



# **FOUNDATIONS 101 AND MARYLAND'S PHILANTHROPIC LANDSCAPE**

*Friday, May 30, 9:30 to 10:30 am*

# About Maryland Philanthropy Network

## ■ Mission

Our mission is to build and activate a diverse, informed, and effective network of philanthropists to inspire transformational impact throughout Maryland.

## ■ Vision

We envision a courageous philanthropic community leading transformative and innovative work that results in an equitable and just Maryland.

# WHAT WE'LL DO TODAY

1. Answer your questions
2. Build a common knowledge of philanthropy in MD
3. Charitable giving trends with national and regional philanthropies
4. Share insights into the considerations and behaviors of local philanthropies
5. Identify resources for grant information

# PRIVATE MONEY, PUBLIC GOOD

- › Individual Giving
- › Charitable Trusts
- › Donor Advised Funds
- › Giving Circles
- › Nonprofit Intermediaries
- › Federated Funds
- › Community Foundations
- › Operating Foundations
- › Private Foundations



# FOUNDATION QUICK FACTS

- ▶ 130,444 foundations in the USA (2023) and over 1,494 in Maryland (2022)
- ▶ A FOUNDATION is an entity established as a 501(c)(3) or charitable trust whose principal purpose is make grants to unrelated organizations, institutions, or individuals for scientific, educational, cultural, religious, or other charitable purposes
  1. Independent
  2. Family
  3. Corporate
  4. Community

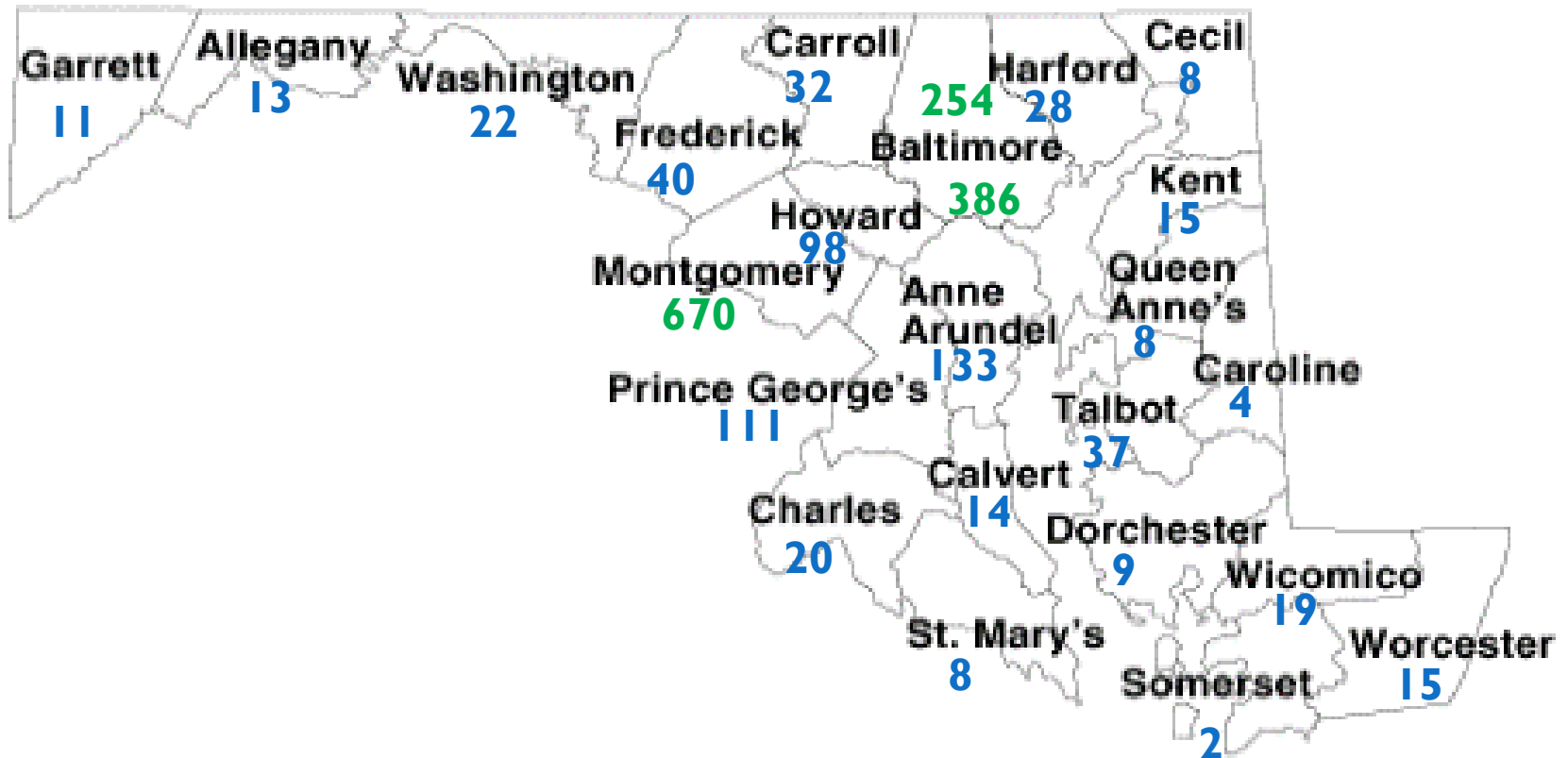
# “FOUNDATION” IN ORGANIZATION NAME

- › Any nonprofit organization can name itself a “foundation,” but its mission may not be to make grants.
- › Commonly used by organizations that raise funds for specific causes.
- › Common subsidiary to nonprofit hospitals and universities.



**AFB** American Foundation  
for the Blind

# 1,494 FOUNDATIONS IN MARYLAND



# OPERATING FOUNDATIONS

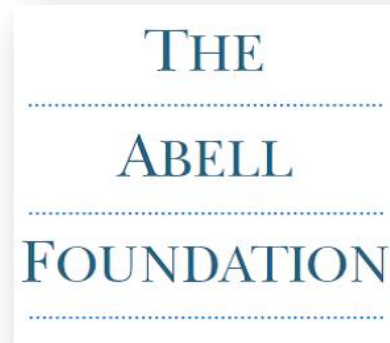
- › Operating foundations use their income primarily to provide charitable services or programs of their own, rather than making grants to outside organizations.
- › Often conduct research or maintain buildings.
- › Program determined by establishment charter or the Board.
- › Can award grants.





# INDEPENDENT/PRIVATE FOUNDATIONS

- › Folks use both “private” and “independent” in talking about foundations.
- › Endowed by one source, such as an individual’s bequest. Do not seek donations.
- › Board independent of original donor.
- › More likely to have staff and a grant area focus or change agenda.



# FAMILY FOUNDATIONS

- › Private foundations on which members of the donor's family still play a governance role.
- › >50% of private foundations.
- › Dual focus on their own family strengthening and community outcomes.
- › More likely to be private and not accept unsolicited proposals.



