

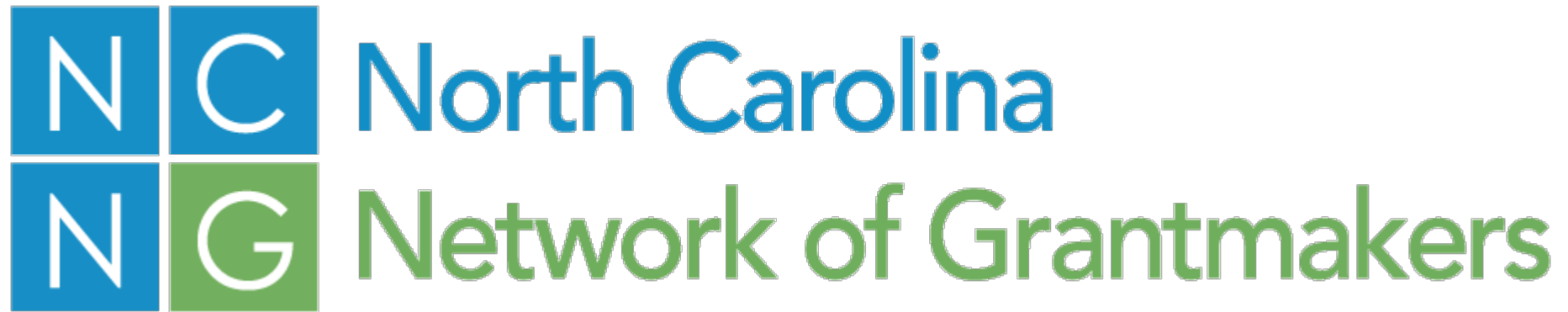


These slides accompanied the Strategic Partnerships “Philanthropy 101” presentation and discussion session held on November 21, 2019 with state agency officials and university representatives. As such, some context may be lost if viewing the slides without the benefit of the discussion.

North Carolina's Philanthropic Landscape

Ret Boney, Executive Director

North Carolina Network of Grantmakers



Network Comprised of 115 Foundations

Community Foundations

Corporate Foundations and Giving Programs

Private Foundations (Independent and Family Foundations)

