

Forum of Regional Associations of Grantmakers New Ventures in Philanthropy Grantees

Round I Grantees (1998)

1. African American Legacy Program

Detroit, MI

Lead organization: Community Foundation for Southeastern Michigan

The African American Legacy Program is a coalition of nonprofit organizations, foundations, churches, and professionals that aims to encourage the African American community to expand its tradition of charitable giving. Planned activities include workshops focusing on personal giving; seminars for professional advisors (accountants, financial planners, trust officers, and others); and outreach to faith-based organizations, fraternal groups, wealthy donors, nonprofit agencies, and legal and financial professionals.

2. Baltimore Giving Project

Baltimore, MD

Lead organization: Association of Baltimore Area Grantmakers

The Baltimore Giving Project will develop a strategy for encouraging philanthropy amongst wealthy African Americans, newly wealthy young entrepreneurs who own small to mid-size companies, and baby boomers who stand to inherit wealth in the next 40 years. The Baltimore Giving Project consists of foundation, United Way, and corporate representatives; financial and legal professionals; and representatives of key nonprofit organizations.

3. Catalyst Project

The Triangle region of North Carolina

Lead organization: Triangle Community Foundation

The Catalyst Project's goal is to increase the community's base of permanent philanthropic capital from \$1 billion to \$3 billion over the next two decades. Directed by a coalition of private, corporate, and community foundation representatives and other individuals with philanthropic expertise, the Catalyst project will create specific outreach and peer-to-peer activities for professional advisors, financial institutions, entrepreneurs, and corporations.

4. Connecticut Giving Project

Connecticut

Lead organization: Connecticut Council for Philanthropy

The Connecticut Giving Project will increase grantmaking capital in Connecticut by focusing its promotion of philanthropy activities on five target markets: professional advisors, wealthy people, businesses, entrepreneurs, people of color, and the general public. The Connecticut Giving Project is directed by a coalition of organizations that includes the Connecticut Council for Philanthropy, the Connecticut Business and Industry Association, the United Way of Connecticut, the Greater Hartford Chamber of Commerce, and community foundations from across the state.

5. Giving New England

New England

Lead organization: Associated Grant Makers

Giving New England is a three-year effort to promote, encourage, and expand effective philanthropic giving in Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont. Directed by a coalition composed of private and community foundations, philanthropic advisors, individual donors, interested colleagues, and a regional association of grantmakers, the Initiative will create and maintain a new

website on New England philanthropy; create a series of peer-to-peer and group activities that will help individual and corporate donors discover and explore their philanthropic interests; and support public policy initiatives that promote philanthropy.

6. Giving Northern California

Northern California

Lead organization: East Bay Community Foundation

The aim of the Northern California Coalition to Promote Giving is to radically increase the number of individual donors throughout the Bay Area, and to create more varied kinds of philanthropic organizations, funds, and corporate giving programs. First-year planning activities will further build the Coalition and culminate in the development of a strategic and tactical plan for promoting philanthropy in the Bay Area. Current Coalition members include private, corporate, and community foundations; the Asian Pacific Fund; the Bay Area Black United Fund; and Northern California Grantmakers.

7. Northwest Giving Project

Pacific Northwest

Lead organization: Philanthropy Northwest

Representatives from Social Venture Partners, Microsoft AlumNet, the Portland Estate Planning Council, two regional associations of grantmakers, and several foundations will work together to tap the vast pool of resources available for organized philanthropy in the Pacific Northwest. Target audiences will include entrepreneurs, small to mid-size businesses, and individuals with newly earned wealth from high tech industries.

