

Philanthropy 101

VolunteerNC Lunch & Learn
August 30, 2022



AGENDA

- Philanthropy basics
- Landscape of philanthropy in NC
- How to find grant opportunities
- Tips on applying for grants
- Q & A

NC Office of Strategic Partnerships

Purpose and Structure

- Focus on:
 - Leveraging expertise of research institutions (higher ed+) and philanthropy
 - Using research and evidence to guide policy and process decisions

- Opportunities for many types and levels of engagement:
 - e.g., short- and long-term; faculty, researchers, students; funded, pro bono, etc.
 - Partners include state agencies, higher ed, philanthropy, student interns/associates, national organizations

- Team:
 - Staff and Advisory Group

Building a Culture of Evidence

- Agency learning/research agendas → project sourcing and development
 - [North Carolina Project Portal](#); Opportunities include [NC Commerce](#), [Wildlife Resources Commission](#), and [Department of the Secretary of State](#); multi-step, flexible process for agency-researcher connections; Interest from 250+ researchers from 45+ colleges and universities
 - Other projects underway or complete (e.g., [DOR](#); [COVID-19 Student Response Corps](#), [Survey of NC Nonprofit Organizations and the Impact of COVID-19](#), [state government talent pipeline](#), etc.)
- Strive for partnerships that are scalable, sustainable, and develop public/open-source resources
- Daily requests for assistance from universities, state agencies, nonprofits, philanthropy, others re: policy engagement, engagement w/researchers and philanthropy, agency sources of expertise, range of guidance

OSP Resources

- [Web page](#)
- [Research Partnership Opportunities](#) with state agencies
- [Philanthropy Liaison](#)
- [North Carolina Project Portal](#)
- [State agency contacts](#) for partnerships and research; [college and university contacts](#) for partnerships and research
- [Monthly Connect](#) (panel discussions on cross-sector partnerships)
- [Highlights](#) (monthly news and resources)

Contact partnerships@osbm.nc.gov for more information.



Philanthropy Basics



What is philanthropy?

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)



Types of foundations



North Carolina

Network of Grantmakers

www.ncgrantmakers.org



Types of foundations

Private and
Family
Foundations

Community
Foundations

Corporate
Foundations



Types of foundations

Private and Family Foundations

Founded by individual, family or group with private assets

Assets and investment earnings are source of most grants

Annual payout of at least 5% of assets
Family values often guide giving decisions

Community Foundations

Corporate Foundations



Types of foundations

Private and
Family
Foundations

Community
Foundations

Corporate
Foundations

Publicly supported to benefit specific community, population or region

Grants from unrestricted assets, endowed funds, donor-advised funds

Values and priorities of community guide giving decisions



Types of foundations

Private and
Family
Foundations

Community
Foundations

**Corporate
Foundations**

Foundations funded as
separate legal entities
(sometimes)

Many have foundation and
giving program

Business values often guide
giving decisions



Landscape of Philanthropy in NC

In 2021,
Americans
gave \$484.85
billion to
charity.



Where did the generosity come from?

