

Framing for Change: The Power of Communications to Unlock Thinking

PHILANTHROPIC LANDSCAPE 2021

Our Mission: Strengthening the nonprofits that strengthen our communities

Our Vision: Stronger Nonprofits. Stronger Communities.

Our Work:

- Fund development
- Organizational planning
- Operational performance





Alice Squires
Client Services Manager
Expertise: Everything



Ellen Howe, CFRE
Senior Consultant
Expertise: Fundraising, Team Building, Coaching



Elizabeth Pickard, MA
Consultant
Expertise: Planning, Program Development and Effectiveness



Mary Pat O'Gorman, MS
Consultant
Expertise: Grant writing, fundraising



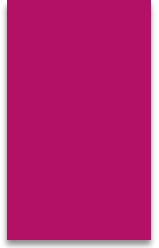
Rachel Broom, MPA
Consultant
Expertise: Fundraising, Major Gifts

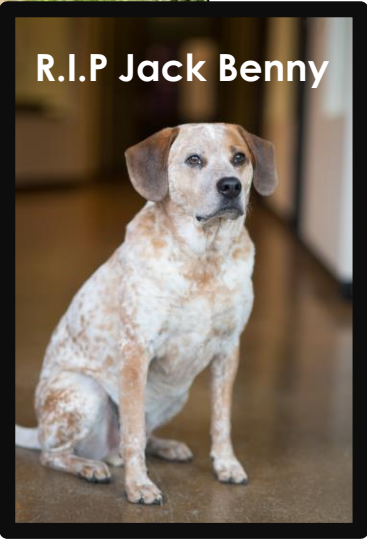
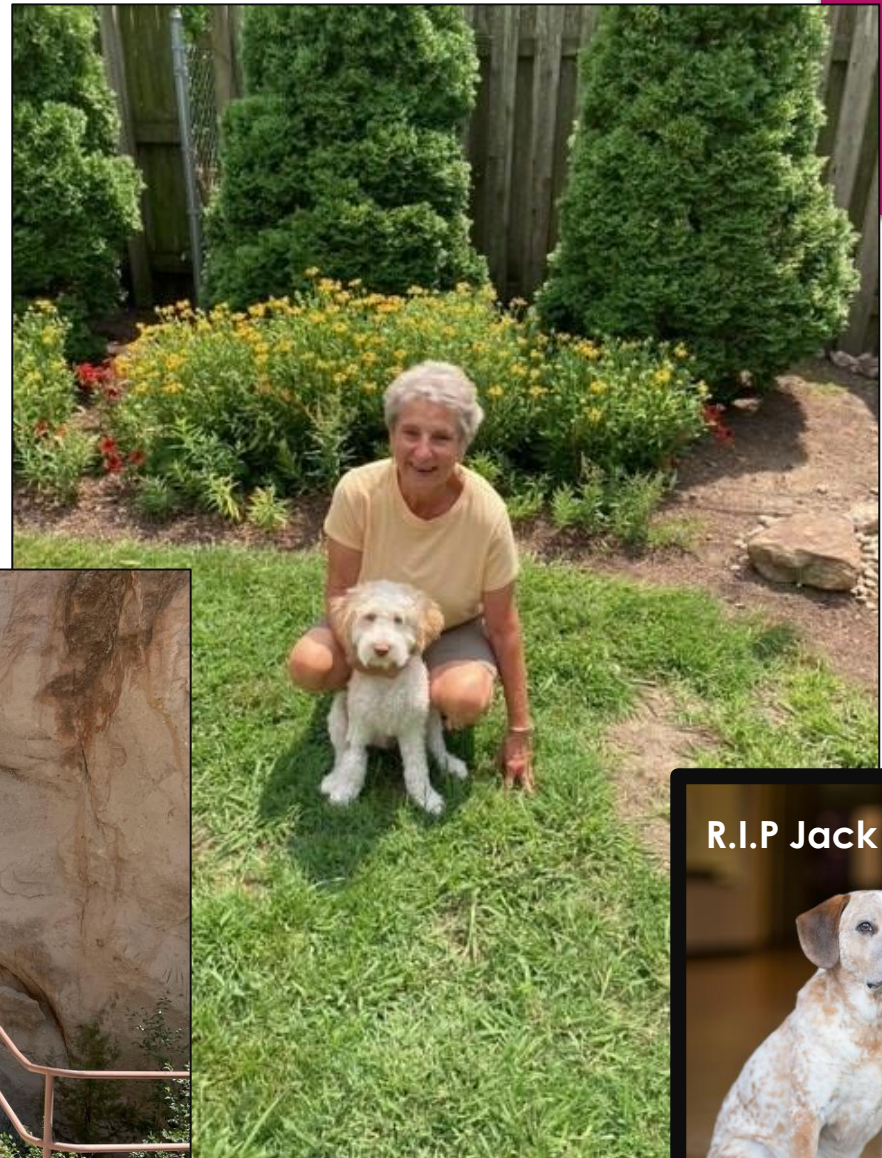


