



# AUGUST ADVOCACY TOOLKIT

## Local Philanthropy

*Updated: July 23, 2015*

*Of course, data is very important when you are making your case for the value of philanthropy to lawmakers. But, it is equally important to be able to demonstrate what those numbers actually look like in practice by telling stories that resonate. Throughout this Toolkit, there are place-holders for you to insert your own stories about your work.*

*This document is meant for your internal use to offer some broad data, as well as examples of local philanthropy to help you brainstorm some examples of your own to use as illustration and support for this data. Also keep in mind any particular interests or causes that your lawmaker is engaged with when considering stories to share.*

### Quick Facts on Overall Charitable Giving in America

The positive impact of philanthropy is reflected in immeasurable ways across generations of American society.

Government funds account for only about one-third of the revenues of America's nonprofit organizations. The majority comes from private giving:<sup>1</sup>

- American individuals, foundations, and corporate giving programs donated an estimated **\$358 billion** to charitable causes across the country in 2014.
  - 32% to Religion, \$114.90B
  - 15% to **Education, \$54.62B**
  - 12% to **Human Services, \$42.10B**
  - 12% to Foundations, \$41.62B
  - 8% to **Health, \$30.37B**
  - 7% to Public-society benefit, \$26.29B
  - **5% to Arts, culture, and humanities, \$17.23B**
  - 4% to International Affairs, \$15.10B
  - 3% to **Environment/Animals, \$10.50B**
  - 2% to **Individuals, \$6.42B**
- Total giving by all types of foundations was an estimated **\$54 billion** in 2014 alone.
- Giving by community foundations **grew 10.9 percent** in 2014.
- This increased giving was across the board: independent (family and private) foundations, operating foundations, and community foundations all **increased the amount they gave** in 2014 compared to 2013.

Philanthropic giving is a deep-rooted American value, linked to thriving communities and sustained economic recovery. Largely supported through philanthropy, America's nonprofits:

- Generate more than **\$1 trillion** every year in the form of jobs and human services
- Employ one in ten U.S. workers, providing **13.7 million jobs**
- Pay employees roughly 9 percent of total wages paid in the U.S.—nearly **\$600 billion** a year



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## Ideas for Examples of Local Philanthropy

**Philanthropy in Your State:** In [state], \$[amount] is given by foundations annually to support [types of causes].

*If possible and appropriate, come equipped with data on:*

- Number of foundations and charities in the state
- Total giving by foundations ([check with your regional association](#))
- For other relevant information, such as the number of individuals employed by nonprofit organizations, [check here](#)

**Access to Higher Education:** Last year, we provided over \$[amount] in scholarships to [number] high school students in your district to attend college or university. These scholarships enabled young people from our community to pursue higher education in [types of declared majors of students or specific programs, names of institutions they are attending, or number of institutions where scholarship recipients matriculated].

*If possible and appropriate, come equipped with data on:*

- Rate of students in community that go on to pursue further education; did the rate increase as a result of your scholarship grants?
- Breakdown or demographics of students helped by scholarships
- If program has been in place for a period of time, success stories of students who benefitted from one of your scholarships; i.e. what types of careers do they have? do they remain involved in community issues? are they engaged with younger generations of scholarship recipients?

**Food Security:** Last year, we provided over \$[amount] in grants to [local food bank or program]. Our support enabled them to serve [number of people or families/number of meals] to those who needed support the most in your community.

*If possible and appropriate, come equipped with data on:*

- Poverty statistics for your community/district
- Demographics of individuals who are food insecure

**Annual Giving Day:** Through our annual Giving Day at [name of your foundation], we encouraged over [number] of individuals to contribute \$[amount] in grants to local charities in your community. These contributions made a tremendous impact, going to support [types of programs; i.e. job training programs, afterschool mentoring programs, nature or historic preservation programs, school renovations] in [name of community].



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*If possible and appropriate, come equipped with data on:*

- Was there an associated event with this? Do you have photos?
- Were there certain charities that benefited that might be of particular interest to your lawmaker?

**Senior Citizens:** During our [year] grant cycle, we awarded over \$[amount] to programs for the elderly in your community. In addition to providing funding, [name of your foundation] convened a volunteer day on [date] to help with outreach to the elderly in our community, which was hosted by [local organization that supports seniors]. Volunteers assisted local seniors through technology mentoring, delivering meals, and visiting with disabled elderly.

*If possible and appropriate, come equipped with data on:*

- Number of senior citizens in your community/district
- Number that are living in poverty, or at risk of living in poverty

**Economic Development:** Our Economic Development and Community program awarded over \$[amount] to [name of housing organization] in the last [number of years] to provide housing and shelter to local veterans and minors in the [name of region]. Through the [name of foundation]'s support, the [name of housing organization] was able to assist over [number of beneficiaries of program] of homeless individuals into permanent, stable housing.

*If possible and appropriate, come equipped with data on:*

- Number of individuals living in homelessness in community/district
- Data for topics or areas of economic development that are of particular interest to your lawmaker; i.e. housing, new industries, tourism, etc.

**Veterans:** Through our local veteran's initiative, we were able to grant over \$[amount] to local veterans to assist their families in building a handicapped-accessible homes after returning home from overseas.

*If possible and appropriate, come equipped with data on:*

- Do you have relationships with individual veterans who have benefited from this work that would feel comfortable with you sharing their story to your lawmaker?
- Number of veterans in community/district
- Number of veterans who utilize or benefit from nonprofit services that you support

**Environmental Preservation:** In [year], the [name of your foundation] provided \$[amount] in funding to launch the waterfront redevelopment and conservation project. In addition to beautifying the waterfront and bringing in visitors from across the state, spurring an extra \$[amount] in local business



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revenue and [number] new jobs, the conservation project will save over [number] of gallons of water by rerouting water runoff and preventing soil erosion.

*If possible and appropriate, come equipped with data on:*

- Did you collaborate with a local governmental agency responsible for tourism in your region? How was the collaboration successful?*
- Are there any environmentally focused laws or legislation that your lawmakers has been involved with or sponsored?*

*\*This is not an exhaustive list of examples, but rather, a tool to spark your recollection of stories to come prepared with to meetings with your lawmaker.*

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<sup>1</sup> Giving USA 2015: The Annual Report on Philanthropy, available here: <http://www.givingusareports.org/>.



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