Contributions by source

By percentage of the total

67% \$326.87 billion

Giving by Individuals

↑ increased 4.9% over 2020

19% \$90.88 billion

Giving by Foundations

↑ increased 3.4% over 2020

9% \$46.01 billion

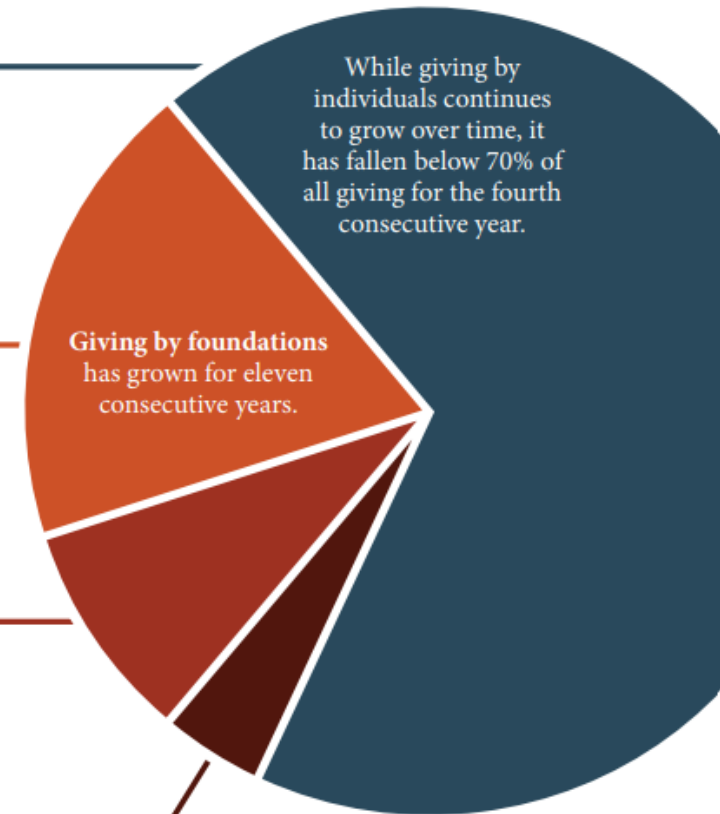
Giving by Bequest

↓ decreased 7.3% over 2020

4% \$21.08 billion

Giving by Corporations

↑ increased 23.8% over 2020



*All figures on this infographic are reported in current dollars unless otherwise noted.



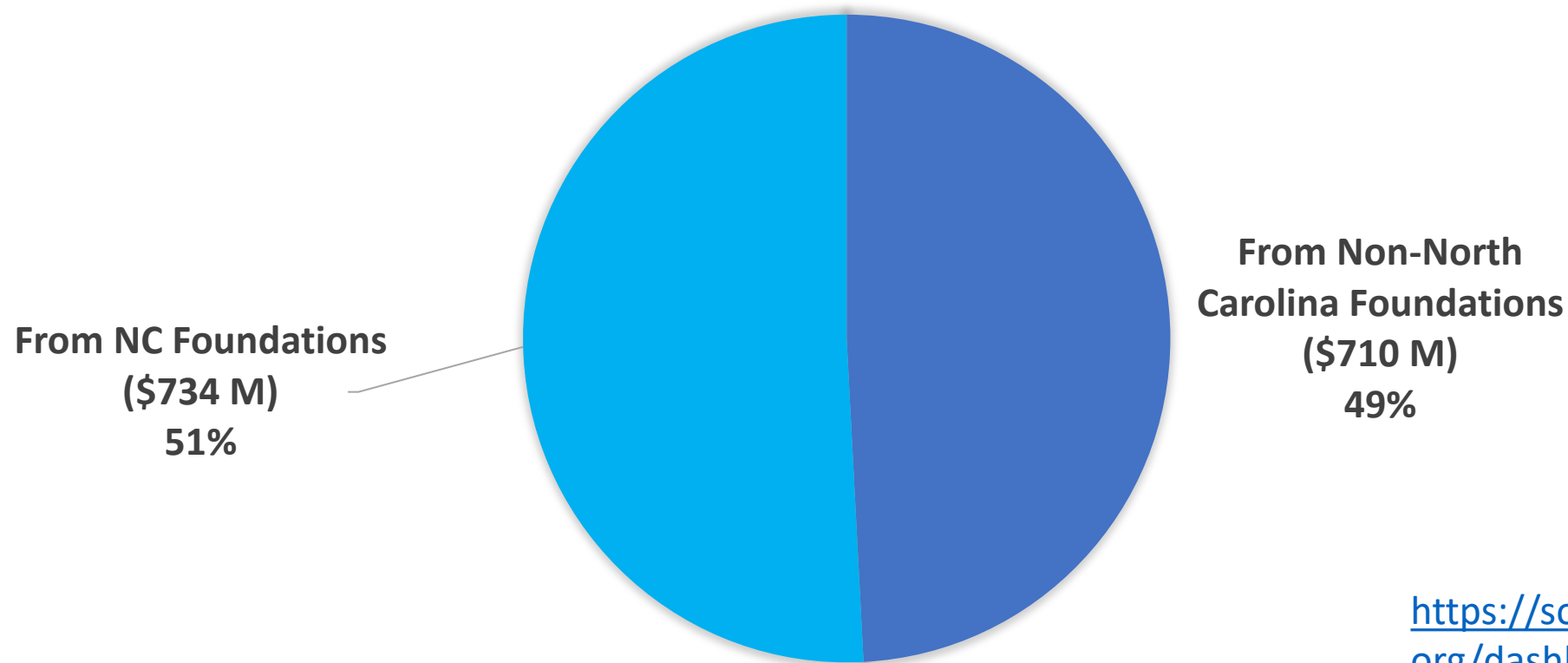
Foundation Landscape in NC (2018)

