

# ***New Ventures in Philanthropy***

## ***Building Knowledge and Networks to Grow Giving***



### ***Highlights from the First Five Years***

*New Ventures' 41 grantee coalitions generated a more than 40-fold return on financial investment. They provided impetus for hundreds of new foundations, funds, and other giving vehicles. They created long-term partnerships for giving that drew new players into philanthropy. They pioneered new ways to deliver information and service in their communities and created tools and resources that are now being shared nationwide. Examples of impact:*

#### **Growth in philanthropic resources**

- More than \$527 million in new philanthropic resources generated, against a national investment of \$14 million.
- Local coalitions attracted more than \$7 million in additional funding from regional funders.
- 41 funded coalitions across the country, spearheaded by community foundations, regional associations, Chambers of Commerce, Farm Bureaus, and nonprofit associations.
- More than 300 foundations, regional associations, and other partner organizations became smarter about increasing philanthropy through coalition partnerships.

#### **New foundations, funds, and other lasting vehicles**

- New foundations: 42 sparked by the Catalyst Project (NC).
- New funds: 20 new charitable funds from Engaging Entrepreneurs in Philanthropy (PA); 7 women's funds from Promotion of Philanthropy: A South Florida Collaboration.
- Growth of existing vehicles: 40 new donors recruited to Social Venture Partners by Philanthropy Northwest's Northwest Giving Project.
- Giving circles: 14 initiated by Baltimore Giving Project; at least four by Giving New England.
- Other permanent vehicles: \$1 million endowment by the Ozarks Philanthropy Project; 7% increase in individuals who included planned giving in wills reported by Rochester Grantmakers' WILLpower Project (NY).

#### **Ongoing relationships with key allies**

- New Ventures work integrated into core program of regional associations, including Association of Baltimore Area Grantmakers, Washington Grantmakers, Connecticut Council for Philanthropy, and Indiana Grantmakers Alliance.
- Formal partnership between Connecticut Council for Giving and Connecticut State Bar Association
- Statewide coalition comprised of South Carolina Gives!, community foundations and United Ways to target women and senior citizens in the state.
- African American Legacy Project and *Learning to Give* integrated philanthropy curriculum into Detroit area public schools.

**Over...**

### **New ways to develop and deliver service**

- Online resources to match donors and nonprofits: Catalyst Project (NC) created Philanthropy Central; Washington Grantmakers created TouchDC.
- *The Philanthropy Index* from the Southern Philanthropy Consortium measures rural communities' philanthropic potential and facilitates the creation of new funds.
- *Minnesota Toolkit for Giving* a resource for individual donors, accessible online.
- Philanthropy Northwest launched *The Giving Practice*, a revenue generating consulting service affiliated with the regional association.

### **Widely available tools and resources**

- Baltimore Giving Project's "Art of Charitable Planning" website provides information for financial advisors.
- *Developing a Giving Program in Hispanic Owned Companies* developed by Promotion of Philanthropy: A South Florida Collaboration.
- African American, Latino, and Asian American Giving pamphlets produced by the Coalition for New Philanthropy partners (NYC).
- Giving Circle Starter Kit from Giving New England has been mailed to over 300 interested potential donors and replicated in several other sites.
- Philanthropy packets, including the video, *Change Alabama with a Giving Heart*, distributed to 217 public libraries by Alabama Giving.

### **Expertise in reaching and mobilizing new groups of donors**

- Print publications developed by coalitions distributed nationally: *A Plan of One's Own: A Woman's Guide to Philanthropy*; *Engaging Diverse Communities For and Through Philanthropy*; and *How Effective Nonprofits Work*.
- Projects focused on Latino, Asian American, and African American donors; young people; women; entrepreneurs; rural communities, etc.
- Media partnerships with Public Radio (Giving New England, Giving New Hampshire, Ozarks Philanthropy, and Minnesota Giving) and with Public Television (Indiana Giving Ventures and Alabama Giving).