

GIVING

IN GREATER PHILADELPHIA

2014

A report on regional philanthropy prepared by



November 11, 2014

Hardly a week goes by without Philanthropy Network being asked about the state of giving in the Greater Philadelphia region. Funders, nonprofits, businesses, government and media want to know: What are the sources of philanthropy? What are the priorities? What are the trends? And yes, how much is being donated?

This study begins to answer those questions.

Our goal was to produce information that would be current and relevant, so we used a survey of our members as the basis for the report, supplementing the findings with pre-existing data for context where it made sense (see Methodology and Data on page 13). Taking this approach to the research means that we have not captured all of the giving in our region, whether by organizations or individuals, so totals will be understated. It does mean that we are presenting timely and practical information from a sample of funders that are among the most active and committed in Greater Philadelphia.

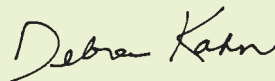
It is understandable that readers will be drawn to the numbers, although the study also highlights the thinking and factors that drive the data. Here is some of what we learned:

- **Giving is growing and the outlook is strong and stable**
- **Philanthropy meets a wide range of needs and benefits a wide range of populations across the five-county region**
- **Regional funders demonstrate and support practices considered best in the field**
- **Survey findings are consistent with national trends**
- **Philanthropy is challenged by complex problems and increased demand in the face of growing, though limited, resources**
- **Funders look to more collaboration as one path to achieving greater impact**

Survey results also show that respondents are invested in Philanthropy Network's *Sparkling Solutions* agenda, an initiative aimed at catalyzing collaborative action to achieve real progress on five issues vital to the well-being of our region: reading by fourth grade; reducing hunger and fostering healthy eating; preventing and ending homelessness; increasing access to health care; and promoting youth safety and youth development.

We invite you to consider these findings and what the study conveys about the successes and challenges of local philanthropy. We hope that readers will be better informed about the multiple forms and functions of philanthropy throughout Greater Philadelphia. We want you to suggest new questions, so that future versions of this research will be even more responsive to your interests. We also welcome additional philanthropy-related research to add to our collective knowledge of the critical social and economic value of philanthropy in the region. Please call or submit your comments to: Giving2014@philanthropynetwork.org.

Philanthropy Network is proud to represent an array of people and organizations dedicated to heightening the quality of life in Greater Philadelphia. It is part of our mission to educate about philanthropy's role in the community and to help it become even more effective. As Philanthropy Network grows, we will continue to offer a more complete view of the dynamic, local philanthropic landscape, its present impact and its potential. The more information we can share with each other, the more Philanthropy Network can foster smarter giving and greater good for the region.



Debra A. Kahn, Executive Director



Susan A. Segal, President

KEY FINDINGS

REPORTED IN THE SURVEY

\$248m in 2013



From 2011 to 2013, reported regional giving rose by 10 percent to \$248 million.

Children and Youth and the **Economically Disadvantaged** are populations most frequently supported by the region's philanthropy, consistent with the issues of greatest concern cited by survey respondents—the need for quality education for all children and poverty/wealth disparities in the region.

87%



Eighty-seven percent of survey respondents are funding in one or more of the five areas of Philanthropy Network's *Sparking Solutions* issue agenda.

Respondents awarded over \$55 million in grants—22 percent of reported local giving in 2013—to programs and organizations working in the five *Sparking* areas.

Top areas for support reported by survey respondents are:

- EDUCATION:**
\$67 million
- ARTS & CULTURE:**
\$49 million
- HUMAN SERVICES:**
\$39 million

90%

Ninety percent of respondents see **collaboration** among funders as relevant to achieving even greater impact; nearly 50 percent of respondents anticipate engaging in collaborative philanthropy in some form in the coming year.



Half of responding funders supplement grant support with **other forms of assistance**

40%

Almost 40 percent of respondents **anticipate growing their giving budgets in FY 2015**; another 34 percent expect to maintain giving levels.



Half of funders report providing **multi-year grants**



Nearly 60 percent offer **general operating support** for nonprofit organizations