In 2018, NC was home to:

- 2,109 Foundations
- with \$18.1 Billion in assets

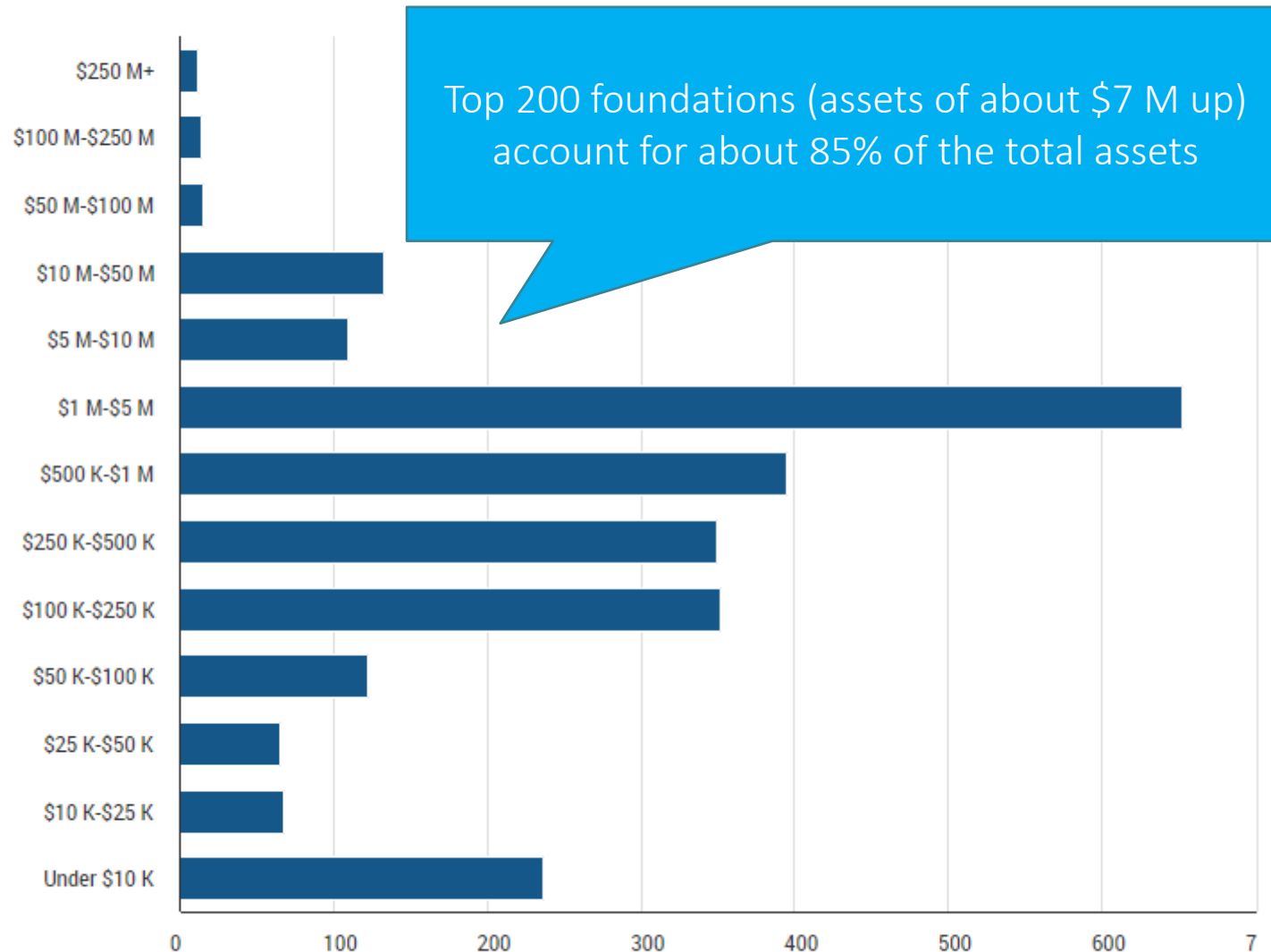
<https://southeast.candid.org/dashboard/year/2018/state/nc/tab/overall/>

