These slides accompanied the Office of Strategic Partnerships' "Philanthropy 101" presentation and discussion session held on April 8, 2021 with state agency representatives. As such, some context may be lost if viewing the slides without the benefit of the discussion.

PHILANTHROPY 101

for state agencies

NC Office of Strategic Partnerships

April 8, 2021

AGENDA

Joy Vermillion Heinsohn
Philanthropy Liaison,
NC Office of Strategic Partnerships

Ret Boney
Executive Director,
NC Network of Grantmakers

- Welcome and Housekeeping
- What is Philanthropy?
- Landscape of Philanthropy in NC
- Building Relationships with Funders
- Q & A

Welcome & Housekeeping

Recording this session

What is a Philanthropy Liaison?

Who is this session for?

Name & agency in chat

Q & A at end

What is Philanthropy?

Philanthropy: Philanthropy is defined in different ways. The origin of the word philanthropy is Greek and means love for mankind.

Today, philanthropy includes the concept of voluntary giving by an individual or group to promote the common good. Philanthropy also commonly refers to grants of money given by foundations to nonprofit organizations.

Philanthropic giving supports a variety of activities, including research, health, education, arts and culture, as well as alleviating poverty.

Council on Foundations (www.cof.org)

What is a foundation?

In layman's terms, "foundation" is used most commonly to describe organizations that distribute funds for charitable purposes, typically as grants or scholarships.

There are many different kinds of foundations (independent, family, corporate, operating, etc.).

However, just because an organization has the word "foundation" in its name does not mean that it makes grants.

Other terms that are often synonymous with "foundations" include "funders" and "grantmakers."

What is a foundation?

For more information, visit:

www.foundationsource.com

or

www.cof.org

North Carolina's Philanthropic Landscape

Ret Boney, Executive Director

North Carolina Network of Grantmakers

Network Comprised of 115 Foundations

Community Foundations

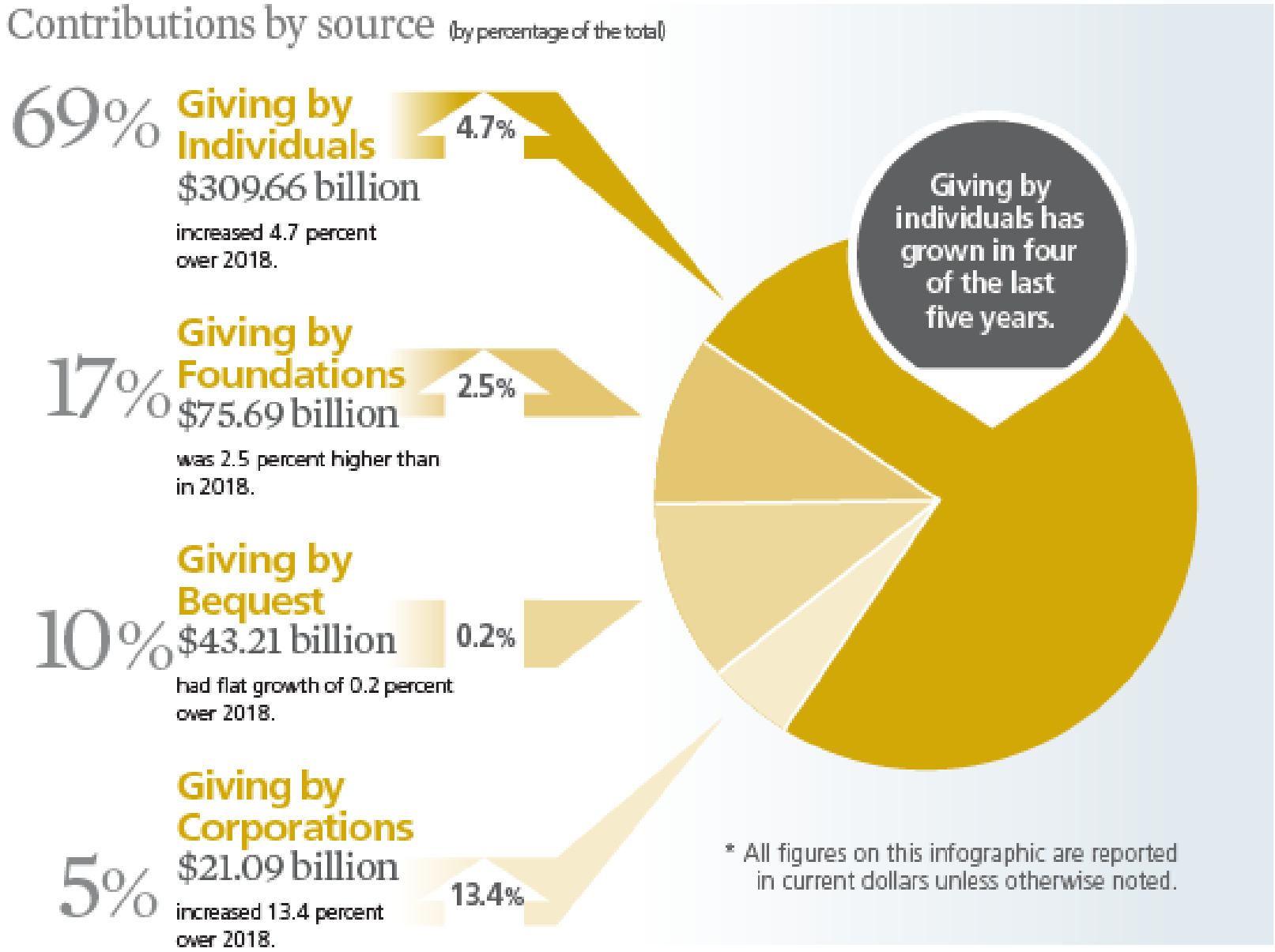
Corporate Foundations and Giving Programs

