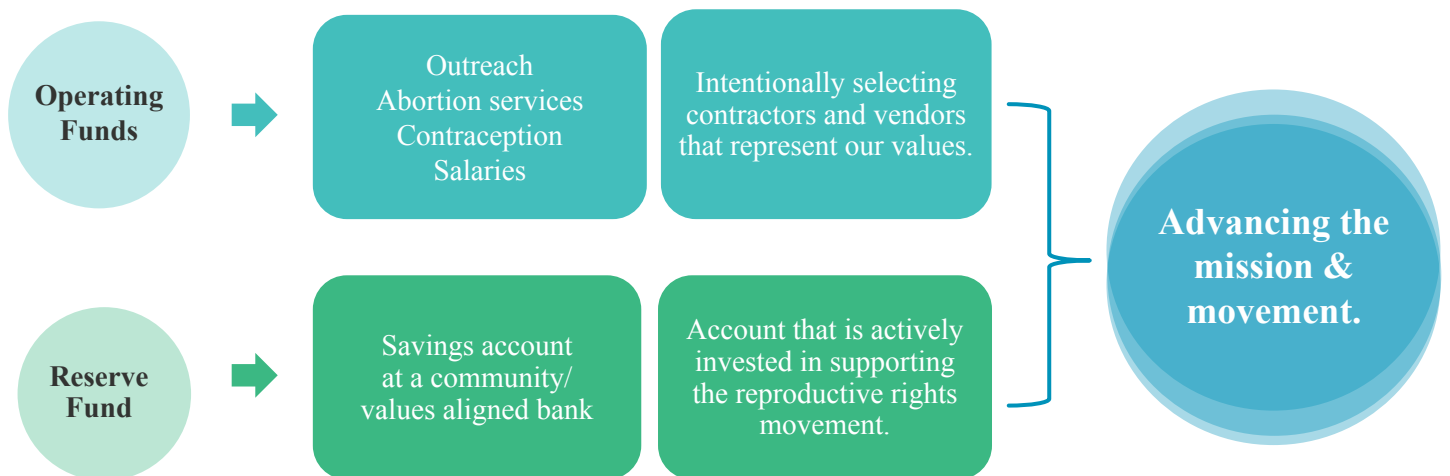
Financial Landscape of Reproductive Health Organizations

- After the Supreme Court’s Dobbs decision in June 2022, many reproductive health organizations reported unprecedented increases in revenue.
 - Since the Dobbs decision, donations have fallen but remain well above pre-Dobbs level.
- Reproductive health organizations also report that demand for services has increased and that services are more expensive due to inflation, procedure costs, and travel costs (for out of state reproductive healthcare procedures).
- With additional revenue, organizations have advanced their missions through funding direct services, increasing internal capacity, and establishing/increasing reserve accounts.
- Organizations typically hold these funds in sweep accounts (type of account that transfers unused funds into a high-yield savings account at the end of each day), traditional savings accounts, and Certificate of Deposit (CD) accounts (type of savings account that pays a fixed amount of interest over a specified period of time).
- Only a very small portion of this money is:
 - Generating a financial return
 - Housed in a values aligned institution
 - **How can we leverage this capital to support the movement?**

KEY QUESTIONS:

1. **WHAT ARE ORGANIZATIONS DOING WITH THIS REVENUE?**
1. **WHERE ARE ORGANIZATIONS HOLDING THESE FUNDS?**
1. **HOW CAN WE LEVERAGE THIS CAPITAL TO SUPPORT THE MOVEMENT?**

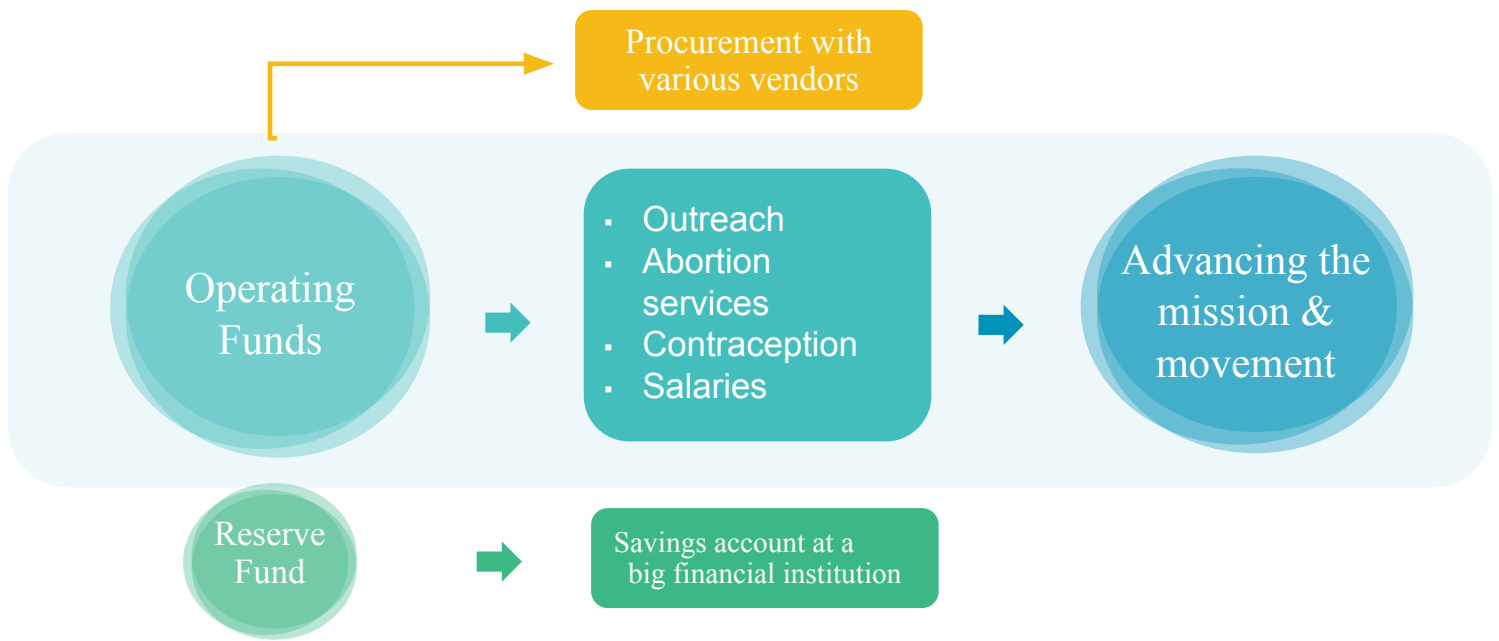
Example: Flow and Placement of Organizational Funds