Michelle Fiedler, MA
Associate
Expertise: Grant writing



Dayna Stock, PhD
CEO
Expertise: Planning, Fundraising, Organizational Effectiveness





R.I.P Jack Benny

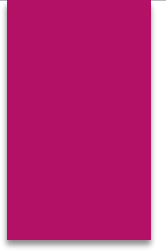
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Agenda

- I. National & Local Philanthropic Trends
- II. Keynote Address:
Nat Kendall-Taylor, PhD
CEO, the FrameWorks Institute



National and Local Philanthropic Trends





**Giving
USA™**

A public service initiative
of The Giving Institute



**THE
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Institute™**

Shared intelligence.
For the greater good.

Giving USA

2021

The Annual Report on Philanthropy for the year 2020

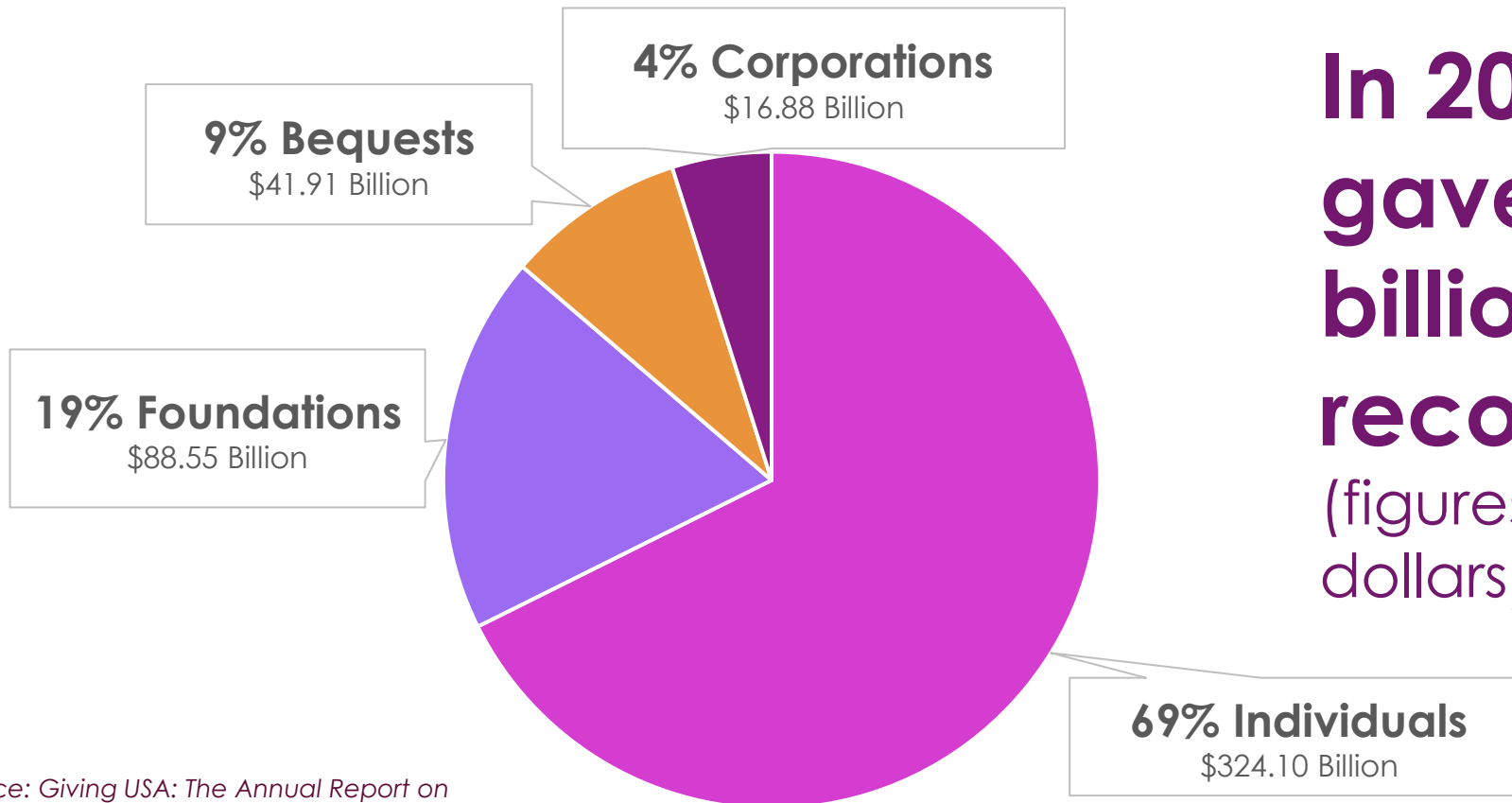


Researched and written by



IUPUI LILLY FAMILY SCHOOL OF PHILANTHROPY

Contributions by Source



In 2020, Americans gave \$471.44 billion to charity, a record amount.

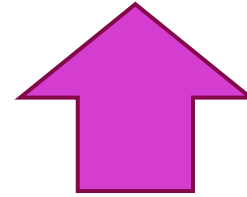
(figures shown are in current dollars)

Changes in giving by source

2019-2020

(in inflation-adjusted dollars)

TOTAL GIVING



3.8%

GIVING BY INDIVIDUALS



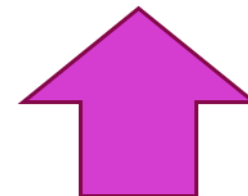
1.0%

GIVING BY FOUNDATIONS



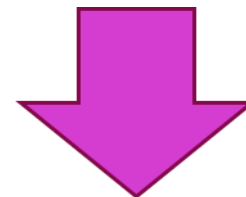
15.6%

GIVING BY BEQUESTS



9.0%

CORPORATIONS