Private Foundations (Independent and Family Foundations)

Public Grantmaking Charities

Beyond the Dollars

- Content Expertise
- Local Expertise
- Convening Power
- Education and Advocacy
- Capacity Building



In 2019: Americans gave ***$449.64B*** to charity

Giving USA™

North Carolina's Foundation Landscape

2,557 Foundations

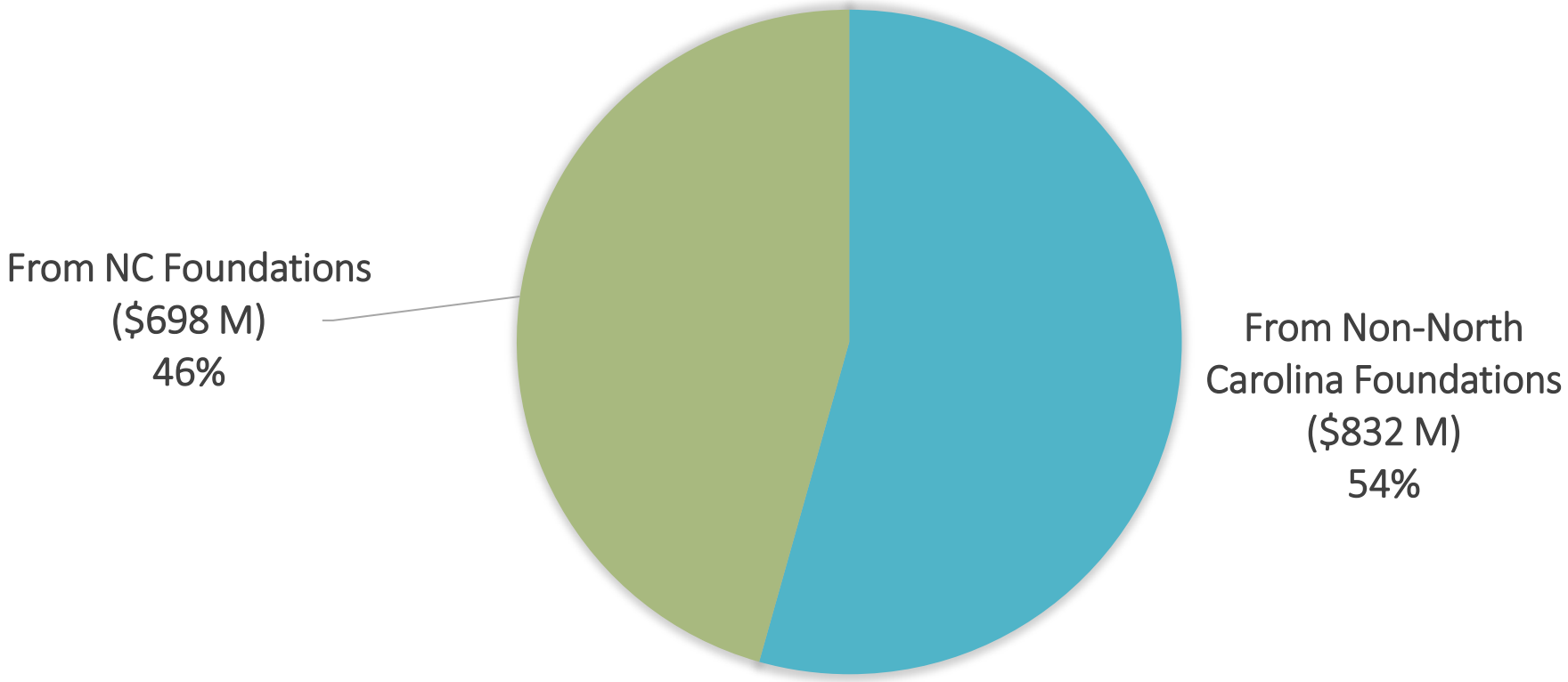
$18.4 Billion in assets held by NC foundations

