

Philanthropy of Community:

Tools for Transforming Giving





Who is in the Room Today?

- Type of Organization?
- Position in Organization?
- Service Area?
- Geographic Area?
- Primary Income Source?

Philanthropy of Community Program Team



Mac Legerton, CCA



Tim Heath, FSU



Denis Carter, UNCW



Dan Moore, NC Gives



Donna Chavis, NC Gives



Leslie Hossfeld, UNCW



Through Which Lens Do You View Your Community?



Lens of:

Needs

**A Community Requiring Relief
and Assistance**

Problems and Issues

**A Community Requiring
Organization, Action,
and Change**

Assets

**A Community with Resources that can be
Preserved, Protected, and Developed**



Giving

4th Lens – Giving

A Community with Resources
and Resourcefulness that can
be recognized, connected,
and grown

This is our charge:

*...to expand our frames of how we view and see our
communities— to wake up to our fullness of
our giving and our opportunities to give*

Community Resources and Resourcefulness

*“This is what good strategists learn to do –
get more leverage from resources that ARE available.
This makes power a matter not only of resources
but also of resourcefulness.”*

Dr. Marshall Ganz

Hauser Center for Nonprofit Organizations,
Harvard Kennedy School of Government

Wake UP!



What is Philanthropy of Community?

Tools for:

Celebrating Giving in all forms

Connecting Givers

Inspiring and Transforming Givers

Growing Giving (pp. 2-3)

Find yourself!

Customize!

PoC Tools

Daily Diary (p. 4)

Organizational Maps (pp. 10-12)

Community Maps (pp. 16-17)

Seven Diverse Sites (pp. 13-15)

- New Hanover County households
- Robeson County households
- UNC-W classroom
- Bladen County nonprofit
- Wilmington church
- Red Springs community
- Waccamaw-Siouan youth group

Find yourself!

Agenda for Today

Walk through the tools

Hear from site participants

Discuss views of giving and philanthropy

Discuss Tool Kit and its adaption

Consider how you might customize and use

What is PoC about?

Giving in all its forms:

Time and Money

Formal and Informal

Horizontal and Vertical

Of and For Community

**Tools for transforming individuals,
organizations and communities.**

Daily Diary

- Acts of Giving (pp. 2-3)
- Daily Diary (p. 4)
- Daily Diary Example (p. 5)
- Coding Instructions and code sheet (pp. 6-7)



40 Acts of Giving

Major Categories (pp.2-3)

Knowledge

Physical/Manual Labor

Moral/Emotional Support

Community Engagement

Items

Special Events

Cash

Environment

**See the Acts of Giving
and Receivers of Giving Tool**

Daily Diary Exercise

- Choose a recent day
- List all activities
- Circle those where giving occurred
- Write in:
 - the receiver of your giving
 - how much time you gave
 - dollars given or value of item given

Participants

Irene Edwards—New Hanover County

Sallie McLean—Robeson County

Sandy Rogers—New Hanover

Jerry Kuester—Robeson County

See page 13 for Site Descriptions

Open Discussion

Organizational Mapping

Instructions (pp. 8-9)

Organizational Giving Maps (10-12)

Participants:

Rev. Linda Taylor--Oleander United Methodist Church

Ms. Quessie Peterson Bladen Family Support Initiative

Open Discussion

Organizational Maps

- Giving TO the Organization Map
- Giving THROUGH the Organization Map
- Giving OPPORTUNITY Map

