



Dare to Dream: Engaging Big Thinkers and Donors in Your Work

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Banks and Borders

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What We Face in Our Work

- Jean Case, CEO, Case Foundation:
- “People with unbelievable track records of investing are sitting on the sidelines of impact investments.”
 - *White House private meeting on philanthropy, September, 2012*



And Another Voice...

- “We have seen thousands of people working in nonprofits, and the problems and poverty are bigger. They have not solved anything.”

– *Carlos Slim Helu, from Mexico, world’s richest man, speaking at the Forbes 400 Philanthropy Conference, September, 2012*



And From the Skoll World Forum Program -- London

- “Disruption – dare to imagine” – Robert X. Fogarty, Founder, Dear World
- “The courage to change” – Kofi Annan, former UN General Secretary
- “The power to lead” – Gro Brundtland, former Prime Minister of Norway; Vera Cordeiro, Associacao Saude Crianca; Mary Robinson, former President of Ireland; Lydia Wilbard, co-director, Camfed Tanzania



Are We Being Heard?

- Are we accomplishing great things? Do we make big ideas work?
- How do people perceive your work?
- Do people see your organization making a difference?
- What do your messages say to your communities, your countries?
- Are you using the key principles for nonprofits/NGOs in your outreach?



Four Key Principles

- People give to you because you *meet* needs, not because you *have* needs.
- A gift *to* you is really a gift *through* you into the community – that is where the impact is felt, not inside your organization
- All philanthropy is based in shared values
- Fundraising is not about money, it is about relationships





Daring to Dream

Pivotal Moments

Bold Action

What Our Course Should Be

Innovation and Dreams

- “Philanthropic organizations need to escalate innovation efforts...”
 - *Vicki Spruill, Council on Foundations, at White House conference*
- “...a small but growing number of nonprofits (who) are hiring chief innovation officers and starting innovation teams as a way to be more deliberate and disciplined in how they test new ideas and put them in place.”
 - *Chronicle of Philanthropy, September 30, 2012*



How We Got Our Donors Engaged

- We invited them to join with us to solve our communities' most pressing problems
- We engaged them as leaders and donors
- We made philanthropy accessible
- *BUT – if we are not innovative, our systems will not change fast enough for their heightened expectations*



Pivotal Moments/Bold Action: Full Group Discussion

- What are the needs you are meeting?
- How are you connecting with potential donors to find out their values?
- How knowledgeable are you about global trends in funding – impact investing, for instance?
- What actions have you taken to solve or serve the issues facing your communities?





What Is Your Dream (or Your Big Idea)?

Have you shared it?

Who will invest in your dream?

Work together now and discuss your
big ideas: write them down



Windows and Mirrors

Engaging Our Communities
Listening to Their Dreams
Taking Time to Dream Ourselves

Scarcity or Abundance?

- The global financial situation created a feeling of scarcity, rather than abundance.
- Afflicts donors at all levels
- Afflicts organizations and is reflected in their messages
- People (and organizations) are honestly worried about the future, but they need to see the power and importance of their investment in your work





Fear and Dreams

The Boundaries of Risk

The Five “I’s” of Giving

- What donors want from their giving:
 - Issues: action on what they care about
 - Impact: making a visible difference
 - Investment: a “return” in the form of community benefit
 - Involvement: they will define it
 - Innovation: the next “big idea”
 - *High Impact Philanthropy, Kay Sprinkel Grace and Alan Wendroff, 2001*





Principles That Characterize and Guide Our Work

Four Key Ideas



One

The Values Basis of Philanthropy



Philanthropy

Based in values

Development

Uncovers shared values

Fund Raising

*Gives people opportunities
to act on their values*

Why People Give

- A sample from the Forbes 400 Philanthropists said the following were the principal drivers for their philanthropy:
 - 70% = personal values
 - 36% = faith
 - 35% = sense of obligation or duty
 - 32% = family legacy
 - 31% = to add value to society





Two

It's About Your Vision...

No Longer Going it Alone

- “A lot of conversation was about catalyzing innovation at this critical moment in time when needs so outweigh what any of us individually can solve. How can philanthropy work with government and other partners to take risks, to identify solutions, to catalyze change, to pilot innovative ideas?”

– *Jean Case, on the White House conference*



Philanthropic Partnerships

- Very high net worth attendees at the Forbes 400 Conference said they partner to accelerate impact:
 - 40% partner with businesses
 - 28% partner with other nonprofits
 - 22% partner with government agencies
 - 7% partner with other private funders



Impatience for Impact/Results

- Melinda Gates calls herself an “impatient optimist.” She is not alone. At the Forbes Conference, these expectations were voiced regarding visible results from investment:
 - 44% - Less than 10 years
 - 33% - 10 – 19 years
 - 15% - Beyond a lifetime
 - 9% - 20 years



The Power Equation

- Dream + Partnerships = Community Investments
- Borders & Banks!!





Three

**Focus on the Community's Needs,
not Your Organization's Needs**

Let's Get Money Moving Out Into Our Communities

- The 21st Century Paradox: Big money is not moving into our sector. To be seen as organizations for impact investments:
 - Focus on the next “big idea”
 - Open ourselves to partnerships to make our dream and vision and big idea(s) work
 - Be sure we do not lose sight of our mission
 - Let our communities know that our vision is not about ourselves, but about them





Four

Keeping Up With Our Donors

We Must Be Champions for Philanthropy!





For Want of an Idea....

**What One Hospital Learned About
Having a BIG IDEA**

Seven Ways to Grow Philanthropy

1. Be leaders, above all
2. Engage your communities more deeply than ever
3. Become impatient
4. Create and sustain partnerships
5. Listen
6. Risk
7. Dream



Dream Catcher: Hang One of
These in Your Window at Work



Closing Thoughts

- “...we cannot discover new oceans unless we have the courage to lose sight of the shore.” *Andre Gide*
- “Courage is more exhilarating than fear and in the long run it is easier.”
Eleanor Roosevelt





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