


EUROPEAN
ENVIRONMENT
FOUNDATION

US foundation fundraising for environmentalists

Freiburg, Friday March 11th, 2016

Eelco Keij

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Overview today (...)

- I. Market overview & trends, environmental number stories
- II. The fundraising cycle and database presentation

Not today: admin & legal requirements

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This seminar is NOT about:

- US government
- UN
- Worldbank
- High net worth individuals



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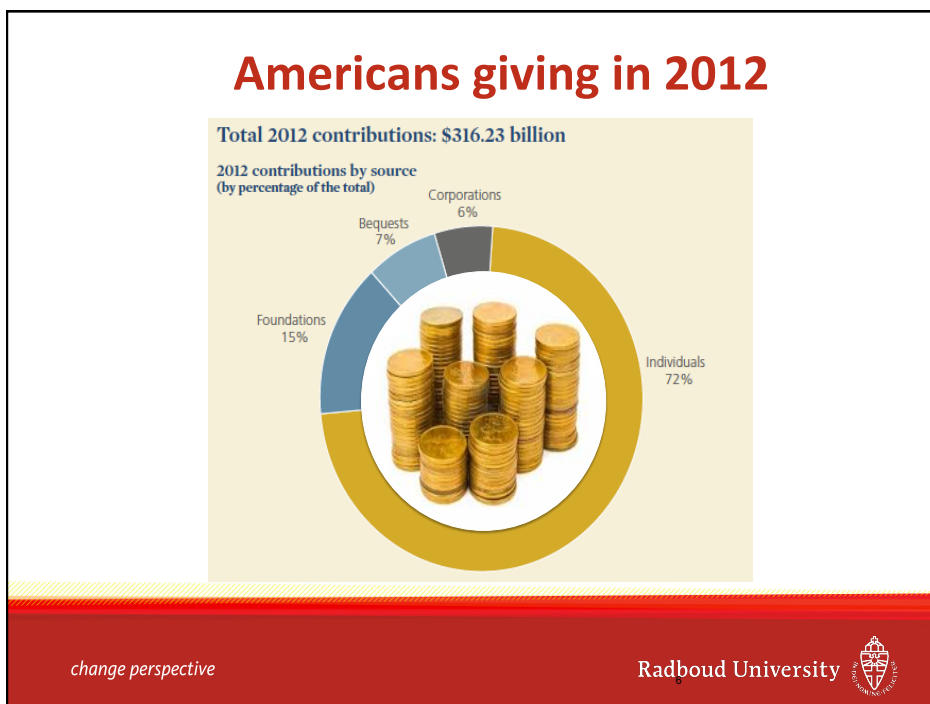
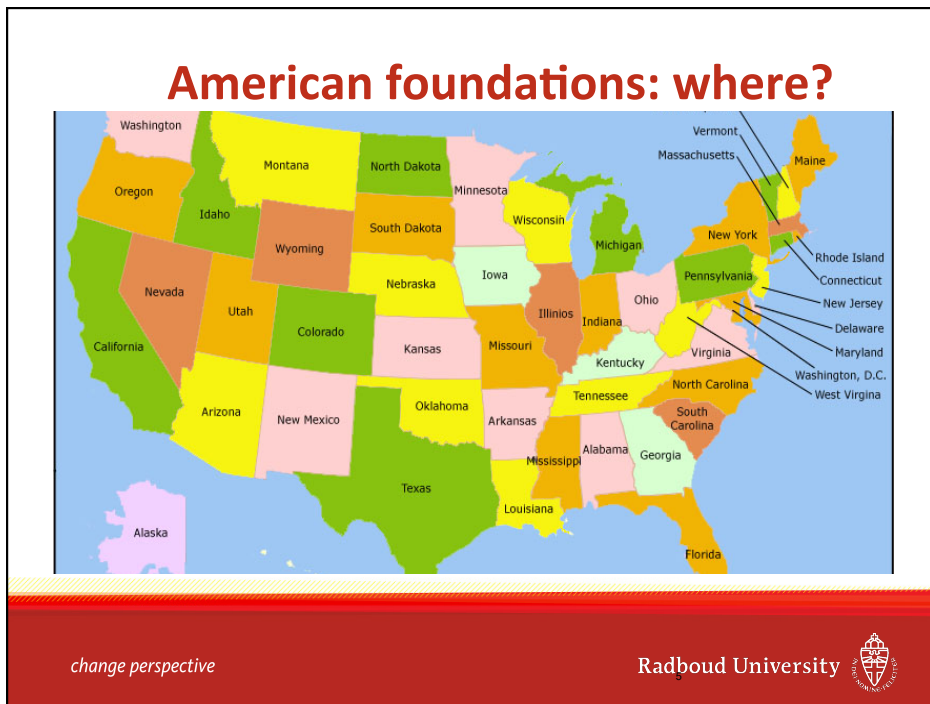
I: Market overview

