

CREATING A CULTURE OF PHILANTHROPY AND HOW PHILANTHROPY IS CHANGING

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Take aways from today's WNA Philanthropy Masterclass



Learn what it means to be a philanthropist

Understand the role of philanthropy in the not-for-profit sector

What is a culture of philanthropy

Understand how women engage with philanthropy

Discuss how Philanthropy Changing

Define a Philanthropist

- ▶ The root ideas of philanthropy in recorded western civilisation can be traced back to the Egyptians. In researching history, it is evident that all cultures and religions have included the concept of generosity and giving no matter their differences.
- ▶ The “strong helping the weak” ... “the rich helping the poor” has been the basis for philanthropy largely inspired over the ages by churches.



TIME, TALENT and TREASURE

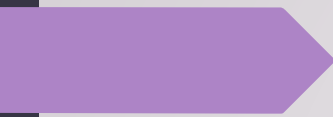
The word philanthropist seems to come from another era and most Australians do not relate to it. They'd rather define their philanthropy as **giving back**.

A Philanthropist = someone who gives of their **time, talent and treasurer**.

- ▶ Time = Volunteering
- ▶ Talent = lending expertise or skills to an organisation
- ▶ Treasure = donating financially or in-kind contributions.

The amount of each of the above does not matter. If you are doing all three you are defined as a true philanthropist.





The role and importance of philanthropy for not-for-profits

- ▶ A recent assessment identified **approximately 257,000** non-profit organisations operating in Australia. Australia's 55,000 registered charities are regulated by the Australian Charities and Not for Profits Commission (ACNC) under the current not-for-profit regulatory framework.
- ▶ A not-for-profit organisation doesn't operate for the profit, personal gain or other benefit of its members either during its operation or if it winds up (closes down). Rather, **any profit made is used to further the aims of the organisation** (or if the organisation is a registered charity, its 'charitable purposes')
- ▶ Nonprofit organizations depend on donations **to promote their programs and help them reach their goals**. With a monetary donation, you can support your favorite nonprofit organization and ensure that much-needed programs are stabilized or expanded.

Philanthropy and Not for Profits



- ▶ Not all Not for Profits receive funding from the government
- ▶ Where does funding come from then?
 - ▶ Grants from Trusts and Foundations
 - ▶ Individual philanthropy
 - ▶ Corporate partnerships
 - ▶ Special Events
 - ▶ PAFs
- ▶ Do you have a philanthropy plan?



Why Philanthropy matters

- ▶ Simply put, **philanthropy is an act of goodwill and the desire to help your fellow human beings**. Philanthropists seek to solve social problems by donating to charitable organisations and lending their support to worthy causes by providing financial aid and through advocacy.
- ▶ NFPs watch administrative costs so therefore typically have less staff
 - ▶ Rely on volunteers to assist with tasks
 - ▶ Boards are usually "working boards"

Reasons why philanthropy is important.....

1. Strengthens community
2. Supports underfunded causes
3. Positive for business
4. Has a snowball effect
5. Helps you network and find people with similar interests
6. Positive for your mental health as you are helping others
7. Positive for your physical health
8. Could attract future employees
9. Helps educate the community
10. Improves employee moral to be working with volunteers who aren't paid but just love the organization.



Why people give...what research tells US



- ▶ Men give because of ego; peers and tax benefits
- ▶ Women give to have impact and to help the community

Exercise

- ▶ **Let's look at how and why you give....**
- ▶ Take 5 minutes to list the organisations to contribute to and those you volunteer for
- ▶ Is there a theme?
- ▶ Is there a particular reason you started giving to those organisations?
- ▶ What was the most effective gift and the least effective?
- ▶ Do you have a philanthropy plan?



What does a philanthropy plan look like?

3 Giving Objectives

What = What we give (time, talent and/or treasure)

Where we give = understanding what is influencing us

How = how we are helping create change

Create your Roadmap - R.A.D.A.R.

Reflect (explore your values)

Assess

Decide

Act

Refine





Philanthropy Plan



- ▶ We give to an organization that fulfills a passion – puts fire in our belly
- ▶ Focus on internal and external motivations of giving
- ▶ What experiences motivate us to give
- ▶ Being a philanthropist now is anyone who gives anything to create a better world
- ▶ Everyone has something to give
- ▶ 35% of gifts are made with research behind them....all other gifts are given emotionally
- ▶ What does success in your giving look like?



Philanthropy is a Journey

► Resources a person (donor) can give:

- Time
- Skills
- Influence
- Networks
- Passion
- Money

1. What do we already have and can immediately give
2. What we have access to or can develop
3. What we do not have and need to achieve our goals in philanthropy

Creating the Philanthropy plan

► Money – How much can I give?

- Fixed amount or a % of income
- Several small gifts or a few large gifts
- Do you want to set aside some funds for unexpected giving opportunities (call it a friends fund or crisis fund)
- What time of year do you want to give?

