



HUMAN ANIMAL SUPPORT SERVICES

by **american pets alive!**

*Keeping Pets and
People Together*

Building a Culture of Philanthropy

Friday, September 17, 2021

PRESENTERS:

Brian Daugherty

Chief Philanthropy and Communications Officer
San Diego Humane Society

Ashlee Droscher

Director of Development
Animal Welfare League of Alexandria



The image features two sharks swimming in clear blue water. One shark is on the left, and another is on the right, both facing towards the center. A bright blue rectangular box with a thin black border is positioned in the middle of the frame, containing the text 'PHILANTHROPY WEEK' in bold, red, uppercase letters.

**PHILANTHROPY
WEEK**

Commitment

If you are committed to HASS programs and the HASS movement...

... you need to be committed to philanthropy.





GOALS for TODAY:

Greater understanding of how philanthropy can transform animal welfare

Better understanding of your role in creating a Culture of Philanthropy

Learn how to build your Culture of Philanthropy

Join our movement

Assumptions

Most people fear fundraising. ← *Essential to acknowledge this fact.*

**Most people, in most organizations,
does not understand what the philanthropy team does.**

**Most people do not have regular interactions with the
philanthropy team, nor regular updates on their progress**



PHILANTHROPY
matters because
money matters.



What is the problem?

- Needs of our community outpace our ability to meet them.
- Our impact on our community is largely misunderstood.



Do you have:

- All the staffing you need?
- All the programs you need?
- All the technology you need?
- Are your facilities up to date?
- Do you have an endowment?



What is the solution?

- Increased fundraising capacity
- Fully developed Culture of Philanthropy



What are we trying to accomplish?

Earning a larger piece
of the philanthropic pie!

In 2020, Americans gave **\$471.44 BILLION** to charity

ONLINE GIVING REACHED ITS HIGHEST SHARE OF TOTAL GIVING ON RECORD, PROVING TO BE AN IMPORTANT STRATEGY FOR MANY NONPROFITS IN 2020.

Where did the generosity come from?*

CONTRIBUTIONS BY SOURCE (by percentage of the total)

69%

Giving by Individuals

\$324.10 billion

↑ Increased 2.2% over 2019

19%

Giving by Foundations

\$88.55 billion

↑ Increased 17.0% over 2019

9%

Giving by Bequest

\$41.91 billion

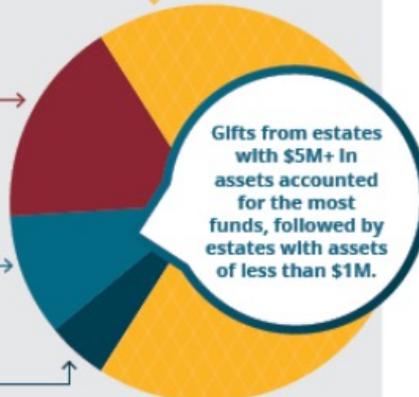
↑ Increased 10.3% over 2019

4%

Giving by Corporations

\$16.88 billion

↓ Decreased 6.1% from 2019



Gifts from estates with \$5M+ in assets accounted for the most funds, followed by estates with assets of less than \$1M.

* All figures on this infographic are reported in current dollars.

Where did the charitable dollars go?

CONTRIBUTIONS BY DESTINATION (by percentage of the total)

- 28% to Religion**
\$131.08 billion (increase over 2019)
- 15% to Education**
\$71.34 billion (increase over 2019)
- 14% to Human Services**
\$65.14 billion (increase over 2019)
- 12% to Foundations**
\$58.17 billion (increase over 2019)
- 10% to Public-Society Benefit**
\$48.00 billion (increase over 2019)
- 9% to Health**
\$42.12 billion (decrease from 2019)
- 5% to International Affairs**
\$25.89 billion (increase over 2019)
- 4% to Arts, Culture and Humanities**
\$19.47 billion (decrease from 2019)
- 3% to Individuals**
\$16.23 billion (increase over 2019)
- 3% to Environment/Animals**
\$16.14 billion (increase over 2019)



Growth in giving by foundations and individuals is linked to **positive stock market performance.**



Human services had rapid growth, continuing a pattern seen in years where the U.S. has experienced a crisis.



POLL:

What is the size of your philanthropy (aka fundraising) team?

- Zero
- 1-4
- 5-9
- 10-19
- 20+
- Don't know



**Building programs
is fun.**

**Fundraising
is not fun.**



**This is not a
new problem**



But it is
a problem

Here's Some Proof...