Total Foundation Giving to North Carolina Just over \$1.4 Billion in 2018



<https://southeast.candid.org/dashboard/year/2018/state/nc/tab/overall/>

Asset Range of North Carolina Foundations



Most are
quite small

Beyond the Money



Content Expertise



Local Expertise



Convening Power



Education and Advocacy



Capacity Building



How to Find Grant Opportunities

How to find grant opportunities

Resources for Grant Seekers (OSP resource):

- Examples of websites to search for grant opportunities:
 - **Federal grants:** www.grants.gov
 - **State grants (NC):** <https://www.nc.gov/your-government/all-nc-state-services/grant-opportunities>
 - **Foundation grants:** GrantStation, GrantFinder, GrantWatch, Candid, etc.
- Sign up for newsletters and alerts
- Examples of news and information about philanthropy and foundations:
 - *Philanthropy Journal* - <https://philanthropyjournal.com/>
 - *The Chronicle of Philanthropy* - <https://www.philanthropy.com/>

State grants (NC): <https://www.nc.gov/your-government/all-nc-state-services/grant-opportunities>


Official website of the State of North Carolina [How you know](#) ▾

State Organizations

Directory

Jobs

COVID-19 Info Hub

 Select Language

nc.gov

Living ▾

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Learning ▾

Exploring ▾

Your Government ▾






[Home](#) > [Your Government](#) > [All NC State Services](#) > [Grant Opportunities](#)

Grant Opportunities

This page includes links to grant programs across NC state government agencies. For questions about any of the grant programs listed herein, contact the agency that oversees that program. If you are looking for public information about grants, please visit [OpenBudget](#), which contains a database of agency-provided descriptive information about state-administered grant programs that disburse funds to non-state entities. OpenBudget also provides information on awarded grants and contracts.

Show ▾ entries

Search:

Category 	Agency/Grant Program 	Description 
Agriculture	Agricultural Development and Farmland Preservation Trust	This program supports the farming, forestry, and horticulture communities within the agriculture industry.

NC Office of Strategic Partnerships



Tips on Applying for Grants

Resources to learn how to apply for grants

Examples of resources:

Grants.gov - <https://www.grants.gov/applicants/apply-for-grants.html>

Candid Learning - <https://learning.candid.org/training/introduction-to-finding-grants-2/>

Community Colleges and Universities: Some community colleges and universities offer in-person or virtual grant writing classes that are open to the community but may require registration

Tips on applying for grants

No two funders are the same.

Different priorities, geographies, restrictions, applications, etc.

Find 5 differences!

