Czech International Fundraising Festival –
NEORELATIONSHIPS

International grants from American foundations: Yes You Can!
Prague, April 21\textsuperscript{st}, 2015

\textit{Eelco Keij}
Overview today

• I: Market overview & trends, boards, Czech NPOs

• II: The fundraising cycle

• III: Legal / admin requirements – receiving a cross-border grant

• IV: Database search & practice
This seminar is NOT about:

• US government

• UN

• Worldbank

• High net worth individuals
Part I: Market overview

- Americans giving total
- Foundations giving, total & abroad, boards
- Int’l: most granted areas (geographically / thematically)
- Int’l: top givers and receivers
- Czech success stories
American foundations: where?
Americans giving in 2012

Total 2012 contributions: $316.23 billion

- Individuals: 72%
- Foundations: 15%
- Bequests: 7%
- Corporations: 6%

Source: Giving USA 2013

can change perspective
Total giving 1971-2011 ($)
Foundations giving overall ’00-’12

Source: Giving USA 2013
Types of foundations

- Private foundations
  - Family foundations (indep.)
  - Corporate foundations

- Public charities
  - Community foundations

- Direct Corporate Giving Programs
Corporate foundations / Giving Programs

• Increase in product donations
• Within operating regions
• Top areas: health/social services + disaster relief
• Corporate Giving Programs & transparency
JPMorgan foundation / Santander

→ Accessibility

→ Information sharing

→ Past grantees
Boards
Boards

WEALTH
WISDOM
WORK
Top 10 international grantmaking foundations (2012)

<table>
<thead>
<tr>
<th>Foundation</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bill &amp; Melinda Gates Foundation</td>
<td>$3.9 B</td>
</tr>
<tr>
<td>Ford Foundation</td>
<td>$189 M</td>
</tr>
<tr>
<td>Susan Thompson Buffett Foundation</td>
<td>$167 M</td>
</tr>
<tr>
<td>David and Lucile Packard Foundation</td>
<td>$115 M</td>
</tr>
<tr>
<td>Bloomberg Family Foundation</td>
<td>$104 M</td>
</tr>
<tr>
<td>Gordon and Betty Moore Foundation</td>
<td>$100 M</td>
</tr>
<tr>
<td>William and Flora Hewlett Foundation</td>
<td>$98 M</td>
</tr>
<tr>
<td>Rockefeller Foundation</td>
<td>$97 M</td>
</tr>
<tr>
<td>John D. and Catherine T. MacArthur Foundation</td>
<td>$89 M</td>
</tr>
<tr>
<td>Carnegie Corporation of New York</td>
<td>$63 M</td>
</tr>
</tbody>
</table>
Foundations giving to int’l affairs (2011)

Source: Foundation Center, 2013
Subject areas, most granted

1. Health
2. International development
3. Environment
Statistics Gates

- Granted thus far +28 billion USD
- 1200 people employed
- “Philanthrocapitalism”: endowment +38 billion
Recent examples (health)

In the News

1. Bloomberg Philanthropies Commits $125 Million to Road Safety (09/30/2014)
2. IKEA Foundation, Bridgestone Commit $7.4 Million for Ebola Response (09/30/2014)
4. Wellcome Trust Awards $5.2 Million to Fast-Track Ebola Drug Trials (09/25/2014)

Source: PND Philanthropy News Digest (September 2014)
Granting of regions I (2011)

Source: Foundation Center, 2012
Granting of regions II (2011)

<table>
<thead>
<tr>
<th>Geographic Focus</th>
<th>%</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sub-Saharan Africa</td>
<td>20%</td>
<td>$1.4 B</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>17%</td>
<td>$1.1 B</td>
</tr>
<tr>
<td>Latin America and Mexico</td>
<td>6%</td>
<td>$374 M</td>
</tr>
<tr>
<td>Western Europe</td>
<td>4%</td>
<td>$271 M</td>
</tr>
<tr>
<td>North Africa and the Middle East</td>
<td>4%</td>
<td>$266 M</td>
</tr>
<tr>
<td>Canada</td>
<td>1%</td>
<td>$84 M</td>
</tr>
<tr>
<td>Caribbean</td>
<td>1%</td>
<td>$73 M</td>
</tr>
<tr>
<td>Eastern Europe, Central Asia, and Russia</td>
<td>1%</td>
<td>$70 M</td>
</tr>
</tbody>
</table>

Source: Foundation Center, 2013
Global & European perspective
Highlight: recent Czech success stories (2013)

Via Foundation $600,000
Project Syndicate $250,000
CEE BankWatch Network $200,000
International Gender Policy Network $100,000
Nadace Open Society Fund Praha $50,000
QUIP-Spolecnost Pro Zmenu, o.S. $48,062
Charles University $37,000

Czech recipients, 2010-2014
Source: Foundation Center
Highlight: recent Czech success stories