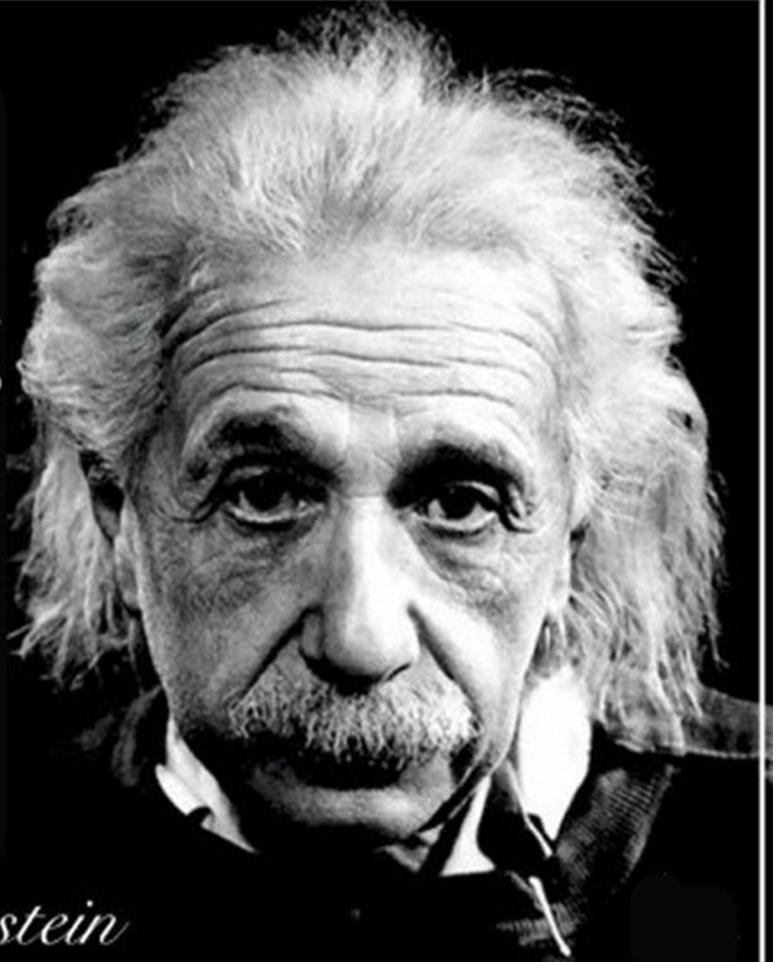
Area of Board Performance	Chief Executives	Board Chairs
Understanding The Organization's Mission	B+	A-
Projecting a Positive Public Image of The Organization	B	B
Knowledge of The Organization's Programs	B-	B
Level of Commitment and Involvement	B-	B-
Understanding The Board's Roles and Responsibilities	B-	B-
Understanding The Context (Funding Landscape, Public Policy Environment, Other Organizational Players, Etc.) In Which The Organization Is Working	C+	B-
Evaluating The Chief Executive's Performance Against Goals	C+	B-
Building Relationships Within The Community That Help Support and Inform The Organization's Work (Separate From Fundraising)	C+	C+
Building a Diverse and Inclusive Board With a Commitment To Equity	C	C+
Monitoring Legislative and Regulatory Issues	C-	C+
Leveraging Board Connections and Networks To Influence Public Policy Decisions	C-	C
Fundraising	C-	C

An orange decorative shape, resembling a triangle or a wedge, is located in the top-left corner of the slide.

**Let's *fix* the
problem!**

Insanity:
doing the same thing
over and over again
and expecting
different results.

- Albert Einstein



SOLUTION

**Change how all staff
think about and
engage in
philanthropy**

EVERYONE...

...is responsible for culture.

...contributes to your culture
or is tearing down your
culture.

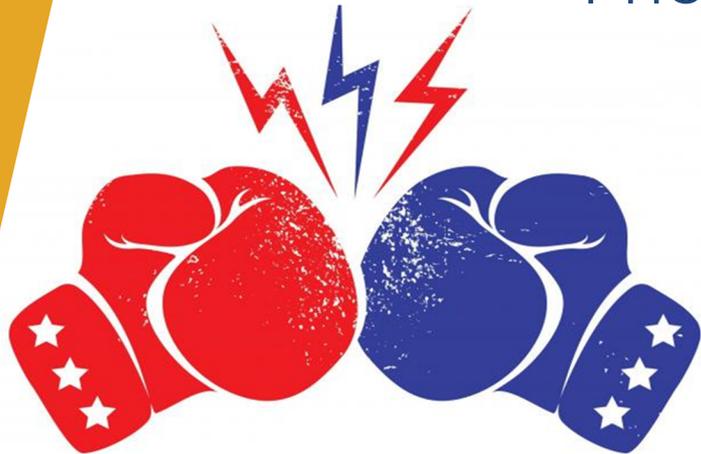
NO ONE IS EXEMPT.



