



THE ROME GROUP

insights, strategies, solutions

PHILANTHROPIC
LANDSCAPE

AUGUST 31, 2023

7:30AM - 10AM

AT COCA - CENTER OF CREATIVE ARTS



THE ROME GROUP

insights, strategies, solutions

CONNECT YOUR MOBILE DEVICE TO THE WIFI

Network: COCA Guest

Password: Coca2023!

Welcome

Elizabeth Pickard, Consultant
The Rome Group

Welcome from COCA

Indigo Sams, President and CEO
COCA



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



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



Monique Levy
Consultant
Expertise: Operations, Organizational
Performance, Employee
Development/Retention



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



Rachel Broom, MPA
Consultant
Expertise: Fundraising, Major Gifts



LeeAnn Harris
Consultant
Expertise: Major Gift & Capital
Fundraising and Fundraising Strategy



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



Michelle Fiedler, MA
Consultant
Expertise: Grant writing



Sarah Plumb
Grant Writing, Communications,
Fundraising



Alice Squires
Client Services Manager
Expertise: Everything



Amy Rome
Founder
Expertise: Retirement



Jeannette Huey
Consultant
Expertise: Fundraising, Coaching

Agenda

Rundown of National & Local Philanthropic Trends



**Giving
USA™**

A public service initiative
of The Giving Institute

WHAT DOES IT MEAN TO BE AN
"EMPLOYER OF *Choice*?"



MONIQUE LEVY
CONSULTANT,
THE ROME GROUP



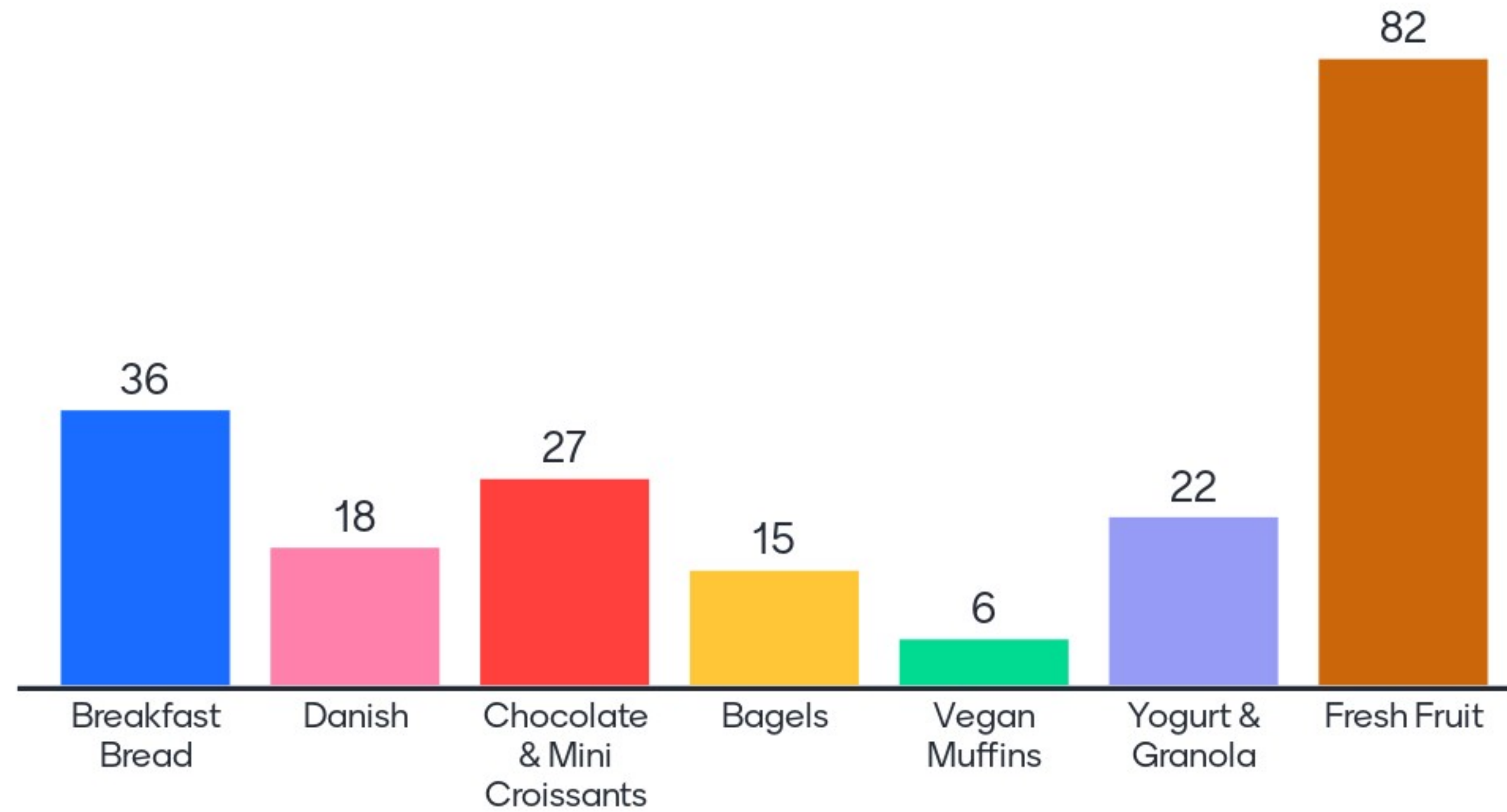
AMY SHAW
PRESIDENT & CEO,
NINE PBS



MURIEL SMITH
EXECUTIVE DIRECTOR,
STL AREA DIAPER BANK

**Access & Engage with the Presentation
HERE:**

What was your favorite item on the breakfast bar?



National and Local Philanthropic Trends



**Giving
USA™**

A public service initiative
of The Giving Institute



**THE
Giving
Institute®**

Shared intelligence.
For the greater good.

