

2015 Philanthropic Landscape

Enhancing Mission Through Equity and Inclusion



Philanthropic Landscape 2015

Amy Rome

*Founder & Principal
The Rome Group*





Insights, Strategies & Solutions

1995 – 2015

20 + years

250 + clients

\$250,000,000 + raised



Define and plan for future success

- Strategic Planning
- Business Planning
- Collaborations/Mergers

Raise more money

- Development Audits and Plans
- Feasibility Studies and Campaigns
- **Interim Development Management**

Build organizational strengths

- Organizational Assessments
- Leadership Development
- **Program Performance Management**





Our Mission:

To strengthen communities
by strengthening nonprofits





THANK YOU!!!



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Today's Agenda

- National Giving Trends
- Local Survey Results
- Keynote Address: *Enhancing Mission Through Inclusion & Equity*
- Panel Discussion
- Audience Q&A



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- Presentation available at:

www.theromegroup.com

- Tweet with us!

@TheRomeGroup

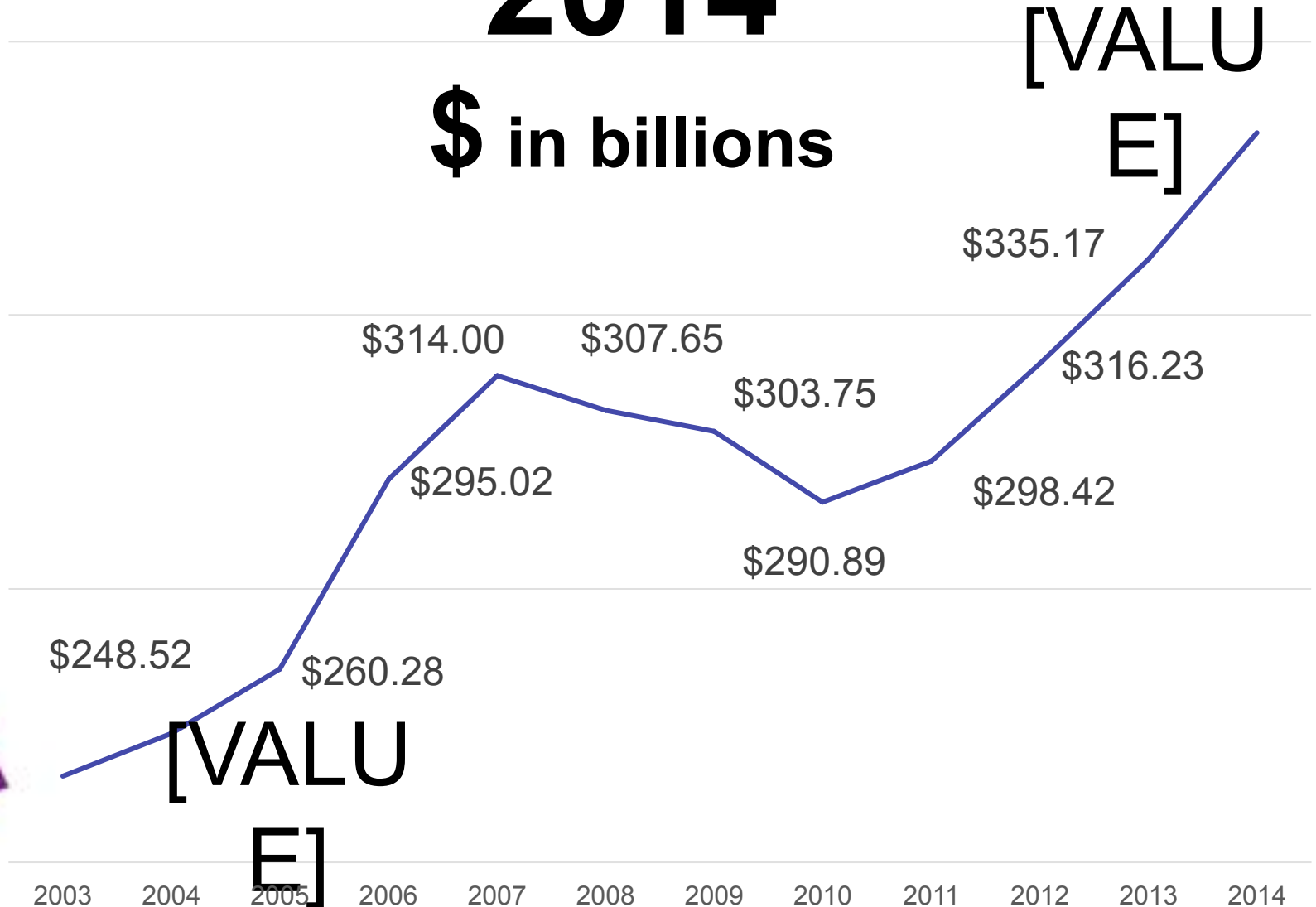
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National Giving, 2003 – 2014