Public Grantmaking Charities

Beyond the Dollars



Content Expertise



Local Expertise



Convening Power

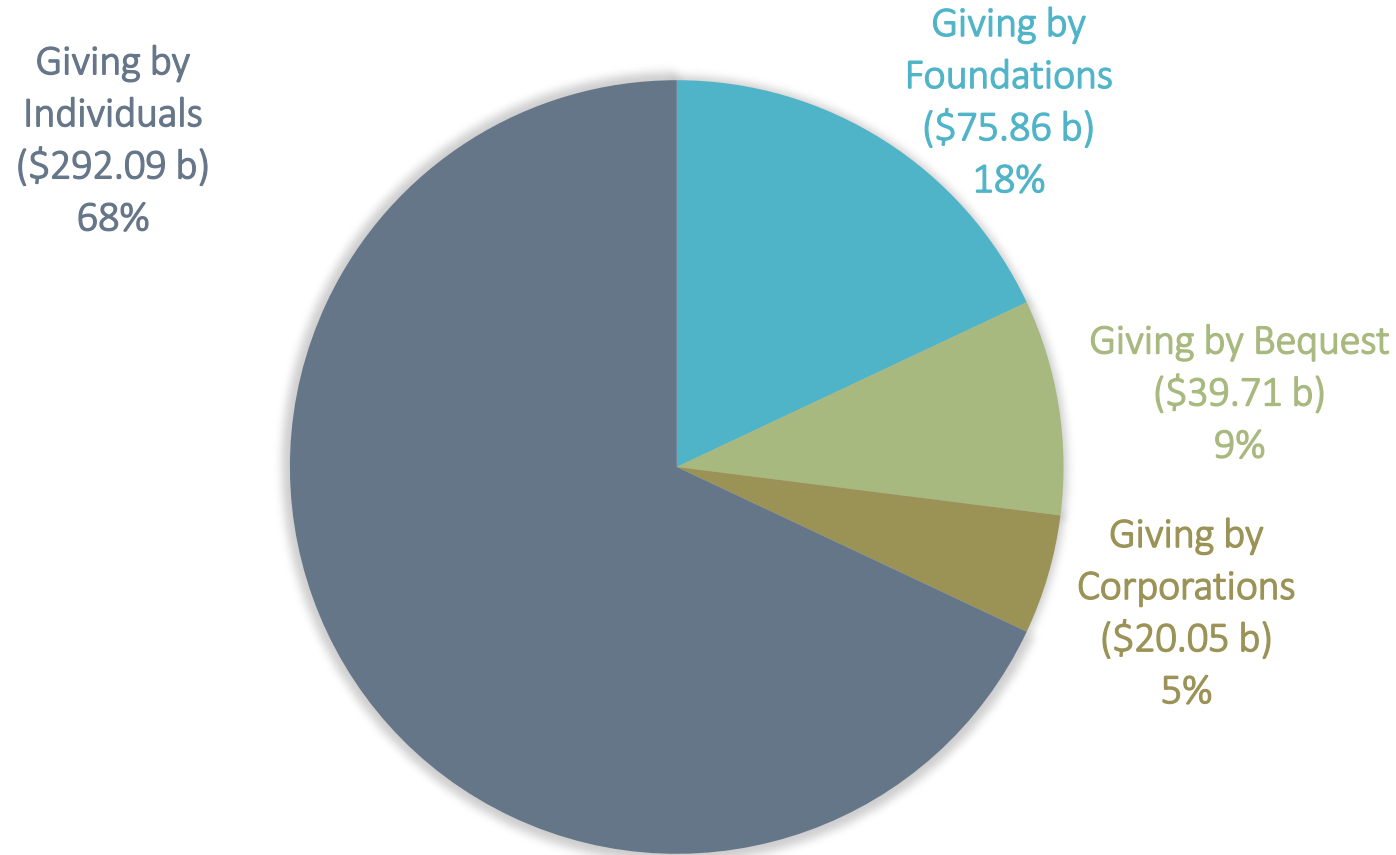


Education and Advocacy



Capacity Building

How much did Americans give in 2018? **\$427.71 billion**



Giving by individuals declined slightly in 2018, comprising less than 70% of overall giving for the first time in at least 50 years.

Giving to foundations decreased the most, after experiencing strong double-digit growth in the year prior.









Giving to international affairs showed the largest growth in 2018 of any sector.



Where are all the charitable dollars going?

Contributions by source (by percentage of the total)

	% of total giving in 2018		% change from 2017	inflation adjusted
 29% to Religion \$124.52 billion	↓	-1.5%	-3.9%	
 14% to Education \$58.72 billion	↓	-1.3%	-3.7%	
 12% to Human Services \$51.54 billion	=	-0.3%	-2.7%	
 12% to Foundations \$50.29 billion	↓	-6.9%	-9.1%	
 10% to Health \$40.78 billion	=	0.1%	-2.3%	
 7% to Public-Society Benefit \$31.21 billion	↓	-3.7%	-6.0%	
 5% to International Affairs \$22.88 billion	↑	9.6%	7.0%	
 5% to Arts, Culture, and Humanities \$19.49 billion	=	0.3%	-2.1%	
 3% to Environment/Animals \$12.70 billion	↑	3.6%	1.2%	
 2% to Individuals \$9.06 billion	-	-	-	

= indicates growth in current dollars with a decline after adjusted for inflation

www.GivingUSA.org



Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on the generosity of Americans and related historical trends on U.S. charitable giving.