Volunteer – time and skills

Where do your skills overlap with needs?

Combine your personal passion and hobbies with your volunteer work.

Opportunities:

General Volunteering


Skills Based Volunteering

Pro Bono Work

Not for profit Board
(operational or strategic)



Evaluate your Plan

- ▶ Teach and encourage others to participate in the philanthropy journey
 - ▶ How specifically will you know if your generosity has had the impact and achieved the results you wanted.
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Culture of Philanthropy

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An organisation with a strong culture of philanthropy often includes the following elements:

A Board that is demonstrating by leading

Mission and vision driven goals

Value in staffing, structure and processes

Strong communication with stakeholders that is not just one way



Looking closely at the elements of creating a culture of philanthropy

A Board that is demonstrating by leading

- ▶ It all begins at the top. If your leaders are fully engaged with the organisation then you are well on the way to a strong culture of philanthropy. Board members should each be involved in nurturing relationships, communicating the mission and vision of the organisation and engaging in strategy development.
- ▶ How the organisation views the Board is also important. Factors such as how often the Board meets, what they discuss or impact, their length of term, the activities they are asked to participate in and if they are asked to make a gift.



Looking closely at the elements of creating a culture of philanthropy

Mission and Vision driven goals

- ▶ It is essential that each year organisation starts off with an overall strategy. The Board, Senior Management and all staff must work from this strategy so that everyone is on the same page striving for the same outcome. This helps the fundraising staff to develop and drive their program.
- ▶ However, what far too many organisations lose sight of is that their mission and vision should not be a one way form of communication. It is so important to listen to your donors, hear their “dreams” for the organisation. This will provide feedback to the Board and management.



Looking closely at the elements of creating a culture of philanthropy

Value in staffing, structure and processes

- ▶ Often when budget cuts need to take place the first cuts are in the fundraising and marketing departments because of the lack of value placed on what they do. How we organise ourselves and the systems we put in place says a lot about our culture of philanthropy.
- ▶ Are you staffed properly? Are the positions and job responsibilities going to help you achieve your goals and the mission of the organisation? Are you resourcing your staff with the tools they need to do their job to the best of their ability?
- ▶ But if you are an organisation, inclusive of others with a pronounced culture of philanthropy then you are actively telling your story... you are always communicating the good news that is your story. You believe in what you do and you are focussed on giving others the opportunity to feel good by helping you. You do not hesitate, apologise or ever feel embarrassed asking for gifts. Fundraisers aren't beggars.



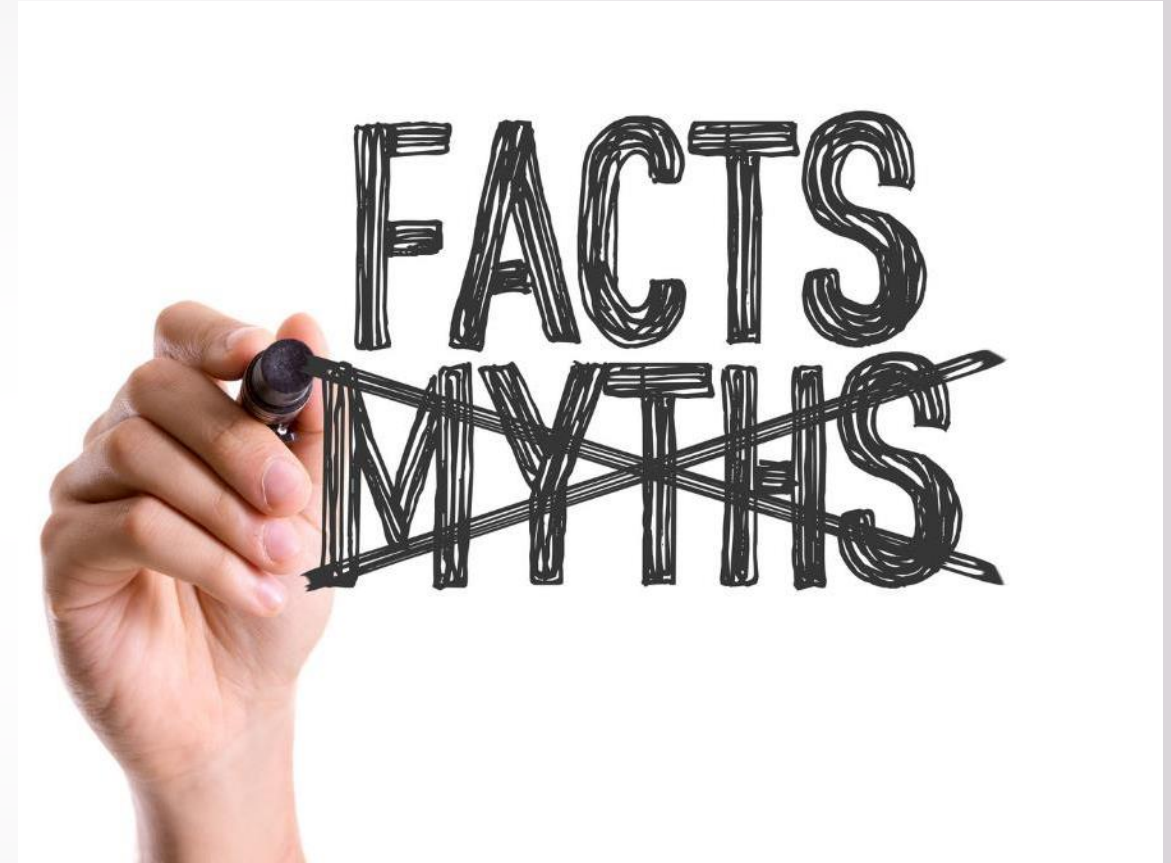
Looking closely at the elements of creating a culture of philanthropy