# CORPORATE FOUNDATIONS/PROGRAMS

- › Established by for-profit corporations but are legally separate from the parent corporation - different Board.
- › Giving meets both corporate social responsibility agendas and marketing/brand imperatives.
- › Corporate Giving can come direct from company profits



# COMMUNITY FOUNDATIONS

- › A grantmaking public charity created by and for a community of people.
- › Supported by local donors and governed by a board of private citizens who work toward the greater good of the community.
- › Funds come from a variety of sources, including bequests and living trusts, and are invested in perpetuity.
- › CFs set a spending policy, which guides distribution of funds to worthy organizations or causes.
- › Leadership and Policy advocacy
- › National Standards Board



# STOCK MARKET

Market Summary > S&P 500

5,525.21

+476.79 (9.44%) ↑ past year

Apr 25, 4:52 PM EDT • Disclaimer

1D | 5D | 1M | 6M | YTD | 1Y | 5Y | Max



Open	5,489.73	Low	5,455.86	52-wk high	6,147.43
High	5,528.11	Prev close	5,484.77	52-wk low	4,835.04

Endowed philanthropy  
for permanent good

Market ↑ Giving ↑

Market ↓ Giving ↓

# QUESTION

► What % of all 130,444 US Foundations hold more than \$25 million in assets?

1. 60%
2. 30%
3. 5%
4. 2%

# ANSWER

(3) 5%

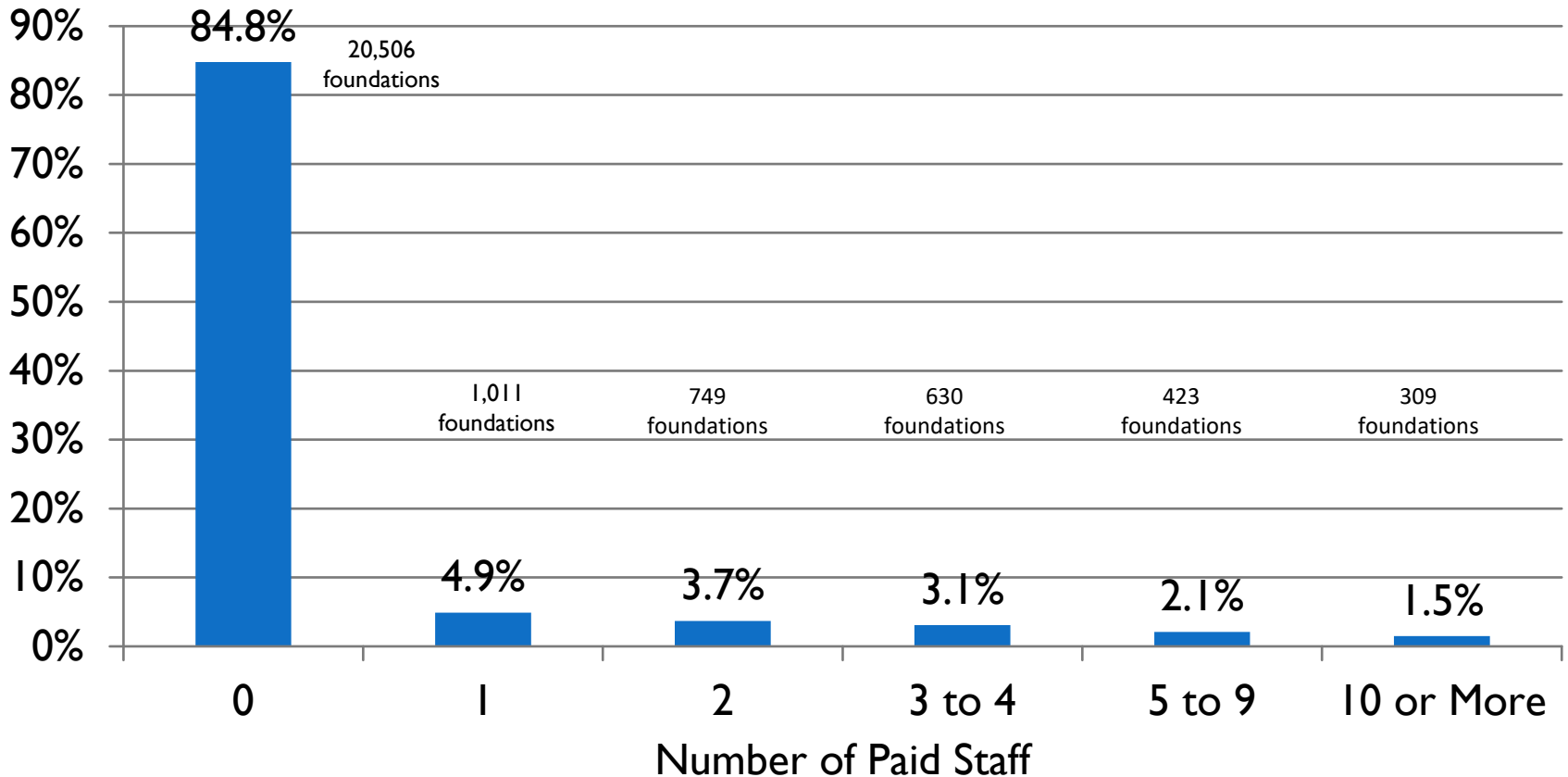
Assets tier	# MD	% MD	# USA	% USA
\$0 — 250K	846	44%	47,756	41%
\$250K — 1M	333	17%	23,045	20%
\$1M — 25M	609	32%	39,376	34%
\$25M — 100M	88	5%	4,149	4%
\$100M — 500M	27	1%	1,339	1%
\$500M — 1B	7	0.37%	173	0.15%
<b>More than \$1B</b>	<b>4</b>	<b>0.21%</b>	<b>140</b>	<b>0.12%</b>