\$ in billions

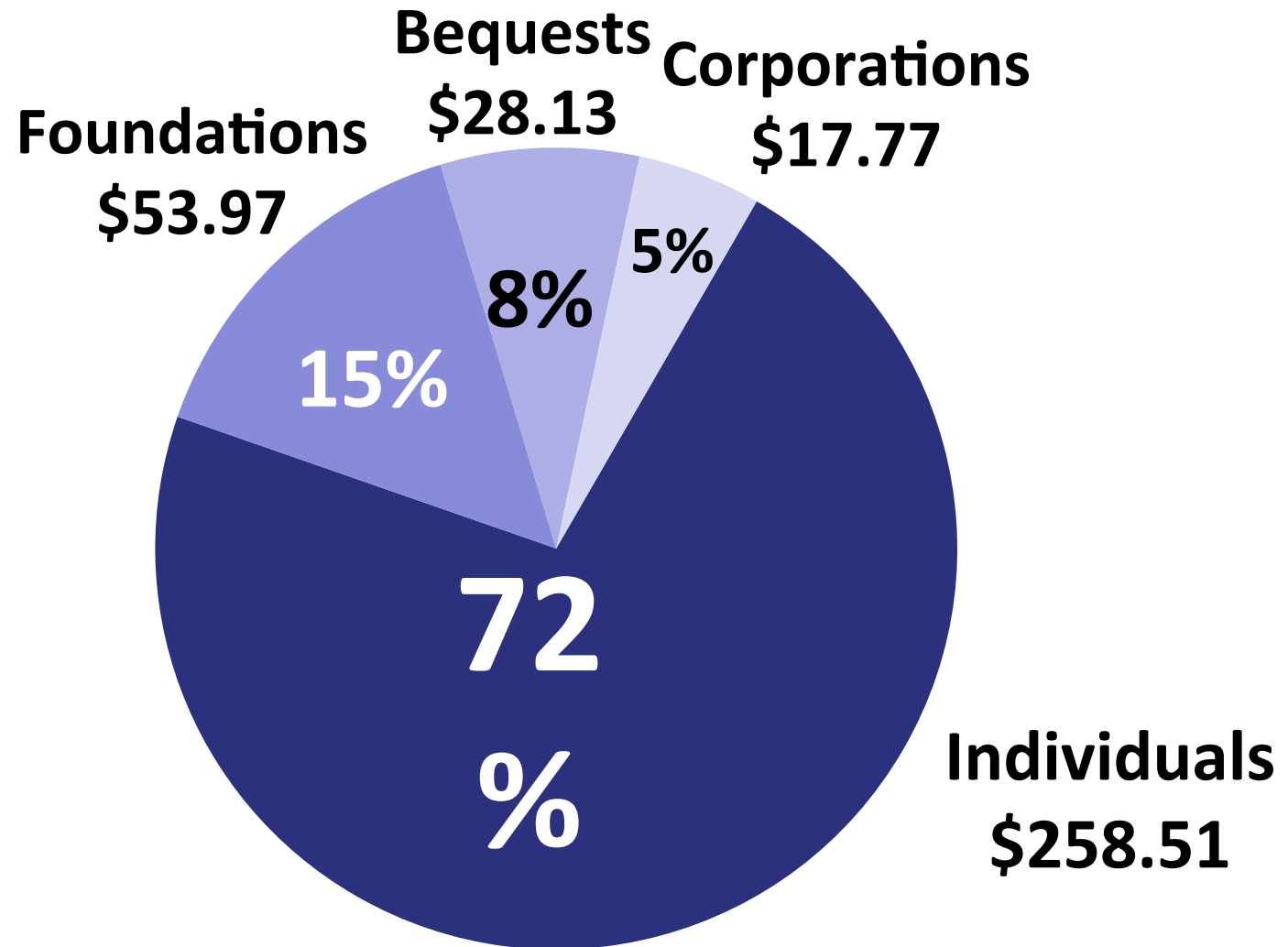
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National Giving 2014