Strong communication with stakeholders that is not just one way

- ▶ People give as they understand. If we do a really good job at communicating our story and listening to the donor's interests then we are bound to find that we have a successful culture of philanthropy. But it is essential to educate our prospects and listen to them as they will tell you what motivates another gift. We must listen to our constituents for without their feedback we will not grow and we will not develop or build our culture of philanthropy.

WOMEN'S PHILANTHROPY MYTHS AND WHAT WE ASSUME

- ▶ **WOMEN DON'T KNOW HOW TO
MANAGE MONEY**
- ▶ **WOMEN DON'T FEEL OWNERSHIP
OF THE FAMILY MONEY**
- ▶ **WOMEN DON'T TRUST THEY WILL
HAVE ENOUGH FOR THEIR OLD
AGE**
- ▶ **WOMEN GIVE LESS THAN MEN**



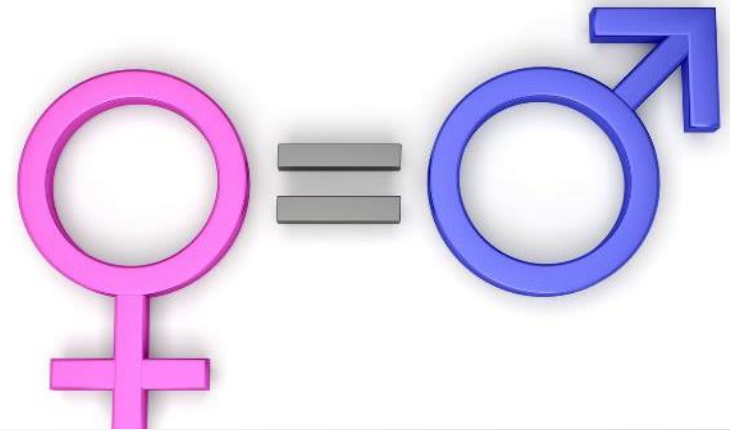


WHAT WE KNOW

- ▶ WOMEN, THROUGH THEIR GIVING, BECOME COLLABORATIVE WITH PROVIDERS AND RECIPIENTS
- ▶ WOMEN PREFER TO WORK WITH OTHERS AS A PART OF A LARGER EFFORT
- ▶ WOMEN FEEL THAT COLLABORATION CAN AVOID DUPLICATION, COMPETITION AND WASTE
- ▶ *Women don't think of themselves as philanthropists, because that's a title usually attributed to older white males.*

WHAT RESEARCH TELLS US USA BASED RESEARCH

- ▶ Women are not a niche market
(they are the market)
- ▶ Women prefer stories not stats
- ▶ Men's giving is transactional /
Women's giving is relational
- ▶ Women aren't asked to give
- ▶ Women volunteer more than men





AUSTRALIAN RESEARCH SHOWS US

- ▶ Women have been introduced to philanthropy through Family and Volunteering
- ▶ Overwhelmingly women are playing a lead and proactive role in their family philanthropy and decisions
- ▶ They identified social responsibility as the main attribute they want their children and others to learn from their philanthropy

THE BIG PICTURE

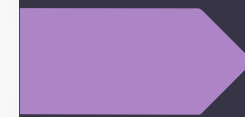
STORIES AND EMOTION

CHANGE AND IMPACT

CONVERSATION



What
Women
Want



What
Women
Want

Differences:
Australia v USA research results

- ▶ AUSTRALIAN WOMEN DON'T TALK ABOUT THEIR GIVING
- ▶ NOT CONCERNED ABOUT RECOGNITION BUT WANT TO BE INFORMED
- ▶ VERY CONCERNED ABOUT ORGANISATIONAL WASTE



How and why is philanthropy changing

- ▶ Women are taking an active role with where donations are given and what cause
- ▶ Millennials are asking more questions of NFPs and wanting to see greater impact
- ▶ Impact of Covid:
 - ▶ Corporate
 - ▶ Trusts and Foundations
 - ▶ Individual giving





thank you!



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