North Carolina's Foundation Landscape

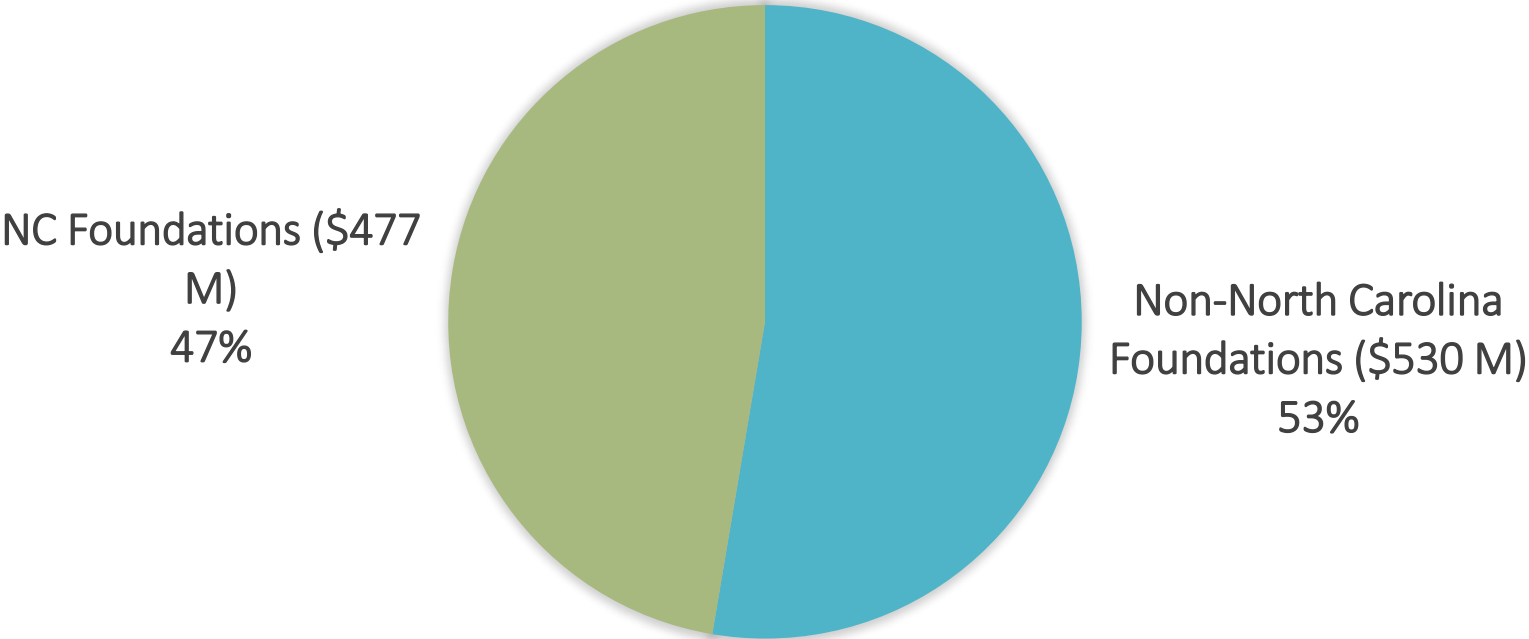
2,672 Foundations

\$17.9 Billion in assets held by NC foundations

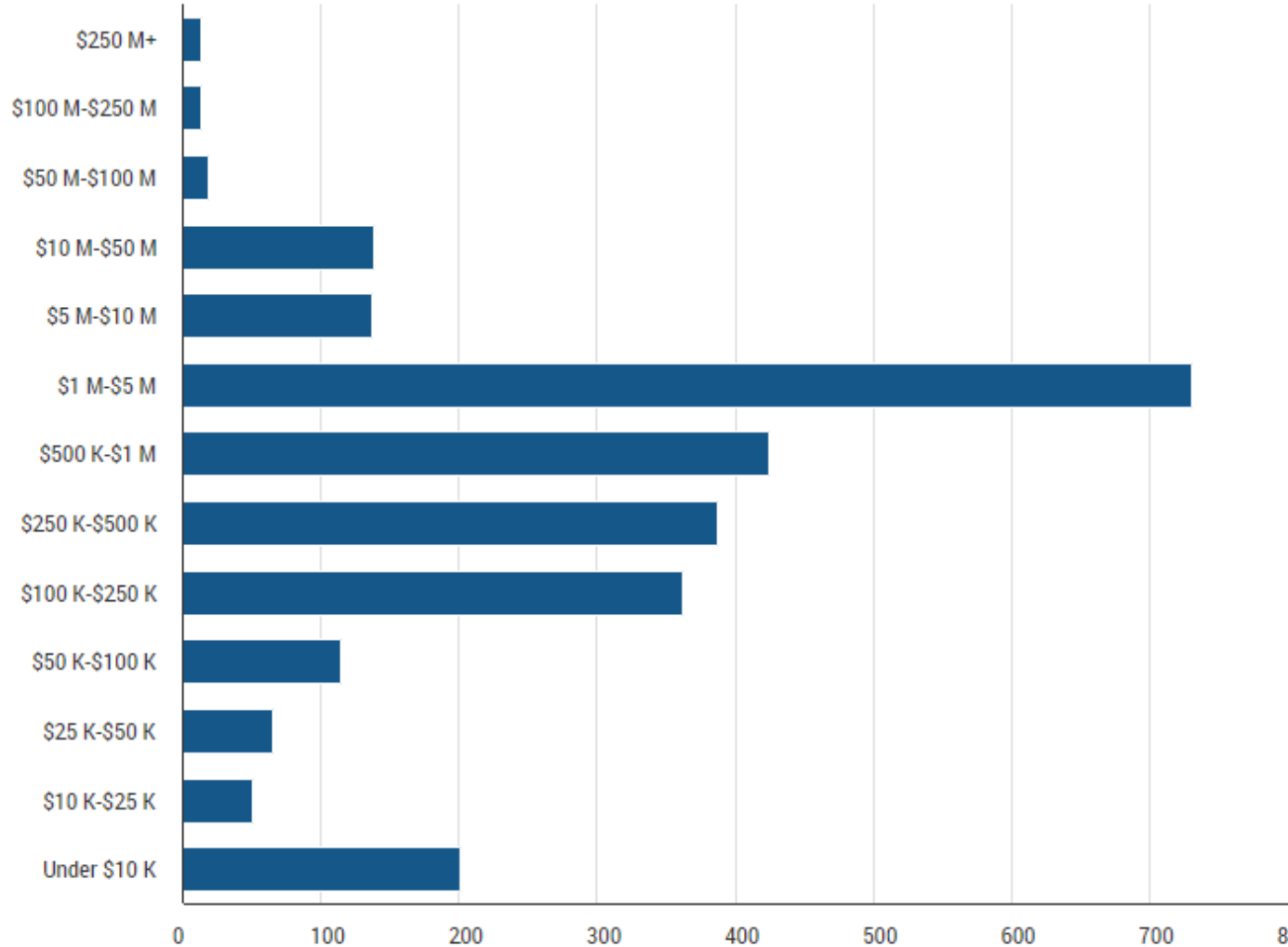
\$1.4 Billion in total giving in 2017 *by* NC foundations