ORGANIZATIONAL GIVING MAP

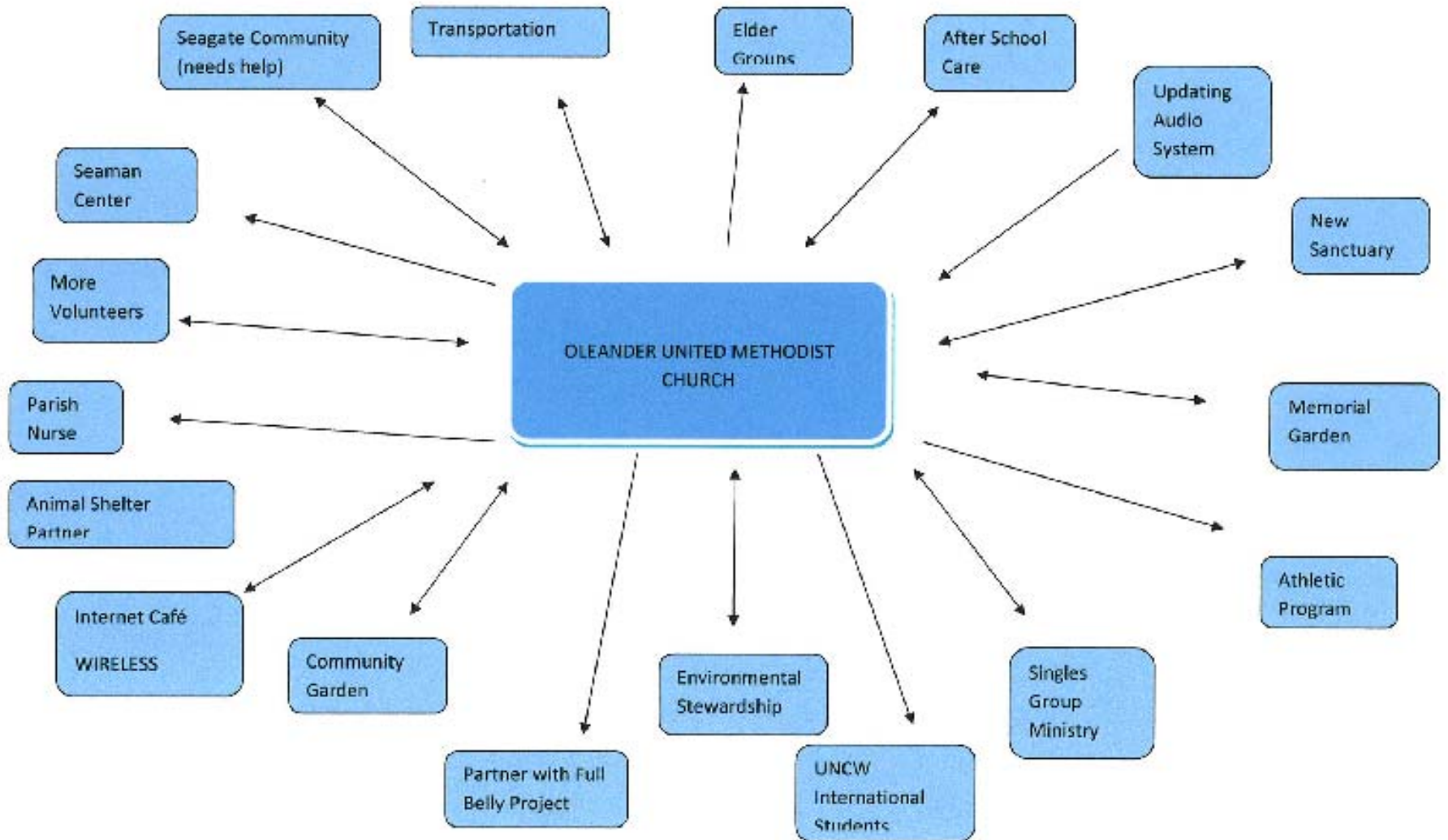


ORGANIZATIONAL GIVING MAP



GIVING OPPORTUNITY MAP – GIVING THROUGH AND TO THE CHURCH

Philanthropy OF Community Program
NC Gives and Center for Community Action



Networking Lunch



Community Mapping Of Red Springs

Daily Diary (p. 4)

Community Giving Map (p. 16)

Giving Opportunity Map (p. 17)