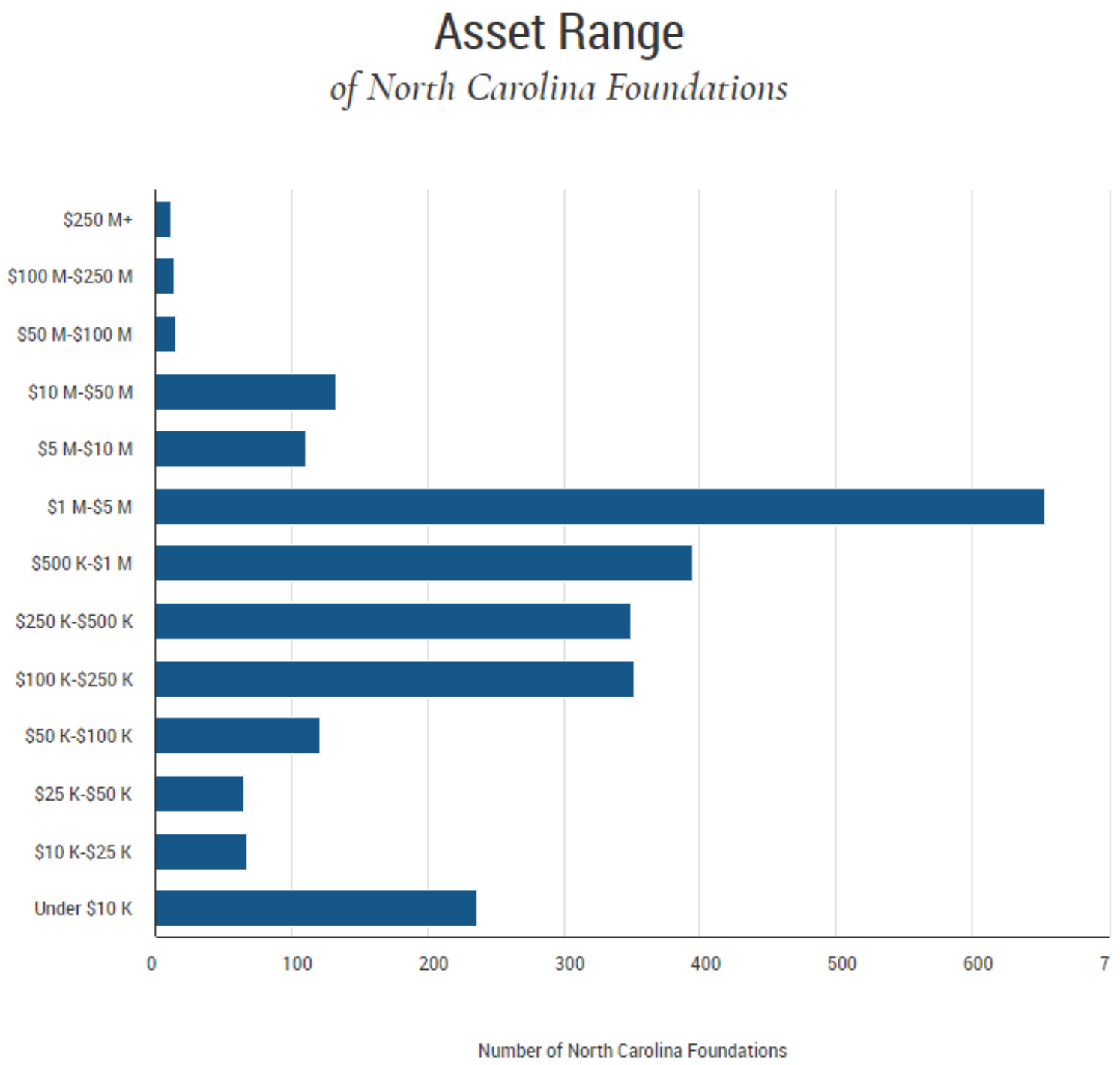
$1.5 Billion in total giving in 2018 *by* NC foundations

