



**Maryland
Philanthropy**
NETWORK
Advancing Impact

Grantmaker Fundamentals Workshop

2022

Today's Agenda

- ▶ Welcome & Introductions
- ▶ The Philanthropic Ecosystem
- ▶ BREAK
- ▶ Working your Guidelines and Communicating Funding Priorities
- ▶ Wrap-Up

Maryland Philanthropy Network

MISSION

- ▶ Maximize the impact of philanthropic giving on community life through a growing network of diverse, informed and effective grantmakers.
- ▶ Membership
- ▶ Philanthropic Practice
- ▶ Advocacy and Public Policy
- ▶ REDI Lens

Introductions

- ▶ Name
- ▶ Organization
- ▶ What is your role?
- ▶ How long have you been in that role?
- ▶ If you had \$10,000 to give as a grant, what would you do/who would you give it to?





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The Philanthropic Ecosystem

March 31, 2022

Why Start with the Ecosystem?

Knowledge of the Philanthropic Ecosystem will help you benefit from the experience/knowledge of the field.

- Context is important to understanding decisions
- Grounding our work in context is critical to being effective

We will cover:

- › History and current data about foundations and the philanthropic sector
- › Charitable giving trends with national and local philanthropies
- › Current movements and debates in philanthropy

Roots of Philanthropy

- ▶ Greek playwright **Aeschylus** coined the term
- ▶ **John Winthrop** of the Chesapeake Bay Colony preached that the rich have an obligation to take care of the poor
- ▶ **Giving Circles** have existed since the earliest societies
- ▶ **Alexis de Tocqueville** saw it as an organizing principle of democracy
- ▶ **Andrew Carnegie** – Gospel of Wealth

Key Events

- ▶ 1910–30: First private/community foundations
- ▶ 1930–50: Corporate giving tax incentives
- ▶ 1950–70: GE Fund matches employee contributions; United Negro Appeal founded
- ▶ 1970–90: Rapid growth of philanthropic infrastructure organizations and social venture philanthropy, transparency

Key Events

- ▶ **1990–2010:** Corporate: Gates, Buffet, Google; Identity based philanthropic groups; PRIs and MRIs; Advocacy and Public Policy engagement
- ▶ **2010-2020:** DAFs; United Philanthropy Forum; Impact Investing; REDI Lens; Mega Gifts; Makenzie Scott; Giving Platforms and Crowd Sourcing; Covid-19

Growth of American Foundations

- ▶ 1982 – 23,770 foundations
- ▶ 2002 - 64,843 foundations and \$240 Billion
- ▶ 2020 - 100,000 foundations and \$316 Billion



\$471.44 billion

In 2020, Americans gave \$471.44 billion to charity, a 5.1% increase over 2019.

**Giving by
Individuals**

\$324.10 billion

69% ↑ 2.2%

increased 2.2 percent over 2019.

**Giving by
Foundations**

\$88.55 billion

19% ↑ 17.0%

increased 17.0 percent over 2019.

**Giving by
Bequest**

\$41.91 billion

9% ↑ 10.3%

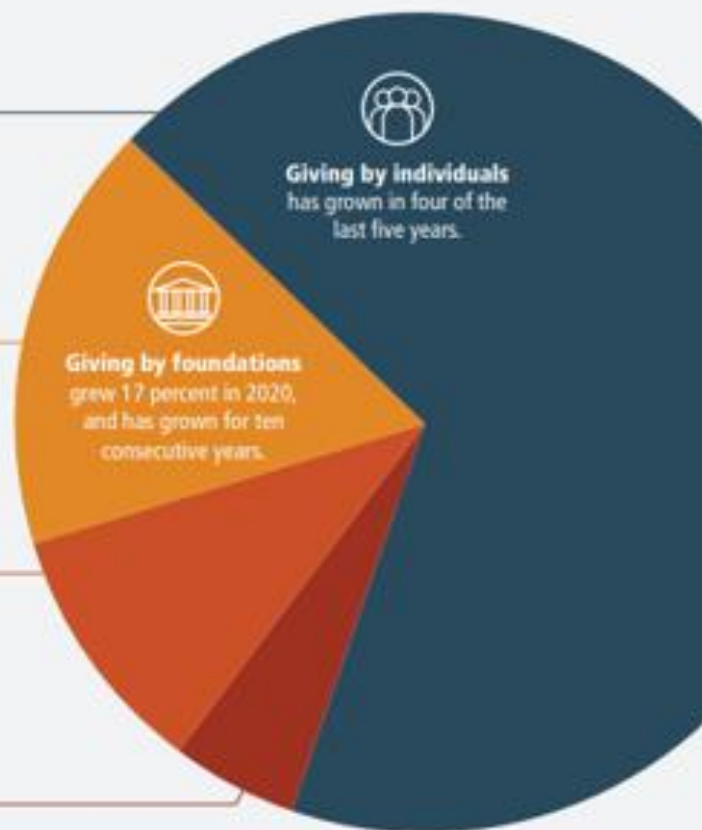
increased 10.3 percent over 2019.