Giving USA

2023

The Annual Report on Philanthropy for the Year 2022

**Comprehensive
Presentation PowerPoint**



Giving USA
2023

The Annual Report
on Philanthropy
for the Year 2022



**Giving
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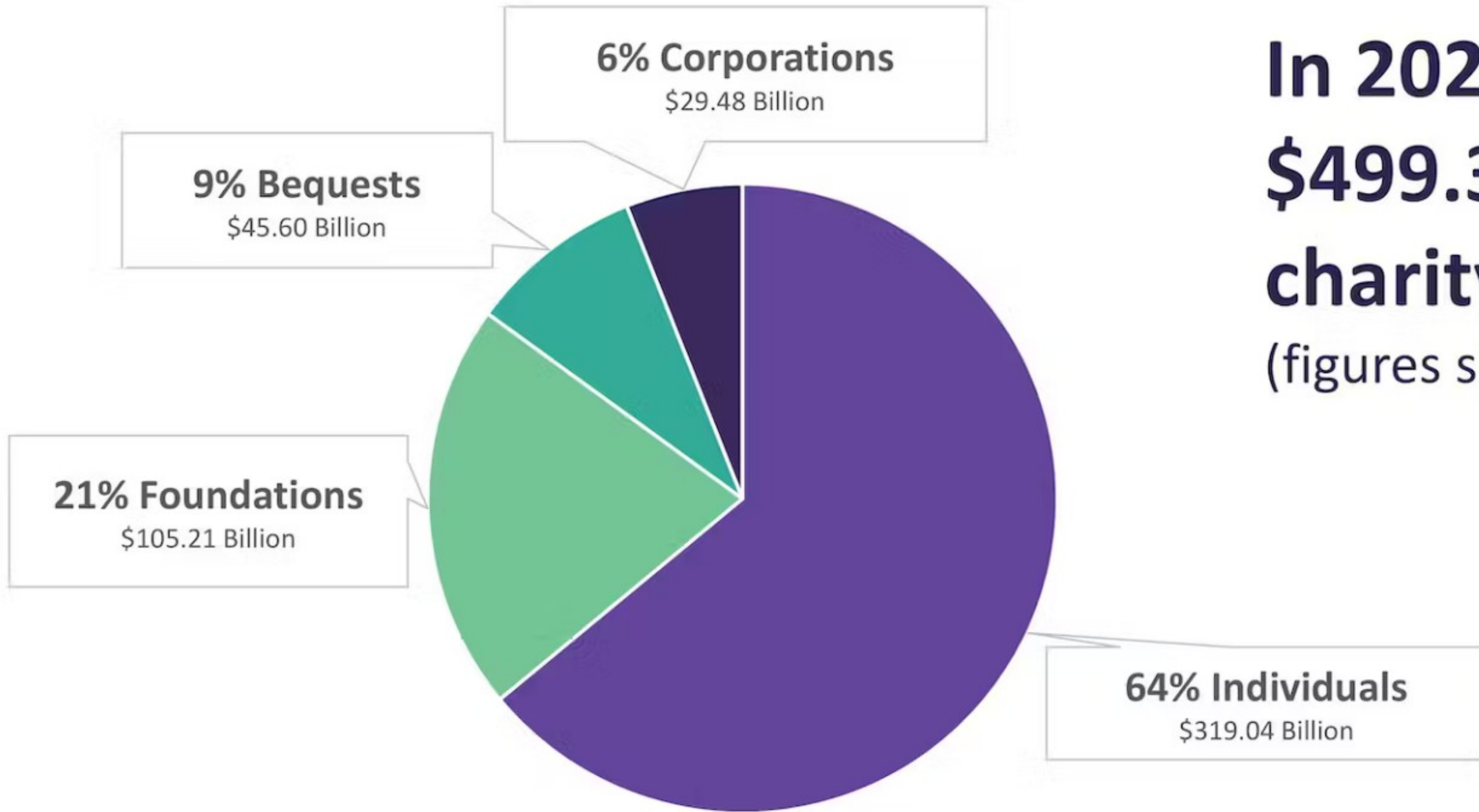
Researched and written by