Change the Language, Change the Experience

Fundraising versus Philanthropy

Friendraising versus Fundraising



PHILANTHROPY:

Originating from Greek and meaning “love for mankind.”

The practice of strategically using time, talents and resources to make meaningful, measurable change.

Fundraising vs Development vs Philanthropy

Fundraising is asking for money.

“Will you give me \$10?”

It feels:

- Awkward
- Dirty
- Distasteful
- Scary

Development is building a relationship to request funding.

“Will you talk with me?”

It feels:

- Okay
- Limited
- Uncomfortable

Philanthropy is connecting a person to the mission.

“Can I share about the work we’re doing?”

It feels:

- Purposeful
- Exciting
- Passionate

What if...

Every staff member talked about your mission with passion?

Every staff member saw people as potential partners?

Every staff member came to work excited to connect and share?





POLL:

I have a role, and understand my role as it relates to philanthropy when attending events for my organization.

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Unsure
- We don't have events

SOLUTION

**Recognize your role
as a leader in
creating a culture of
philanthropy**



What We
Want From
Leadership:

EDUCATE
INSPIRE
ENGAGE
LEAD

Organizational culture comes about in one of two ways.

It's either decisively defined, nurtured and protected from the inception of the organization;

or — more typically — ***it comes about haphazardly*** as a collective sum of the beliefs, experiences and behaviors of those on the team.

***Either way, you will have a culture.
For better or worse.”***

How Important is Culture Fit for Employee Retention

Brent Gleeson

Forbes - March 10, 2017



**Culture is what you
allow to happen**

Culture eats strategy for breakfast.



SOURCE: Peter Drucker



Key Considerations

- Culture is learned
- Culture takes time to develop
- Everyone is in a different starting place
- If it were easy, everyone would have it
- Culture starts at the top



Culture of Philanthropy at Work

- Culture of Philanthropy included in all staff meetings (not all staff meetings, but your All Staff meeting)
- Communications from the CEO on the Culture of Philanthropy



Culture of Philanthropy at Work

- Define what a Culture of Philanthropy is (New Hire Orientation)
- Lead by example in building this culture – everyone plays their part
- Build this culture thoughtfully/strategically, not accidentally



Food For Thought

- Are you investing appropriate resources to build your philanthropic capacity, not just your programmatic capacity?
- Are you, as a leader, making time to assist in building your Culture of Philanthropy?



POLL:

In my role, I am regularly involved in conversations with donors about their support of our organization:

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Unsure

SOLUTION

**Create tools to build
your
Culture of
Philanthropy**

Where is Your Culture Starting?

- **Is it explicit or implicit?**
- **Does your culture have a name? Culture of Care?**
- **Is everyone bought in and is building your culture embraced as a central component of your success?**



Culture of Philanthropy at Work

- Campus Fundraising Initiative
- Day of Giving
- \$400K in annual revenue



Question

How would you feel if you were asked to **DIRECTLY** raise money for your organization?

**PUT YOUR ANSWER
IN THE CHAT BOX**

Expectations of Philanthropy Staff

EDUCATE. INSPIRE. ENGAGE.

Include “Culture of Philanthropy” in every job description.

**View the organization from the eyes of the public.
Does the public see your shared commitment?**

Do amazing work and share your stories.

Meet with your philanthropy team and discuss:

- **Key accomplishments**
- **Top priorities for the future**
- **Your role on the team**

Expectations of Philanthropy Staff

Leadership trained on how to interact with donors

Briefed before donor visits

**Restricted gift reports provided to department leads –
for awareness and stewardship**

**Organizational/programmatic leadership involved with
donor visits (as appropriate)**

Donor tour information shared with all staff

All teams trained on how to interact with donors on donor tours

Passion. Positivity. Collaboration. Follow through.

Action Items

What can I do to ensure:

- My vision is aligned with the goals of the philanthropy team
- My team is sharing information with the philanthropy team to assist with storytelling and fundraising
- I am responsive to the philanthropy needs and will allocate time necessary to build a Culture of Philanthropy





Does your leadership team know how to make connections and facilitate introductions to your organization?

If they haven't been trained, they answer is likely NO.



Action Items

What can you do to show the impact that philanthropy makes for your current donors?

What obstacles are holding you back from being more engaged in supporting philanthropy?

Keys to Success

AUTHENTICITY:

It's okay to admit that everyone may not take to this right away.

CONSISTENCY:

Build structures to reinforce key messaging points.





POLL

What is your level of interest in training on philanthropy related topics relevant to your position (i.e., how to talk to donors, how to work events)?:

- High
- Medium
- Low
- None

QUESTIONS?



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