

To: Board of Visitors  
Executive Committee  
Center Advisory Boards

From: Patrick M. Rooney, Executive Director

Date: June 23, 2009

Subject: Center on Philanthropy Activities

I'd like to start my first letter as Executive Director of the Center on Philanthropy with a gracious "thank you" for all of your well-wishes and support. I am truly honored to be leading the Center during this critical time in the nonprofit sector.

In a recent cost-saving measure, the ARNOVA offices moved into the Center's office suite at 550 West North Street. This will allow the Center to save money without jeopardizing its mission. In fact, several Center colleagues have recently been accepted for research presentations at ARNOVA's 38th Annual Conference in November. This year's conference will focus on the theme "Philanthropy in Communities: Finding Opportunity in Crisis." It is the largest and most significant research conference focusing on nonprofits, philanthropy, voluntary action and civil society to be held on an annual basis. A full list of those from the Center who will be participating is attached.

### **Research**

*Giving USA 2009* was released on June 10<sup>th</sup> by the Giving USA Foundation. Written and researched by the Center, the report finds that charitable giving in the United States exceeded \$300 billion for the second year in a row in 2008. Donations to charitable causes in the United States reached an estimated \$307.65 billion in 2008, a 2 percent drop in current dollars over 2007. Adjusted for inflation, the drop is 5.7 percent. The 2008 number is the first decline in giving in current dollars since 1987 and the second since *Giving USA* began publishing annual reports in 1956. However, in the context of Gross Domestic Product (GDP), giving is as strong historically as it's ever been. The estimates for 2008 indicate that giving was 2.2 percent of GDP. In 2007, giving was 2.3 percent of GDP. The report includes detailed analysis by subsector including allocation of charitable gifts by source of contribution and by type of recipients and comparison data from the last forty years. Read more at [http://www.philanthropy.iupui.edu/News/2009/docs/GivingReaches300billion\\_06102009.pdf](http://www.philanthropy.iupui.edu/News/2009/docs/GivingReaches300billion_06102009.pdf)

The Center continues to fund the unique research of our philanthropic studies faculty through research grants. These awards are based on proposals that were peer-reviewed on a competitive basis by our philanthropic studies faculty with relevant expertise. In the most recent grant cycle, the Center awarded seven proposals for a total of \$90,081.69. The following grant awards will fund faculty research through 2011:

- Debra Mesch and Melissa Brown, SPEA/COP, "The Effects of Gender and Generation on Donor Motives for Philanthropic Giving"

- Ye Zhang and Mark Wilhelm, Economics, IUPUI, “Parent’s Motives to Transmit Generosity to Children”
- Adrian Sargeant, SPEA/COP, IUPUI, “Sharing versus Telling: The Impact on Donations”
- Brian Steensland, Sociology, IUB, “Faith-based Social Enterprise in Community Outreach in Indianapolis”
- Richard Steinberg and Catherine Eckel, Economics, IUPUI, “Towards Integrated Models of Nonprofit Organizations: Genesis, Objectives, and Transformation”
- Nancy Robertson, History, IUPUI, “Women’s Department in U.S. Banks in the Early Twentieth Century”
- Lilya Wagner and Timothy Seiler, The Fund Raising School, IUPUI, “Advances in Hispanic Philanthropy and Fundraising in the 21<sup>st</sup> Century”

### **Academic Programs**

Associate Executive Director, Dwight Burlingame, recently advised The Women’s College of the University of Denver in their creation of an undergraduate certificate program in philanthropic studies. The program was just approved by the university and will begin admitting students this fall. Dwight played an important role in helping build their curriculum. The Center’s expertise in this area reflects our position as the largest and most comprehensive program for the study of philanthropy.

Our Philanthropic Studies Archives is growing rapidly and just launched a new website - <http://www.ulib.iupui.edu/special/collections/philanthropy> - and you can now follow the Philanthropy Archives on Twitter at <http://twitter.com/philanthropyArc>. Foundation Literature Online (<https://folio.iupui.edu/>) includes over 350 publications. Established in collaboration with the Foundation Center, it is a digital repository for foundation-sponsored research reports and publications. The Archives also just acquired three important collections: the archives for the Beldon Fund and the Belvidere Foundation which closed its doors in May; the archives for the JEHT Foundation and RockIt Fund established by Jeanne Levy-Church & Kenneth Levy-Church and victims of the Madoff scandal; and, the archives of the National Network of Grantmakers which closed a few years ago. All three add great diversity to our expansive collection.