IUPUI LILLY FAMILY SCHOOL OF PHILANTHROPY



Contributions by Source



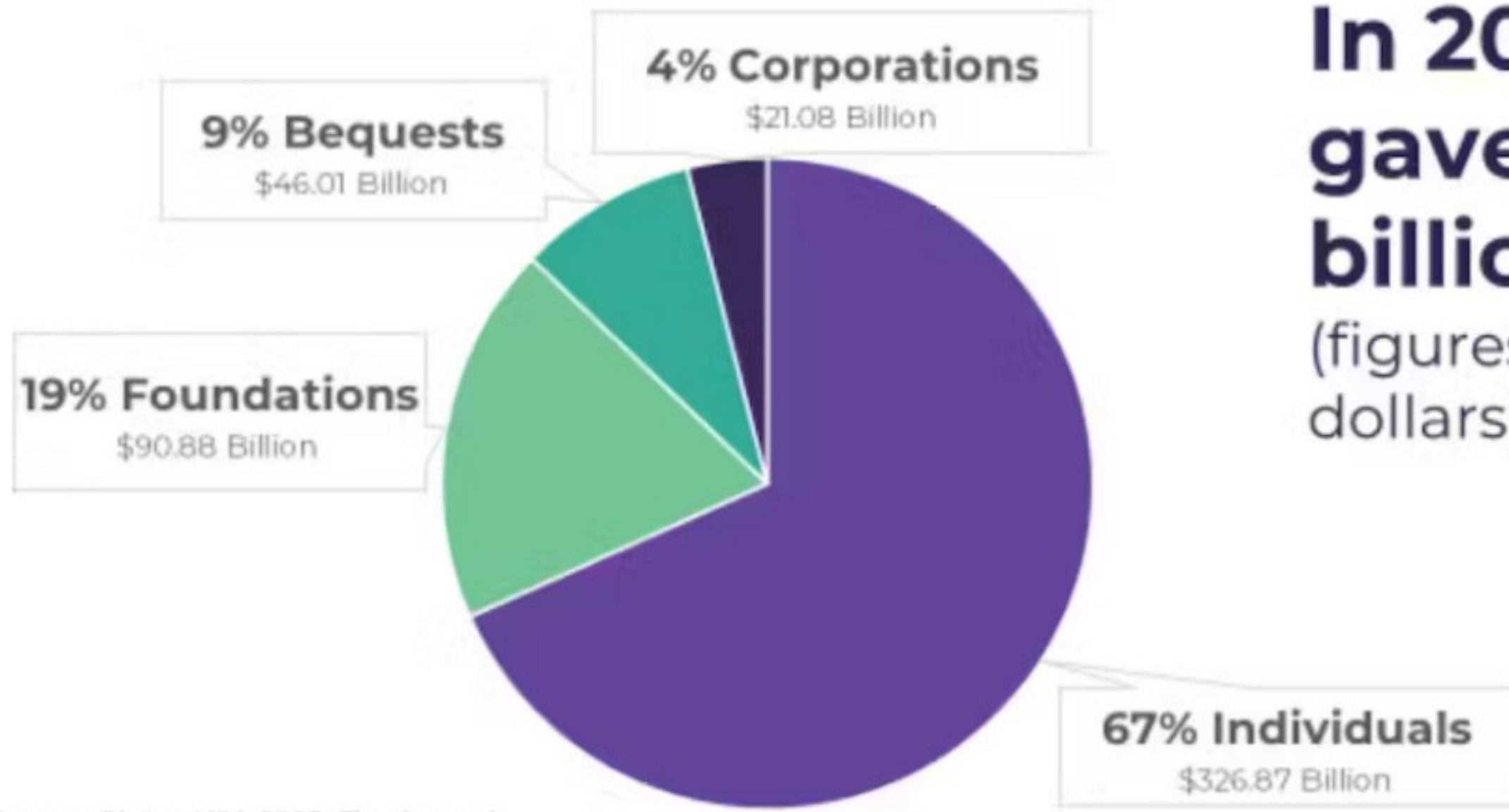
In 2022, Americans gave \$499.33 billion to charity.
(figures shown are in current dollars)

Source: Giving USA 2023: The Annual Report on Philanthropy for the Year 2022

What's the headline?

- Corporate giving saved the day in 2022.
- MacKenzie Scott's generosity boosted charitable giving to new levels.
- Giving to charity declined in 2022.

Contributions by Source

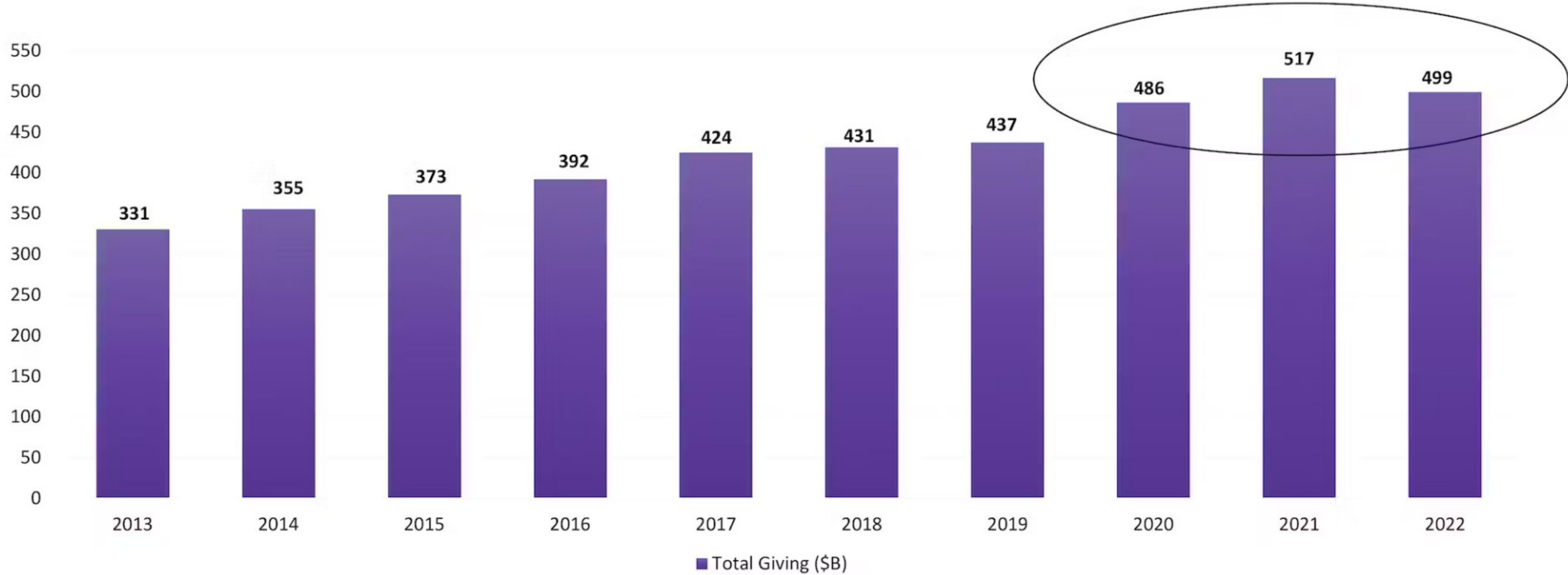


In 2021, Americans gave \$484.85 billion to charity.
(figures shown are in current dollars)

Estimate was revised to \$516.65B

Source: Giving USA 2022: The Annual Report on Philanthropy for the Year 2021

Total Giving 2013-2022 (shown in current dollars)