8. Engaging Entrepreneurs in Philanthropy

Philadelphia, PA

Lead Organization: Delaware Valley Grantmakers

Engaging Entrepreneurs in Philanthropy will implement a strategically focused outreach to the region's rapidly emerging technology and e-commerce businesses. This coalition believes that focusing on closing the digital divide will create workable partnerships between communities, entrepreneurs, traditional philanthropies, and the public sector. These partnerships will help increase access to technology and help underserved people in the region develop the skills they need to succeed in an increasingly technological world. Through these partnerships, the coalition will fulfill the goals of New Ventures by promoting various philanthropic options. The Committee includes representatives from foundations, banks, the United Way of Southeastern Pennsylvania, the Greater Philadelphia Chamber of Commerce, and other stakeholders.

9. Promotion of Philanthropy Initiative

Ohio

Lead Organization: Ohio Grantmakers Forum

This project receives non-grant support from New Ventures

The Ohio Grantmakers Forum launched its Promotion of Philanthropy Initiative in 1997. This three-year effort aims to increase the commitment of funds to grantmaking institutions and programs. In particular, it seeks to enhance the attractiveness of Ohio's community foundations as donor vehicles, increase the number and size of the state's private foundations, and increase philanthropic activity within Ohio's business community. Target audiences engaged by the project to date include advisors, new and emerging foundations, the media, and public policymakers.

10. Promotion of Philanthropy Initiative- A South Florida Initiative

South Florida

Lead organization: The Donors Forum of South Florida

The South Florida Promotion of Philanthropy Initiative will take advantage of South Florida's unique demographics by promoting philanthropy amongst Hispanic-owned businesses, the Jewish elderly, African Americans, the gay and lesbian communities, and other constituencies. Initiative partners include the

Planned Giving Council of Miami-Dade County, the Jewish Funders Network, the Hispanic Business Group of the Greater Miami Chamber of Commerce, the United Way of Miami-Dade, the Donors Forum, and other stakeholders.

11. The Southern Philanthropy Consortium **Southeastern United States**
Lead Organization: Southeastern Council of Foundations

The Southeastern Council on Foundations will partner with the Foundation for the Mid South and the Southern Rural Development Initiative to engage an even larger cadre of partners in a collective campaign to strengthen the South's communities through the creation of new philanthropic resources. This one-year project will develop a five-year plan for a program to increase philanthropic resources in under-served (primarily, but not exclusively, rural) areas of the southeastern United States.

12. Task Force on the Promotion and Expansion of Philanthropy in Minnesota **Minnesota**
Lead organization: Minnesota Council on Foundations

A coalition that includes foundation and corporate representatives and other interested professionals will develop a Philanthropy Tool Kit that describes and promotes the wide range of vehicles through which individuals, companies, and communities can fulfill their philanthropic intentions. Target audiences for promotion of philanthropy efforts include holders of large estates who will pass significant wealth to the next generation, entrepreneurs, mid-sized businesses experiencing significant growth, and the upcoming generation of wealthy individuals.

13. Wisconsin Entrepreneurs in Philanthropy **Wisconsin**
Lead organization: Milwaukee Foundation

Wisconsin Entrepreneurs in Philanthropy will plan a promotional campaign that positions charitable endowments as sound business and tax strategies for closely held companies throughout Wisconsin. Initial coalition members include the Milwaukee Foundation, the Donors Forum of Wisconsin, the Planned Giving Council of Southeast Wisconsin, the Wisconsin Association of Certified Public Accountants, and the Community Foundation of South Wood County.

Round II Grantees (1999)

14. Alaska Philanthropy Initiative **Alaska**
Lead Organization: Alaska Funder's Group c/o United Way of Anchorage

The Alaska Funder's Group will use its planning grant for several purposes: 1) to assess attitudes towards philanthropy in Alaska, particularly rural Alaska; 2) to develop a strategic plan for reaching new audiences and communities that have not participated in philanthropy; 3) to provide a process and mechanism for encouraging recipients of settlement money from the Exxon Valdez oil spill to engage in philanthropy with part of their proceeds; 4) and to evaluate chances for success in building more philanthropic communities in the state.