- *Of this, about $698 Million stayed in NC in 2018*

http://secftrendsreport.foundationcenter.org/dashboard/state/nc

Total Foundation Giving to North Carolina Just over $1.5 Billion in 2018





Most foundations based in NC are relatively small - $1M in assets or less

https://secftrendsreport.candid.org/dashboard/state/nc/

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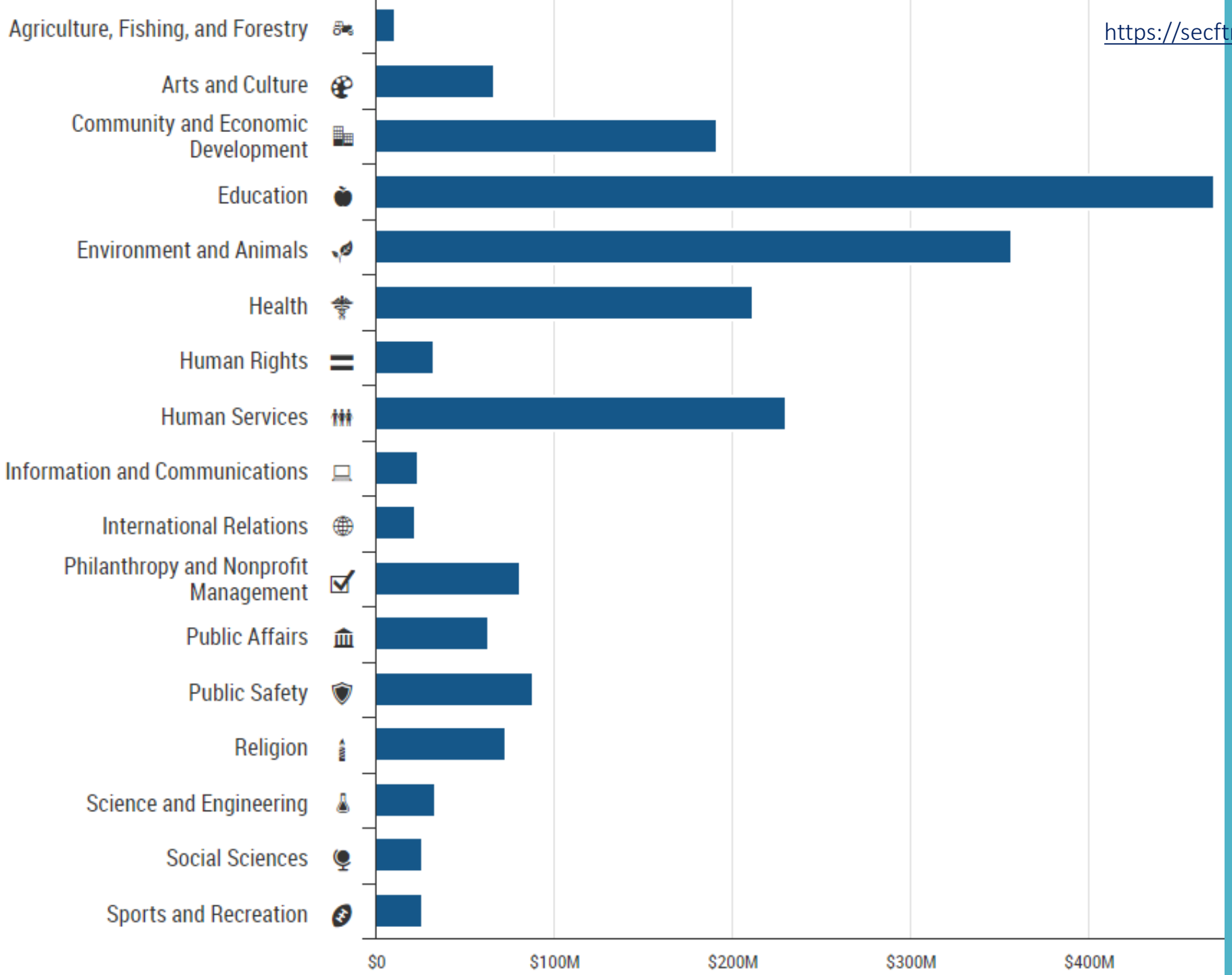
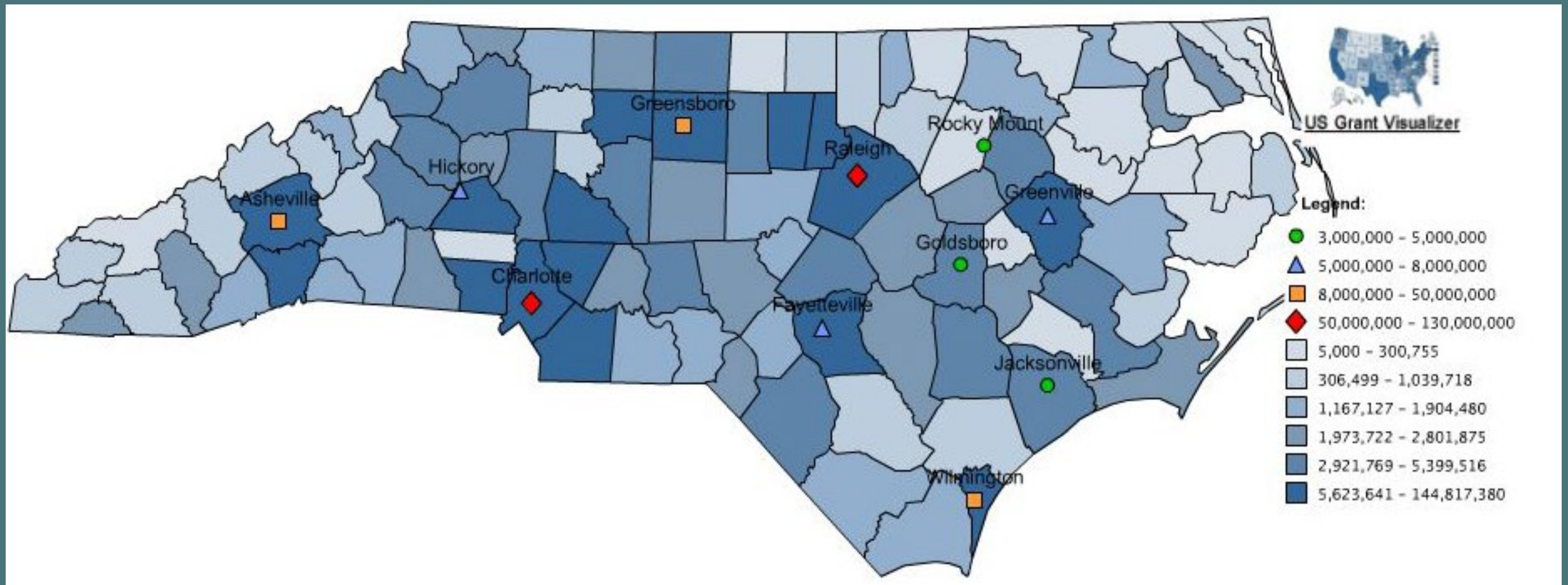


