



The **COMMUNITY** Foundation *for* Greater New Haven

Fairfield County Cultural Alliance  
Approaches to Fundraising

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# Approaches to Fundraising



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# Approaches to Fundraising

- Individual Giving
  - how it has changed and how it has stayed the same
- New approaches
- New earned income sources
- Collaborations

# Which Fundraising Tools are Right for You?



- Individuals
- Major Gifts
- Bequests
- Corporate
- Special Events
- Grants

# 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



\* 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  
\$16.22 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.

# \$484.85 billion

In 2021, Americans gave \$484.85 billion to charity, a 4.0% increase over 2020. Adjusted for inflation, total giving remained relatively flat, with -0.7% growth.

## Contributions by source

By percentage of the total

**67%** \$326.87 billion

### Giving by Individuals

↑ increased 4.9% over 2020

**19%** \$90.88 billion

### Giving by Foundations

↑ increased 3.4% over 2020

**9%** \$46.01 billion

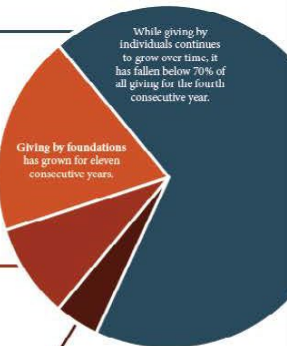
### Giving by Bequest

↓ decreased 7.3% over 2020

**4%** \$21.08 billion

### Giving by Corporations

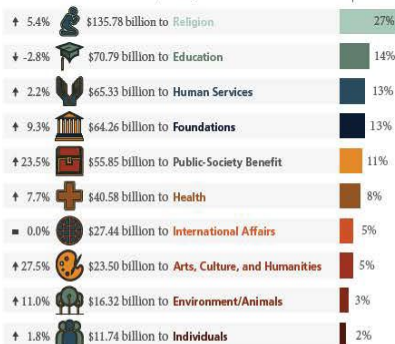
↑ increased 23.8% over 2020



\*All figures on this infographic are reported in current dollars unless otherwise noted.

## Contributions by destination

percentage of the total contributions



Donor-advised funds are among the fastest growing forms of giving. Learn more in the new chapter on Donor-Advised Funds.

Giving to public-society benefit organizations increased 23.5% in 2021, and is steadily growing larger as a share of total giving over time.

Several subsectors that struggled in 2020, such as giving to health and arts, culture, and humanities, experienced recoveries in 2021.

# Why America Gives

- Respond to an invitation from someone they respect
- Feel they are not powerless in the face of need
- Memorialize someone
- Share their good fortune
- Express their beliefs in a tangible way
- Invest in worthy causes
- Raised to give to charity



# Modern Giving is Relational

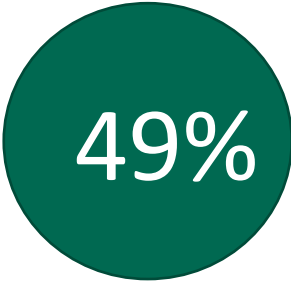
- Match passion and purpose
- Build Trust
- Value every dollar
- Giving is social and individual
- Build long-term relationships
- Embrace cooperation



*Source: Roz Zavras, Aropa Consulting*



# State of Giving



of donors have a pessimistic view of the economy

of donors want to keep their gift the same or more



of donors made sacrifices in their budgets to maintain their donations

Source: Classy, *Why America Gives Report*

# State of Giving

- Donors are becoming more passionate about the causes they support
- Donors believe that there is an increase in need from the organizations they support
- Donors believe that there is an increase in their causes' relevance in the US/world