Section
1

THE GIVERS & THEIR GIVING

TYPES OF GIVERS

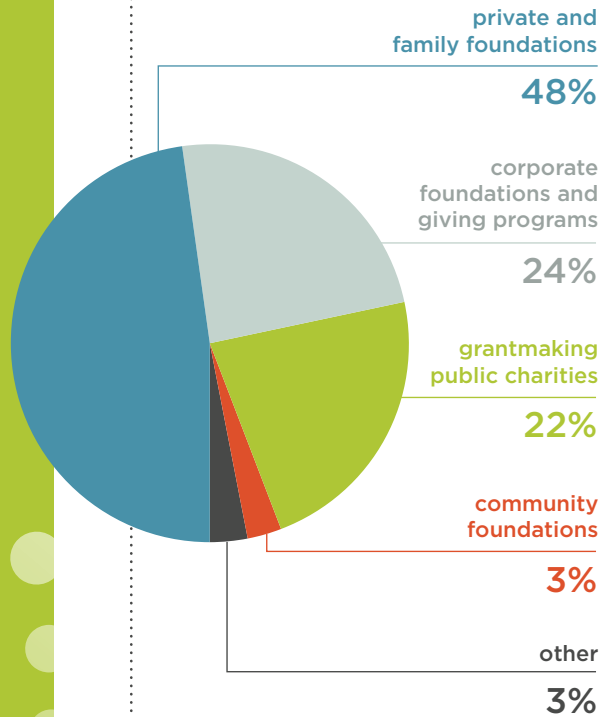
Philanthropy Network’s membership reflects the many forms and sizes that make up organized giving today. This community consists of private foundations, community foundations and other fund holders, corporate foundations and giving programs, and grantmaking public charities.¹ Survey respondents are a similarly diverse group of funders.

Seventy-one member organizations answered the survey, representing an overall 48 percent response, with a higher response rate among larger Network members whose annual giving is \$1 million or more.

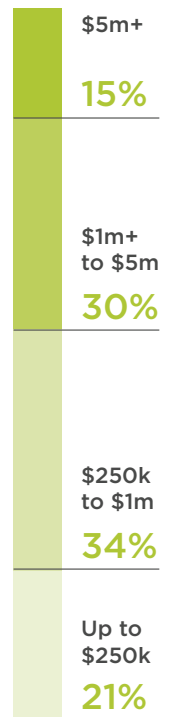
Nearly half of respondents are private foundations, and a broad range of giving levels is represented.

71 TOTAL RESPONDENTS

TYPE OF FUNDER



ANNUAL GIVING



GIVING GEOGRAPHY

Giving is dispersed to a combination of locations within the immediate region—and beyond.

Nearly half (48 percent) of respondents provide support to ALL five counties in Greater Philadelphia.



Fifteen (15) percent of respondents provide support only in the City of Philadelphia. Outside the five-county area, the nearby City of Camden and southern New Jersey are cited frequently by respondents as destinations for their organizations' philanthropic support.

NUMBER & SIZE OF GRANTS

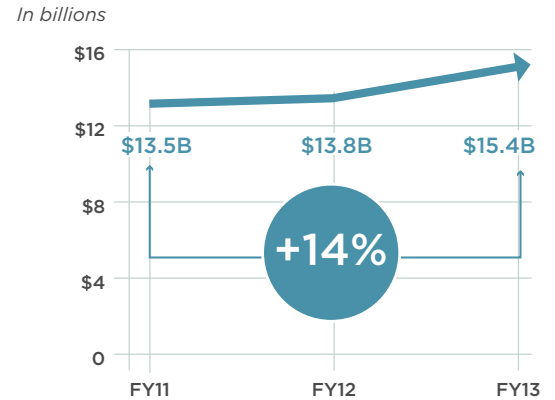
Collectively, **respondents report receiving nearly 11,000 requests in FY 2013, and making over 6,000 grants**, ranging in size from several hundred to several million dollars, with a median average grant size of \$15,000.

CHARITABLE ASSETS

For purposes of this report, charitable assets are defined as funds designated for a philanthropic purpose.

The 79 percent of respondents who claim charitable assets report steady growth in the last three fiscal years, holding over \$15 billion in assets in 2013.