Red Springs Community

Participants

Willie Best

Emily Bowman

Jerry Patterson

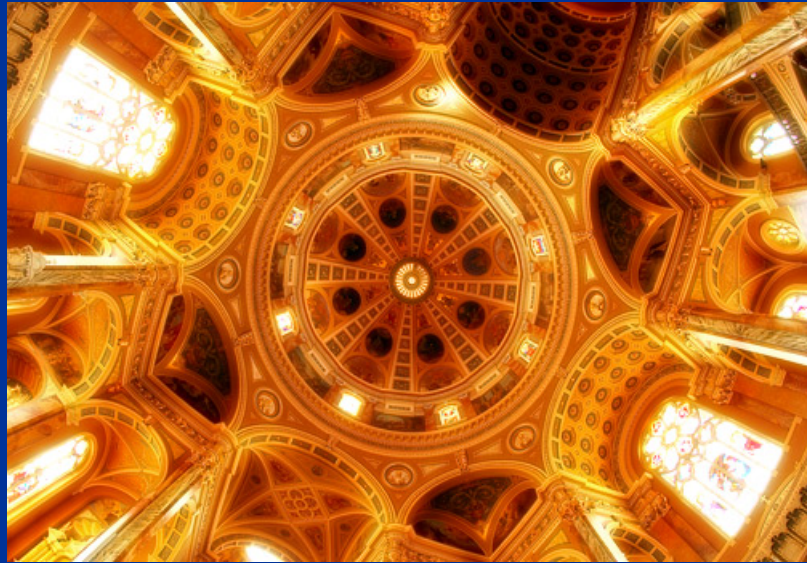
John Bowman

Dale Montoya

Open Discussion



Philanthropy of Community Conceptual Framework And Development



Philanthropy Of Community

- The many ways that people help each other
- Existing patterns of Giving of Time, Talent and Treasure in our communities
- Internal Resources of Community Giving
- Giving By and Through Community
- HORIZONTAL Giving – “WE” Giving

Philanthropy **For** Community

The External Resources of Collective Giving

Giving To Community

Vertical Giving

“Us” Giving to “Them”

Focus on the giving of money and other
material resources



Philanthropy of Community

....is a model and practice that recognizes that philanthropy is the giving of people's time, talent, know-how, energy, and treasure. While conventional philanthropy usually defines giving solely in terms of the giving of money, the philanthropy "of" community – in contrast to the philanthropy "for" community – amplifies all the existing and emerging relationships of giving that are the foundation and sustenance of human community.

Inclusive Philanthropy

Honoring, Sustaining, and Growing:

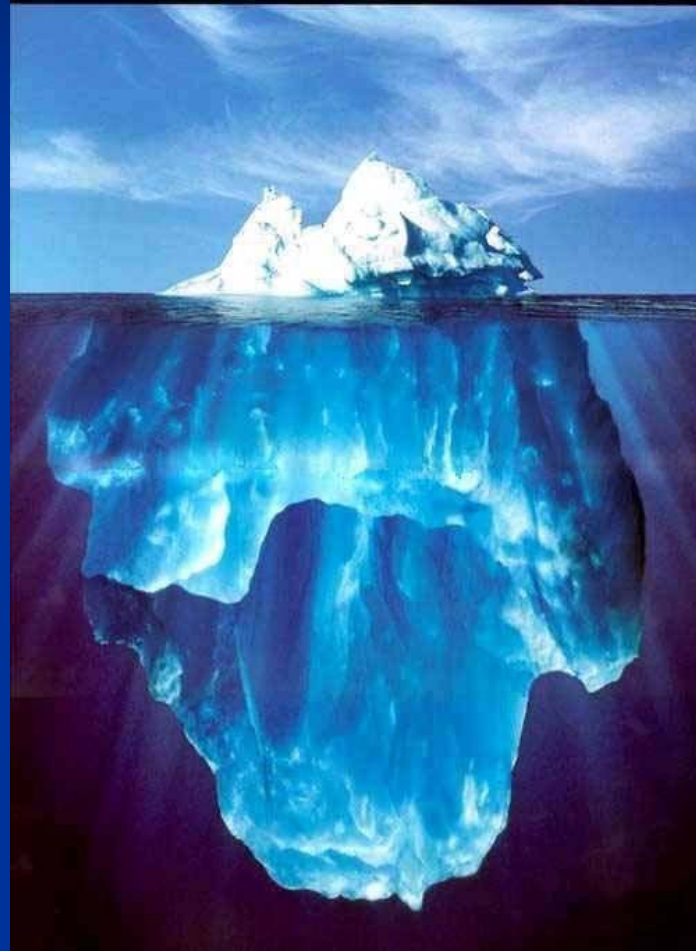
All Types of Giving
Among All Peoples
In All Types of Settings
In All Types of Ways