Total Giving: \$358.38 Billion

Source: Giving USA

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National Giving 2014

32% Religion

15% Education

12% Human Services

12% Gifts to Foundations

8% Health

5% Arts & Culture

3% Environment & Animals



St. Louis Giving Trends 2014

66 %

Saw Revenue
Increase



61 %

Met Fundraising
Goal



56 %

Expect 2015
to be Better



What Fundraising Strategies Are Most Effective?

66% Grantwriting

56% Major Gifts

41% Special Events

10% Direct Mail

2% Online appeals



Challenges for Nonprofits

Not meeting fundraising goals 27%

Providing better data & measurements on impact 18%

Ramping up marketing & communications 16%

Meeting demand for services 13%



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Enhancing Mission Through
Equity and Inclusion



Nonprofit Survey: Equity & Inclusion

	Always	Frequently	Occasionally	Never
Understand that reducing racial inequities is mission-critical	35%	34%	22%	8%
Propose strategies that consider inclusion/equity	41%	39%	17%	4%



Nonprofit Survey: Equity & Inclusion

	Always	Frequently	Occasionally	Never
Collect and analyze data by race/ethnicity	37%	28%	23%	12%
Offer training on cultural competency for board and staff	13%	28%	35%	24%



Challenges Addressing Equity & Inclusion

- Concern about inequity among many groups
- Concern about financial and educational inequities
- Diverse clients and front line staff, but not staff and volunteer leadership





GATEWAY CENTER
for GIVING

HELPING DONORS DO MORE



Grantmakers: Equity & Inclusion

	Always	Frequently	Occasionally	Never
Proposes grantmaking strategies that consider equity	22%	35%	26%	17%
Supports projects that focus on equity, reducing disparities and/or increasing diversity	18%	26%	39%	18%

Grantmakers: Equity &

	Always	Frequently	Occasionally	Never
Considers the diversity of applicants' board and staff in funding decisions	18%	18%	30%	35%
Asks grantees to provide data on who they serve by race and ethnicity	18%	13%	18%	52%



Questions



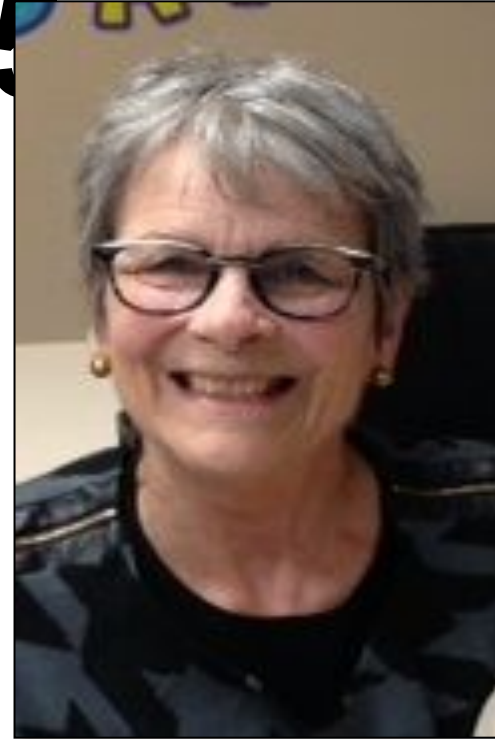
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Susan Batten

*President & CEO, AFBE: A
Philanthropic Partnership
for Black Communities*



Paula Dressel

*Vice President,
JustPartners, Inc.*



Enhancing Mission Through Equity: A Panel Discussion

Susan Batten

President & CEO

AFBE

Paula Dressel

Vice President

Just Partners, Inc.

Sharon Harvey Davis

Vice President, Diversity
and Chief Diversity Officer

Ameren

Chris Krehmeyer

President and CEO

Beyond Housing

Timothy O'Leary

General Director

Opera Theatre of Saint
Louis

Elizabeth George

(Moderator)

Senior Consultant

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Equity and Inclusion



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FOR A COPY OF OUR SURVEY RESULTS
AND TODAY'S PRESENTATION



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