This increase is consistent with national trends.²

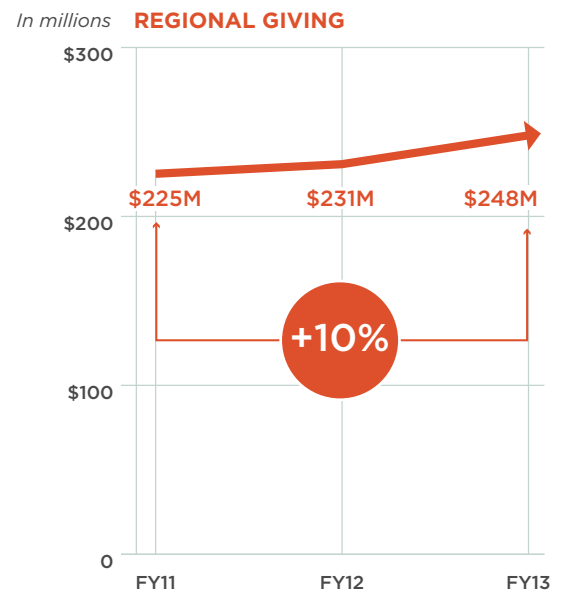
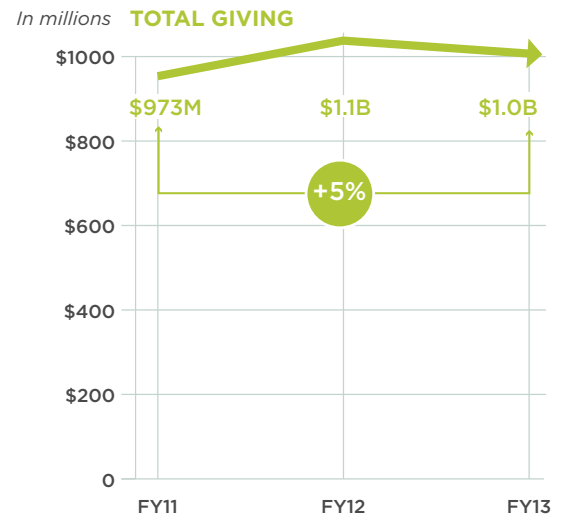


AMOUNT OF GIVING

Survey respondents report \$1 billion in total giving in 2013. Nearly one-quarter of that giving—\$248 million—supported the Greater Philadelphia region.³

The difference in total and regional giving is attributed to the presence in the region of several national (and even international) foundations, grantmaking public charities, and corporations whose philanthropy is much broader in scope.

Regional giving increased approximately 10 percent, or \$22 million, between 2011 and 2013, with 7 percent of that increase occurring in fiscal year 2013 over 2012. This is slightly ahead of published national figures.⁴ Moreover, in the last three years, respondents' giving in the five-county Greater Philadelphia region increased at twice the rate of their national giving.



REGIONAL GIVING BY SUBJECT AREA

Philanthropy Network members support a wide variety of subject areas and issues facing the region. **Locally, leading philanthropic priorities are Education, Arts and Culture, and Human Services, reflecting conditions and needs in Greater Philadelphia.**⁵

Education led all categories, receiving \$67 million in 2013, accounting for nearly one-third of reported regional grant dollars. Strong support for Education is a sign that regional philanthropy is responding to the critical need in Pennsylvania. Giving to Arts and Culture reflects Greater Philadelphia's vibrant cultural scene and the leading role philanthropy plays to create and sustain it. Substantial giving to a wide range of Human Services is recognition of the high local poverty rate and corresponding attention to hunger, housing, workforce development and other basic needs.

\$221 million in 2013**



*Other combined includes: science and technology, religion, and international affairs.

**Total dollars represent 89% of reported local giving in FY13.

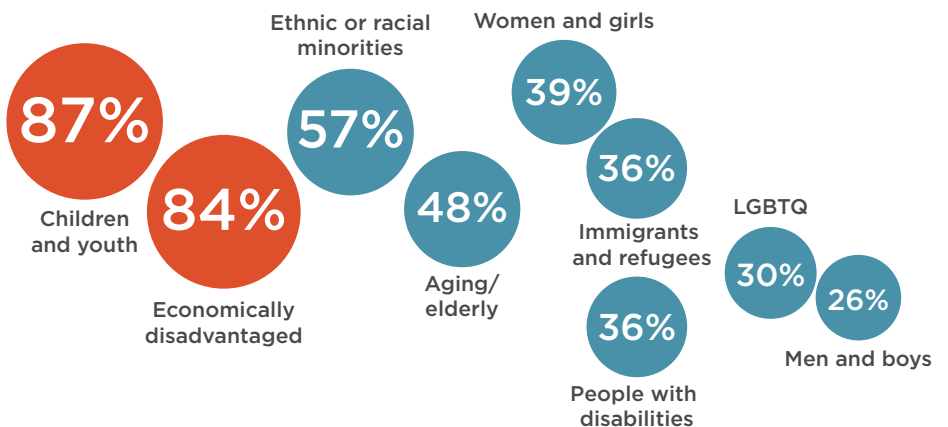
Our giving "targets organizations that provide services to the most vulnerable populations in the City of Philadelphia, and this broad strategy reaches organizations that serve most of the populations listed."

— Survey respondent

GIVING FOR SPECIFIC POPULATIONS

Regional philanthropy benefits a wide range of populations.

