

To: Board of Visitors
Executive Committee
Center Advisory Boards

From: Eugene R. Tempel, Executive Director

Date: September 27, 2007

Subject: Center on Philanthropy Activities

As we begin our fiscal year, we are busy putting the final touches on the annual report for 2006-07. We are using this opportunity to more deliberately communicate with both our constituents and those who are not familiar with the Center to create a better understanding of the importance of our work. We have taken a new approach with the annual report – it tells the story of the Center by telling the stories of real people who are benefiting from our work. In essence, it puts a human face on the work we do – it's one thing to know that the Center "strengthens nonprofits." It's another thing to see a photo and hear a story about Indian children or Kenyan students who will have a chance at a better life and at improving their communities because the Center exists. Here is the web link to the annual report (http://www.philanthropy.iupui.edu/About/annual_report.aspx) so you can take a look at it yourself. I look forward to receiving your comments.

We are pleased that the Center has once again been named to the *NonProfit Times* "Power and Influence Top 50." The Center is described as having "cornered the market on sector research and education" and one of its functions is described as "convening leading thinkers and developing the sector's next generation." This is an important distinction which helps the Center maintain our leadership position in the sector. We have had the privilege of being named to the list all ten of the years since its inception. The list includes many leaders with ties to the Center and Indianapolis, including Elizabeth Boris, Emmett Carson, Jay Hein, Tanya Howe Johnson, Irv Katz, Bill McGinly and Patty Stonesifer. Many of those on the list have been speakers at past symposia or summits held by the Center, or will be participating in the Center's 20th anniversary events in November. A number of individuals on the list this year are leaders we will try to engage in our work. The full Top 50 list is available at <http://www.nptimes.com/07Aug/070801Special%20Report.pdf>.

We have reported before on our partnership work with international institutions of higher education to promote the study of philanthropy. The Benchmarking Nonprofit Organizations and Philanthropy Educational Programs project, or BENPHE, is a joint European Union—United States Atlantis program of the Fund for Improvement of Post Secondary Education. European partners of the BENPHE project include the University of Bologna (Italy), Oxford Brookes University (UK), Ersta Sköndal University College (Sweden), and AlmaLaurea Interuniversity Consortium (Italy). BENPHE partners in the United States include the three AIM partners Indiana University Purdue University Indianapolis, Grand Valley State University, and Arizona State University. Other BENPHE partners include the European Foundation Centre and the Bank of Sweden Tercentenary Foundation.

This project is an analysis of graduate programs in nonprofit management, social entrepreneurship, and philanthropic studies. The outcomes will include a database of programs in nonprofit, philanthropic

and civil society education in Europe and in the U.S., a comparison of educational programs, and a summary of best educational practices in transatlantic cooperation and internship placement in education for civil society. So far we have collected data on programs and courses offered on the baccalaureate and graduate levels from the UK, Nordic and other continental European countries. A recent conference in Stockholm focused on the development of curricula appropriate for the exchange of students and faculty between partner institutions in Europe and the U.S.

Following the Center's 20th anniversary celebration in November, we are hosting a meeting related to international philanthropy. Bill Plater, Director of International Community Development, is coordinating this special meeting that will convene ten to twelve universities to talk about their mutual interests in international philanthropy and prospects for developing collaborations in research, academic programs and service. We hope the meeting will be the beginning of important discussions between these universities and the development of a network of international partner institutions. The November 6th meeting will be co-hosted by Dr. Juree Vichit-Vadakan of the Center for Philanthropy and Civil Society at the National Institute of Development Administration in Thailand. The Center on Philanthropy and the IUPUI Office of International Affairs are the sponsors of the meeting. To date, we have commitments from the following universities: Sun Yat-Sen, National University of Korea, University of the Philippines, Tehran University, Bogazici, Trisakti, Gadjah Mada, Bologna, Chulalongkorn, American University of Cairo, and Moi University.

The Center's alumni association held its annual meeting on August 22. A panel of alumni who hold significant leadership positions in national nonprofit organizations and foundations tackled the issue of nonprofit overhead costs. The panelists included Tonja Eagan, CEO of Big Brothers Big Sisters of Central Indiana; Angie Carr Klitzsch, Program Associate at The Clowes Fund, Inc.; Anne-Marie Predovich, Executive Director of Indiana Neighborhood Resource Council; and Roderick Wheeler, Program Officer at the Central Indiana Community Foundation. Gregg Behr, Executive Director of The Grable Foundation and a former Jane Addams Fellow at the Center, moderated a discussion based on the Center's study of foundation funding for operating costs. Participants had an opportunity to ask thought-provoking questions and discuss the root issues in the sector related to this important and timely topic.

The Fund Raising School (TFRS) has just announced its 2008 course schedule, which includes 60 courses taught in five major metropolitan areas across the country. The schedule includes two new courses developed in partnership with other programs at the Center. "Faith and Fundraising" was developed in partnership with the Lake Institute. The curriculum will focus on opportunities and challenges facing religious and faith-based organizations, the interplay between religion and generosity, and the role of pastoral leadership, theological integrity, and organizational transparency in the creation of a culture of generosity. "The Dynamics of Women's Giving" was developed with the Women's Philanthropy Institute. This new course will provide key insights into how to work with women donors, the evolution of women's philanthropy, and the generational differences and family considerations that impact women's giving.

The Center is also developing a new course for new nonprofit CEOs. This course will be offered through the Public Service Program in cooperation with The Fund Raising School. It is entitled, "Leading for Results: A Workshop for New Nonprofit CEOs." The course will focus on financial and personnel management and board development. It will also include a section on CEO and board

involvement in fundraising. The development of this new course was funded by the Campbell Family Endowment. Don Campbell, a member of my “Kitchen Cabinet,” has long advocated for better understanding of and involvement in the fundraising process by CEOs and board members. This course is another important step in addressing that issue. It compliments TFRS’s course with BoardSource, “Purposeful Boards, Powerful Fundraising,” that Don’s funding also helped us develop.

We are pleased to report a new funder for one of the Center’s longstanding research projects. *Slate* magazine is now the sponsor for enhanced data collection of the Center’s Million Dollar List. The Center has been compiling a list of publicly reported gifts of over \$1 million since 1999. The Million Dollar list was developed by Arthur Frantzreb in 1966. Recently, the data have been made available to premium service subscribers on the Center’ website in a searchable format. With *Slate* sponsorship, the Center will now be able to collect additional information on million dollar donors, such as the source of the contributor’s net worth. This additional information will make the Million Dollar List a more valuable tool for researchers and practitioners. The Million Dollar List will also allow *Slate* to produce its annual “Slate 60” list from an existing research database.

The Center just released the latest Philanthropic Giving Index (PGI) which indicates that fundraisers are having increasing success with Internet and e-mail solicitations. The percentage of nonprofits reporting success with online fundraising has more than doubled since 2000, moving from 16 percent to 34.4 percent today. Forty-seven percent of those surveyed report that the average online gift is between \$51 and \$250 dollars. However, almost half (47.4 percent) of the fundraisers said that online contributions account for only one to five percent their nonprofit’s total contributions. So even though the use is increasing, it is not having the financial impact that some think it is. It seems to be of growing importance in engaging lower-level donors.

The use of the Internet and e-mail continues to be ranked as the least successful fundraising technique, behind major gifts, planned giving, direct mail, foundation grants, special events, corporate giving and telephone solicitation by the fundraisers who participated in the survey.