- Of this, about \$477 Million stays in NC

Total Foundation Giving to North Carolina Just over \$1 Billion in 2017



Asset Range *of North Carolina Foundations*

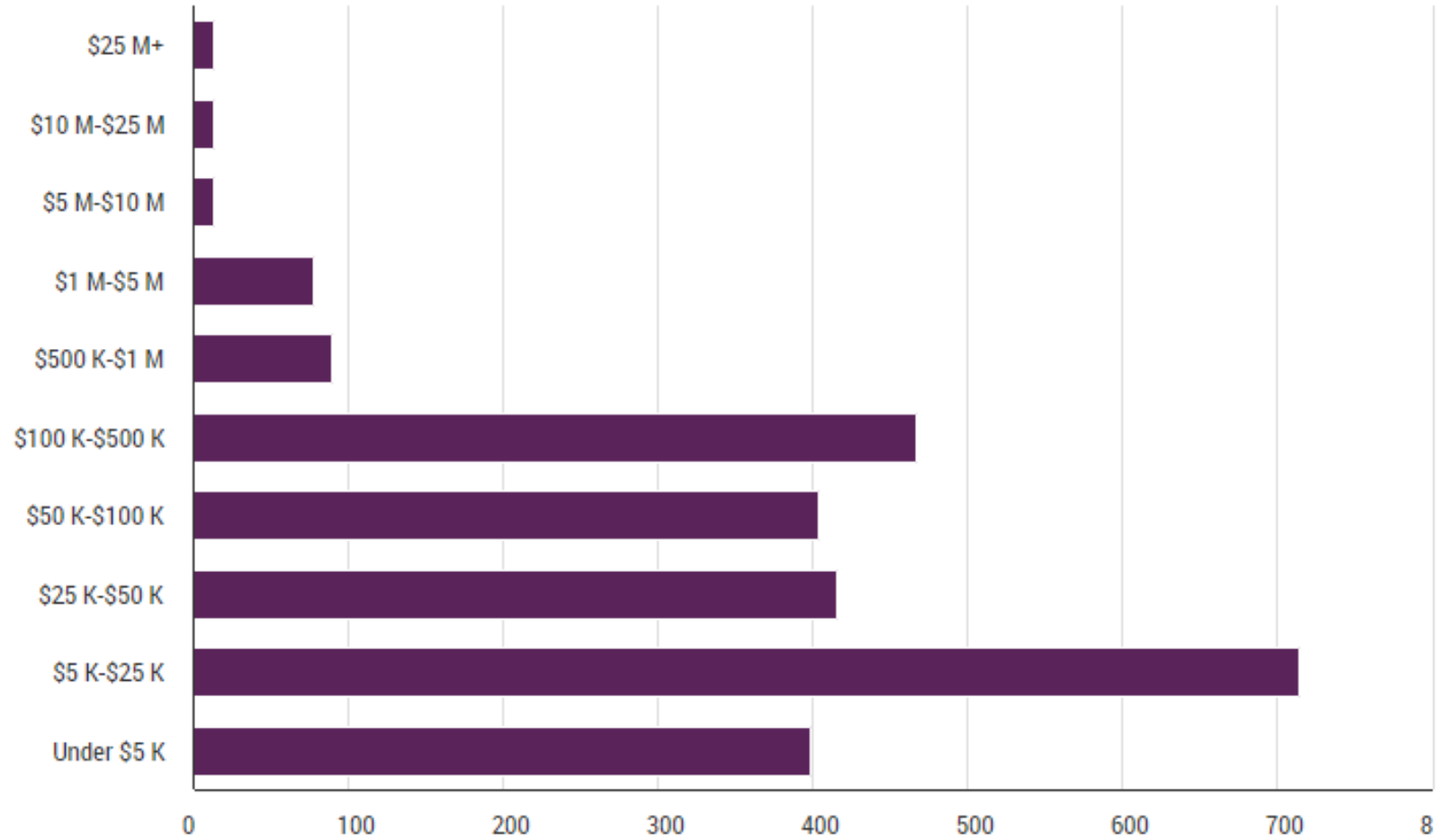


Number of North Carolina Foundations

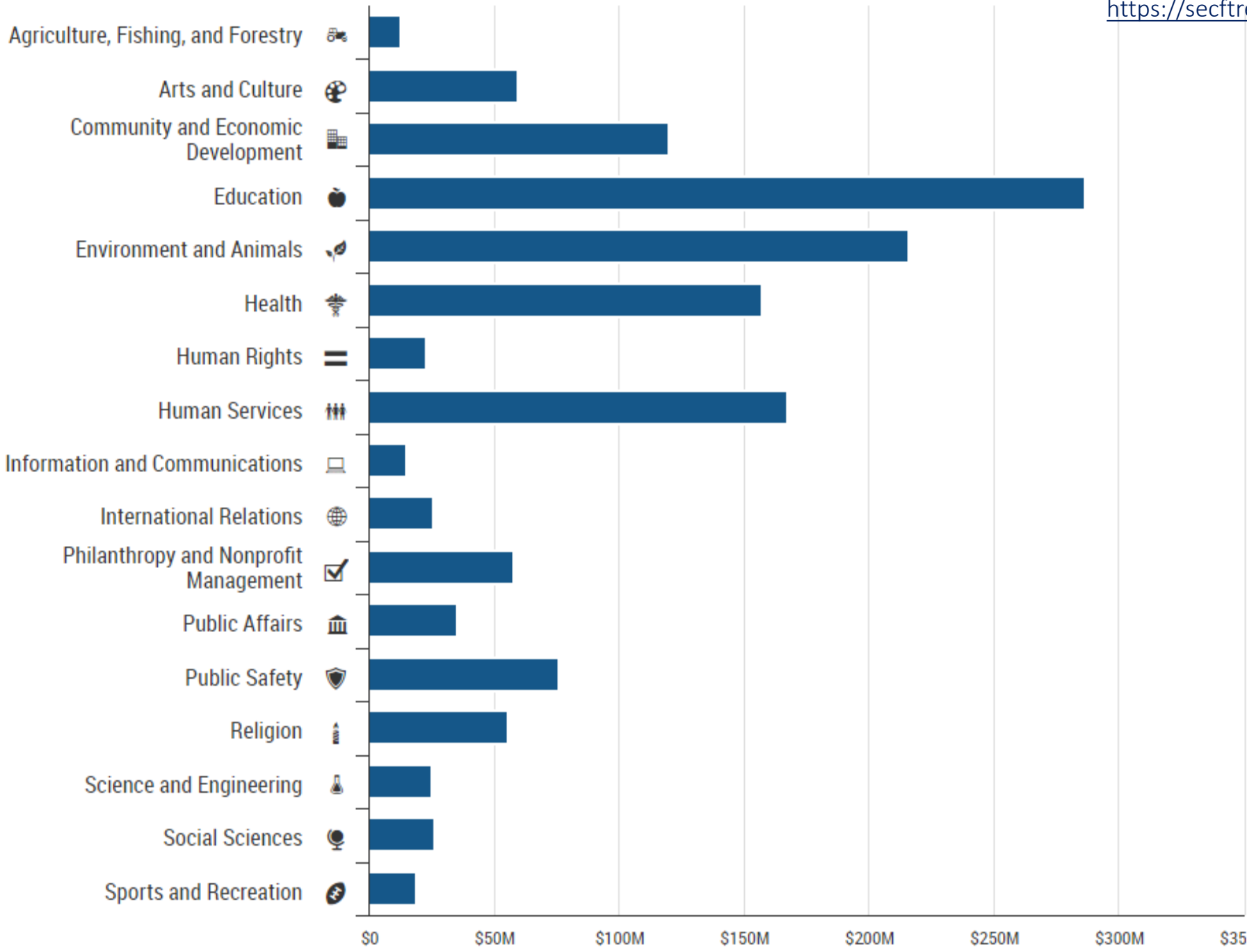
Most foundations based in NC are relatively small - \$1M in assets or less