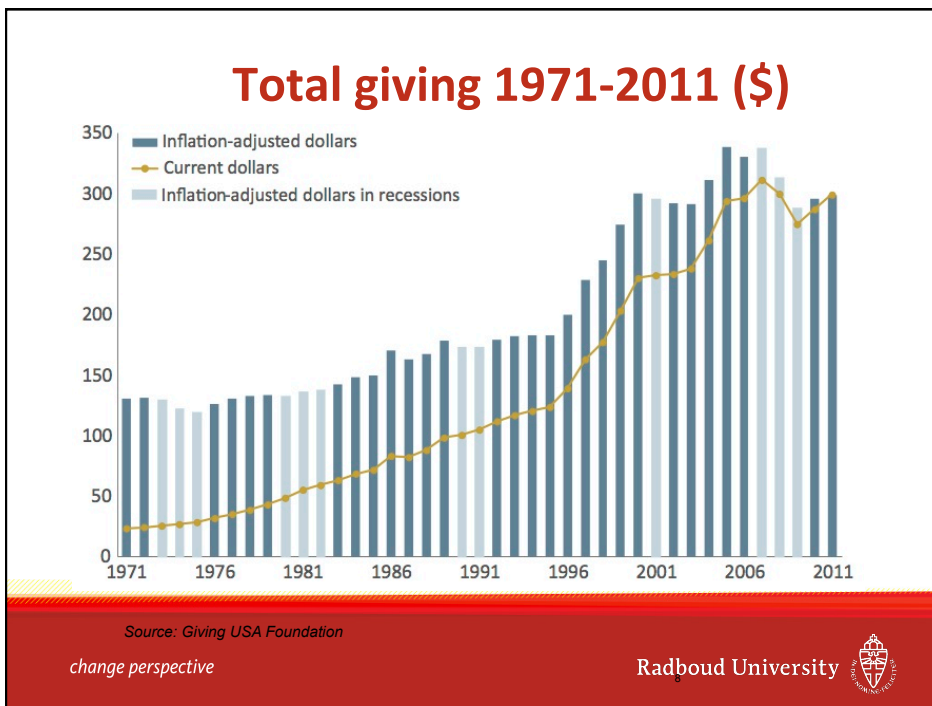
- Americans giving total
- Foundations giving, total & abroad, trends
- Int'l: most granted areas (geographically / thematically)
- Int'l environment: top givers and receivers
- Success stories

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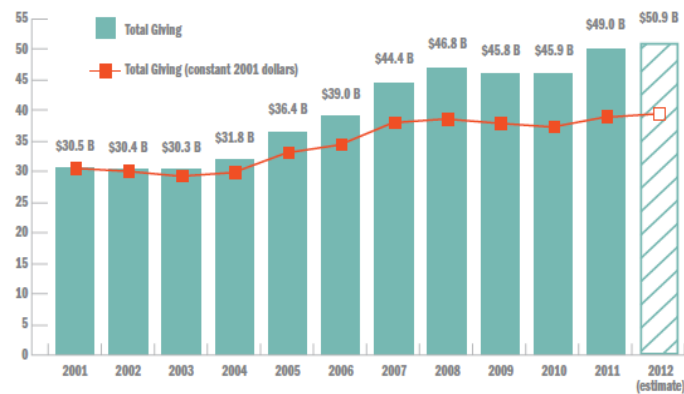
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Foundations giving overall '00-'12