15. Coalition for New Philanthropy in New York **Greater New York City**
Lead organization: New York Regional Association of Grantmakers

The Coalition for New Philanthropy in the New York Metropolitan Area will promote the practice of sustained, strategic philanthropy among African American, Latino, and Asian American donors and the

financial and legal advisors who work with them. Donor outreach will be conducted through cultivation activities at donor and intermediary gatherings of professional, social, civic, faith-based, and educational associations, several of which have ongoing donor circles. An educational and communications program will include the development of formal training workshops, marketing and curriculum materials, and seminars.

16. Coalition to Explore and Engage New Donor Communities **Delaware**
Lead Organization: Delaware Community Foundation

The Delaware Community Foundation will tap new philanthropic potential in Delaware. Specifically, this coalition will tap into Delaware's Philanthropic potential in three ways: 1) identify donor communities and elicit their input; 2) seek ways to bridge the historic gap between the northern and southern parts of the state; and 3) commission a marketing plan to learn how to more effectively reach targeted communities. Coalition members include: Delaware Association of Grantmakers, the Delaware Community Foundation, the Delaware State Chamber of Commerce, and the Estate Planning Council of Delaware.

17. Giving Greater Chicago **Chicago, IL**
Lead Organization: Donors Forum of Chicago

The aim of Giving Greater Chicago (GGC) is to create an engaging learning environment for targeted constituencies to help initiate and plan effective strategies to promote philanthropy. GGC has organized a 17-member coalition that includes the Chicago Community Trust, The John D. & Catherine T. MacArthur Foundation, United Way/Crusade of Mercy, the Jewish Federation of Metropolitan Chicago, the National Society of Fund Raising Executives Chicago Chapter, Chicago Foundation for Women, and the DuPage Community Foundation.

18. Indiana Giving Ventures **Indiana**
Lead Organization: Indiana Grantmakers Alliance

Indiana Giving Ventures will create new grantmaking entities, including corporate giving programs, family foundations, and advised, unrestricted, or field-of-interest funds in community foundations. The project will start with a research component that establishes baseline information on which the project will be evaluated. Target populations include: entrepreneurs, women, minorities, small-sized businesses, foreign-owned businesses, and nonprofit hospitals converted to for-profit institutions. Indiana Giving Ventures will work with the Indiana University Center on Philanthropy and the Indiana Association of United Ways.

19. Nebraska Legacy Challenge **Nebraska**
Lead Organization: Nebraska Community Foundation

The Nebraska Legacy Challenge will establish a state wide legacy trust fund that will provide challenge grants to nonmetro communities. The funds established through these challenge grants will provide income for community betterment projects. Participating communities will match the grants with new funds raised through local charitable donations, on a sliding scale based on population, with a one-for-one match requirement for the smallest towns. In this way, communities will have a perpetual trust and will use annual earnings from it for local betterment projects. The state wide Challenge fund will be raised from private foundations, individuals, and corporations.

20. New Ventures in Philanthropy for Professional Advisors **Michigan**
Lead Organization: Council of Michigan Foundations

The Council of Michigan Foundations will promote philanthropy and expand organized grantmaking within the Hispanic and African American communities in Michigan. It hopes to create five new private foundations and ten new donor-advised funds within community foundations.

21. New Ventures in Philanthropy of the National Capital Region **Washington, DC**
Lead Organization: Washington Grantmakers

The Washington Regional Association of Grantmakers will promote the development of new philanthropic resources in the Greater Washington Area. The initiative will target both old and new generations of wealth in the region, and focus particularly on the burgeoning InfoComm and biotech industries in the region as sources of potential new individual and corporate philanthropic commitments. Coalition members include: Eugene and Agnes E. Meyer Foundation, Morris and Gwendolyn Cafritz Foundation, Mitsubishi Electric America Foundation, Community Foundation for the National Capital Region, Bank of America, Howard Hughes Medical Institute, and the Hill Snowdon Foundation.