Giving by Subject:

Of North Carolina Foundations in 2018

(Grant dollars)



Source: Foundation Search 2014

Geographic Distribution of Grants

Private Foundations

(Family and Independent Foundations)

- Most prevalent type of foundation
- Investment earnings are source of most grantmaking dollars
- Annual payout of at least 5% of assets
- Provide almost half of North Carolina's total grant dollars
- For family foundations, family priorities often guide giving decisions

Corporate Foundations and Giving Programs

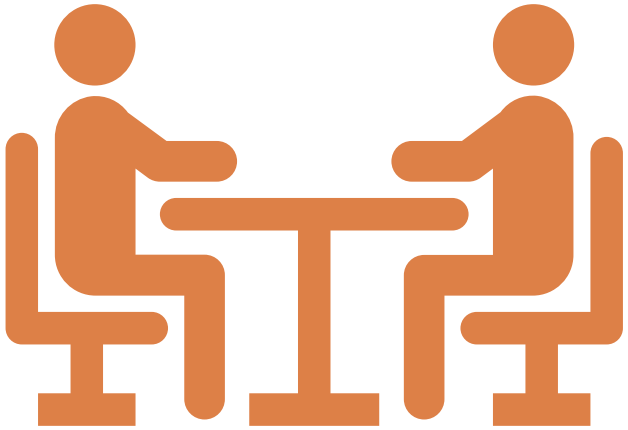
- Foundations can be funded as separate legal entities
- Many have foundation and a corporate giving program
- Give about 15% of North Carolina's total grant dollars
- Underlying business values and strategies often guide giving decisions

Community Foundations

- Tied to a specific geographic area
- Variety of funds from unrestricted assets to endowed funds to donor-advised funds
- Provide about one-third of NC's total grant dollars
- Community needs/priorities guide many decisions

Questions?

BEYOND THE MONEY?



Additional foundation resources…

EXPERTISE

CONVENING & FACILITATION

COMMUNITY RELATIONSHIPS

Tips on building relationships with funders:

- What's your goal? Seeking a thought partner is different from seeking funding.
- Funders ≠ easy replacement money for lost state funding.
- No two funders are the same. Different priorities, geographies, restrictions, applications, etc.
- Do your homework. Read their website before making a cold call.
- Sign up for funders' newsletters and alerts.

HOW TO APPLY FOR GRANTS?

STAY TUNED!!

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