*Children and Youth and Economically Disadvantaged are populations toward which the vast majority of survey respondents direct their philanthropy.*⁶



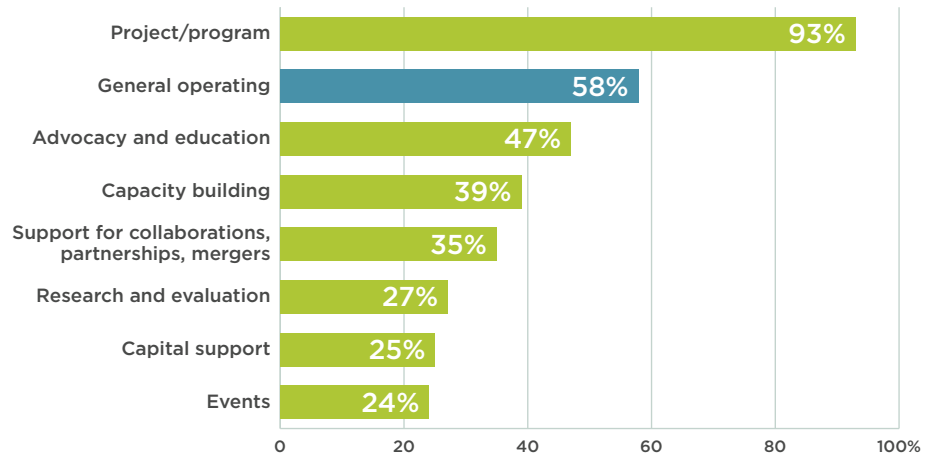
GRANT PURPOSES

In addition to reporting nearly universal support for specific projects or programs, respondents make grants for a broad range of purposes, two of which are considered grantmaking best practices—operating support and capacity building.⁷

Nearly 40 percent of respondents make grants for capacity building (includes services such as leadership development, fundraising assistance and information technology) to help nonprofits improve organizational performance.

Almost half of respondents report making grants for advocacy and education, practices that help address issues and conditions facing the region.

Almost 60 percent of respondents provide general operating support (also known as unrestricted support), a pressing need for nonprofits.

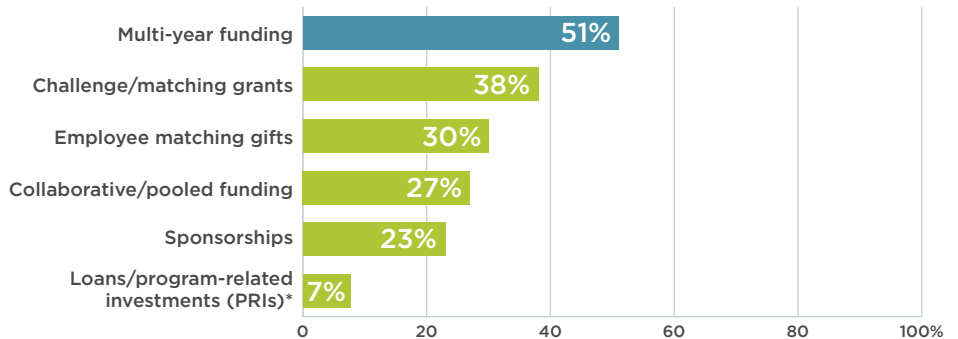


TYPES OF SUPPORT

Funders provide grant support in a variety of ways. Multi-year support is especially valuable to grantees because it helps them streamline fundraising efforts and plan activities and budgets more accurately.

**Program-related investments (PRIs) are investments made to support charitable activities that involve the potential return of capital within an established time frame.*

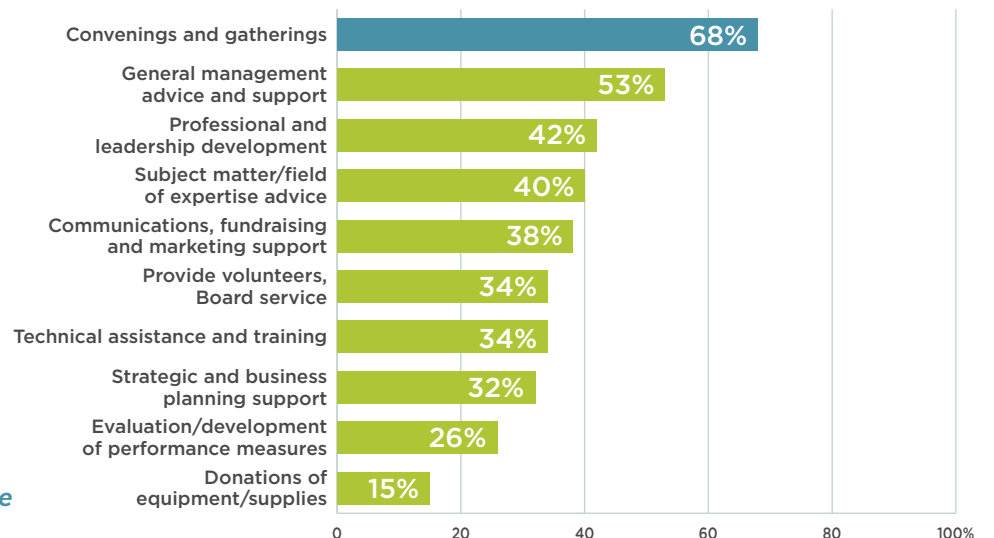
In addition to regular grants, 51 percent of survey respondents provide multi-year grant support, also considered a grantmaking best practice.⁸