Things to consider

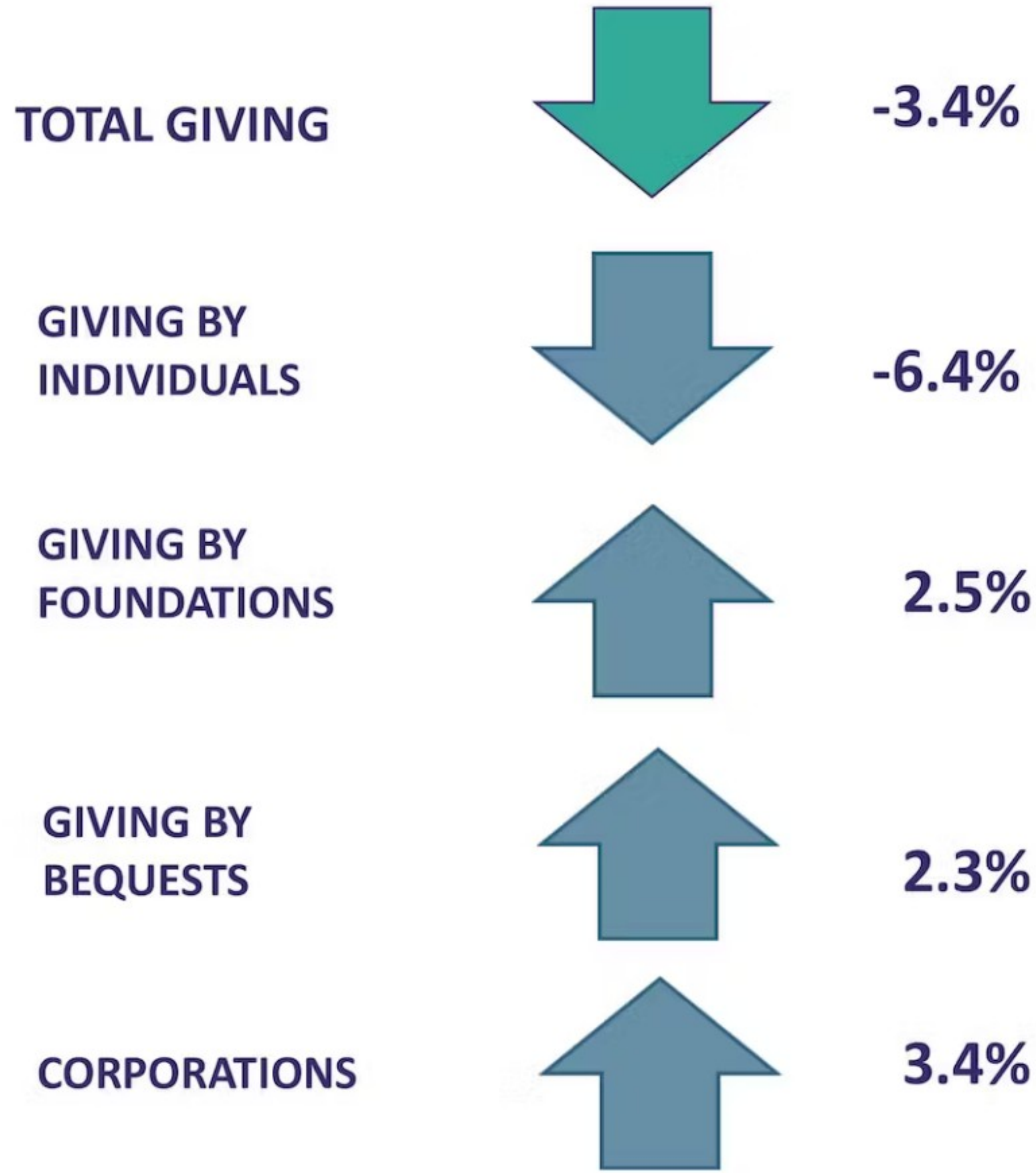
2021 = Strong year

“Missing” from the Data:

- Gifts totaling less than \$25 by households in the Philanthropy Panel Study (“Did you make gifts of \$25 or more to charity?”)
- Grants made from DAFs
- Qualified Charitable Distributions (QCDs)

Giving to Other than 501(c)(3) organizations is not tracked systematically

- Mutual Aid
- Peer-to-Peer



Changes in giving by source 2021-2022

(in current dollars)

Changes in recipient type

(% change reflects current dollar totals)

Sub Sector	Dollars in billions	% share of total	% change from 2021
Religion	\$143.57	27	5.2
Human Services	\$71.98	14	-0.6
Education	\$70.07	13	-3.6
Foundations	\$56.84	11	10.1
Health	\$51.08	10	5.1
Public-society benefit	\$46.86	9	-8.4
International Affairs	\$33.71	6	10.9
Arts, culture & humanities	\$24.67	5	2.9
Environment/animals	\$16.10	3	-1.6

Source: *Giving USA 2023: The Annual Report on Philanthropy for the Year 2022*

Things to consider

- Giving from individuals decreased; giving by foundations and bequests both increased. Largest source of giving still individuals.
- Shift from income-based giving to wealth-based giving.
- Focus on individuals, including major and planned gifts, is appropriate.