Total Giving Range

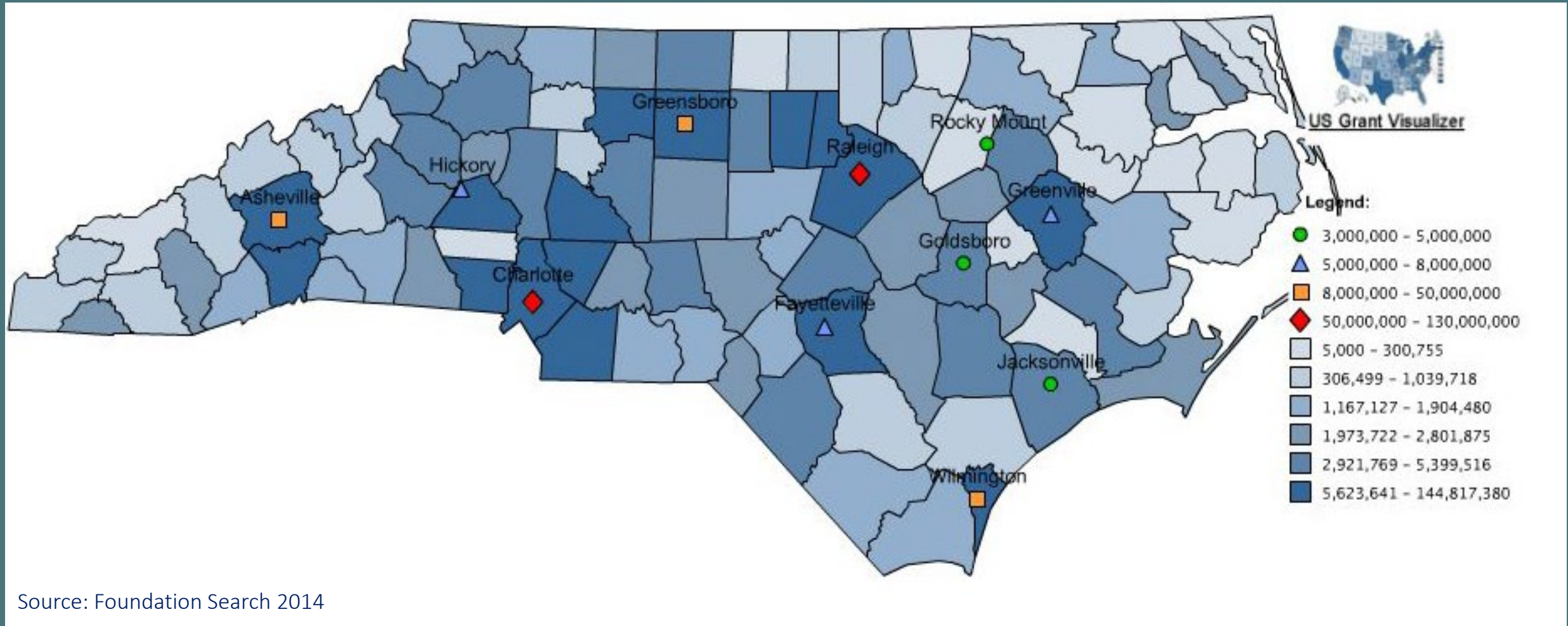
of North Carolina Foundations



Number of North Carolina Foundations



Giving by Subject
Of North Carolina Foundations in 2017



Geographic Distribution of Grants



Most prevalent type of foundation



Investment earnings are source of most grantmaking dollars



Annual payout of at least 5% of assets



Give 48% of North Carolina's total grant dollars



For family foundations, family experience and values often guide giving decisions

Private Foundations

(Family and Independent Foundations)



Foundations can be funded as separate legal entities



Many have foundation and corporate giving program



Give 16% of North Carolina's total grant dollars



Underlying business values and strategies often guide giving decisions

Corporate Foundations and Giving Programs



Tied to a specific geographic area



Variety of funds from unrestricted assets to endowed funds to donor-advised funds



Give 34% of NC's total grant dollars



Values and priorities of community guide decisions

Community Foundations

Beyond the Dollars



Content Expertise



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Capacity Building

Questions?