Values Aligned Finance

- **Values aligned finance encourages organizations to think about whether their assets are in alignment with their organizational goals.**
 - Aligning assets with people, planet, and prosperity.
 - Ensuring that all of an organization's assets are supporting the mission.
 - This can also include external professional and vendor/procurement contracts.
- The operating funds should cover outreach, programmatic services, and salaries.
- The reserve fund serves as a savings account at a larger financial institution.

Example of Current Asset Alignment in an Organization



The Role of Leadership

- **Strategic Vision and Financial Alignment:** Executive leadership should articulate a clear strategic vision that integrates financial decisions (policies for revenue generation and operating expenses) with the organization's mission and values.
 - This involves actively seeking and managing funds in a way that supports the organization's long-term impact on reproductive health and justice.
- **Governance and Oversight:** The board and executive leadership are responsible for establishing governance structures that prioritize values aligned financial management.
 - This includes the adoption of policies and practices that ensure investments and reserve accounts are managed in ways that reflect the organization's commitment to reproductive health and rights.

Key Insights, Challenges, and Lessons Learned

- **Navigating Financial Volatility:**
 - Organizations face challenges in managing financial volatility, especially in the wake of significant legal and political changes like the Dobbs decision. Adapting to fluctuations in funding requires a robust financial strategy that incorporates both conservative management of operational funds and strategic investment of reserves.
- **Educating Stakeholders:**
 - A significant hurdle is the education of board members, staff, and stakeholders about the importance and feasibility of values aligned financial decision-making. Overcoming misconceptions and resistance involves ongoing dialogue, sharing of best practices, and demonstrating the positive impact of such approaches on the organization's mission.
- **Finding Values Aligned Partners:**
 - Identifying financial advisors and institutions that align with an organization's values can be challenging. It necessitates thorough research, vetting potential partners for their commitment to social justice, and ensuring their investment strategies do not undermine the organization's goals in reproductive health and rights.
- **Balancing Financial Returns with Mission Alignment:**
 - Striking the right balance between achieving financial returns and maintaining mission alignment is a complex task. Organizations must navigate trade-offs, ensuring that their financial strategies not only support their operational sustainability but also contribute positively to social change within the reproductive health sector.

Important Terms

- **Donor Advised Fund (DAF):**
 - Similar to a charitable investment account for the sole purpose of supporting charitable organizations you care about. When you contribute cash, securities, or other assets to a donor-advised fund at a public charity, you are generally eligible to take an immediate tax deduction.
- **Socially Responsible Investing (SRI):**
 - Also known as social investment, an SRI is an investment that is considered socially responsible due to the nature of the business the company conducts. Socially responsible investments can be made into individual companies with good social value, or through a socially conscious mutual fund or exchange-traded fund (ETF).

Thank You to Our Panelists

- Amy Kaufman, Studio Watershed
 - *[Studio Watershed](#) is led by Amy Kaufman, a financial activist passionate about social change. She combines over 20 years of experience in the social sector with her expertise in strategy, scalability, finance and data to create lasting impact.*
- Deena Kalai JD, Jane's Due Process
 - *[Jane's Due Process](#) is a nonprofit organization dedicated to ensuring legal representation for pregnant and parenting minors in Texas. They focus on navigating parental consent laws and helping young people confidentially access abortion and contraception care.*
- Dr. Anitra Beasley, Society of Family Planning
 - *[Society of Family Planning](#) advances family planning research and education, providing evidence-based insights to improve clinical care in the areas of contraception and abortion.*
- Erika Seth Davies, Rhia Ventures
 - *[Rhia Ventures](#) is a nonprofit organization whose mission is to advance maternal and reproductive health equity, particularly for those who have been historically marginalized in this space. They achieve this through a number of strategies, including leveraging capital to support reproductive health equity, shareholder advocacy, narrative change, and direct investment in early stage companies poised to advance maternal and reproductive health equity.*