22. Promoting the Growth of Philanthropy in Rural Iowa **Iowa**
Lead Organization: Iowa Farm Business Association

The Iowa Farm Business Association will implement an educational program for local consultants and association members in the State of Iowa about the role of philanthropy in their business planning and the influence they can have on their local communities and the future of agriculture. It will also help establish state and regional foundations to serve as models of endowed philanthropy.

23. Southern California New Ventures in Philanthropy **Southern California**
Lead Organization: Southern California Association for Philanthropy.

Southern California New Ventures in Philanthropy will use this year to devise a strategy to promote the growth of philanthropy in a number of selected areas. The coalition will conduct baseline research, find and highlight compelling philanthropic stories, and develop a communications strategy.

24. Southwest Coalition on Native American Philanthropy **Arizona**
Lead Organization: Inter Tribal Council of Arizona

The Southwest Coalition will work collaboratively to improve the social and economic well-being of Indian people in the Southwest through the vehicles of philanthropy and nonprofit development. This effort will expand the knowledge and development of organized philanthropic vehicles in American Indian tribal nations and Native Communities in the Southwest United States. The Coalition is comprised of four principal members: the Arizona Community Foundation, First Nations Development Institute, the Hopi Foundation, and the Inter Tribal Council of Arizona.

25. WILLPower **Rochester, NY**
Lead Organization: Rochester Grantmakers Forum

This initiative plans to broaden the base of philanthropic dollars available for the Greater Rochester community, and increase, through planned giving and organized philanthropy, the dollars available for philanthropic purposes. It will continue with WILLPower's community-wide media campaign as well as develop a website and work strategically to impact its target audiences. Coalition members include: the Advertising Council of Rochester, Jewish Community Federation, Rochester Area Community Foundation, United Way of Greater Rochester, The Roman Catholic Diocese, and other individuals.

26. Wisconsin Giving Project **Wisconsin**
Lead organization: Donors Forum of Wisconsin

The Wisconsin Giving Project will improve a “tool kit” for emerging community foundations that addresses issues such as standards and practices, legal and tax requirements, administrative requirements, board training, media relations, marketing, etc.; assist in the establishment of new community foundations in Wisconsin; offer workshops and information at conferences of professional advisor groups; distribute the *Wisconsin Giving Guide* to pre-qualified advisors in Wisconsin; host “don't ask, don't tell” events for potential philanthropists hosted by donor friends; conduct an advertising or public service announcement campaign to encourage philanthropy; and co-convene a Legislative Joint Study Council on the impact of philanthropy in Wisconsin.

Round III Grantees (2000)

27. Appalachian Ohio New Ventures Initiative

Appalachian Ohio

Lead organization: The Foundation for Appalachian Ohio

The Appalachian Ohio New Ventures Initiative will work in collaboration with other organizations to create a plan for increasing Appalachian Ohio's base of grantmaking capital and permanent charitable endowments. It will conduct a sustained program of education and outreach to promote philanthropy and broadly disseminate options for growing resources of grantmaking capital among highly rural audiences. Coalition partners include the Ohio Grantmakers Forum, the Schooler Family Foundation, the Longaberger Foundation, and several community foundations.

28. Building Business Investment in Community

Minnesota

Lead organization: Minnesota Council on Foundations

Building Business Investment in Community will develop and implement strategies for educating emerging business leaders, younger executives, and executives new to the community on the concepts of corporate responsibility and the value of supporting and sustaining giving programs and other forms of community investments; create a mentoring program or one-on-one dialogues for business leaders who would like to develop or expand their company's community involvement; develop and disseminate a toolkit for business giving (similar to the *Minnesota Toolkit for Giving*); and develop and present educational programs that describe and illustrate the full range of giving options available to companies, their owners, and employees.