Z. SMITH REYNOLDS FOUNDATION

ALL FOR NC



Framework for Grantmaking and Learning

Presentation to NC State Government

Joy Vermillion Heinsohn, ZSR Assistant Director

November 21, 2019

Z. Smith Reynolds
FOUNDATION

Improving the quality of life for all North Carolinians

Examples of NC Statewide Foundations

- Blue Cross & Blue Shield of NC Foundation
- Golden LEAF Foundation
- Kate B. Reynolds Charitable Trust
- NC Community Foundation
- The Duke Endowment
- Z. Smith Reynolds Foundation

Z. SMITH REYNOLDS FOUNDATION'S CORE VALUES



Stewardship



Integrity



Fairness & Justice



Dignity & Equity



Civic Participation



Excellence

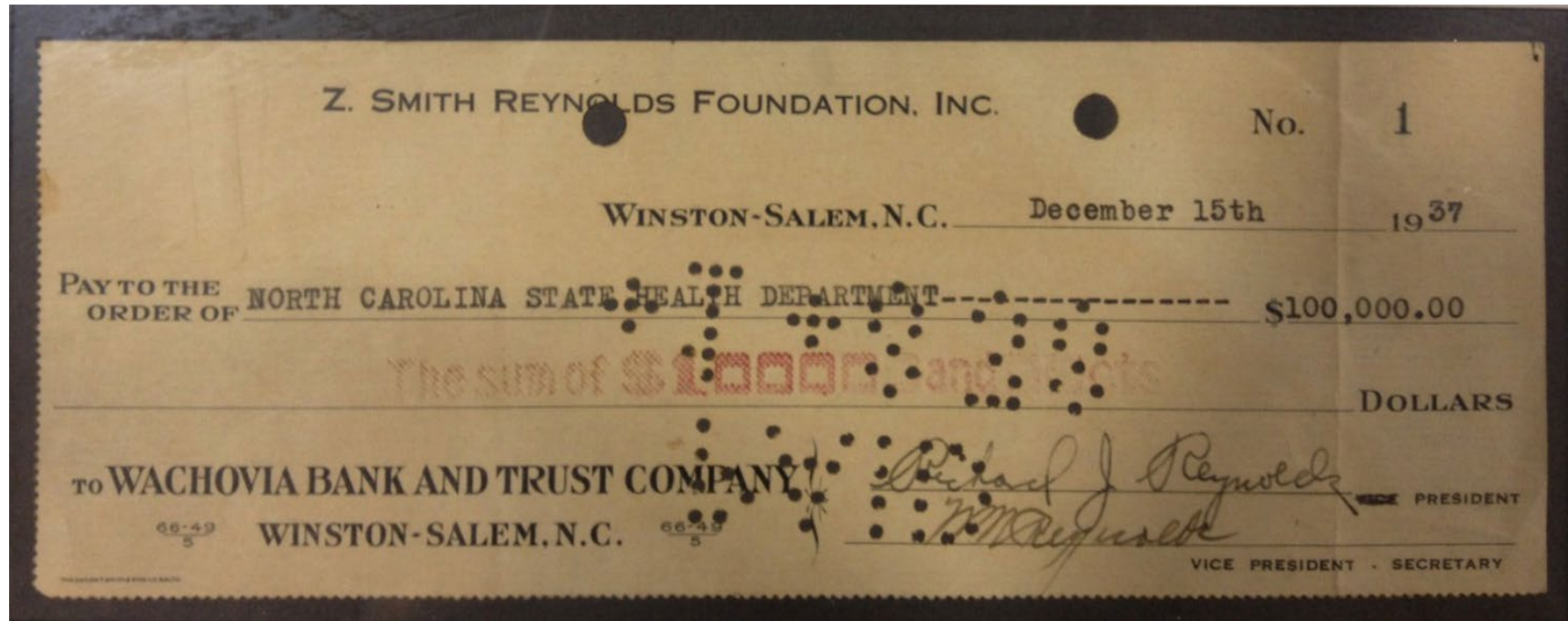


Sustainability



Collaboration

ZSR Foundation * Founded in 1936



Z. Smith Reynolds
FOUNDATION

Improving the quality of life for all North Carolinians

ALL FOR NC

ZSR'S FRAMEWORK FOR GRANTMAKING AND LEARNING



STATE-LEVEL SYSTEMIC CHANGE STRATEGY

Improving state-level systems and structures to remove barriers and create opportunities.



COMMUNITY-BASED STRATEGY

Leveraging the unique assets, knowledge, experience and connections in communities to create meaningful change.