Transformational Nature of Giving

Transforming our
Understanding,
Identity and
Practice as Givers

Transforming our
Organization's
Family's
And *Community's*
Understanding,
Identity and Practice
as Givers

Giving in North Carolina: *Understanding an Iceberg*



Giving of Treasure in North Carolina

Corporations (est.) \$.42 billion

Foundations (Shirley) \$ 1.08 billion

Bequests (est.) \$.50 billion

Individuals **\$ 5.40 billion**

(UI / IRS-itemizers
are 32.1% of filers)

Per itemizer w/ c.d. **\$ 4,282**



Giving of Time in North Carolina

Statewide

Total hours to
formal organizations
(BLS-CPS) 206.4 million

Total value **\$3.53 billion**
at \$17.10 / hour

Total hours / person / year 37.4

Source: Corporation for National
and Community Service



Philanthropy of Community

Empirical Results from Households

In

Robeson and New Hanover Counties

Elements of Study

- Daily Diary
- Orientation
- Two weeks with Coaching
- Celebration

20 Households; 69 Individuals

- 6 African American
- 4 American Indian
- 4 Latino
- 4 Caucasian
- 1 Asian American
- 1 Multi-ethnic

- Income
- Rural-Urban
- Household head

Acts of Giving

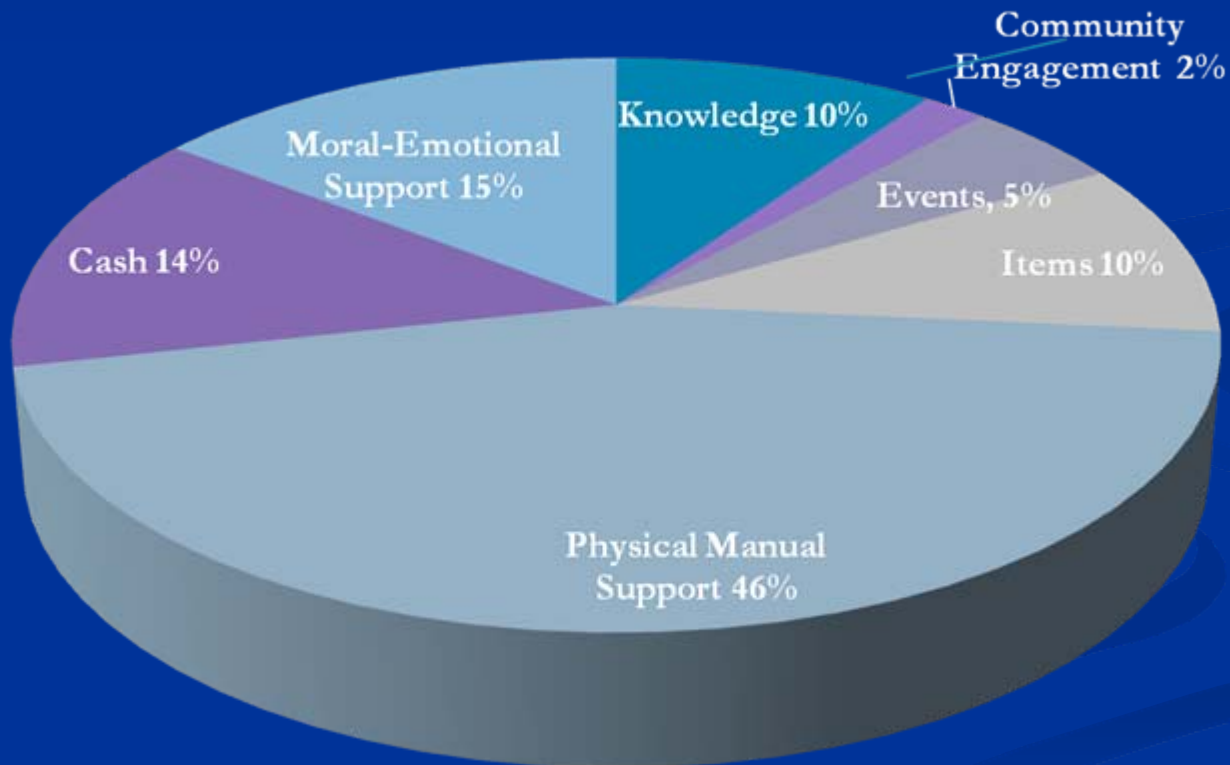
- For What?
- To Whom?
- Time/Value?
- Items/Dollars?