Local Philanthropy

The Rome Group 2023 Philanthropic Landscape Nonprofit Survey

June 26 – July 28, 2023

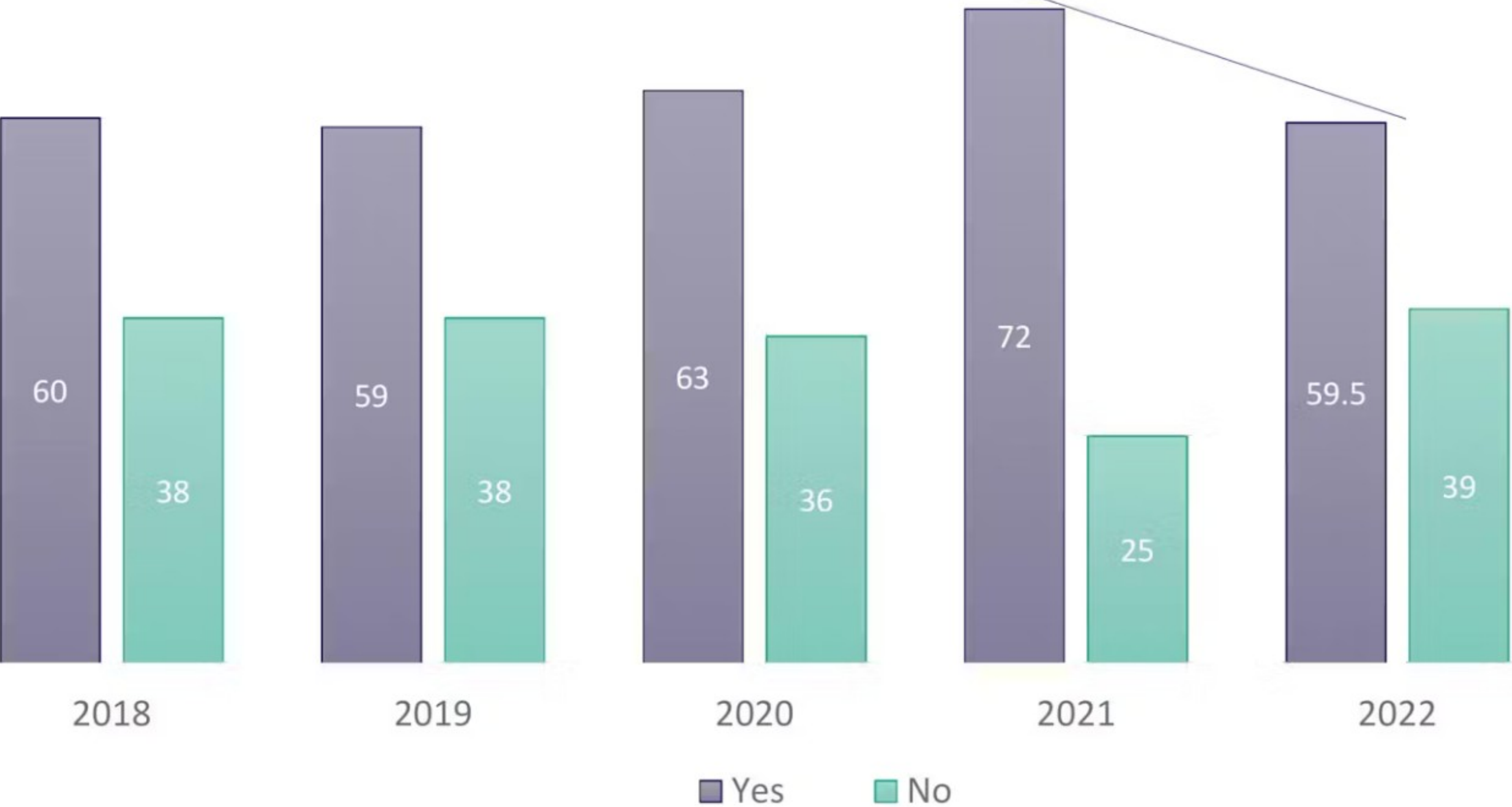
121 responses



**59.5% of local nonprofits reached their
2022 fundraising goal**

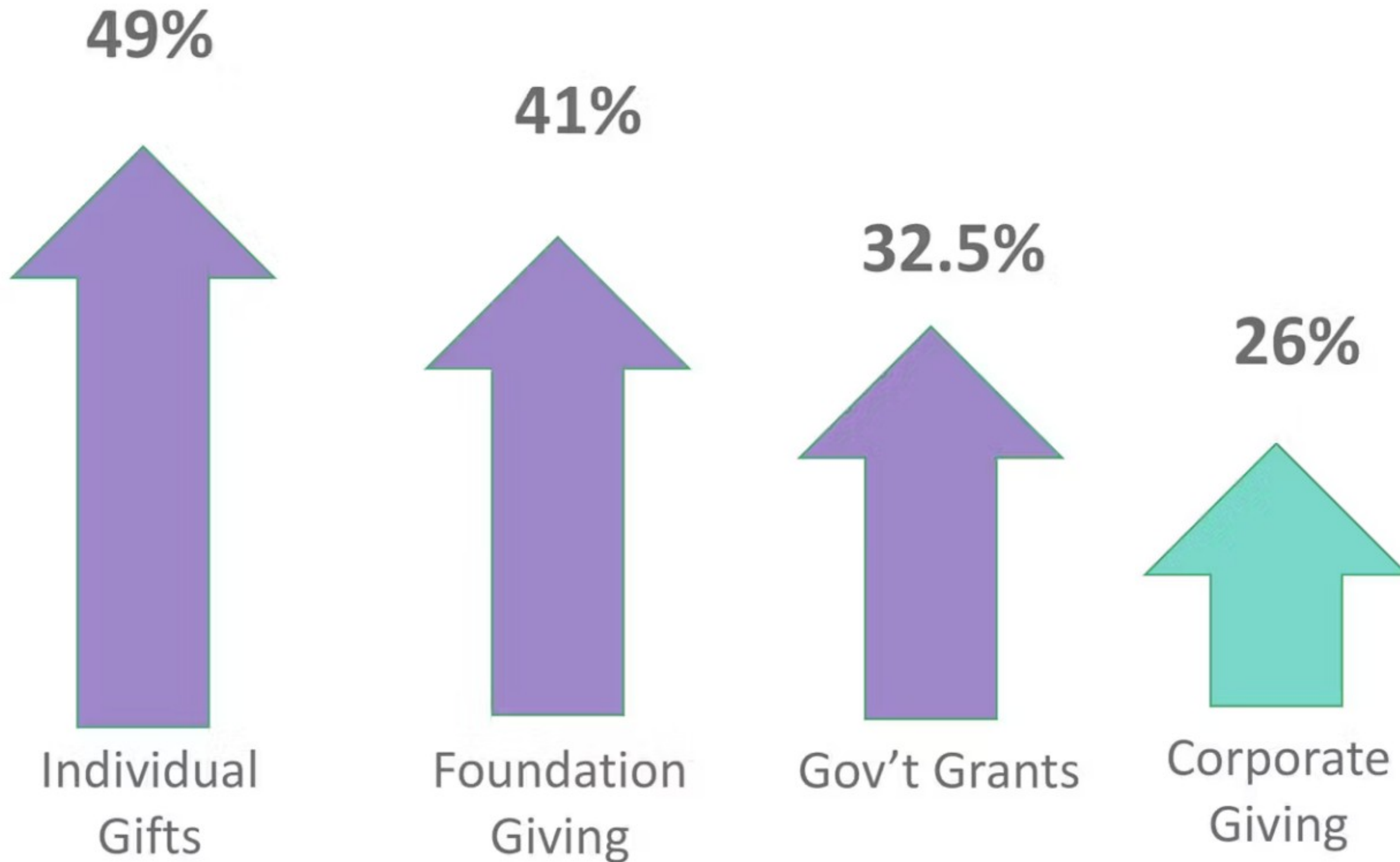
Source: The Urban Group, 2023 Philanthropic Landscape Survey, June 26 – July 28, 2023, n=121

Did your organization reach its fundraising goal?