Source: Giving USA 2013

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Types of foundations

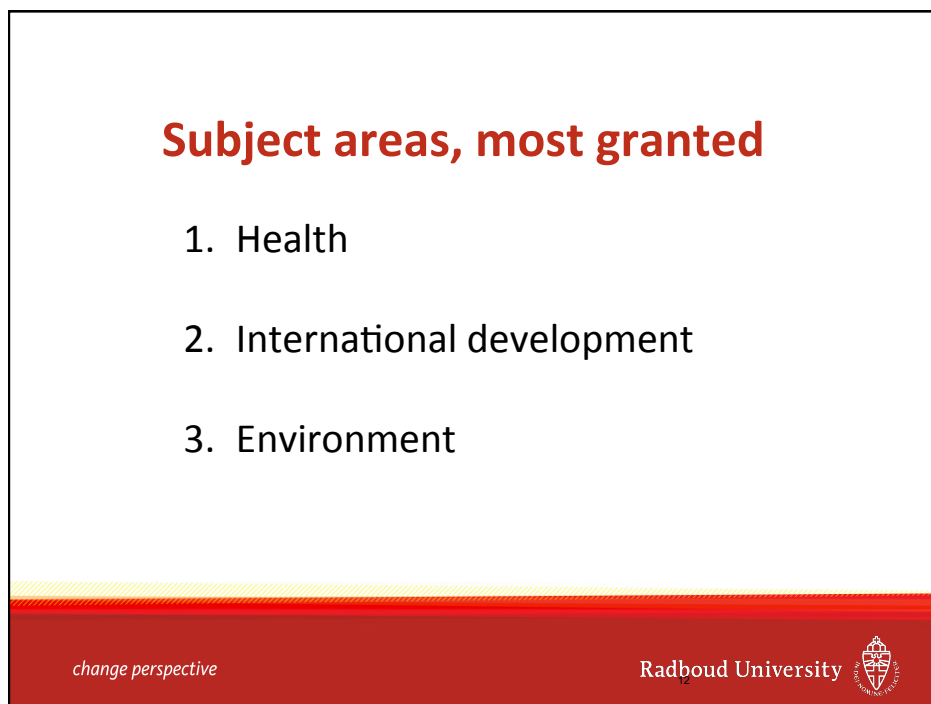
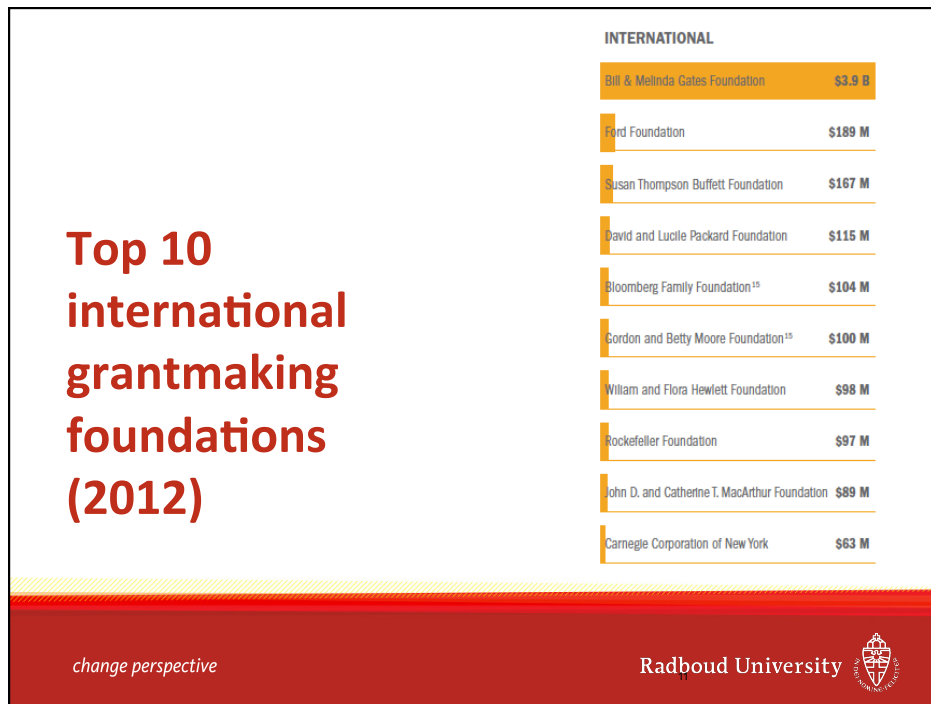
- Private foundations
 - Family foundations (indep.)
 - Corporate foundations
- Public charities
 - Community foundations
- Direct Corporate Giving Programs



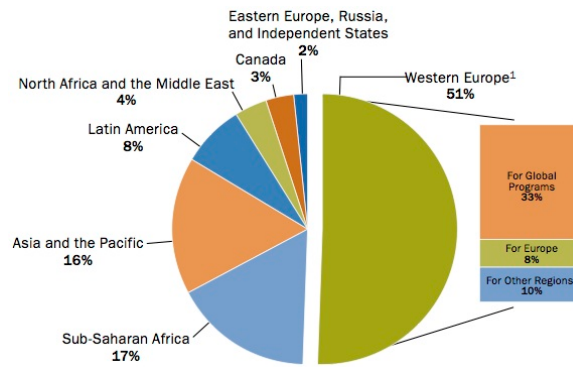
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Granting of regions I (2011)



Source: Foundation Center

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Granting of regions II (2011)

GEOGRAPHIC FOCUS

Sub-Saharan Africa	20%	\$1.4 B
Asia and the Pacific	17%	\$1.1 B
Latin America and Mexico	6%	\$374 M
Western Europe	4%	\$271 M
North Africa and the Middle East	4%	\$266 M
Canada	1%	\$84 M
Caribbean	1%	\$73 M
Eastern Europe, Central Asia, and Russia	1%	\$70 M

Source: Foundation Center, 2013

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The Environmental Grantmaker Association (EGA) 5th report (2015)

Giving in numbers (highlights)

- In 2013, environmental giving by EGA members reached an all-time high of \$1.35 billion, a 19% increase from 2011.
- The Foundation Center estimates that private and community foundations gave an all-time high of \$3.42 billion to support environmental issues in 2013.
- EGA's largest 50 foundations gave \$1.2 billion to environmental programs, accounting for 90% of total EGA giving.
- EGA members gave to more than 6,000 organizations around the globe, and among them the largest 100 received 44% of total giving.

