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.
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.
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

From NC Foundations ($698 M) 46%
From Non-North Carolina Foundations ($832 M) 54%
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 2018

(Grant dollars)
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
- Provide almost half of North Carolina’s total grant dollars
- For family foundations, family priorities often guide giving decisions
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!!