These slides accompanied the Strategic Partnerships “Philanthropy 101” presentation and discussion session held on November 21, 2019 with state agency officials and university representatives. As such, some context may be lost if viewing the slides without the benefit of the discussion.
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
How much did Americans give in 2018?
$427.71 billion

- Giving by Individuals ($292.09 b) 68%
- Giving by Foundations ($75.86 b) 18%
- Giving by Bequest ($39.71 b) 9%
- Giving by Corporations ($20.05 b) 5%

Giving by individuals declined slightly in 2018, comprising less than 70% of overall giving for the first time in at least 50 years.

Source: 2019 GivingUSA Report Summary
### Where are all the charitable dollars going?

**Contributions by source (by percentage of the total)**

<table>
<thead>
<tr>
<th>% of total giving in 2018</th>
<th>% change from 2017</th>
<th>inflation adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>29% to Religion</td>
<td>$124.52 billion</td>
<td>-1.5%</td>
</tr>
<tr>
<td>14% to Education</td>
<td>$58.72 billion</td>
<td>-1.3%</td>
</tr>
<tr>
<td>12% to Human Services</td>
<td>$51.54 billion</td>
<td>-0.3%</td>
</tr>
<tr>
<td>12% to Foundations</td>
<td>$50.29 billion</td>
<td>-6.9%</td>
</tr>
<tr>
<td>10% to Health</td>
<td>$40.78 billion</td>
<td>0.1%</td>
</tr>
<tr>
<td>7% to Public-Society Benefit</td>
<td>$31.21 billion</td>
<td>-3.7%</td>
</tr>
<tr>
<td>5% to International Affairs</td>
<td>$22.88 billion</td>
<td>9.6%</td>
</tr>
<tr>
<td>5% to Arts, Culture, and Humanities</td>
<td>$19.49 billion</td>
<td>0.3%</td>
</tr>
<tr>
<td>3% to Environment/Animals</td>
<td>$12.70 billion</td>
<td>3.6%</td>
</tr>
<tr>
<td>2% to Individuals</td>
<td>$9.06 billion</td>
<td>-</td>
</tr>
</tbody>
</table>

- indicates growth in current dollars with a decline after adjusted for inflation
North Carolina’s Foundation Landscape

2,672 Foundations

$17.9 Billion in assets held by NC foundations

$1.4 Billion in total giving in 2017 by NC foundations

- Of this, about $477 Million stays in NC

http://secftrendsreport.foundationcenter.org/dashboard/state/nc
Total Foundation Giving to North Carolina Just over $1 Billion in 2017

- NC Foundations ($477 M) 47%
- Non-North Carolina Foundations ($530 M) 53%
Most foundations based in NC are relatively small - $1M in assets or less

https://secftrendsreport.candid.org/dashboard/state/nc/
Giving by Subject

Of North Carolina Foundations in 2017

https://secftrendsreport.candid.org/dashboard/state/nc/
Geographic Distribution of Grants

Source: Foundation Search 2014
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

Give 48% of North Carolina’s total grant dollars

For family foundations, family experience and values often guide giving decisions
Foundations can be funded as separate legal entities.

Many have foundation and corporate giving program.

Give 16% 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
- Give 34% of NC’s total grant dollars
- Values and priorities of community guide decisions
Beyond the Dollars

- Content Expertise
- Local Expertise
- Convening Power
- Education and Advocacy
- Capacity Building
Questions?
Presentation to NC State Government
Joy Vermillion Heinsohn, ZSR Assistant Director
November 21, 2019

Improving the quality of life for all North Carolinians
Examples of NC Statewide Foundations

- Blue Cross & Blue Shield of NC Foundation
- Golden LEAF Foundation
- Kate B. Reynolds Charitable Trust
- NC Community Foundation
- The Duke Endowment
- Z. Smith Reynolds Foundation
Z. Smith Reynolds Foundation's Core Values

Stewardship  Integrity  Fairness & Justice  Dignity & Equity
Civic Participation  Excellence  Sustainability  Collaboration

Z. Smith Reynolds Foundation
Impeving the quality of life for all North Carolinians
ALL FOR NC

ZSR'S FRAMEWORK FOR GRANTMAKING AND LEARNING

STATE-LEVEL SYSTEMIC CHANGE STRATEGY
Improving state-level systems and structures to remove barriers and create opportunities.

COMMUNITY-BASED STRATEGY
Leveraging the unique assets, knowledge, experience and connections in communities to create meaningful change.

EXPLORATORY, VISIONARY IDEAS STRATEGY
Investing in the bold ideas of North Carolinians.

Z. Smith Reynolds FOUNDATION
Improving the quality of life for all North Carolinians
ZSR’S STATE-LEVEL SYSTEMIC CHANGE STRATEGY

Advancing Public Education
Fostering a Healthy and Sustainable Environment
Promoting Social and Economic Justice
Strengthening Democracy

Z. Smith Reynolds Foundation
Improving the quality of life for all North Carolinians
ZSR COMMUNITY PROGRESS FUND GRANTS 2019

Improving the quality of life for all North Carolinians
ZSR’S EXPLORATORY, VISIONARY IDEAS STRATEGY

Improving the quality of life for all North Carolinians
ALL FOR NC

WE ARE COMMITTED TO

Using a Racial Equity Lens
We acknowledge the impact of structural racism and seek to support strategies and systems aimed at mitigating its effects on society. We will apply a racial equity lens to every aspect of our work across the state, in communities and within our own walls.
Learn More ➔

Being a Learning Organization
We want to continue to stay well informed of what is happening at the state level and at the local level in communities across North Carolina. We seek to partner with entities at the state and local level and learn alongside of them.

Our Home, Winston-Salem/Forsyth County
The Z. Smith Reynolds Foundation was born in Winston-Salem/Forsyth County and is proud to call it home. We will work to deepen our roots here by engaging with various segments of our community and cultivating stronger relationships that create positive change in our hometown.
Learn More ➔

Z. Smith Reynolds
Foundation

Improving the quality of life for all North Carolinians
What do statewide funders and state government share in common?

A lot! Including, but not limited to:

• Constituents and service area

• An interest in improving systems - to benefit North Carolinians

• A desire to leverage (national funding)

• Grantmaking
Thoughts from a statewide funder

• Every foundation is different – don’t assume anything; feel free to contact them

• Foundations aren’t likely to want or be able to replace state dollars or to scale projects

• But they may be interested in:
  • Thought partnering
  • Helping to leverage national funding
  • Pilot projects
  • Educating the public
  • Capacity building
Questions?
A Local Funder’s Perspective

Gladys Hairston, Program Officer
November 21, 2019
John Rex Endowment is...

...An example of a private foundation

- Funding source not from public donations
- Funds are invested are the source for grants that are distributed

County-specific funder...

- ...But can also support regional/statewide organizations
- Impact Wake County children’s health and well-being
How Funding is Structured

Primarily have used Requests for Proposals
- With an online application process
- For any nonprofit entity to apply
- With specific strategies and criteria outlined

Looking at more collaborative approaches
- With other funders—corporate, community foundations, etc.—to pool resources for greater reach
- With community-led initiatives—to work with nontraditional partners
- With local, state, and even national policymakers—to address policy advocacy to change systems
Any Questions?

gladys@rexendowment.org
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