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The Environmental Grantmaker Association (EGA) 5th report (2015)

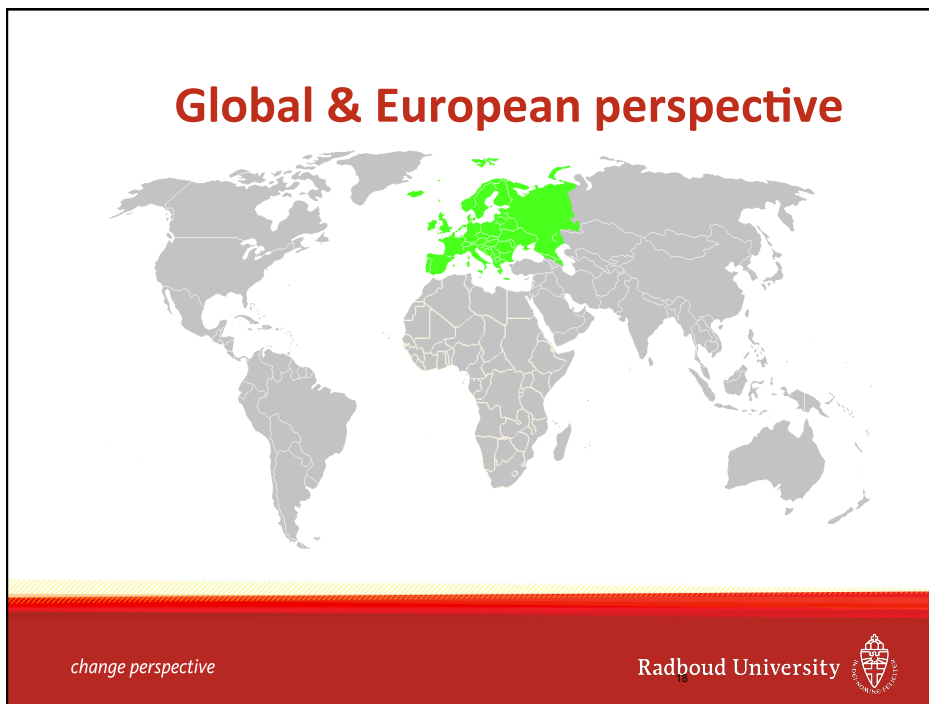
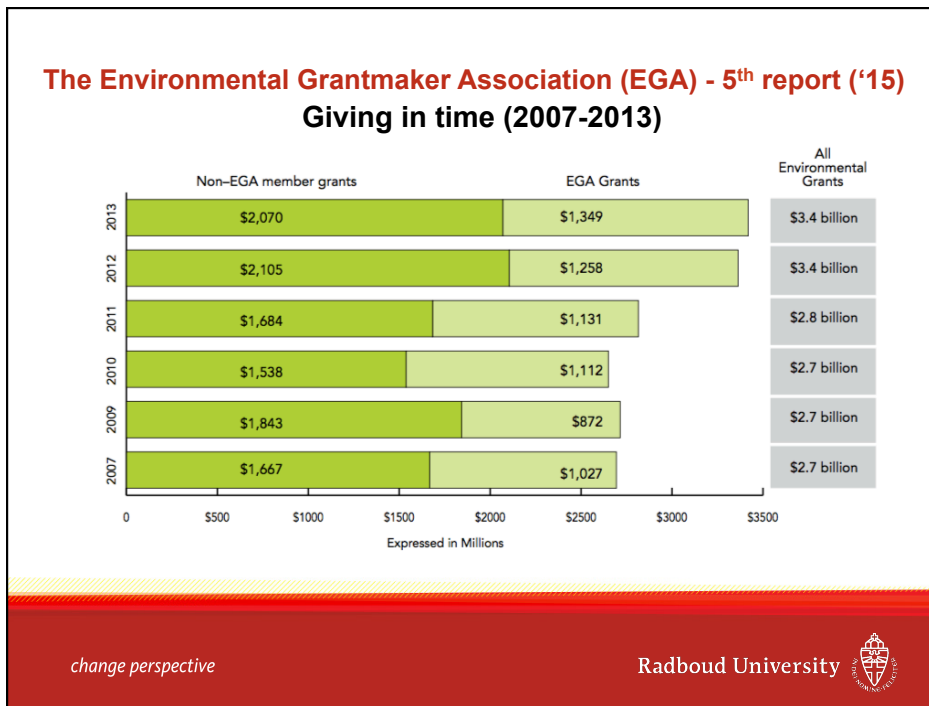
Giving in issues (some highlights)

- The top three most-funded issue areas in 2013 were: "Biodiversity & Species Preservation" (22%), "Energy" (13%), and "Coastal & Marine Ecosystems" (10%). It was the first time "Coastal & Marine Ecosystems" ranked among the top three since 2007.
- From 2011 to 2013, funding for "Biodiversity & Species Preservation" continued to grow, reaching an all-time high of \$300 million.