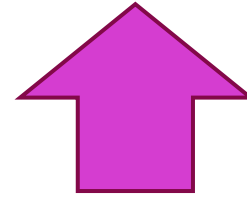
-7.3%

Changes in giving by source

2019-2020

(in inflation-adjusted dollars)

TOTAL GIVING



3.8%

GIVING BY INDIVIDUALS



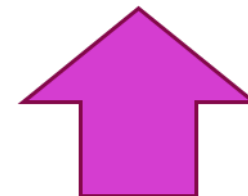
1.0%

GIVING BY FOUNDATIONS



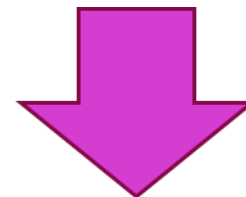
15.6%

GIVING BY BEQUESTS



9.0%

CORPORATIONS



-7.3%

Giving by Individuals

- ▶ Growth in 4 of 5 years
 - ▶ Closer to 80%
 - ▶ Number of donors increased by 7.3%
- (Source: Fundraising Effectiveness Project)
- ▶ Fourteen biggest gifts alone accounted for more than \$12.2 billion in giving last year

Giving by Foundations

- ▶ 15.6% - Largest percentage increase by source
- ▶ Shift in business as usual
- ▶ Exceeded minimum payout requirements

Contributions by Recipient Type

(% change reflects inflation-adjusted totals)

Sub Sector	Dollars in billions	% share of total	% change from 2019
Religion	131.08	28	-0.2
Education	71.34	15	7.7
Human Services	65.14	14	8.4
Foundations	58.17	12	0.8
Public-society benefit	48.00	10	14.3
Health	42.12	9	-4.2
International affairs	25.89	5	7.8
Arts, culture & humanities	19.47	4	-8.6
Environment/animals	16.14	3	10.3

Source: Giving USA
The Annual Report
on Philanthropy for
the Year 2020

Biggest increases in recipient type

(% change reflects inflation-adjusted totals)