# GROWTH IN DONOR-ADVISED FUNDS

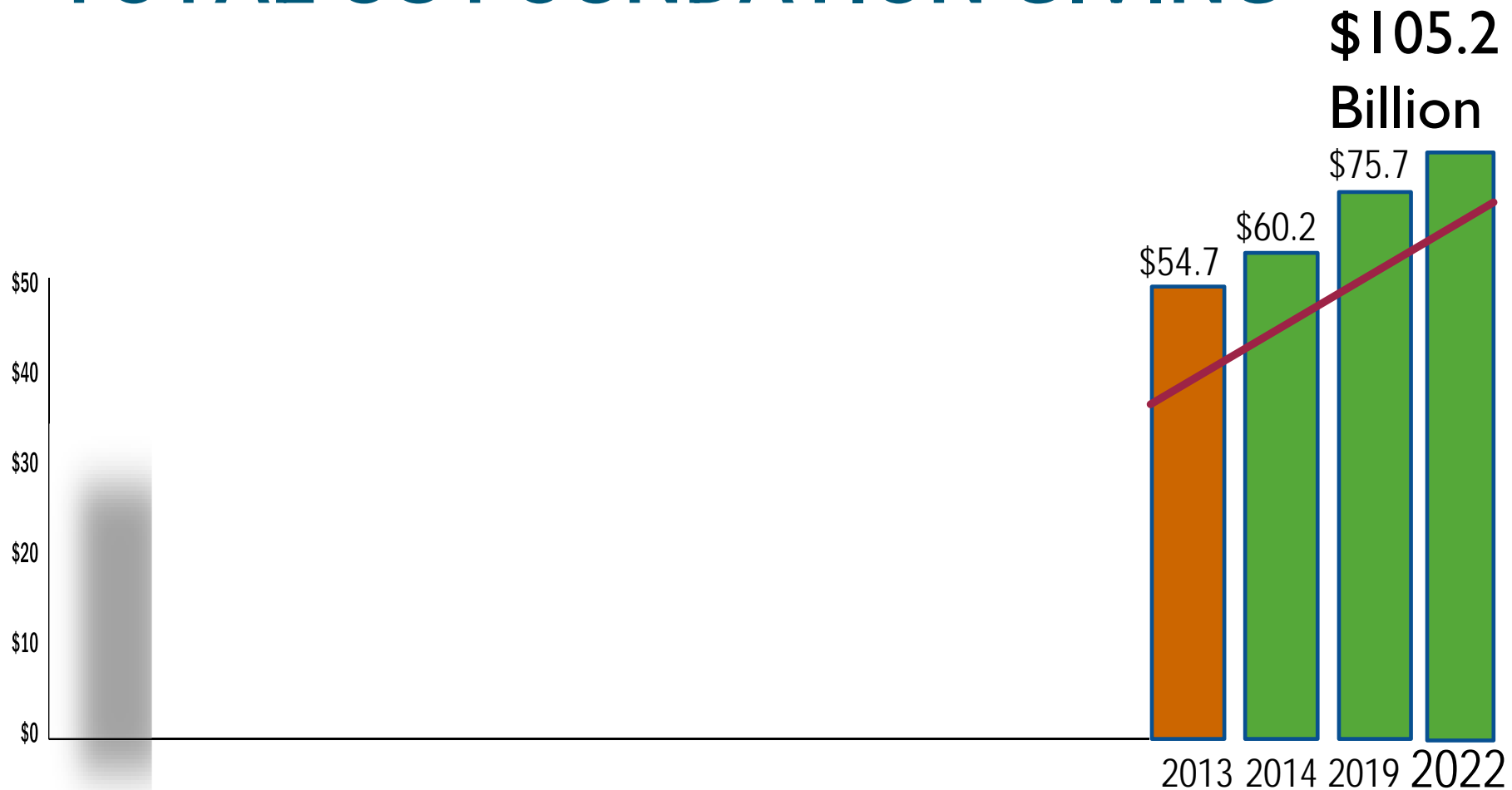
- ▶ 4.6% decline in 2012 in individual giving to foundations  
(Source: Giving USA)
- ▶ 34.6% increase in 2012 in individual giving to donor-advised funds  
(Source: National Philanthropic Trust)
- ▶ Assets in DAFs grew from \$228.9B in 2022 to \$251.5B in 2023
- ▶ DAFs support a wide variety of payout rates. The median payout for all accounts over a 3-year span was 9%. (Source: The National Study on Donor Advised Funds)



# 15% OF ALL FOUNDATIONS HAVE PAID STAFF

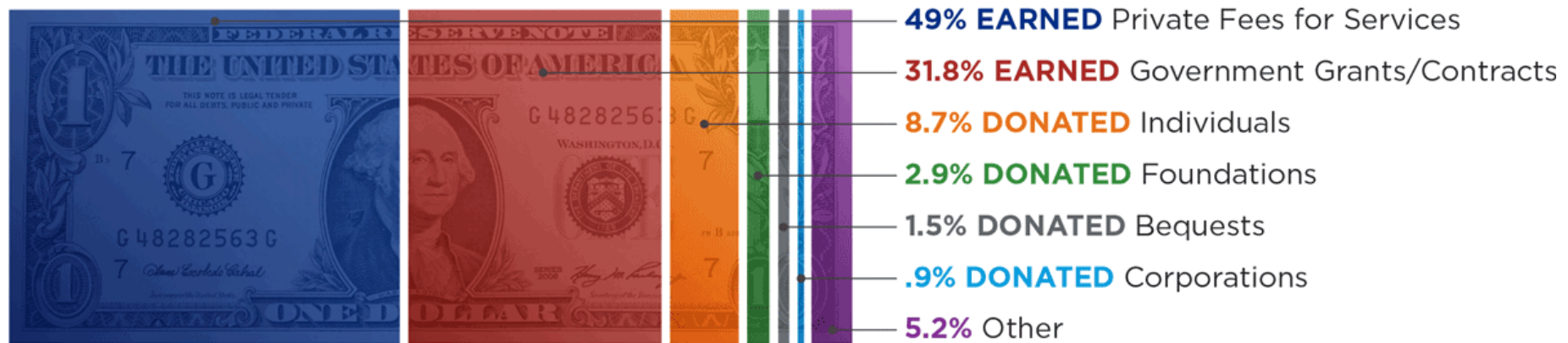


# TOTAL US FOUNDATION GIVING



Source: The Foundation Center, *Foundation Growth and Giving Estimates*, 2012. All figures based on unadjusted dollars. Figures estimated for 2011.

# APPROXIMATELY 2.9% OF NONPROFIT REVENUE COMES FROM PRIVATE FOUNDATIONS



Source: [National Council of Nonprofits](https://www.nonprofitimpactmatters.org), <https://www.nonprofitimpactmatters.org>, 2019.

# A CLOSER LOOK AT MARYLAND

13% of nonprofit revenue comes from private foundations and corporations (MD Nonprofits members)