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Highlight: Success stories (I)

European Climate Foundation

Source: Foundation Center
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Grantmaker Name, State	Recipient Name, Location	Year Authorized	Grant Amount
<input type="checkbox"/> Hewlett Foundation, William and Flora, The, CA	European Climate Foundation, The Hague, Netherlands	2015	\$32,998,000
<input type="checkbox"/> Energy Foundation, CA	European Climate Foundation, The Hague, Netherlands	2014	\$1,000,000
<input type="checkbox"/> Hewlett Foundation, William and Flora, The, CA	European Climate Foundation, The Hague, Netherlands	2014	\$900,000
<input type="checkbox"/> Rockefeller Brothers Fund, Inc., NY	European Climate Foundation, The Hague, Netherlands	2014	\$20,000
<input type="checkbox"/> Rockefeller Brothers Fund, Inc., NY	European Climate Foundation, The Hague, Netherlands	2014	\$150,000
<input type="checkbox"/> Barr Foundation, MA	European Climate Foundation, The Hague, Netherlands	2014	\$2,000,000

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Highlight: Success stories (II)

Livelihood and Environment Ghana

Source: Foundation Center

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Grantmaker Name, State	Recipient Name, Location	Year Authorized	Grant Amount
<input type="checkbox"/> Global Greengrants Fund, CO	Livelihood and Environment Ghana, Ahafo Kenyasi, Ghana	2014	\$5,000
<input type="checkbox"/> Global Greengrants Fund, CO	Livelihood and Environment Ghana, Ahafo Kenyasi, Ghana	2013	\$5,000
<input type="checkbox"/> Global Greengrants Fund, CO	Livelihood and Environment Ghana, Ahafo Kenyasi, Ghana	2013	\$8,000
<input type="checkbox"/> Global Greengrants Fund, CO	Environment Care Group, Kindoma, Wa, Ghana	2012	\$5,000
<input type="checkbox"/> Global Greengrants Fund, CO	Livelihood and Environment Ghana, Kenyasi, Ghana	2012	\$5,000
<input type="checkbox"/> Global Greengrants Fund, CO	Livelihood and Environment Ghana, Kenyasi, Ghana	2011	\$5,000
<input type="checkbox"/> Global Greengrants Fund, CO	Livelihood and Environment Ghana, Kenyasi, Ghana	2009	\$8,400

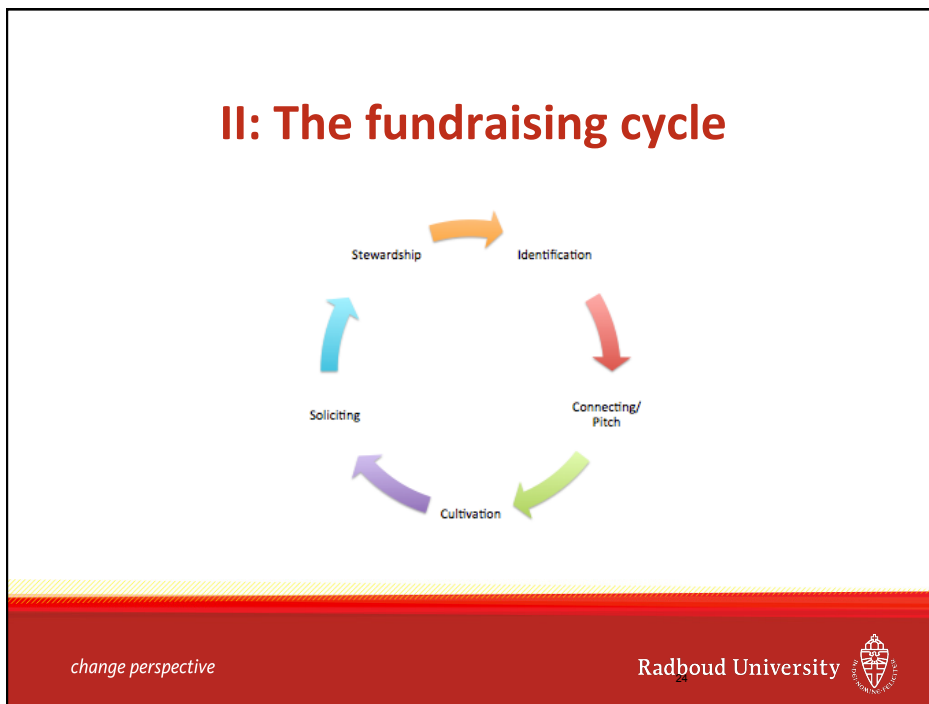
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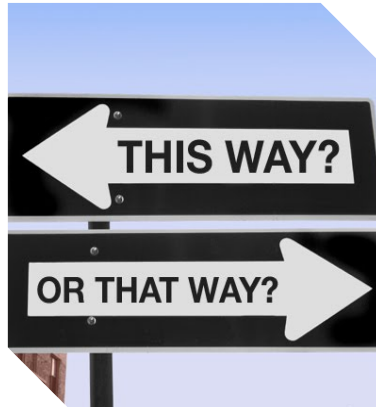