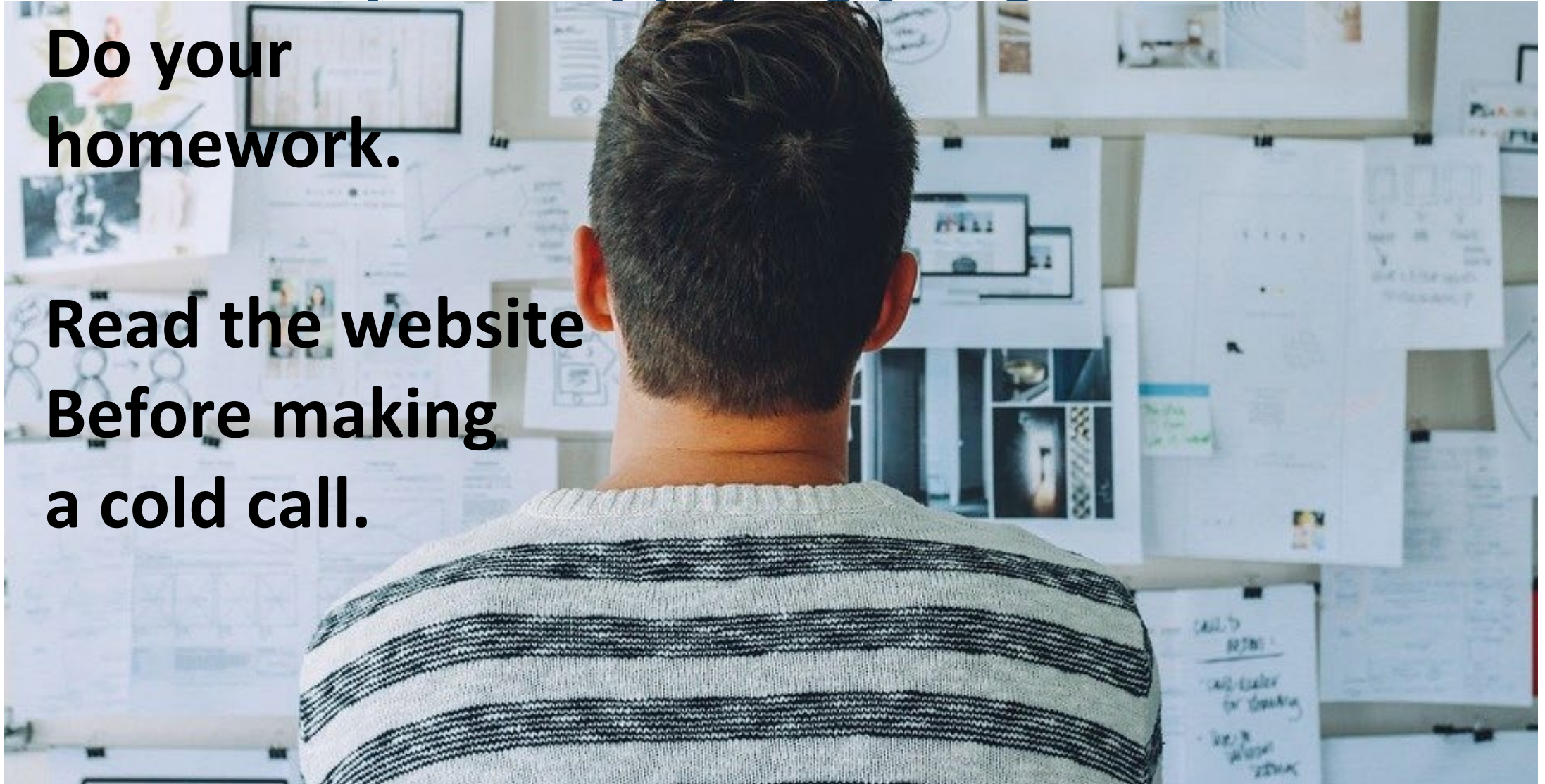


www.kidsactivities-online

Tips on applying for grants

**Do your
homework.**

**Read the website
Before making
a cold call.**



Tips on applying for grants

Foundation Program Officer



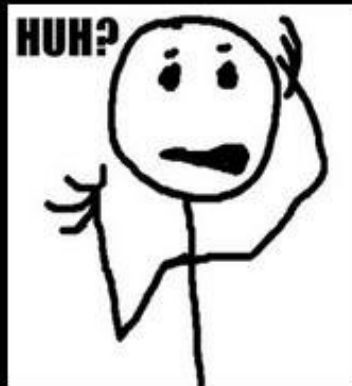
What nonprofits think I do



What my mom thinks I do



What my cat actually does



What my friends think I do



What I think I do



What I really do



Conversations can help!

Tips on applying for grants

Not all applications require a professional grant writer.

Read the application and be discerning.



Tips on applying for grants

“No” is not:



Personal

OR



Forever



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Q & A