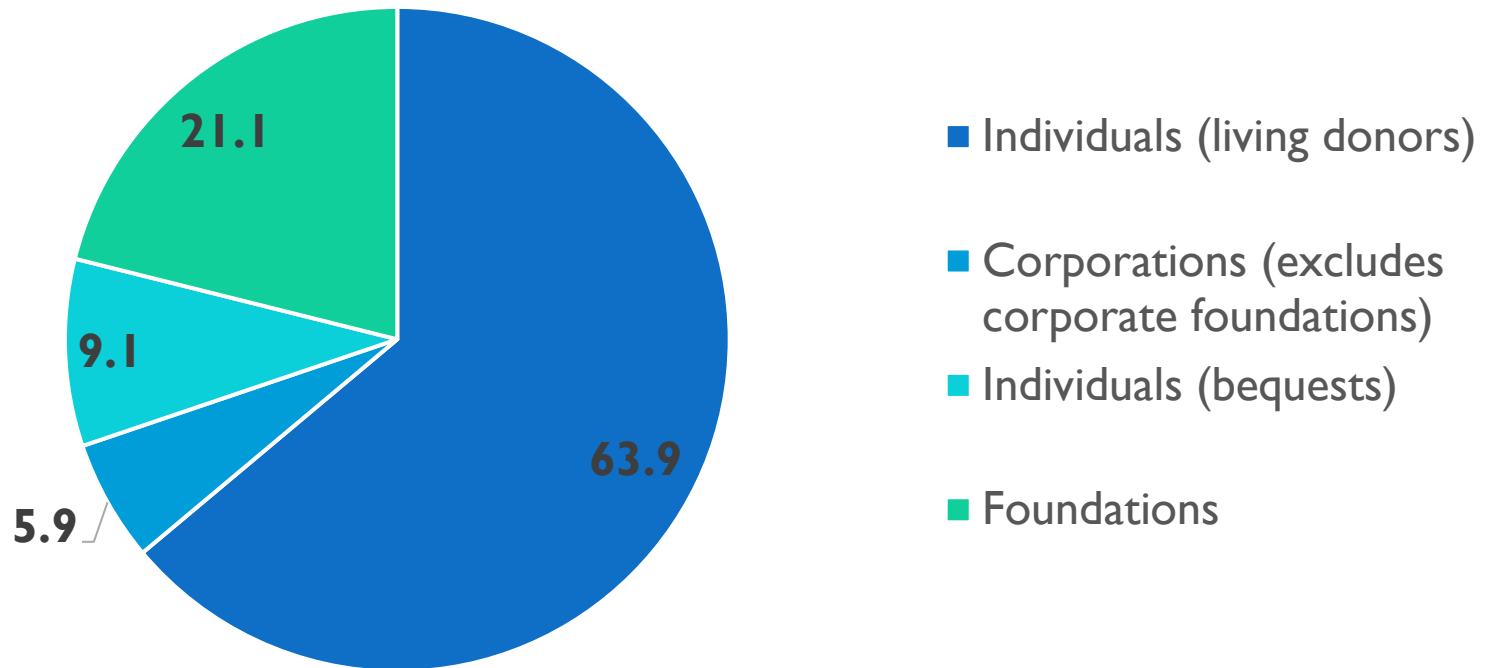


SOURCE: MARYLAND NONPROFITS

Source: Maryland Nonprofits, [COVID-19 Pandemic and Racial Equity Survey](#), 2020.

# OUT OF THE \$499.33 BILLION OF PRIVATE GIVING IN THE U.S.

Percent of Private Giving by Type



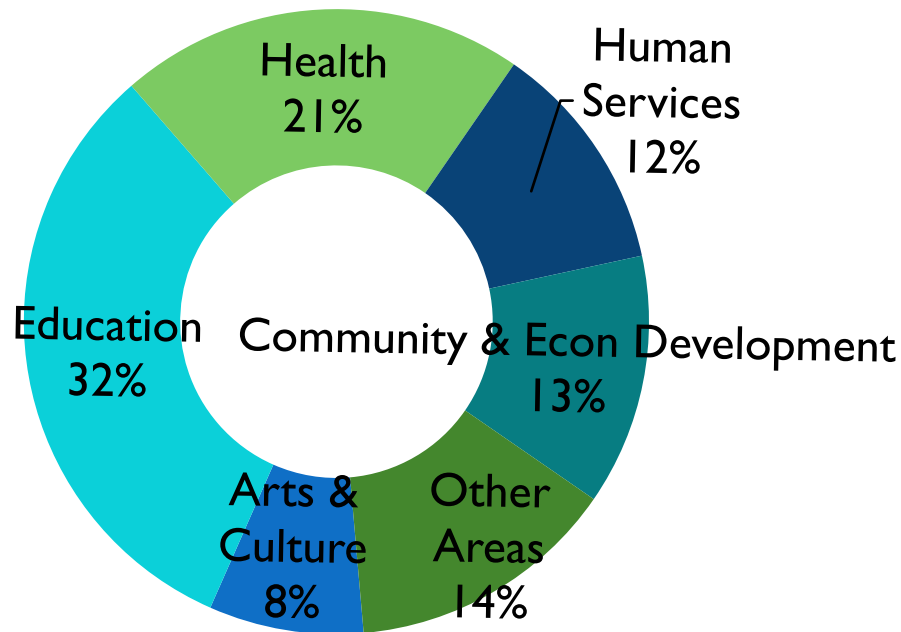
# QUESTION

► What subject area receives the most grants from foundations in the USA?

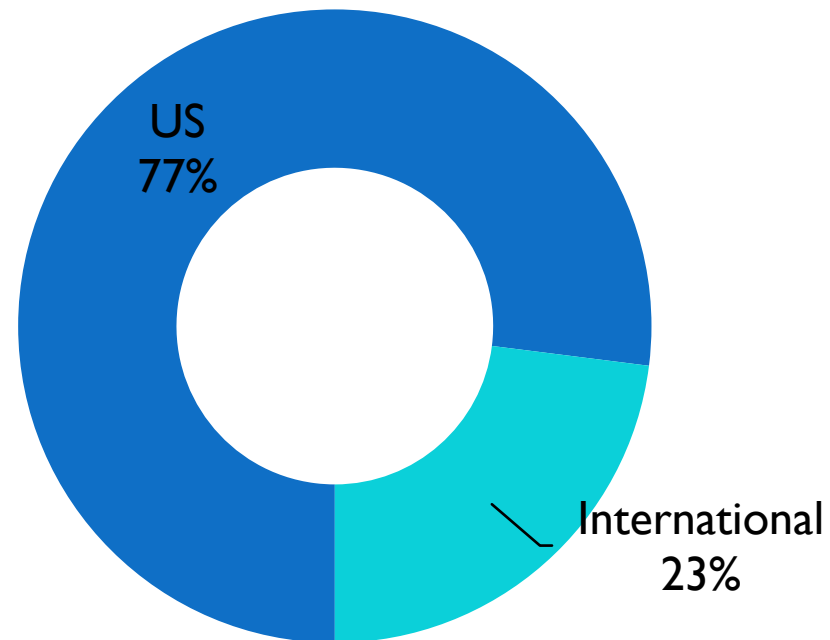
1. Education
2. Arts
3. Human Services
4. Health

# ANSWER – 1: EDUCATION

By Issue



By Place



Source: *US Social Sector, Candid, 2023*

# LOCAL FUNDERS AREAS OF INTEREST

- › Aging
- › Arts
- › Housing and Homelessness
- › Behavioral Health
- › Community Investment
- › Education and Youth
- › Environment/Sustainability
- › Health
- › Pre-natal to Five
- › Workforce Development
- › Immigrants/Refugees/Asylees
- › Food Security

## Top 3 Funding Issues in Maryland

1. Health
2. Human Services
3. Education



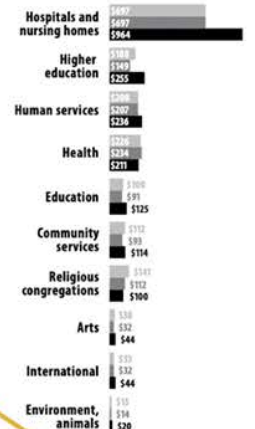
# NPQ's Illustrated Nonprofit Economy 3rd Edition

by Jon Pratt (NPQ contributing editor)  
and Kari Aanestad (contributing writer)

## Sources

## Source-to-Source Transfers

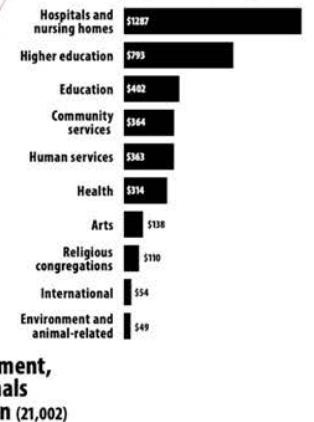
**Revenue Growth**  
(inflation adjusted  
in \$ billions; 2006, 2009, 2015)