*Source: Classy, Why America Gives Report*

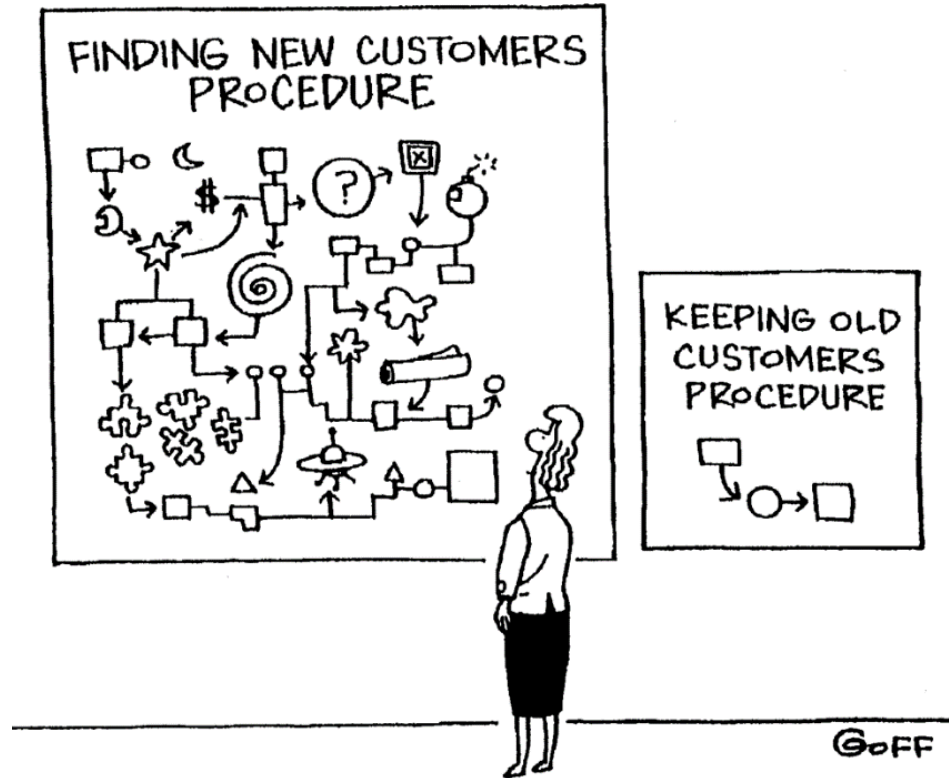
# Values Driven Approaches

An **equity-based** approach to fundraising is one that actively works to address and dismantle systemic barriers and biases in the fundraising process.

**Community-centric** fundraising is an approach to fundraising that centers the experiences, needs, and aspirations of the communities that organizations seek to serve.

*Source: Roz Zavras, Aropa Consulting*

# Retention or Recruitment?



Goff

# Retention or Recruitment?

The Fundraising Project found the top reasons a donor does not give a second gift:

1. They weren't asked
2. They weren't thanked
3. They didn't feel special
4. They weren't engaged

# Major Gifts



- Teams of two – staff/Board
- Speak your truth
- Know your organization’s story
- Ask
- Listen

# Corporate Support



- Businesses that have a stake in your work
- Who needs your audience?
- Vendors
- Employers of Board member
- Neighborhood businesses

# Special Events

- Donors or friends? Set a goal!
- Mission moment
- Sponsorships/ads
- Working committee
- Have fun
- Follow up!



# Grants

## Foundation Center Online

Grants to Individuals database

- New Haven Free Public Library, 133 Elm St.
- Russell Library, 123 Broad St, Middletown – any computer



## GrantStation, GrantWatch, etc.

Purchase discounted subscription as a member of The Alliance or TechSoup

# Think Outside the Box

## State & Federal Grant Opportunities

Energy & Environment	Transportation
Mental Health & Addiction	Children & Families
Developmental Services	Social Services
Historic Preservation	Arts
Agriculture	Humanities
Education	Culture & Tourism
Homeland Security	Public Health
Aging	Veterans
Economic & Community Development – small business	



**What's working for you?**

**What would you like to try?**

**What scares you?**

**What's next?**