### **Development**

As we approach the close of our fiscal year on June 30, the Center continues to build its base of support through key relationships with donors. At a time when the Center, like many nonprofits, is dealing with the challenges that come with a tough economic climate, our supporters have been faithful to our mission and our work. We do not take this donor confidence lightly. Preliminary results of our annual fund’s performance are encouraging, and I look forward to sharing the outcomes of this fiscal year’s annual giving in my next letter. We will recognize donors who have made gifts of \$300 or more to any Center program or fund by June 30 as Professional Associates in the 2008-09 Annual Report, which will be released in September.

Also this month, Jim Greenfield, a TFRS faculty member and former member of the Board of Visitors, authored a letter inviting recipients to consider creating a Charitable Gift Annuity (CGA) to benefit the Center. Along with this letter, you should have received the Charitable Gift

Annuity rate chart to calculate the annual fixed payment. As Jim outlines, in today's volatile market, a Charitable Gift Annuity offers important diversification opportunities and often a better return than CDs or other fixed-income investments. We will recognize all donors who have established CGAs and other planned gifts to benefit the Center as members of the Rosso Society in the Annual Report.

## **Communications**

The Center's faculty and staff continue to provide information and commentary, based on the latest research on philanthropy and the nonprofit sector, to the news media as a part of the Center's public affairs program. Results from *Giving USA 2009*, the authoritative annual yearbook on giving in the U.S., were released on June 10 by Giving USA Foundation. The new findings garnered extensive coverage related to the economy and giving in 2008 and their effects on current dynamics. An [Associated Press](#) story summarizing the results was picked up in the [San Francisco Chronicle](#) and [The Kansas City Star](#). Other stories about the Center's research for Giving USA Foundation appeared in [Agence France Press](#), [The Washington Post](#), the [Boston Globe](#), [The Chronicle of Philanthropy](#), [MSN Money](#), [InvestmentNews](#), the [Cleveland Plain Dealer](#), [The NonProfit Times](#) and the [Indianapolis Business Journal](#). The Center's associate director of research and managing editor of *Giving USA*, Melissa Brown, participated in a [live Chronicle of Philanthropy chat](#), offering further insights into the report and its impact. Our Giving USA Foundation colleagues were quoted and cited in these articles, as well as in the [Los Angeles Times](#), American Public Media's [Marketplace](#), [The New York Times](#), and [The Wall Street Journal](#), among other national outlets.

In separate articles, the *Sky Radio Network* interviewed Center Board of Visitors member Gail Freeman about the nonprofit sector's leadership deficit. *Professional Fundraising* magazine cited Adrian Sargeant, the Robert F. Hartsook Chair in Fundraising, for his [work on an international survey](#) for the Public Fundraising Regulatory Association, and [his research on returns on investment](#) for various fundraising and direct marketing techniques. The [Indianapolis Business Journal's special report on the recession's effects on church construction projects](#) quoted the Lake Institute on Faith & Giving director Bill Enright. A [Wall Street Journal story](#) on ways to give wisely cited the Center's research for Giving USA Foundation, and we were quoted in [a story about special event fundraising](#) by the *Associated Press* picked up by the *Seattle Post Intelligencer*.

A special issue of *Philanthropy Matters* released this month provides exciting new resources to help nonprofits. The Center convened several key national nonprofit sector thought leaders for a virtual roundtable discussion to provide insight into the nonprofit environment for today and tomorrow, the questions and steps nonprofit leaders should be considering right now, and the skills nonprofit professionals need to rise to new challenges. The roundtable participants, who joined the conversation in the online forum included: Howard W. Buffett, Member, Presidential Transition Team's Technology, Innovation, and Government Reform Policy Working Group Founder, Cliffspringer, LLC; Cary Grace, National Philanthropic Management Executive, Global Wealth and Investment Management Group, Bank of America; Steve Gunderson, President and Chief Executive Officer, Council on Foundations; Irv Katz, President, National Human Services Assembly; Del Martin, Chair, Giving USA Foundation and Founding Partner, Alexander Haas; and, Art Taylor, President, Better Business Bureau Wise Giving Alliance.