**Corporations**  
\$18 billion

**Federated drives**  
\$15 billion

**Total Assets**  
(in \$ billions, 2015)



**Program fees from private sources**  
\$1 trillion

**Federal government**  
\$491 billion

**State and local government**  
\$187 billion

**Individuals**  
\$265 billion

**Foundations**  
\$44 billion

**Donor-advised funds**  
\$15 billion

**Interest, dividends, and sale of assets**  
\$36 billion

**Bequests**  
\$32 billion

**Hospitals and nursing homes**  
\$964 billion  
(6,505 organizations)

**Higher education**  
\$255 billion  
(2,470)

**Human services**  
\$236 billion  
(143,871)

**Health**  
\$211 billion  
(43,084)

**Education**  
\$125 billion  
(71,345)

**Community services**  
\$114 billion  
(53,333)

**Religious congregations**  
\$100 billion  
(282,000)

**Arts**  
\$44 billion  
(45,831)

**International**  
\$44 billion  
(9,859)

**Environment, animals**  
\$20 billion  
(21,002)

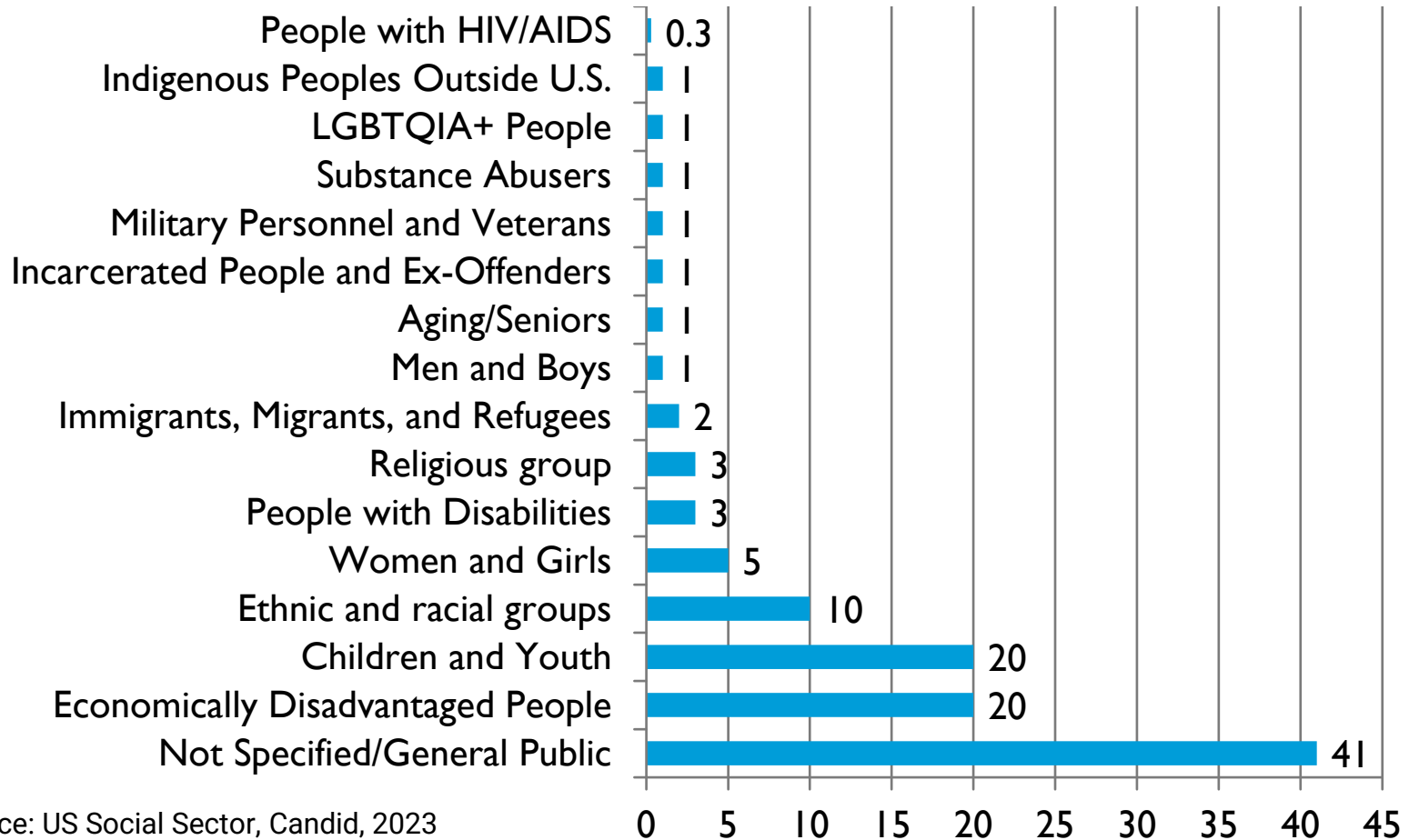
## Recipients

**THE Nonprofit QUARTERLY**

Get copies of "NPQ's Illustrated Nonprofit Economy, 3rd Edition" for your next event; 100 for \$14.95, bulk orders eligible for greater discounts. Order at [www.nonprofitquarterly.org](http://www.nonprofitquarterly.org), or send an e-mail to [feedback@npqmag.org](mailto:feedback@npqmag.org).

"NPQ's Illustrated Nonprofit Economy, 3rd Edition" is based on 2015 data. Jon Pratt conceived of this project and developed it with Kari Aanestad; Gregg Dinderman designed it; and Cassandra Helitzer managed it to completion. We thank Deondre Jones at the National Center for Charitable Statistics at the Urban Institute, Alan J. Abramson at George Mason University, and the team at [www.open990.com](http://www.open990.com) for being crucial resources to the research community and this project.

# GRANTMAKING BY POPULATION SERVED (%)



Source: US Social Sector, Candid, 2023

# LARGEST CENTRAL MARYLAND FOUNDATIONS

- › Annie E. Casey Foundation, \$3.4 billion
  - \$105 million in grants, 194 staff
- › Harry & Jeanette Weinberg Foundation, \$3.1 billion
  - \$120 million in grants, 71 staff
- › T. Rowe Price Charitable, \$486 million
  - \$79 million in grants, DAFs, 6 staff
- › Abell Foundation, \$333.4 million
  - \$13 million in grants, 19 staff
- › Baltimore Community Foundation, \$282.55 million
  - \$18 million in grants, \$30 million in gifts, 23 staff
- › France-Merrick Foundation, \$211.26 million
  - \$9 million in grants, 8 staff

# LARGEST AREA CORPORATE PHILANTHROPISTS

## › Exelon Corp./BGE

- Baltimore-area cash donations : \$7.66 million
- Baltimore-area Volunteer Hours: 40,658

## › Live! Casino & Hotel Md/The Cordish Cos.

- Baltimore-area cash donations: \$7.05 million
- Baltimore-area Volunteer Hours: 1,500

## › T. Rowe Price Group

- Baltimore-area cash donations: \$6.53 million
- Baltimore-area Volunteer Hours: 7,527

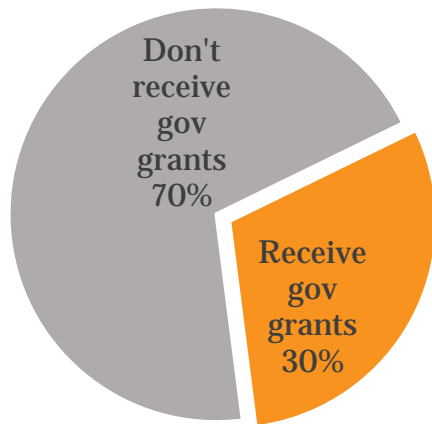
## › McCormick & Co.