<table>
<thead>
<tr>
<th>Grantmaker Name</th>
<th>Year Authorized</th>
<th>Grant Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Society Institute</td>
<td>2012</td>
<td>$3,578,878</td>
</tr>
<tr>
<td>Foundation to Promote Open Society</td>
<td>2012</td>
<td>$86,175</td>
</tr>
<tr>
<td>Open Society Institute</td>
<td>2012</td>
<td>$50,161</td>
</tr>
<tr>
<td>Grantmaker Name</td>
<td>Year Authorized</td>
<td>Grant Amount</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>-----------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Bill &amp; Melinda Gates Foundation</td>
<td>2012</td>
<td>$963,226</td>
</tr>
<tr>
<td>Open Society Institute</td>
<td>2012</td>
<td>$300,000</td>
</tr>
<tr>
<td>Grantmaker Name</td>
<td>Year Authorized</td>
<td>Grant Amount</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>-----------------</td>
<td>--------------</td>
</tr>
<tr>
<td>The Andrew W. Mellon Foundation</td>
<td>2013</td>
<td>$37,000</td>
</tr>
<tr>
<td>John Templeton Foundation</td>
<td>2009</td>
<td>$27,000</td>
</tr>
<tr>
<td>John Templeton Foundation</td>
<td>2008</td>
<td>$27,000</td>
</tr>
<tr>
<td>The Merck Company Foundation</td>
<td>2006</td>
<td>$24,775</td>
</tr>
<tr>
<td>Ford Foundation</td>
<td>2003</td>
<td>$100,000</td>
</tr>
<tr>
<td>Grantmaker Name</td>
<td>Year Authorized</td>
<td>Grant Amount</td>
</tr>
<tr>
<td>-------------------------</td>
<td>-----------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Amgen Foundation, Inc.</td>
<td>2009</td>
<td>$117,334</td>
</tr>
<tr>
<td>Amgen Foundation, Inc.</td>
<td>2012</td>
<td>$10,723</td>
</tr>
</tbody>
</table>
Part II: The fundraising cycle

- Identification
- Connecting/Pitch
- Soliciting
- Cultivation
- Stewardship
Pre-research: direction
You want funding?
Research - identification
Foundation Directory Online

Did you know you can SAVE 30% OFF all publications?
Just enter SAVE30PUB at checkout.
Sample search methods Directory

- Active search (giving)
- Passive search (receiving)
- Taxes (990s)
- In-country comparison (map of cross-border grants)
- How to document
Identification

Connecting/Pitch

Soliciting

Cultivation

Stewardship
Other research sources

- Database(s)
  - FoundationSearch
  - GrantStation
  - Guidestar
- Websites
- Tax records
- Annual Reports
- LinkedIn

Note: Database and LinkedIn also for connecting
Pitching & cultivating

- Human phase
- Skills please!
- People give to people
Pre-pitch: how to connect?

→ Who connects?
→ Who to connect to?

→ Supporting tools
→ Non-linear thinking
The Pitch! Format?

This...?

This...?

Or this...?
The Pitch! Practice
The Pitch! Content & how to act

- Structure
- Basic numbers & successes
- Story-telling
- Honesty
- Listening

Pitching ≠ soliciting
Identification

Connecting/Pitch

Soliciting

Cultivation

Stewardship
Cultivation

- Building up relationship
- Engaging prospect
- Preparing the ask
Stewardship (donor retention)

Say “Thank you!”

Show impact

Segment & prioritize outreach to donors

Invite to board meetings, events

Personal interaction
It’s a cycle...

...OR IS IT?

Stewardship → Identification

Soliciting ← Pitch

Cultivation
Part III: Legal and admin requirements - Receiving a cross-border grant
Say-along-with-me: 501(c)3
Eligibility: possible constructions

1. Equivalency determination & expenditure responsibility

2. Friends Of

3. Fiscal Agent/Sponsor

4. Partnering with US nonprofits
### Equivalency Determination // Expenditure Responsibility

<table>
<thead>
<tr>
<th>Similarities</th>
<th>Differences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oversight</td>
<td>Timing</td>
</tr>
<tr>
<td>Documents</td>
<td>Type of support</td>
</tr>
</tbody>
</table>
Friends Of

Elements to consider:

• 501(c)(3) formed in the US
• Discretion & control
• High net worth individuals
• Divergence over time
Fiscal Agent/Sponsor

- Not your office
- Admin toward IRS
- “Suggested” grant to your organization
- Percentage
- Discretion & control
Examples of fiscal sponsors

- CAF Charities Aid Foundation
- Give2Asia
- Global Fund for Women
- TIDES WHAT’S POSSIBLE
Recent developments (2013)
Partnering with US NGOs

- If you can’t beat them…
- Discretion and control
- How to find them?
US Anti-Terrorism Regulations

- 9/11, consequences for nonprofits
- Executive Order 13224 & USA Patriot Act
- Treasury voluntary guidelines
Part IV: Database search & practice
See y’all at the party!