Grant Details	Grantmaker
Grant Details	
Recipient	
Name	Livelihood and Environment Ghana
Location	Ahafo Kenyasi, Ghana
Grant	
Amount	\$5,000
Year Authorized	2014
Description	For This grant will be used to motivate community participants to become more active in LEG's work and to establish a website that will document the organization's work and accomplishments. Funds will be used to organize event that will bring communities affected by the Newmont gold mine together to reflect on LEG's struggles and successes over the last decade
Support Strategies	General support; Online media
Transaction Types	Cash grants
Subject(s)	Adolescents; Females; Adolescents; Environmental and resource rights; Females; Ghana; Websites

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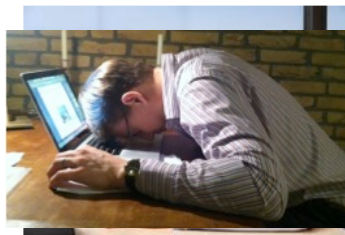
Pre-research: direction



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Research - identification



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Foundation Directory Online



Email fdonline@foundationcenter.org / 24-hr pass

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Sample search methods Directory

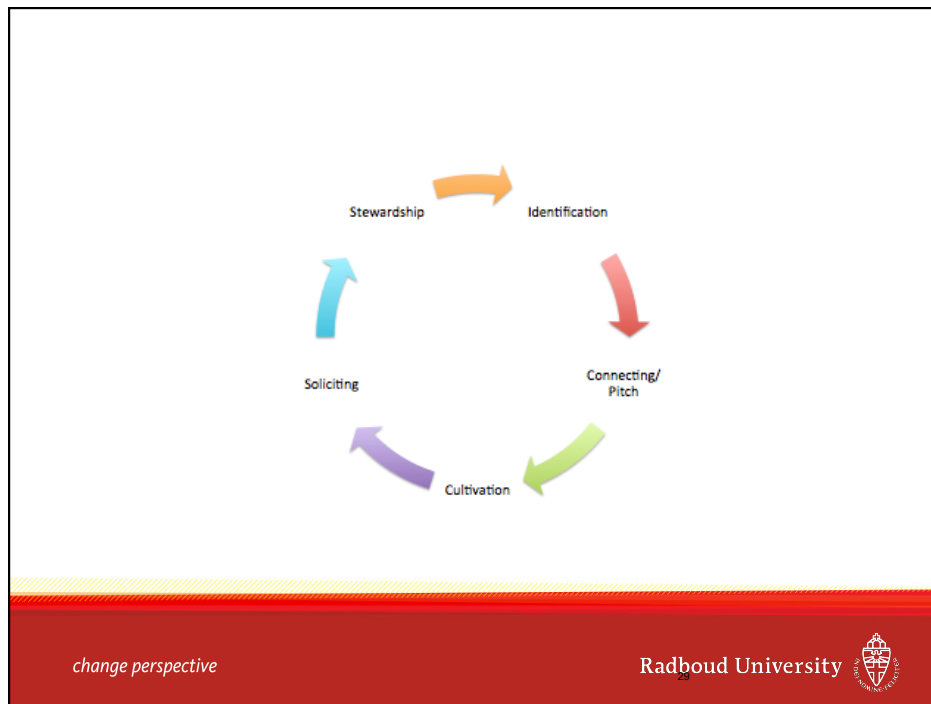
- Active search (giving)
- Passive search (receiving)
- Taxes (990s)
- In-country comparison
(map of cross-border grants)
- How to document