- Baltimore-area cash donations: \$6.34 million
- Baltimore-area Volunteer Hours: NA

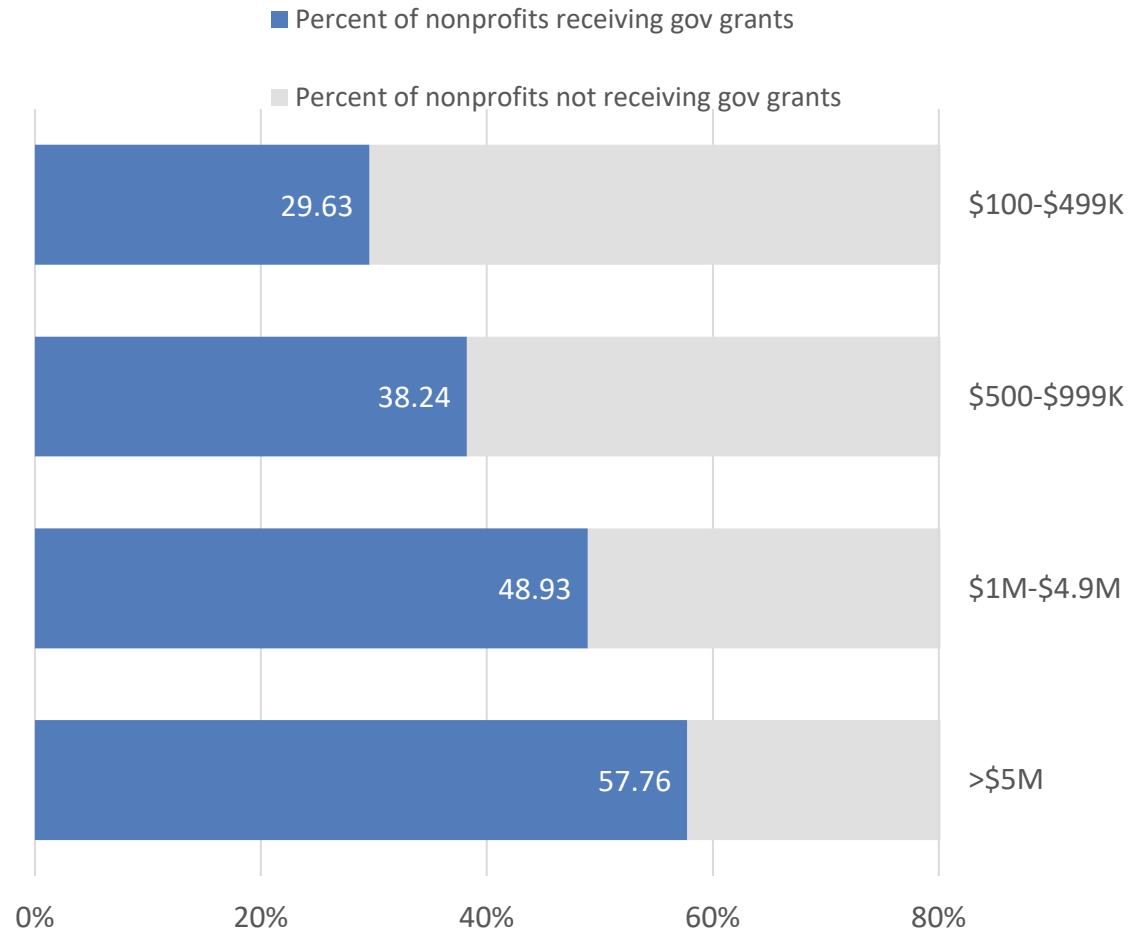
## › Wells Fargo

- Baltimore-area cash donations: \$4.7 million
- Baltimore-area Volunteer Hours: NA

## Nonprofits filing 990s



## Maryland: Proportion of nonprofits receiving gov grants by budget size



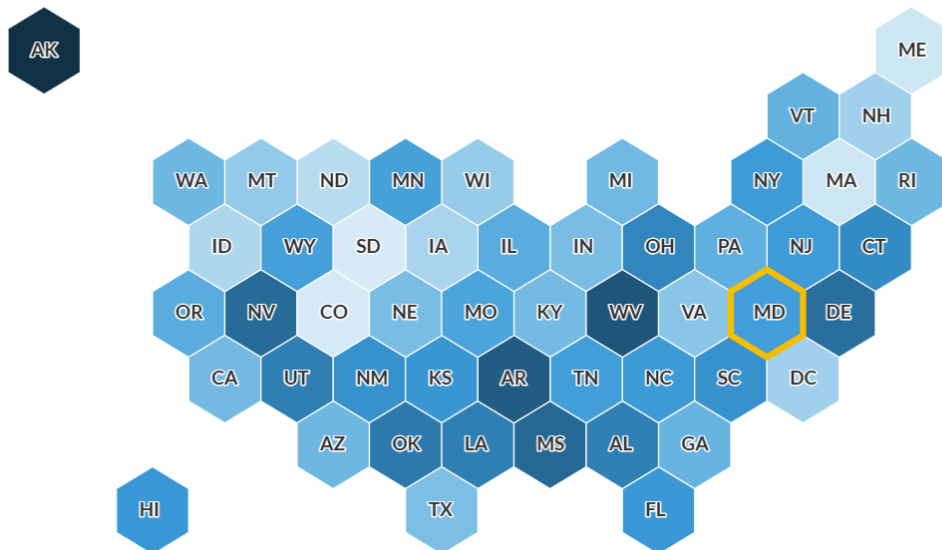
- 35% of Nonprofits in Maryland receive Government Grants
- ~ \$7B gov grants
- Impacts ~340k employees

# Urban Institute – Gov grants financial risk analysis

Share of at-risk nonprofits



60% 65% 70% 75% 80%



## % gov grantees @risk:

- US = 67%
- Maryland = 69%

## Highest risk Maryland counties:

- Somerset = 93%
- Queen Anne = 85%
- Allegany = 81%
- Garrett 80%

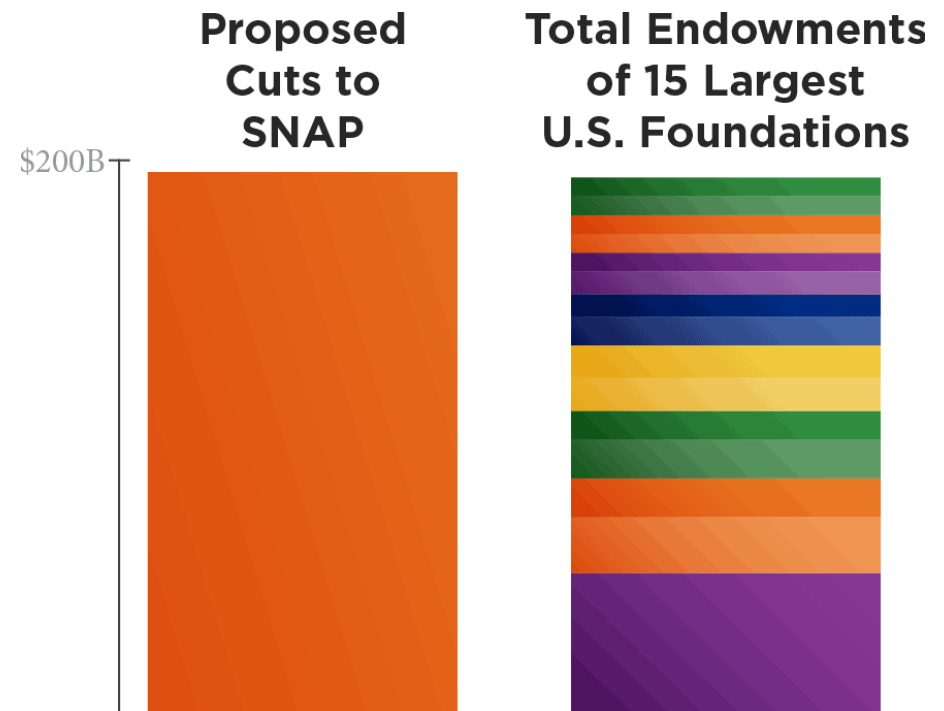


# CAN FOUNDATIONS MAKE UP THE DIFFERENCE?

- › Nationally, it would require foundations to increase grantmaking by **282%** annually.
- › In Maryland, it would require increasing by **587%**.