Sub Sector	Dollars in billions	% share of total	% change from 2019
Religion	131.08	28	-0.2
Education	71.34	15	7.7
Human Services	65.14	14	8.4
Foundations	58.17	12	0.8
Public-society benefit	48.00	10	14.3
Health	42.12	9	-4.2
International affairs	25.89	5	7.8
Arts, culture & humanities	19.47	4	-8.6
Environment/animals	16.14	3	10.3

Source: Giving USA
The Annual Report
on Philanthropy for
the Year 2020

Biggest decreases in recipient type

(% change reflects inflation-adjusted totals)

Sub Sector	Dollars in billions	% share of total	% change from 2019
Religion	131.08	28	-0.2
Education	71.34	15	7.7
Human Services	65.14	14	8.4
Foundations	58.17	12	0.8
Public-society benefit	48.00	10	14.3
Health	42.12	9	-4.2
International affairs	25.89	5	7.8
Arts, culture & humanities	19.47	4	-8.6
Environment/animals	16.14	3	10.3

Source: Giving USA
The Annual Report
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Local Philanthropy



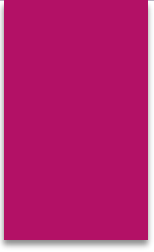


63% of nonprofits reached their 2020 fundraising goal

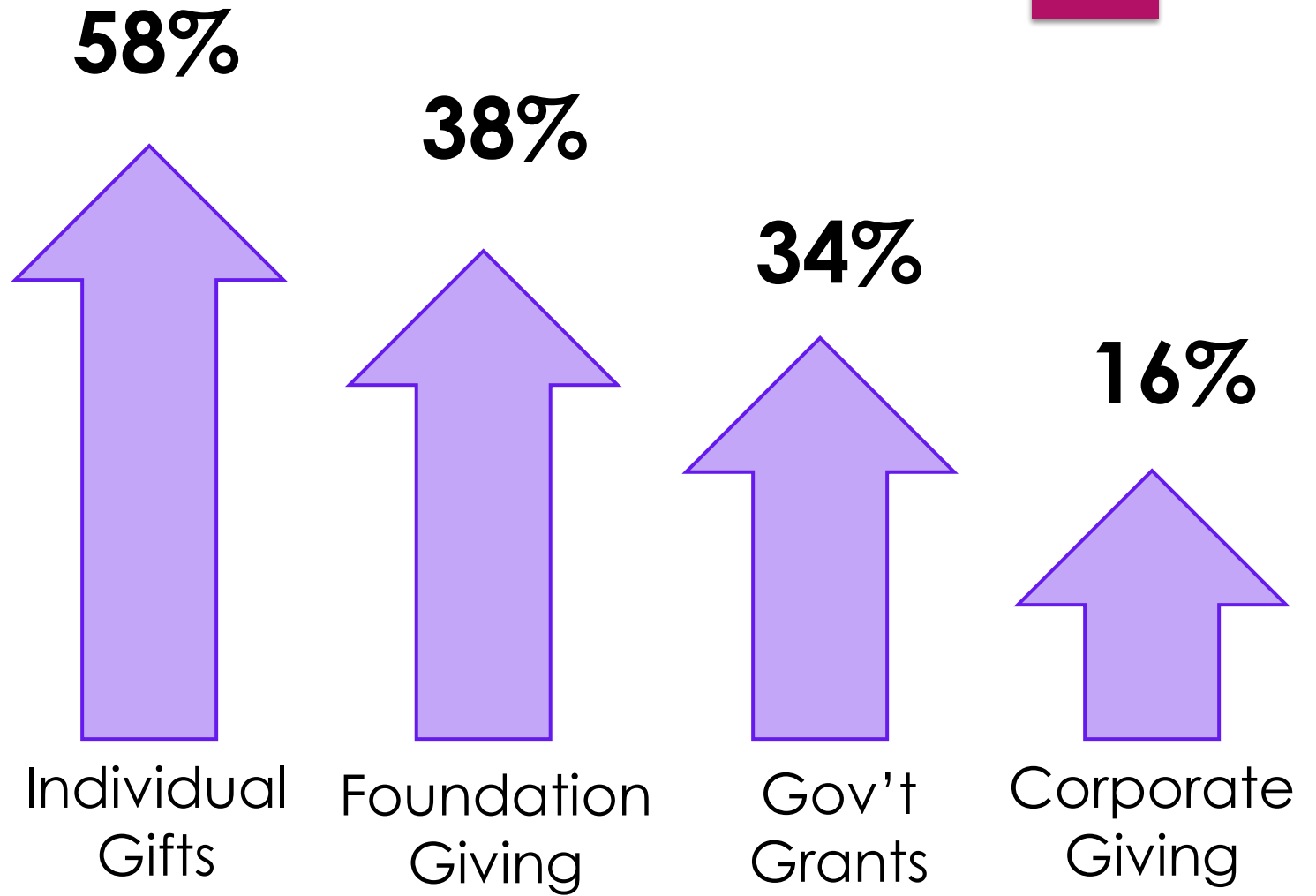


**48.5% of nonprofits predict an
increase in 2021 compared to 2020**

“We expect a slight increase from 2020 but that is a dramatic decrease from 2019. We see 2021 as a recovering year, but not a recovery year.”

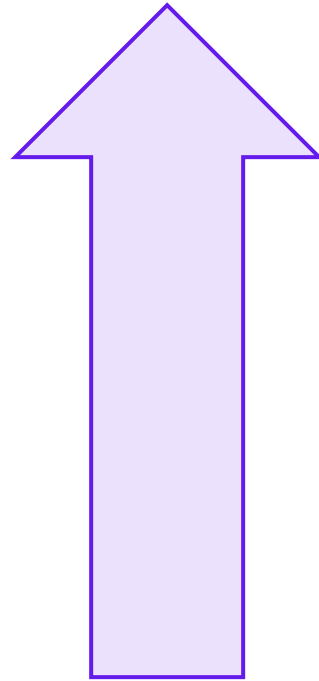


Nonprofits reporting increases, by source



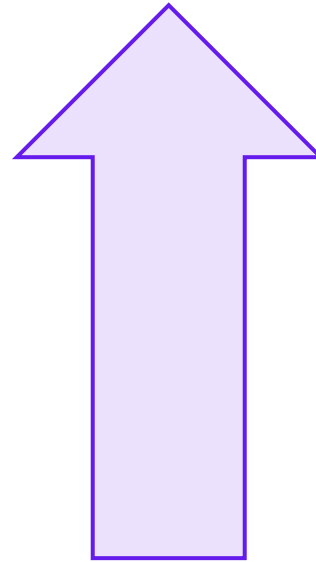
42% of nonprofits reported decreases in corporate giving