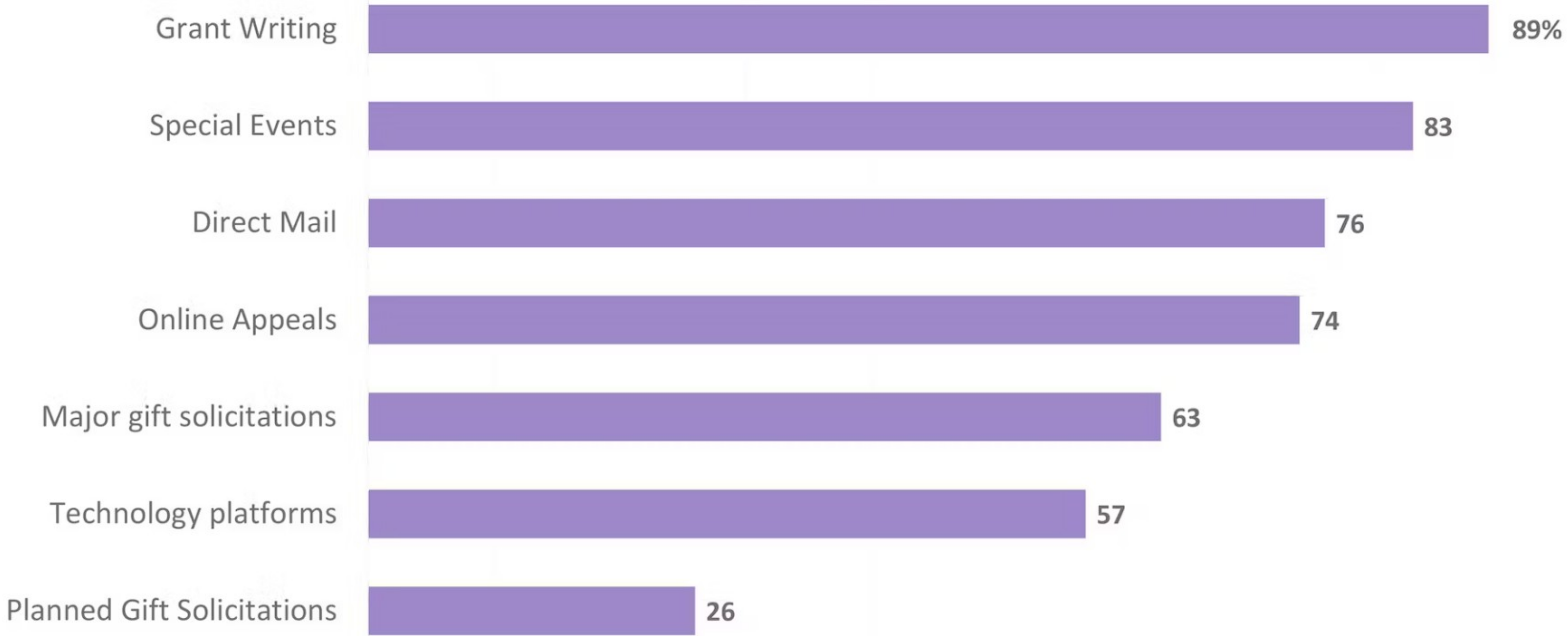
Source: The Rome Group 2023 Philanthropic Landscape Survey, June 26 – July 28, 2023. n=121

Nonprofits reporting increases, by source



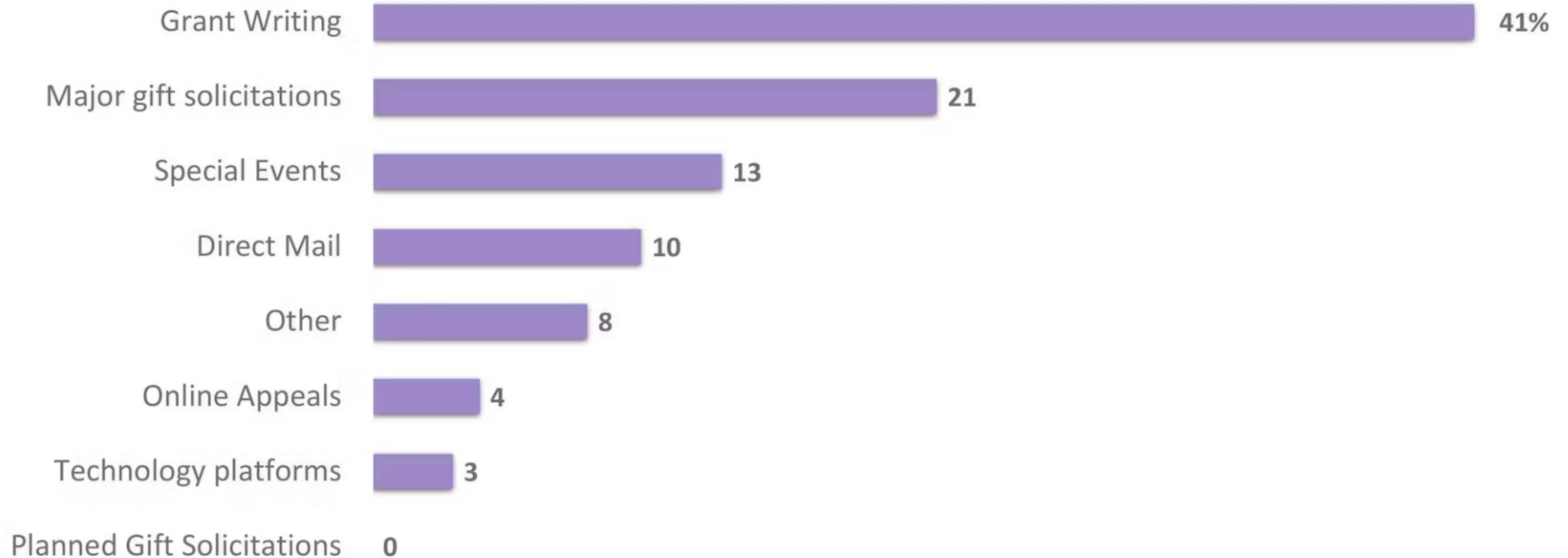
Source: The Rome Group 2023 Philanthropic Landscape Survey, June 26 – July 28, 2023. n=121