29. Give Tompkins

Ithaca, NY

Lead organization: Tompkins County Chamber of Commerce Foundation

The Tompkins County Philanthropy Project is a new coalition of nonprofits, grantmakers, development professionals, corporations, financial institutions, estate planners, faith communities, and the media. The goal of the Project is to develop a campaign to promote all types of philanthropic giving and a culture of community stewardship in Tompkins County. Among other activities, the Project will design and conduct an educational media campaign that promotes philanthropic giving.

30. Governor's Task Force on Endowments and Philanthropy

Montana

Lead organization: Montana Community Foundation

This coalition will develop a strategy to increase individual/family philanthropy and corporate giving that involves promotion, training and education, ongoing research, and a continuing emphasis on public policy development; research readily available information regarding giving and grantmaking statewide; organize and conduct a “Governor's Conversation on Giving and Grantmaking”; train financial

professionals about the benefits giving can provide their clients; and conduct outreach to Montana businesses.

31. Louisiana Philanthropy Initiative

Louisiana

Lead organization: Louisiana Association of Nonprofit Organizations

The Louisiana Philanthropy Initiative will provide training to professional advisors (lawyers, CPAs, financial planners, fundraisers/development officers), foundations (staff, trustees, donors), and nonprofit organizations (executives and development officers); promote philanthropy through public policy work; develop a Pooled Income Fund as one means of promoting charitable giving/investment for smaller nonprofit organizations that may not have the financial capacity to attract and manage endowed funds; and conduct a Louisiana statewide poll on philanthropy, giving, and volunteering.

32. New Jersey Gives

New Jersey

Lead organization: Council of New Jersey Grantmakers

New Jersey Gives is a research and publication project that will serve as the basis for a larger, more cohesive effort to expand and strengthen philanthropy throughout New Jersey. The first part of the project will involve researching and writing a report on the current status of philanthropy in New Jersey. Partners for this coalition represent New Jersey's philanthropic, academic, business, and nonprofit sectors.

33. The Ozarks Philanthropy Project

Missouri Ozarks

Lead organization: Ozark Foothills Development Association

The Ozarks Philanthropy Project will serve a 53-county area known as the Missouri Ozarks, a severely economically disadvantaged region, by developing a region-wide coalition to promote a variety of philanthropic activities; creating donor pools of many kinds to foster charitable giving in a variety of ways; and conducting outreach to potential donors. As part of its efforts, the Project will seek to establish a permanent, targeted Community Capacity Building Fund.

34. Philanthropy in the Commonwealth

Kentucky

Lead organization: The Community Foundation of Greater Louisville

This coalition will work with entrepreneurs, professional advisors, community foundations, and new emerging leaders to provide organizational support to broaden awareness of estate planning opportunities through the bar association; create a cultural environment for increased giving; and pursue opportunities to dedicate tobacco settlement and health conversion funds to philanthropic purposes. Coalition partners include the Louisville Bar Association, New Standard, and several community foundations.

Round IV Grantees (2001)

35. Alabama Giving Project

Alabama

Lead organization: The Community Foundation of Greater Birmingham

The Alabama Giving Project will develop and implement strategies for creating new foundations and corporate giving programs, encourage new gifts to existing funding organizations, and strategically market the value and importance of philanthropy. Strategies will include philanthropy promotion, training

and education using varied media and formats. The coalition will conduct donor outreach with individual, family, and corporate audiences.

36. Gateway to Giving

St. Louis, Missouri

Lead organization: St. Louis Metropolitan Association for Philanthropy

Gateway to Giving will strengthen the St. Louis region by implementing a comprehensive initiative to increase both philanthropic assets and numbers of donor organizations. The project will work with current and potential individual donors, clusters of donors in leadership and civic engagement groups, and, emerging business leaders. In addition, Gateway to Giving will partner strategically with selected religious congregations and a newly formed Social Venture Partners group focused on mid-cap companies.