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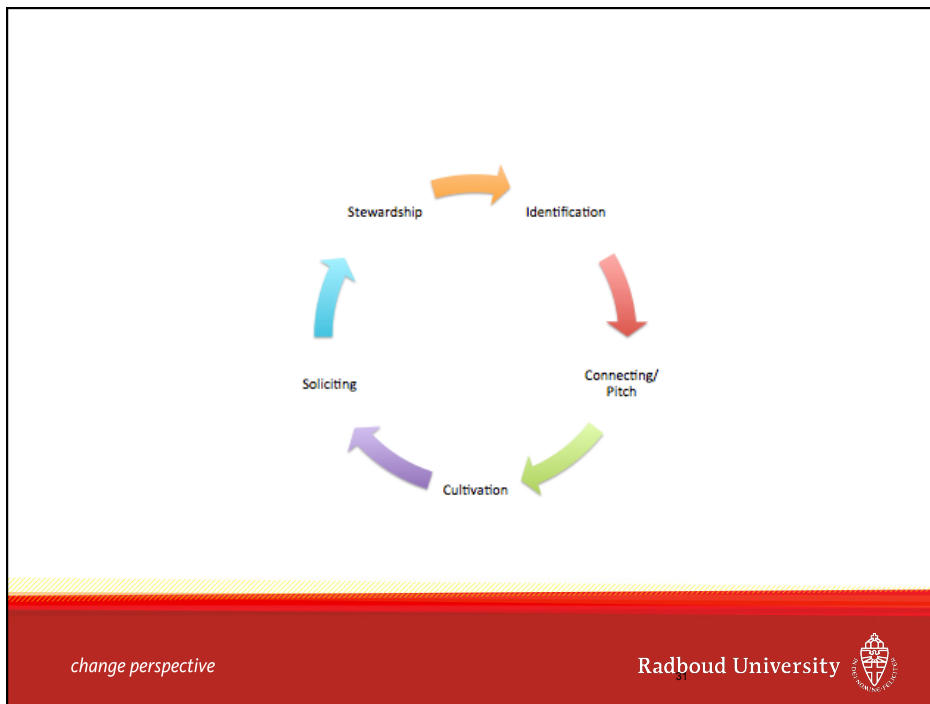




Other research sources

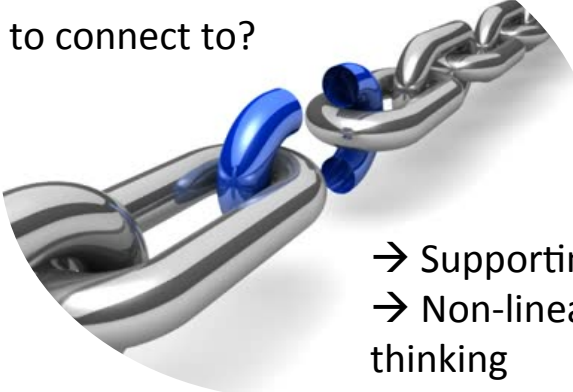
- Database(s)
- FoundationSearch
- GrantStation
- Guidestar
- Websites
- Tax records
- Annual Reports
- LinkedIn

Note: Database and LinkedIn also for connecting




Pre-pitch: connecting?

- Who connects?
- Who to connect to?



- Supporting tools
- Non-linear thinking

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Pitching & cultivating

- Human phase
- Skills please!
- People give to people



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Connecting: how to approach X?

Main elements:

- Informal
- Introduction



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Fundraising & the power of...



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Calendar & Culture

Or: how to screw things up real nicely

- Language
- Time zone
- Politeness
- Important days

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The Pitch! Format?


This...?



This...?



Or this...?