Strategies Used in Fundraising Efforts



Source: The Rome Group 2023 Philanthropic Landscape Survey, June 26 – July 28, 2023. n=121

Most Effective Fundraising Strategies



The Rome Group Nonprofit Career Board

Almost 700 jobs posted this year (through mid-July)

- **28% Development**
- 16% Program Management
- 10% Executive Management
- 10% Admin Support
- 6% Data Management
- 5% Communications and Marketing
- 25% Other

Currently:

18 Director level or above fundraising roles

13 jobs posted for Executive Director/Most Senior Leadership

The Rome Group Job Seeker Survey

92 responses

June 20 – July 20, 2023

What characteristics are you looking for in job postings?

(Click all that apply)

Salary	96%
Option for remote/hybrid work	73%
Job Title	67%
Opportunity for growth	50%
Explicit commitment to DEIB	37%
Familiarity with the organization	30%
4-day work week	27%

Source: The Rome Group Job Seeker Survey, June 20 – July 20, 2023. n=92

Which is most important to you?

Salary	62%
Option for remote/hybrid work	14%
Job Title	10%
Opportunity for growth	9%
Familiarity with the organization	3%
Explicit commitment to DEIB	1%
4-day work week	1%

Source: The Rome Group Job Seeker Survey, June 20 – July 20, 2023. n=92

Are you considering positions that do not offer a remote/hybrid work environment?

Yes	53%
No	42%
Prefer not to say	4%

Source: The Rome Group Job Seeker Survey, June 20 – July 20, 2023. n=92

What is your biggest pet peeve with job postings?

“When the qualifications for the role and core responsibilities are misaligned.”

“Salaries that don't match the workload of the position.”

“Previously, the lack of salary! Now I think it's the "fluff" - paragraphs about the organization that sound straight out of a marketing brochure. Tell me simply what the organization does, what the job entails, who the job reports to, and the salary.”

"Salary commensurate with experience" means absolutely nothing.

What about a job posting gets you excited and makes you eager to apply?

“Job postings that include not only details of the position, but also describe the culture.”

“When the organization states they are looking for qualities in a person, rather than specific experience.”

“When the job is described in a positive way that shows that the leadership cares about the population they are serving and their employees.”

“Language around LGBTQIA that lets me know those folks are fully supported.”

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WHAT DOES IT MEAN TO BE AN
"EMPLOYER OF *Choice*?"