SUPPORT BEYOND THE GRANT

In addition to financial support, many Philanthropy Network members supplement grant support with other forms of assistance, which is considered an important practice to improve impact.⁹

Nearly 70 percent report organizing and/or participating in gatherings with grantees and nonprofits, serving to build relationships, share field knowledge and encourage collaboration.



IMPACT & OUTLOOK

ASSESSING AND ACHIEVING IMPACT

Philanthropy aims to make a difference. More and more funders are interested in evaluating the effectiveness of their work, and both funders and their nonprofit partners look for evidence of impact in order to make sure that limited resources are being utilized as best as possible to address social issues.

Philanthropy Network's members are part of this movement, with **most survey respondents reporting that they measure the impact of their giving** either through formal evaluations or specific reporting and documentation requirements.

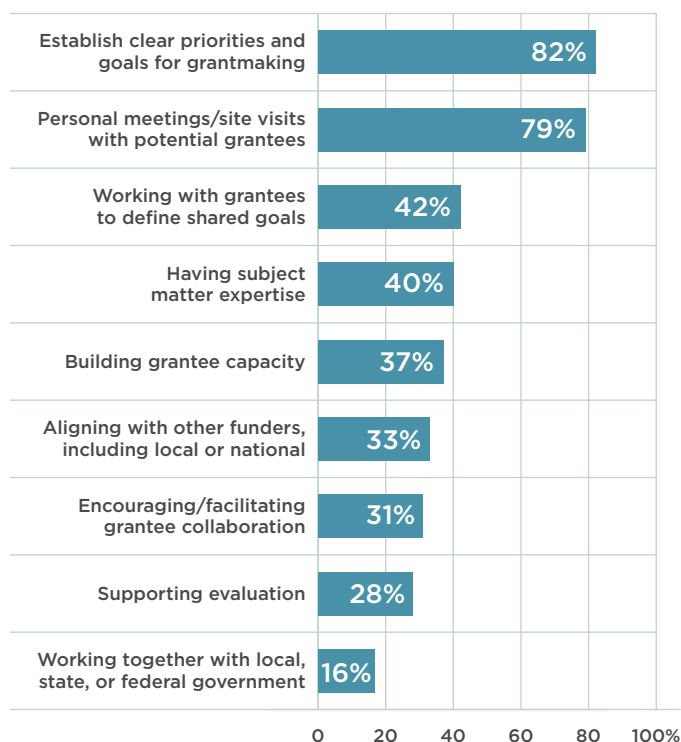
Three-quarters of respondents say they achieve the desired impact of their giving Always (9%) or Usually (67%), while 22 percent say this occurs Occasionally.

Our organization's practice is "deliberate exploration and listening in order to best match needs with a variety of options."

— Survey respondent

PRACTICES TO INCREASE IMPACT

Survey respondents report **employing a range of practices, with an emphasis on working closely with grantees, to help increase impact.**

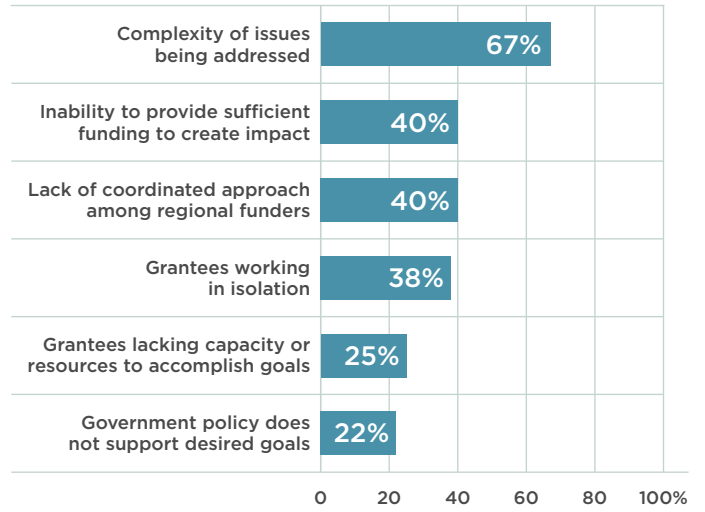


BARRIERS TO GREATER IMPACT

Respondents also acknowledge the difficulties of achieving better outcomes. **The complexity of the issues philanthropy targets, along with the need for more coordination and the lack of sufficient resources, are the top reported barriers to achieving greater impact.**

“We are unable to provide sufficient funding to create greater impact through grants alone, so we are looking to coordinate more with other funders.”