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The Pitch! Practice



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Pitch: main 3 elements

1. Connecting beginning
2. Impact & results
3. Follow-up ending

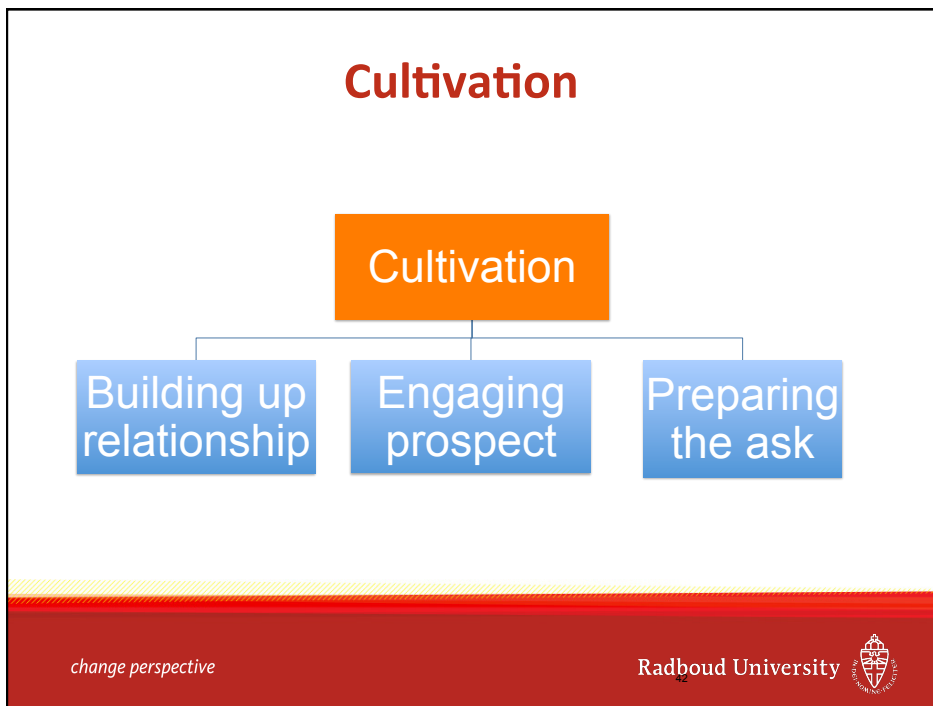
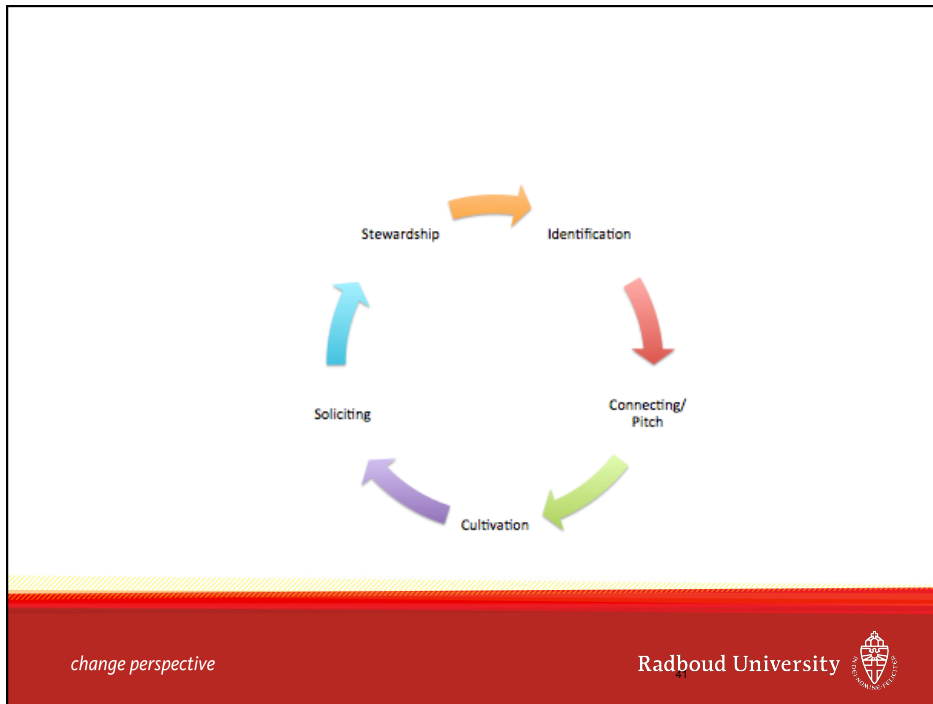
...Be honest & no money talk!

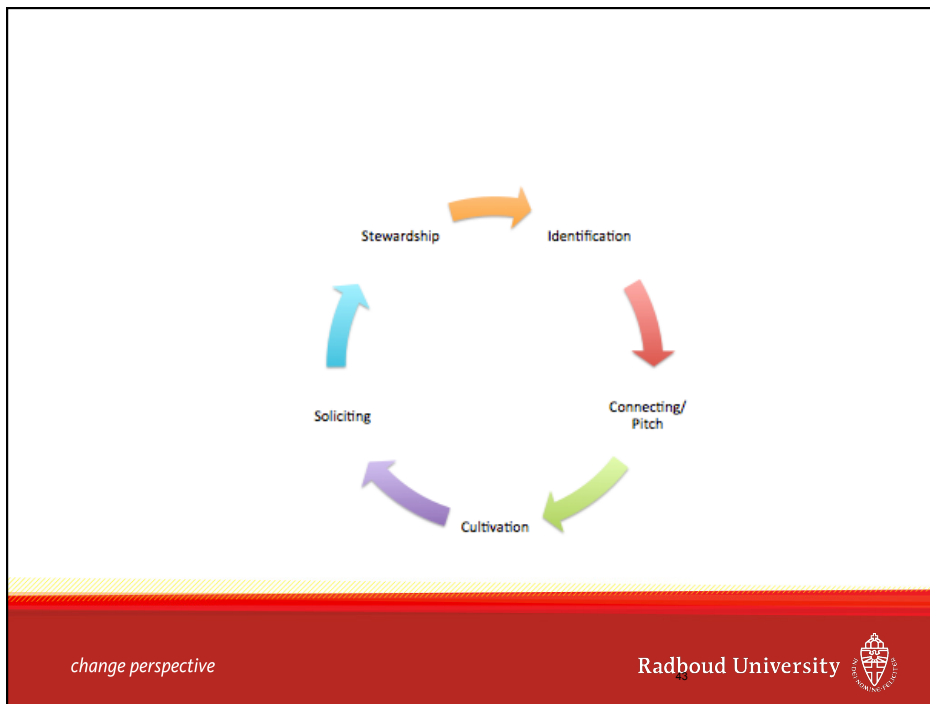


You want funding?

YOU







Stewardship (donor retention)

Say "Thank you!"

Show impact

Segment & prioritize outreach to donors

Invite to board meetings, events

Personal interaction

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