**Giving by
Corporations**

\$16.88 billion

4% ↓ 6.1%

declined 6.1 percent from 2019.



Where did the charitable dollars go?

Contributions by destination

percentage of the total contributions ←



← change in comparison to total raised in 2019

The Ecosystem's Components



Organizations within your Ecosystem

NATIONAL

United Philanthropy Forum

Independent Sector

National Foundations and
Corporate Giving Programs

Investment Firms – DAFS

Research Partners - Urban
Institute; Giving USA, CoP

Academic Institutions –
Johnson Center, Lilly

Federal Government and
Agencies

MARYLAND

Maryland Philanthropy Network

MD Foundations and Giving
Programs

Maryland Association of
Nonprofits

Nonprofit Providers & Partners

Research Partners – JHU, AEC

Policy Partners and Local
Government

Individual Givers

Investment Firms – DAFS

Foundation Organisms



- @60-70% have 0-1 staff person
- 70-80% of giving is local or hyper-local
- Institutionalized and slow to respond, with too few exceptions
- Very white dominate culture with valiant disruptors
- More change in last two years than previous 20



Hot Topics in Philanthropy

- ▶ Addressing REDI Issues for Accountability and Increase Impact
- ▶ Investing in Democracy, Civic Infrastructure and Movement Building
- ▶ Community Voice and Engagement – Participatory Grantmaking
- ▶ Open Data – Grantees and Foundation Transparency
- ▶ Equitable Evaluation

Hot Topics in Philanthropy

- ▶ Tax Reform and Regulation and the Impact on Charitable Giving and Democracy
- ▶ Focus on Advocacy and Public Policy Engagement and Funding
- ▶ Alternative Forms of Philanthropy - Crowd Sourcing, Giving Circles On-line Platforms
- ▶ Mission-Related, Program-Related Investing and Impact Investing
- ▶ Changing Demographics in the Field

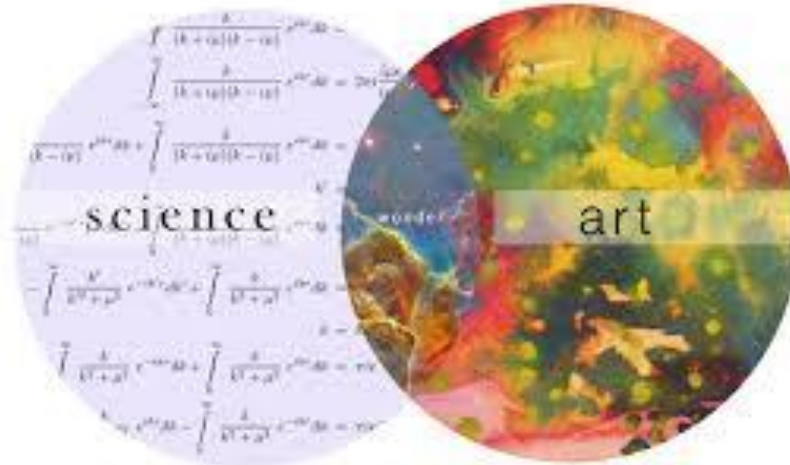
2022 Trends

<p>Cryptocurrency and Philanthropy: New Donors and New Questions for Nonprofits</p> <p>1</p> <p>PAGE 6</p>	<p>2</p> <p>Reopening Federal Pell Grants for Incarcerated People Means Higher Ed & Funders Can Do More</p> <p>PAGE 8</p>	<p>3</p> <p>One Health and Animal Protection Philanthropy: A Growing Sub-Sector</p> <p>PAGE 10</p>
<p>Philanthropy is Increasingly Embroidered in the Culture Wars</p> <p>4</p> <p>PAGE 12</p>	<p>Innovations in Talent Investment for Individuals, Orgs, and Communities</p> <p>5</p> <p>PAGE 14</p>	<p>6</p> <p>Increasing Attention to the Decline in Household Giving to Nonprofits</p> <p>PAGE 16</p>

2022 Trends

<p>7 Donors of Color are Mobilizing for Their Communities — Often at the Forefront of Emerging Trends</p> <p>PAGE 18</p>	<p>8 Expanding the Definitions of Philanthropy & Philanthropist</p> <p>PAGE 20</p>	<p>Philanthropy is Entering a New Era of Engagement with Native Communities</p> <p>9</p> <p>PAGE 22</p>
<p>10 Nonprofits are Finding New Ways to Get the Data They Need</p> <p>PAGE 24</p>	<p>Nonprofits are Questioning Their Use of Facebook</p> <p>11</p> <p>PAGE 26</p>	

We cannot become so preoccupied with the techniques of the trade that we lose the deeper meaning of the craft of philanthropy.



Conclusion

- ▶ Philanthropy is a vibrant and evolving field with a rich history, diverse people and differing opinions
- ▶ Welcome to the dialogue!