— Survey respondent



TRENDS AND IDEAS

Philanthropy does not operate in a vacuum. It is influenced by ideas and trends within its own professional sector, and affected by economic and social conditions and opportunities in the communities in which it works. These influences are present now for regional funders and are expected to have an impact on their work in the years ahead.

Collaborating to achieve impact and the pressure for accountability are trends identified as highly or somewhat relevant by more than 90 percent of survey respondents.



“We are constantly monitoring our areas of focus in correlation to our strategic goals and philanthropic partners who are funding in these areas.”

— Survey respondent

FUTURE GIVING

Survey respondents indicate a future for regional philanthropy that is strong and stable.

Projecting to the next fiscal year, almost 40 percent of survey respondents say they anticipate increasing the size of their grant budget, and another 34 percent expect to keep the same grant budget.

Most of the respondents foresee few changes in the operational components of their grantmaking, including size of grants, funding focus areas, providing general operating support, and number of grantmaking staff. A few, however, report that they are beginning strategic planning which could lead to changes in strategies.

Nearly 50 percent of responding funders anticipate engaging in collaborative philanthropy in some form in the coming year.

WHAT'S ON REGIONAL FUNDERS' MINDS

Regional funders report numerous top-of-mind issues that both challenge and shape their philanthropy. **Concerns relate largely to government funding, the national economy and the deep social needs created by local poverty.** The impact of public spending on education, particularly in Philadelphia, is especially worrisome. The ability of funders and their grantees to respond adequately to these demanding conditions is a subject for frequent reflection.



TAKING ACTION

The issues that Philanthropy Network members are concerned about reflect the reality of Greater Philadelphia today, its considerable strengths alongside significant challenges. In response, Philanthropy Network and its members are taking action. Individually, funders are directing their philanthropy towards top concerns and supporting grantees to have maximum impact in the community. Collectively, we are focusing on a priority issue agenda to identify bright spots and galvanize support for collaborative action to make a bigger difference in our region. The final section of this report provides baseline data on Philanthropy Network's *Sparkling Solutions* initiative.

SPARKING SOLUTIONS INITIATIVE

At its November 2013 Fall Conference, Philanthropy Network launched its *Sparking Solutions* initiative in recognition of the growing call for funders and communities to work together to solve complex social problems. *Sparking Solutions* is designed to foster collaborative action that improves conditions, creates opportunities and changes lives in Greater Philadelphia.

Reflecting priority needs in the region and the concerns and interests of funders as reported, an initial issue agenda comprised of five persistent, poverty-related social problems was adopted:

- 1 reading by fourth grade;
- 2 promoting youth safety and youth development;
- 3 increasing access to health care;
- 4 preventing and ending homelessness; and
- 5 reducing hunger and fostering healthy eating.

Using Philanthropy Network's tools of education, communication, research and connection, *Sparking Solutions* is shining a light on effective efforts in these areas and working to promote more collective action catalyzed through philanthropy.

A portion of the survey asked respondents to report the amounts, types and purposes of support they provided in 2013 to address the *Sparking Solutions* issue areas. This data forms a baseline from which to gauge whether the initiative leads to increased support to help make progress on these difficult problems.

TOP OVERALL FINDINGS:

- There is widespread participation by philanthropy in the *Sparking* issue agenda, with **87 percent of survey respondents funding in one or more of the areas**—and others expressing possible interest in doing so in the future.
- In 2013, **over \$55 million of the respondents' grants—22 percent of reported local giving**—was awarded to programs and organizations working in these five areas.
- **Respondents support relevant activities and initiatives in all five counties**, with the majority of funders targeting their efforts in the City of Philadelphia.
- **Funders are supplementing their grant support** with employee volunteerism, board and committee participation, donations of needed goods, technical assistance and making connections.

HIGHLIGHTS BY ISSUE AREA:



PROMOTING YOUTH SAFETY AND YOUTH DEVELOPMENT

SEVENTY PERCENT OF SURVEY RESPONDENTS SUPPORT YOUTH SAFETY AND YOUTH DEVELOPMENT, GRANTING NEARLY \$16 MILLION IN 2013.