# FOUNDATIONS CAN'T REPLACE GOVERNMENT CUTS (EVEN IF THEY WANTED TO)

- › Consider: The Trump Administration proposed cutting \$193 billion from the Supplemental Nutrition Assistance Program (SNAP). It didn't happen, but if it had, the amount of money needed to replace such a large funding gap would have required the equivalent of the 15 largest foundations in the country (such as the Gates Foundation and Ford Foundation) to cash out all their assets and permanently close their doors.





# CURRENT TRENDS AND DEBATES IN PHILANTHROPY

- Changes in federal, state and local government/policy/funding
- Tax Reform and the impact on charitable giving
- Responding to Climate Change/ Sustainable Development Goals
- Trust-Based Philanthropy, Grantee-focused practices
- Standing by commitments around racial equity, diversity, and inclusion
- What money is flowing - or isn't
- Giving beyond 5%
- Sustainability of organizations – mergers and wind-downs
- Supporting grantees with legal costs, communications, and scenario/contingency planning
- Economic/Market downturn
- Need for solid Fiscal Sponsors
- **Information sharing**

# WHAT KEEPS YOU UP AT NIGHT?

- Lack of government funding
- Requests far outweigh my grants budget, and I have to say *no* more than I like
- Inability to support all organizations – making hard choices between what organizations will survive
- Attacks on social sector, civil society, and philanthropy
- Organizations' capacity to meet growing demands for basic needs

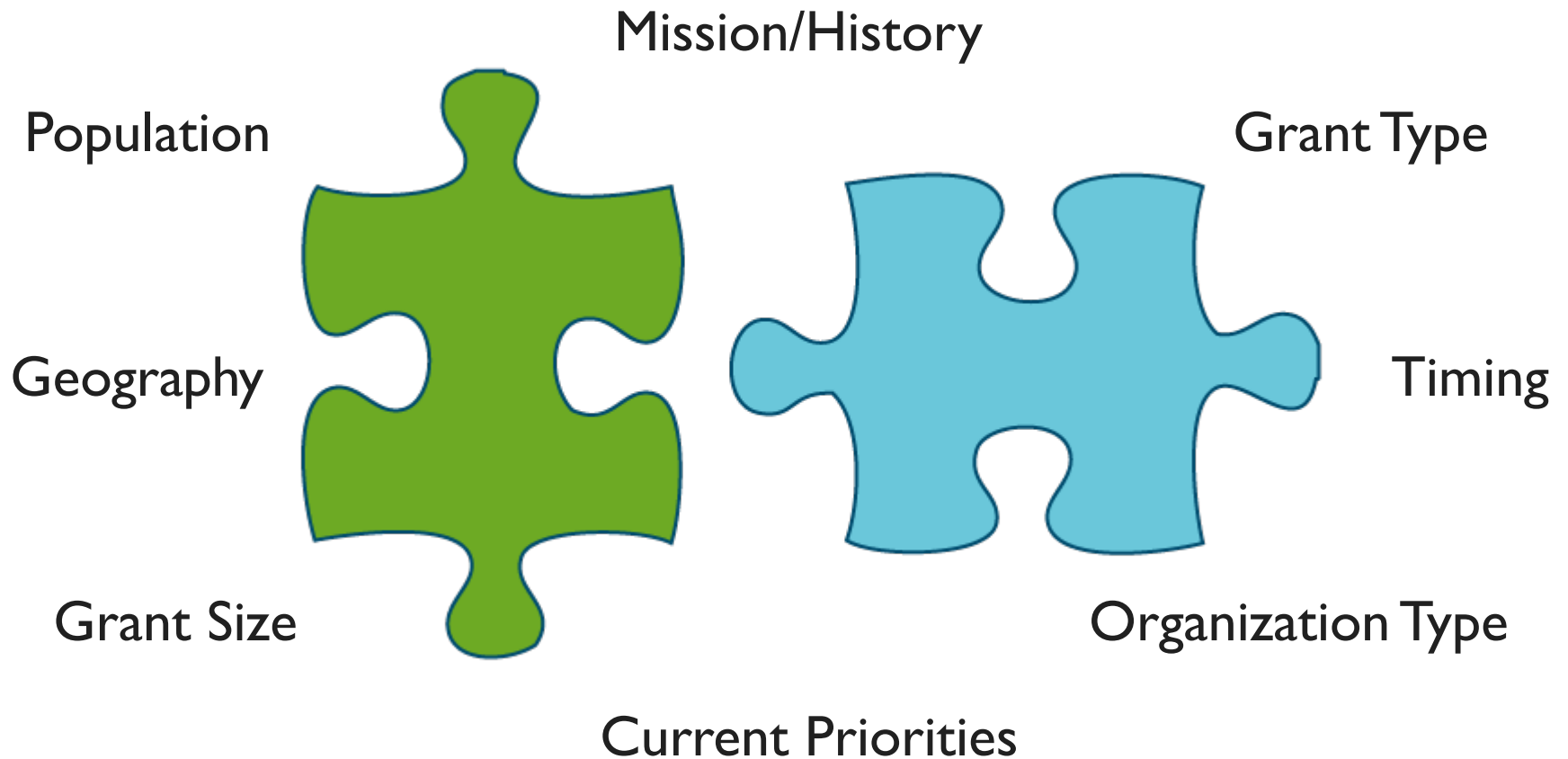
# WHAT WE ARE HEARING FROM NONPROFITS

- Need for multi-year general operating support!
- Despite court orders money (and people) are not flowing
- Donations and funding are lower than normal
- 51% of Eastern Shore survey respondents receive federal \$. 48% have experienced cuts. Some small cuts, some 100%. Few have 6 months of reserve funds.
- Organizations are under tremendous stress and are shedding staff
- They need assurance from funders - \$ is moral boost
- Can funders make it easier to access funding?
- Will funders remove grant restrictions and reporting requirements?
- Already seeing a surge in need for food.
- Information sharing!