37. Giving New Hampshire

New Hampshire

Lead organization: New Hampshire Charitable Foundation

Giving New Hampshire will build on its existing research-based, multi-year project to promote philanthropy through a sustained plan to reach out to varied professional advisors, business leaders, and wealthy individuals to promote and increase philanthropy. Basing their response to each audience in targeted research, Giving New Hampshire will target and engage donors using the style and the information that donors identify as optimal for encouraging their philanthropic engagement.

38. Greater San Bernardino Philanthropy Collaborative

San Bernardino, CA

Lead organization: St. Bernardine's Medical Center Foundation

The Greater San Bernardino Philanthropy Collaborative will develop and implement a program to promote improvement of the Greater San Bernardino County community through philanthropy. The collaborative will implement targeted corporate outreach to encourage new and expanded corporate philanthropy. Donor outreach and education to families and individuals will be conducted through "Profiles in Caring" a media-based campaign designed to inform, enthuse and engage new philanthropists. The collaborative will also focus on broadly educating the community through "Our Journey to Today" a public exhibition celebrating successful philanthropic investment in improving quality of life in the county.

Round V Grantees (2002)

39. Nevada Gives

Nevada

Lead Organization: Business Community Investment Council c/o Nevada Community Foundation

Nevada Gives is a cooperative effort between the private, non-profit and public sectors in southern Nevada. Its mission is to engage community partners to work together and increase permanent philanthropy from businesses and individuals to address social needs while increasing permanent philanthropic resources. As part of Nevada Gives, BCIC will develop strategies to target 5 specific "markets": 1) Companies new to the area and young companies. 2) Small and mid-sized companies. 3) Entrepreneurs, individual and community leaders. 4) Large companies. 5) Retirees and seniors. Strategies that Nevada Gives will employ include the hosting of a day long Philanthropic Summit; a series of ongoing, breakfast roundtables designed to engage up-and-coming business leaders; a speakers bureau that will present at targeted events; a Philanthropy Leadership Club, which will serve as a vehicle to inspire and support community leaders; Philanthropy Workshops offering basic educational seminars; printed educational material; an annual Philanthropy report; an updated and enhanced website; and significant public relations and advertising to highlight the importance of giving.

40. South Carolina Gives!

South Carolina

Lead Organization: The Central Carolina Community Foundation

Project Description: The primary goals of South Carolina Gives! are to promote the development of new philanthropic resources, with particular emphasis on nontraditional donors, and to build statewide philanthropy to improve the quality of life for all South Carolinians. The South Carolina Gives! Coalition links grantmakers, lawyers, Community Foundations and nonprofits. The Coalition plans to develop a statewide and community-based outreach campaign that targets eight groups of nontraditional donors. Four regional education forums will provide training on nontraditional donors to a minimum of 150 nonprofit and philanthropic practitioners. In addition, the initiative will implement a Professional Advisor Program for South Carolina's attorneys and will analyze the charitable giving trends to measure the impact of philanthropy within the state. Specific strategies include the development of a website, a speakers bureau and peer-to-peer advisory sessions; public service announcements and press releases; partnerships with faith-based and other community organizations; education for teenagers; Continuing Legal Education courses, and investigation of workplace giving programs.

41. State Bar of Georgia & Southeastern Council of Foundations

Georgia

Lead Organization: Georgia Legal Services Programs, Inc.

The Georgia Lawyers and Philanthropy Committee of the Southeastern Council of Foundations (SECF) exists to educate and support lawyers as advisors to philanthropic transactions. To this end, the Committee will work with teams in 11 states in the Southeast United States. Each team, composed of representatives from bar associations and foundations, will receive training and support to enable them to bring the successful Continuing Legal Education (CLE) Curriculum to their state. The Georgia Lawyers and Philanthropic Committee will provide technical assistance to each state to introduce the legal curriculum on philanthropic options, and will evaluate the impact of the curriculum on the ability of non-estate planning attorneys to increase philanthropy through professional advising.