58%



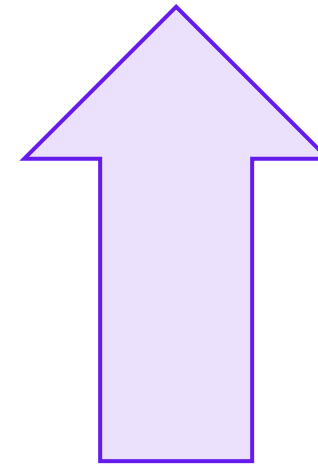
Individual Gifts

38%



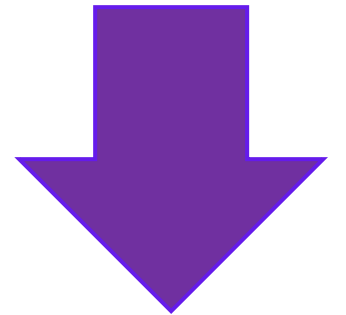
Foundation Giving

34%



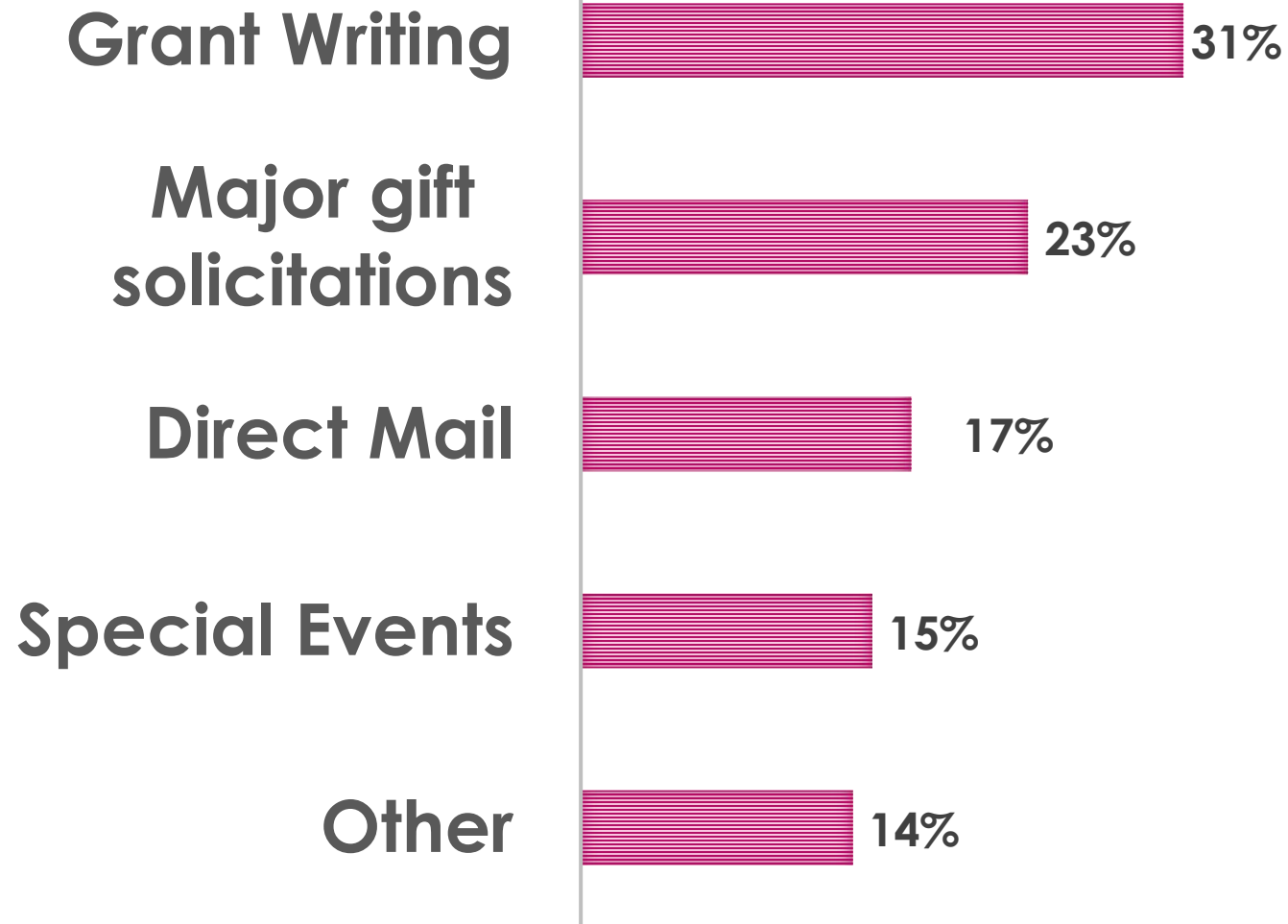
Gov't Grants

42%



Corporate Giving

Most effective strategies





So, when can we party?

Anticipated changes to events

- ▶ More online, virtual or hybrid events.
- ▶ Smaller, more frequent events, “more purposeful.”
- ▶ Less emphasis on events.
- ▶ How long? Too soon to tell.



Not meeting fundraising goals
15%

Donors

Meeting demand for services
14.4%

Communications

Ramping up Marketing/Comms
12.4%

Challenges Ahead

Preparing for expected leadership changes
10%

Plans

Employees



Keynote Speaker

Nat Kendall-Taylor, PhD
Chief Executive Officer
the FrameWorks Institute

Ways to Stay Connected

Executive Director/Development Director Roundtables

- ▶ Peer sharing and support
- ▶ Contact Alice at alice@theromegroup.com to learn more and sign up!

Find And Follow us



- ▶ Sign up for our newsletter, *Insights*, find out about our services, and more.
- ▶ Follow us on Social:





Nat Kendall-Taylor, PhD, CEO the FrameWorks Institute

Amy Shaw, President & CEO, Nine PBS

Vanessa Cooksey, President & CEO, Regional Arts Commission

Becky Moss, Chief Development Officer, Beyond Housing

Deb Dubin, CEO & President, Philanthropy Missouri

Amanda Lands Ramrup, Philanthropy Missouri



Thank you!