# WHAT WE ARE HEARING FROM FUNDERS

- Staying the course – in focus areas, with current grantees
- Not decreasing grants budgets
- Some setting funds aside for specific purposes (food, legal, staff well-being, emergencies)
- Doing their own contingency planning with eye on markets
- Thinking about timing: balance between making rash decisions and waiting too long.
- Coordinating around specific issues: immigrants/refugees; food; housing/homelessness; etc.
- Concern about cuts to Medicaid, housing vouchers, school meals, and SNAP
- Advocacy: supporting larger orgs that are supporting smaller groups/coalitions
- Stand up a Nonprofit Loan Fund
- Thinking more about evidence-based programs, data
- Being conservative now, expecting to stretch more soon
- **Information sharing**

# FINDING YOUR FIT



# RESEARCH

## Resources

- › Directories
- › Foundation 990PF
- › Websites
- › Facebook / Twitter
- › RFPs / Press Releases
- › Contact grantmakers
- › Contact previous grantees

## Content

- › Foundation History
- › Grant Guidelines
- › Application Process
- › Past Grants
- › Staff List
- › Board List
- › Annual Reports

# PHILANTHROPY NEWS ONLINE

Our monthly newsletter to the social sector includes:

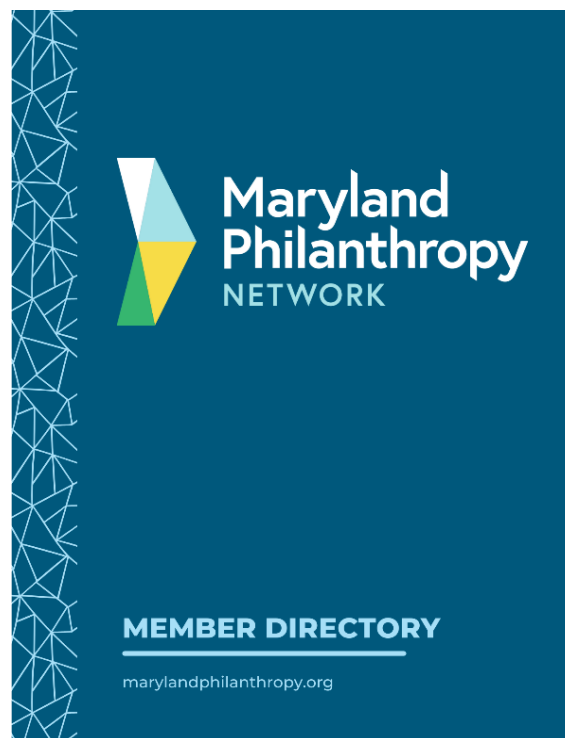
- › Events for grantseekers,
- › Requests for proposals,
- › Select news and articles,
- › Jobs in the social sector.

Subscribe today!



# NEW! MARYLAND PHILANTHROPY NETWORK MEMBER DIRECTORY ONLINE

- › Searchable online subscription-based resource offers access to the most up-to-date funder information and contacts
- › Grantmakers' provide their own information to simplify your grant research.
- › Includes members' general funding areas, restrictions, contact information, and if and how they accept proposals.
- › Available for \$150 as an annual subscription per user.



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# TOOLS FOR GRANT WRITING






[Free guidance](#) on grant writing developed with local grantmakers and nonprofits.




Templates for LOIs, Grant Proposals, Budgets and Grant Reports

# GRANTS.MARYLAND.GOV

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- > State Grants
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GOVERNOR'S  
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PRESENTATIONS  
OF THE 2015  
GOVERNOR'S  
GRANTS  
CONFERENCE

### Maryland Grant Opportunities

Agency	Grant Title	DueDate
Governor's Office of Crime Control and Prevention	Legal Services for Crime Victims - 2017	5/5/2016
Governor's Office of Crime Control and Prevention	Body Armor for Local Law Enforcement 2017	4/14/2016
Governor's Office of Crime Control and Prevention	Bullet Proof Vest Partnership Program 2016	4/14/2016
Governor's Office of Crime Control and Prevention	Baltimore City Police & Youth Positive Engagement Grant	4/6/2016
Department of Agriculture	FY17 MDA Spay and Neuter Grants Program	4/1/2016
Dept Human Resources	Homelessness Prevention Program	4/1/2016
Dept of Human Resources	Homeless Women - Crisis Shelter Home Program	4/1/2016
Dept of Human Resources	Service Linked Housing Program	4/1/2016
Dept of Human Resources	Emergency and Transitional Housing and Services Program	4/1/2016
Dept of Human Resources	Housing Counselor and Aftercare Program	4/1/2016
Governor's Office of Crime Control and Prevention	Domestic Violence Unit Program (DVUP) FY 2017	3/31/2016
Governor's Office of Crime Control and Prevention	Domestic Violence Unit Program (DVUP) FY 2017	3/31/2016

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Candid.

Candid at a glance ▾

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nonprofits with  
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# ACCESS LOCATIONS IN MARYLAND

Name	City
Anne Arundel County Public Library	Various
Cecil County Public Library	Various
Community Foundation of the Eastern Shore	Salisbury
Enoch Pratt Free Library	Baltimore
Howard County Library System	Columbia
Montgomery County Public Libraries	Various
Talbot County Free Library	Easton

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Central Library

## Grants Collection




The Grants Collection is located in the Social Science and History Department of the Central Library at 400 Cathedral Street.

### The Collection

Starting a nonprofit organization? Learning how to write a grant proposal? Seeking more information about volunteer management? Searching for new ideas on how to find the big donors? The Grants Collection is a Funding Information Network partner of the Foundation Center that covers fundraising, nonprofit management, grant seeking and grant writing, and related subjects. The Grants Collection is located at the Central Library's Social Science and History Department.

# CANDID PROFILE – GO FOR THE GOLD!

Candid at a glance 

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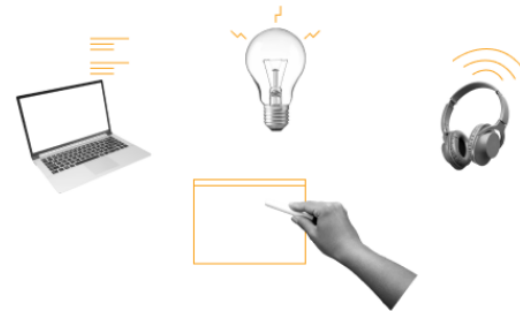
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Build the skills you  
need to do good.



Find a live training or  
special event near you

Topic

All

Location

## Live training and special events

In-person or online, learn from our training experts and your peers in the field.



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### Introduction to Foundation Directory

Tuesday, April 18, 2023

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## Categories

### Locations

[Alabama](#)[Alaska](#)[Arizona](#)[Arkansas](#)[California](#)[Colorado](#)[Connecticut](#)[Delaware](#)[District of Columbia](#)

## Nonprofits in Maryland

There are [40,482 organizations](#) in Maryland. Combined, these Marylander nonprofits [employ 466,586 people](#), earn more than [\\$65 billion in revenue](#) each year, and have [assets of \\$179 billion](#).

Skip to:

[List of Maryland nonprofits](#) [Cities](#) [Employment](#) [Revenues](#) [Categories](#)

## Nonprofits by major Maryland cities



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MARYLAND NONPROFITS  
30th ANNIVERSARY

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**Announcements**

**Welcome 2025!**

Thank you to our members, volunteers, and community of supporters for helping to make 2024 an incredible year for AFP Maryland. We look forward to

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- Elisabeth Hyleck
- Vice President of Programs and Engagement
- [ehyleck@marylandphilanthropy.org](mailto:ehyleck@marylandphilanthropy.org)



# COURAGEOUS PHILANTHROPY

WHAT DOES IT LOOK LIKE FOR YOU?