Nearly half of them allocate funds to the 22nd Police District in North Philadelphia, a high crime area targeted by the City for intervention.

The most frequently cited activities and strategies supported are:

- Out-of-school time programs
- Mentoring
- Summer youth employment
- Behavioral health services and trauma-informed care
- Peer mediation, anti-violence initiatives, gun reduction
- Juvenile justice reforms (e.g. diversion programs)



REDUCING HUNGER AND FOSTERING HEALTHY EATING

FIFTY-SEVEN PERCENT OF SURVEY RESPONDENTS MADE OVER \$5 MILLION IN GRANTS TO REDUCE HUNGER AND FOSTER HEALTHY EATING IN 2013.

The most frequently cited activities and strategies supported are:

- Foodbanks and cupboards
- Increasing access to and distribution of healthy and affordable food options
- Nutrition education, including food preparation
- Educating individuals about and helping them obtain public benefits
- Advocacy and public education to improve policies that affect access to healthy and affordable food



PREVENTING AND ENDING HOMELESSNESS

FIFTY-SEVEN PERCENT OF SURVEY RESPONDENTS MADE OVER \$5 MILLION IN GRANTS IN 2013 TO TRY TO PREVENT AND END HOMELESSNESS.

The most frequently cited activities and strategies supported are:

- Providing shelter and temporary housing
- Providing supportive services for homeless populations
- Providing permanent housing
- Construction and development of affordable housing
- Advocacy and public education to support policies that foster the goal of preventing and ending homelessness



READING BY GRADE 4

FORTY-FIVE PERCENT OF SURVEY RESPONDENTS AWARDED OVER \$19 MILLION IN 2013 FOR EARLY LITERACY.

The most frequently cited activities and strategies supported are:

- Out-of-school time reading programs
- In-school reading programs
- Programs that make books available to families
- Summer reading programs
- Pre-K improvement and expansion
- Professional development for teachers



INCREASING ACCESS TO HEALTH CARE

FORTY-SIX PERCENT OF SURVEY RESPONDENTS PROVIDED OVER \$10 MILLION IN 2013 TO PROGRAMS TO PROVIDE ACCESS TO HEALTH CARE.

The most frequently cited activities and strategies supported are:

- Supporting health clinics and other medical facilities
- Providing outreach and education about effective use of health services
- Insurance enrollment
- Advocacy and public education to support policies that foster access to health care

METHODOLOGY AND DATA

This report is based on responses to an online questionnaire administered through Survey Monkey and distributed to all Philanthropy Network members. The survey was launched in May 2014, and data collection was completed at the end of July.

Overall, 71 members answered the survey, representing a 48 percent response rate. The response rate is higher (74 percent) for the Network's largest donors—those giving \$1 million or more in annual grants. Accordingly, the survey provides current data on a significant portion of philanthropy in Greater Philadelphia.

The questionnaire was modeled after a similar survey that was developed by the Washington Regional Association of Grantmakers in 2013. We adapted questions that were particularly relevant to our membership and region. The survey focused on giving in Greater Philadelphia, which we defined as the five-county region comprised of Bucks, Chester, Delaware, Montgomery, and Philadelphia counties.

The majority of the questions were closed-ended, however there were opportunities through open-ended questions for respondents to provide additional narrative details and insights on their thinking, approach and outlook. The data requested from each member was primarily for FY 2013, the most recently completed year at the time the survey was conducted, along with some information for 2012 and 2011 to assess recent trends.

Where possible, we include comparisons to national statistics using the most recent data from the Foundation Center and Giving USA. However, there are differences in the sources and timing of these data. The Foundation Center published data has a two-year lag, and it includes only foundations (independent, family, corporate, community, and operating). Giving USA data is more current but includes data from all givers, including individuals who accounted for 72 percent of 2013 charitable contributions in Giving USA's recently published report. Thus these data provide some national context for assessing Philanthropy Network members' local giving, but are limited in their use for direct comparison.

The Network hopes that this report is timely and useful and forms the basis for future studies on philanthropy in Greater Philadelphia.

