Trends Affecting Foundation Giving
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Foundation Center
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Foundations as Archipelagos

Societal Trends

- Continued Economic Shifts
- Sector Boundaries Changing
  - Globalization
- Demographic Shifts
- Technology Advances
- Increased Government Regulation
Gain Knowledge

Funding Alert

Growth of All Giving vs. Giving for Higher and Graduate Educational Institutions 2001 to 2007

Source: The Foundation Center, 2009. Note: Based on a sample of more than 1,000 larger foundations.
Giving for Higher and Graduate Educational Institutions, 2001 to 2007

Dollars in Billions

<table>
<thead>
<tr>
<th>Year</th>
<th>Dollars</th>
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<tbody>
<tr>
<td>01</td>
<td>$4.3</td>
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<tr>
<td>02</td>
<td>$4.5</td>
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<tr>
<td>07</td>
<td>$5.2</td>
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Note: Based on a sample of more than 1,000 larger foundations.

Giving for Higher and Graduate Educational Institutions by Type of Institution, 2007

- Colleges & Universities: 87%
- Theological Schools: 1%
- Community Colleges: 2%
- Health Sciences Schools: 3%
- Medical Schools: 6%

Note: Based on a sample of 1,339 larger foundations.

Giving for Higher and Graduate Educational Institutions by Purpose, 2007

- Higher Education: 19%
- Graduate Education: 10%
- Other Education: 7%
- Medical Research & Specific Diseases: 12%
- General & Rehabilitative Health: 8%
- Mental Health: 1%

Note: Based on a sample of 1,339 larger foundations.
Giving for Higher and Graduate Educational Institutions by Types of Support, 2007

What should higher educational institutions expect from foundations in the near future:

- A decrease in very large foundation grants
- Fewer new program initiatives
- A tendency to help past grantees maintain core programs

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**Economic Shifts**

- Slow recovery
  - Less $ to give
  - Less help from other funders

- New normal
  - Collaboration
    - Nonprofits, grantmakers, cross-sectors
  - Measurable Outcomes

- Growing wealth outside US

**Nonprofit Collaboration Database**

![Database Image]

**Nonprofit Collaboration Database**

![Database Image]
Sector Boundaries are Blurring

- Globalization
  - Global issues and crisis
  - Multinational corporations & Economy
  - Growth of “civil society” & philanthropy
  - Technology

- Structural changes

International Grantmaking

Direct Grants by US Grantmakers to Non US Recipients
Philanthropy In/Sight

Structural Changes

• More options
  – PRIs & Microloans
  – Donor Advised Funds
  – L3C – low profit limited liability company
  – B Corporations
  – Online giving portals: Network for Good
  – Creative options
    • Women’s giving circles

Demographic Shifts

• Boomers vs. Millennials

• Diversity
  – Hispanic population growth

• Women’s Giving
  – Live longer & different interests

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Technological Advances

- Grantmakers
  - Communications
    - GlassPockets
    - Webinars
    - e-reporting
  - Process
    - Online Forms
    - New forms of giving
    - Virtual workforce

Legislation & Regulation

- Increased scrutiny
  - Local and state authorities
  - Source of $$$
  - Payout
  - Diversity
  - Processes

Raising Funds from Foundations

- Current donors
  - Take advantage of their increased receptivity to communication
  - Investigate any new initiatives/priorities
- Prospects
  - Research thoroughly
  - Utilize board connections
Corporate Giving

Current environment
• Some companies have taken a hit, but not across the board
• Fewer and smaller cash grants
• Partnerships with nonprofits still perceived as valuable

Securing Contributions from Corporations
• Seek out any and all contacts at corporations
• Ask for “in-kind” gifts
• Explore corporate volunteer programs
• Emphasize how giving to you benefits the corporation and its customers

How to spot funding opportunities:
• Watch for foundations that might spend out—and for appropriate ways to help them do so
• Match those involved with family foundations to your prospect lists
• Identify your prospects’ other giving vehicles as alternate sources of gifts
• Assess the ability of your individual donors to give foundation-style gifts
Access Foundation Center resources
www.foundationcenter.org/collections

Ask Us & FAQs

Reading List
• Convergence: How Five Trends Will Reshape the Social Sector -- LaPiana Consulting
  -- www.irvine.org

• Disrupting Philanthropy: Technology and the Future of the Social Sector -- Lucy Bernholz
  http://cspcs.sanford.duke.edu/

• Changing Landscape of Nonprofits [slides] by James Gelatt, PhD JGelatt@umc.edu