Monique Levy
Consultant

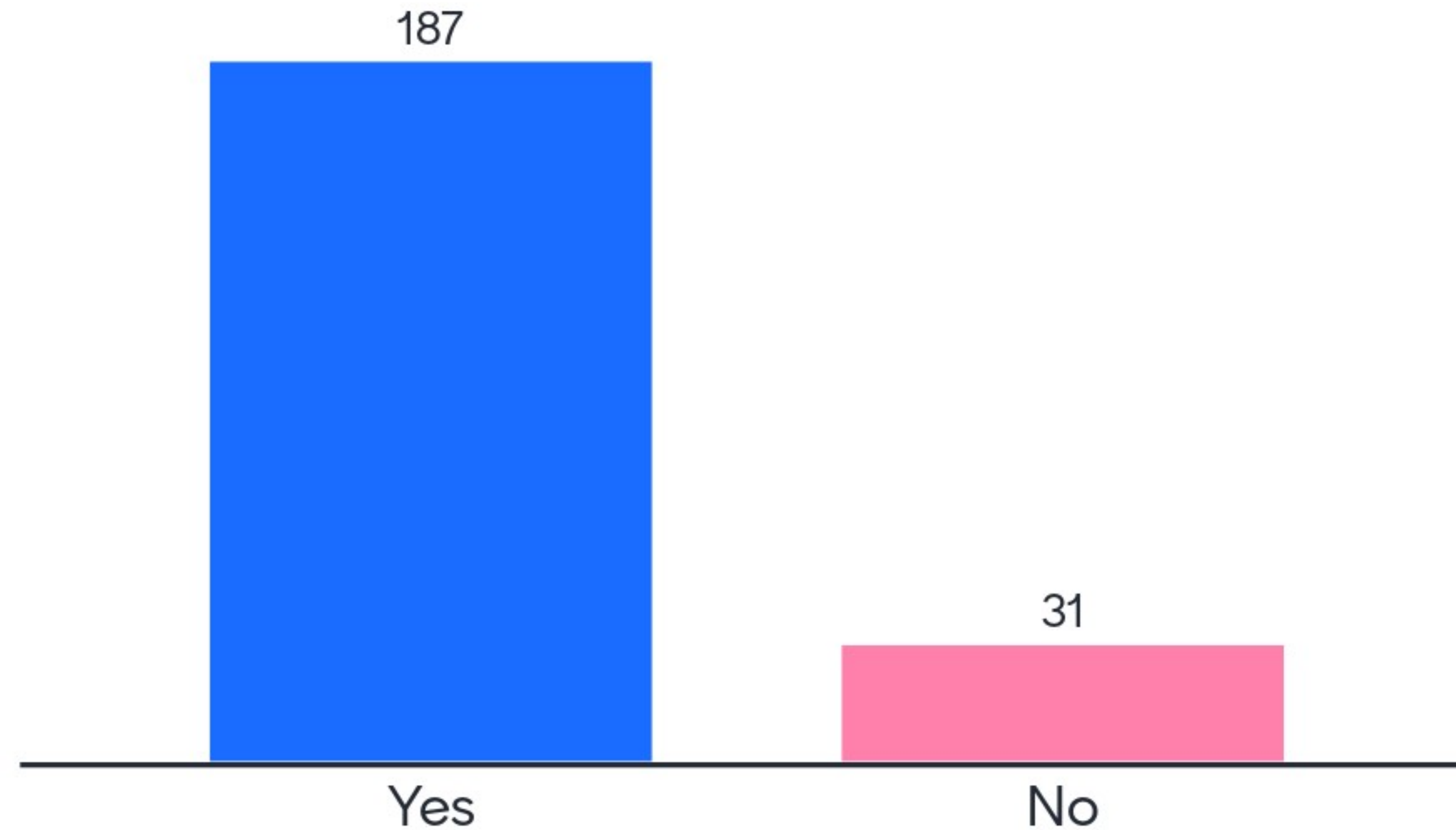
Amy Shaw
President & CEO

NinePBS

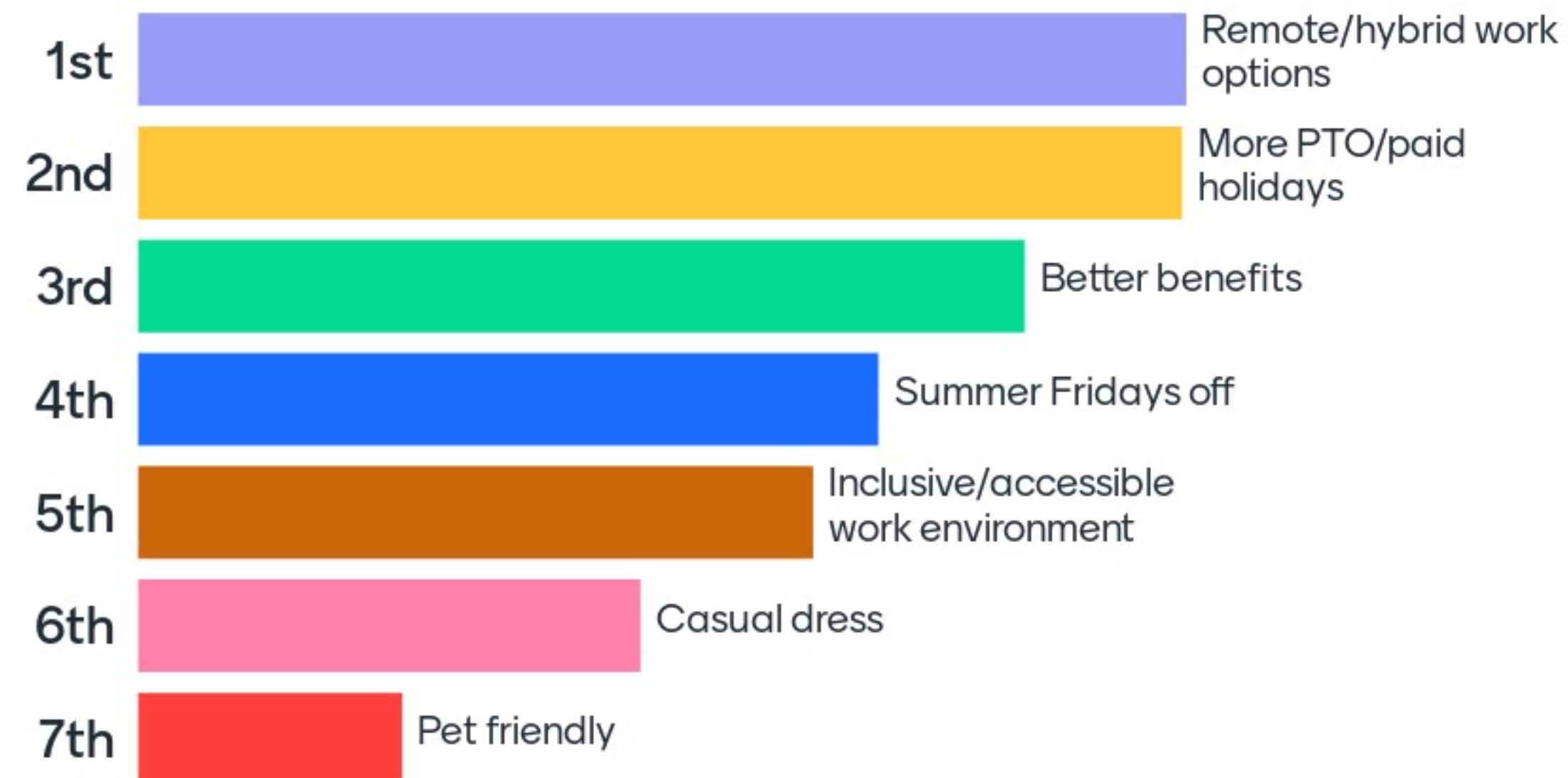
Muriel Smith
Executive Director

St. Louis Area Diaper Bank

Does your organization offer the opportunity for remote or hybrid work?



What retention strategy do you value the most as an employee? Rank in order of importance to you.



Any questions from the audience?

50 questions
244 upvotes

Closing

Elizabeth Pickard, Consultant

The Rome Group



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Thank you to our partners and panelists

Philanthropy Missouri

COCA

Amy Shaw, NinePBS

Muriel Smith, St. Louis Area Diaper Bank

Butler's Pantry

Girl Louie

Post-Event Survey