We're also excited to have launched a new, expanded online presence for *Philanthropy Matters*, which includes more of the roundtable discussion and additional information about other articles in the print issue, as well as exclusive Web content that provides nonprofits, donors and board members with more research and news to help them increase their organization's capacity. Please take a few minutes to view the new Philanthropy Matters Web content and a pdf of the print version of the magazine at <http://www.philanthropy.iupui.edu/PhilanthropyMatters/>

### **Public Service**

The Fund Raising School (TFRS) has been very active internationally. Tyrone Freeman, Associate Director of Public Service, taught the Principles and Techniques course in Dublin with Lilya Wagner through the sponsorship of the Centre on Nonprofit Management at Trinity College. Thirty-one professionals representing NGOs from across Ireland in the arts, international aid, education, religion, microenterprise, health, youth development, and the environment participated. At the end of each day, a local expert in Irish philanthropy gave a brief presentation. These speakers included the head of the Ireland Community Foundation, the head of the Ireland Funds, the director of the Irish Charities Tax Research, and the CDO of Concern. Together, this combination of TFRS faculty and local Irish experts helped participants integrate the Center's research and best practices along with the experiences of local counterparts. Our course coincided with the Centre for Nonprofit Management's release of its new report entitled, *Charitable Fundraising in the Economic Downturn: The First Report on Income and Fundraising Activity in Irish Charities*, which included survey results of 267 Irish charities and their fundraising programs and activities. Despite tough economic times, formal philanthropy is rapidly developing in Ireland as public policy and regulations are evolving to be more amenable to charities and organizations are trying to fine tune and develop their fundraising efforts. It was a great program and there are already discussions about how to continue our partnership with Trinity College.

Following "Principles and Techniques," TFRS offered a second course, "Managing the Capital Campaign," for the seventeen-person staff of the Trinity College Foundation. One person from the Centre for Nonprofit Management, which is part of the Trinity College business school, also participated. Through the course, the staff engaged in strategic conversation with the consultation of Marnie Maxwell and Bob Pierpont who served as faculty from TFRS.

Finally, TFRS taught a course in collaboration with the IUPUI School of Public and Environmental Affairs (SPEA) in Beijing, China. The Green Leadership Training Program in Beijing was sponsored by the Society for Entrepreneurs and Ecology (SEE), an organization dedicated to providing training and other support to China's emerging environmental NGOs. Thirty individuals participated in the 10-day training, which included presentations by IUPUI's team on fundraising, nonprofit management, and program evaluation; Peking University's Center for Civil Society Studies (CCSS); and Sun Yat-Sen University's Institute for Civil Society (ICS). Wolfgang Bielefeld, Professor in SPEA led the IUPUI team, which also included Eva Aldrich from The Fund Raising School and Laura Littlepage from IU's Center on Public Policy and the Environment. The SEE, CCSS, ICS, and IUPUI partners were pleased with the outcome of this experimental training, which combined the expertise and teaching styles of East and West.

It is anticipated that there will be further discussions regarding a training for environmental NGOs in Southern China in early 2010.

### **WPI**

The Women's Philanthropy Institute (WPI) announced the recipient of the first-ever WPI Doctoral Dissertation Fellowship. The \$2,500 one-year fellowship supports research and dissertation writing that contributes to the understanding of women's philanthropy or gender differences in philanthropic behavior. Deborah Skolnick Einhorn, a doctoral candidate at Brandeis University, will receive the award to help complete her dissertation, "The Power of the Purse: Jewish Women's Philanthropy and Social Change." WPI created the doctoral dissertation fellowship through the philanthropic support of a donor who recognized the need for new research to expand the knowledge base about women's philanthropy.

In the past 90 days, WPI has participated in three meetings of the largest national networks of women in philanthropy. Dr. Debra Mesch, WPI Director, and Andrea Pactor, Associate Director, presented a program on donor loyalty for the Women's Leadership Councils of the United Way of America. Andrea Pactor attended the Women's Funding Network annual meeting and presented a session for the American Red Cross Tiffany Circle Society of Leaders. The combined "membership" of women in these three groups alone exceeds 50,000. WPI also presented a special program on recent research in women's philanthropy following the recent IU Foundation Board meeting.

In late May, WPI mailed more than 650 copies of *Making Philanthropy Count: How Women are Changing the World* to key stakeholders. This booklet provides a summary of recent trends in the field and contributes to a deeper understanding about why gender matters in philanthropy. If you did not receive your copy or would like to order additional copies, please contact WPI at [wpiinfo@iupui.edu](mailto:wpiinfo@iupui.edu).

### **Lake Institute**

Last month I reported on several programs the Lake Institute on Faith & Giving has provided for local and national religious organizations. Their work continues as demand increases. On June 10<sup>th</sup> Bill Enright and Rich Klopp, Lake Institute Director and Associate Director respectively, led "Creating Congregational Cultures of Generosity" in Evansville for the Indianapolis Center for Congregations. Seventy-five participants attended – the largest participation of any program in Evansville. At the end of this month, Rich Klopp and Tim Seiler will teach an abbreviated version of the "Faith & Fundraising" course for the Capital Region Theological Center in Albany, New York.

Finally, I want to thank you for all of your support of the Center and your personal support this past year while I served as the Interim Executive Director. I look forward to working with you in the future.