(See handout for list.)

Acts of Giving

Research on 20 Households

Philanthropy of Community Program



To Whom?

(percent)

33	Family (not household)
32	Friends
7	Neighbors
7	Strangers
4	Church
<u>18</u>	<u>Other organizations</u>
100	Total

How Much Time?

Statewide

Total hours to
formal orgs.
(BLS-CPS) 206.4 million

Total hours / person / year **37.4**
Value/at \$17.10 / hour **\$640/person/year**

In Robeson and New Hanover

Total hours / person / year **430**
(informal and formal orgs.)
Value of Time (@ \$17.10/ hours in NC—IS)
\$7,353 /person/year
\$25,400 / household/year



Value of Cash and Goods?

Statewide

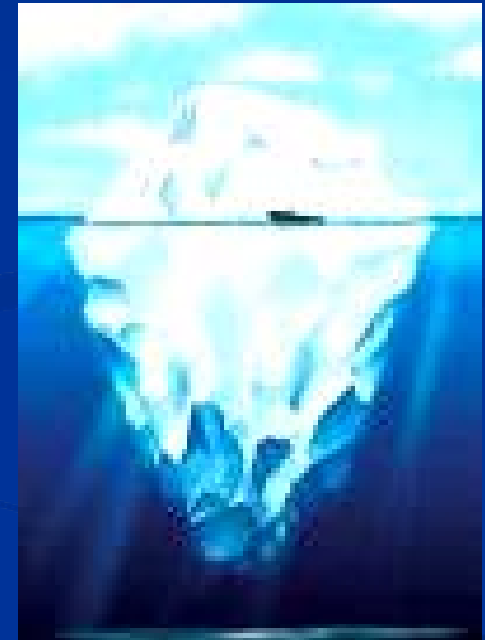
Corporations	\$.42 billion
Foundations	\$ 1.08 billion
Bequests	\$.50 billion
Individuals	\$ 5.40 billion

\$4,282 / return for itemizers of c.d.

Philanthropy of Community in Robeson and New Hanover

\$204 / week / household for 2 weeks

\$10,600 / household / year



Caveats

- Pilot
- 2 Weeks—extrapolation
- Sample
- Questions/sources
 - -itemizers
 - -informal vs. formal organizations

Value of Cash and Goods Summary

Statewide

\$4282/return for itemizers

Robeson and New Hanover

\$10,600/household / year

Wilmington church

\$15,080/person/year

Bladen Co. nonprofit

\$1,420/person/year



Time Summary

Statewide

37.4 hours/year

\$640/person/year

Robeson and New Hanover

430 hours/year

\$7,353 /person/year

Wilmington church

913 hours/year

\$15,610/person/year

Bladen Co. nonprofit

1194 hours/year

\$20,411/person/year



Applications in Diverse Settings

Participants

- Anne Bacon—NC Rural Center
- Jean Wooten—NC Dept. of Commerce
- Rev. Linda Taylor—Oleander UMC
- Donna Chavis—NCGives

Open Discussion

Review of Toolkit

- Acts of Giving
- Organizational Giving Maps To and Through the Organization
- Community Giving Map
- Giving Opportunity Map
- Organizational and Community Giving Appraisal
- Daily Diary
- Peer Coaching
- Coding Daily Giving
- Individual Giving Map

PoC Timeline and Services

- Fall 2009 – Complete research and development of the Toolkit
- STATEWIDE CONFERENCE and LAUNCHING OF TOOLKIT

FRIDAY, NOVEMBER 13th 2009

- January 2010
Begin Education and Training programs, workshops and presentation of PoC Toolkit with non-profit organizations, faith communities, foundations and regional and statewide associations.

Transformational Nature of Giving

Transforming our
Understanding,
Identity and
Practice as Givers

Transforming our
Organization's
Family's
And *Community's*
Understanding,
Identity and Practice
as Givers

What does this mean for you and
your organization?





A Program of NC Gives and the Center for Community Action

For more information contact

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910-736-5573