Helen Davis Picher,
Research Project Manager

ENDNOTES

- 1 Definition of types of funders (according to Foundation Center):
Private or independent foundations: generally established by individual donor(s) for philanthropic purposes.
Community foundations: raise funds from the public and engage in grantmaking primarily within a defined geographic area.
Corporate foundations and giving programs: corporate foundations are established by businesses but are legally separate entities that make grants. Corporate giving programs are operated by the businesses.
Grantmaking public charities: nonprofit organizations which both raise funds and re-grant them to pursue their missions.
- 2 *Key Facts on U.S. Foundations*, Foundation Center. 2013 and 2014. Nationally, foundation assets totaled \$645 billion in 2010, \$662 billion in 2011, and \$715 billion in 2012.
- 3 Based on self-reported data, 2013 regional giving by all Philanthropy Network members is estimated to exceed \$300 million.
- 4 *Giving USA 2014*, Highlights. Giving by foundations increased an estimated 5.7 percent in 2013 over 2012.
- 5 *Key Facts on U.S. Foundations*, Foundation Center, 2013. Top subjects supported by foundations in 2011 are: Health (28%), Education (20%), Arts and Culture (14%), and Human Services (14%). Program areas are defined using the Foundation Center's Philanthropy Classification System, based on the National Taxonomy of Exempt Entities, that was in use at the time the survey was launched. Since then, the Center has been updating the system, so future member giving reports will use the updated taxonomy. For more information: <http://taxonomy.foundationcenter.org/>.
- 6 This is consistent with national data. According to *Key Facts on U.S. Foundations*, Foundation Center, 2013, the top populations targeted by foundations in 2011 were: Economically Disadvantaged (35%) and Children and Youth (22%).
- 7 *Is Grantmaking Getting Smarter?* By J McRay, Grantmakers for Effective Organizations, 2012.
- 8 *Ibid.*
- 9 *More than Money: Making a Difference with Assistance Beyond the Grant*, Center for Effective Philanthropy, 2008.

ACKNOWLEDGMENTS

Thanks

This report would not be possible without the following:

The generous support of these members:

Lincoln Financial Foundation
William Penn Foundation
The Philadelphia Foundation
Sunoco Foundation

Research Project Manager
Helen Davis Picher

The Washington Regional Association of Grantmakers who graciously shared their survey design and expertise with us.

The participation of the Philanthropy Network members who completed our survey (listed at right).

2014 PHILANTHROPY NETWORK SURVEY RESPONDENTS*

1675 Foundation
AMETEK Foundation, Inc.
Bank of America Charitable Foundation
The Barra Foundation
Stockton Rush Bartol Foundation
The Boeing Company
Brandywine Health Foundation
The Catholic Foundation of Greater Philadelphia
Chester County Community Foundation
Chester County Fund for Women and Girls
Claneil Foundation, Inc.
Connelly Foundation
Dolfinger-McMahon Foundation
The Alfred & Mary Douty Foundation
The Dow Chemical Company
Eagles Youth Partnership
The Emergency Aid of Pennsylvania Foundation, Inc.
Samuel S. Fels Fund
First Hospital Foundation
FMC Corporation
Franklin Square Foundation
Friends Fiduciary Corporation
Friends Foundation for the Aging
Greater Philadelphia Cultural Alliance
GSK
The Allen Hilles Fund
Homeless Assistance Fund, Inc.
The Horner Foundation
IBM Corporation
Independence Foundation
Jon Bon Jovi Soul Foundation
Patricia Kind Family Foundation
John S. and James L. Knight Foundation
Edna G. Kynett Memorial Foundation
Leeway Foundation
The Lenfest Foundation
Lincoln Financial Foundation
The Grace S. and W. Linton Nelson Foundation
North Penn Community Health Foundation
PECO
Pennsylvania Humanities Council
The Pew Charitable Trusts
William Penn Foundation
The Philadelphia Foundation
Philadelphia School Partnership
Phoenixville Community Health Foundation
Pottstown Area Health & Wellness Foundation
Public Health Fund
Rosenlund Family Foundation
Salem Health and Wellness Foundation
Thomas Scattergood Behavioral Health Foundation
SEI
Seybert Foundation
Springbank Foundation
Stoneleigh Foundation
Sunoco Foundation
John Templeton Foundation
United Way of Greater Philadelphia and Southern New Jersey
Valentine Foundation
Wells Fargo Corporate Foundation
Wells Fargo Regional Foundation
The Western Association of Ladies for the Relief and Employment of the Poor
White Richardson Fund
WOMEN'S WAY

**Seven members who completed the survey requested that their names not be listed.*

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Philanthropy Network Greater Philadelphia is the region's membership association for organizations and individuals active in philanthropy. Serving primarily Philadelphia, Bucks, Montgomery, Chester and Delaware counties, plus adjacent areas, Philanthropy Network champions the role of philanthropy in improving the quality of life in the region and educates and inspires members to do their best giving. Believing that the whole is greater than the sum of its parts, Philanthropy Network fosters connections and collaborations to enhance the impact of local philanthropy and brings funders together with civic leaders, government and community organizations to address areas of mutual interest.

A PDF of this report can be viewed or downloaded at philanthropynetwork.org

Smarter giving. Greater good.



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