EXPLORATORY, VISIONARY IDEAS STRATEGY

Investing in the bold ideas of North Carolinians.

Z. Smith Reynolds
FOUNDATION

Improving the quality of life for all North Carolinians

ZSR'S STATE-LEVEL SYSTEMIC CHANGE STRATEGY



Advancing Public Education



Fostering a Healthy and Sustainable Environment

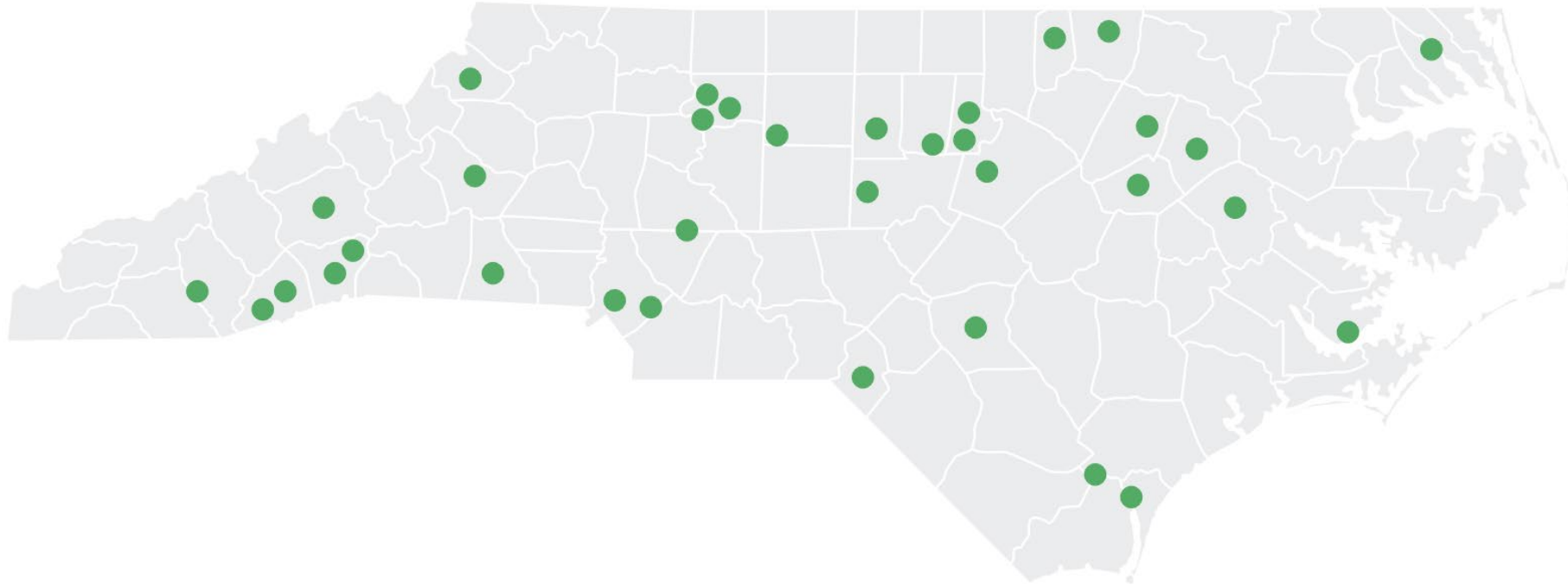


Promoting Social and Economic Justice



Strengthening Democracy

ZSR COMMUNITY PROGRESS FUND GRANTS 2019



ZSR'S EXPLORATORY, VISIONARY IDEAS STRATEGY



Z. Smith Reynolds
FOUNDATION

Improving the quality of life for all North Carolinians

ALL FOR NC

WE ARE COMMITTED TO

Using a Racial Equity Lens

We acknowledge the impact of structural racism and seek to support strategies and systems aimed at mitigating its effects on society. We will apply a racial equity lens to every aspect of our work across the state, in communities and within our own walls.

[Learn More →](#)

Being a Learning Organization

We want to continue to stay well informed of what is happening at the state level and at the local level in communities across North Carolina. We seek to partner with entities at the state and local level and learn alongside of them.

Our Home, Winston-Salem/Forsyth County

The Z. Smith Reynolds Foundation was born in Winston-Salem/Forsyth County and is proud to call it home. We will work to deepen our roots here by engaging with various segments of our community and cultivating stronger relationships that create positive change in our hometown.

[Learn More →](#)

Z. Smith Reynolds
FOUNDATION

Improving the quality of life for all North Carolinians

What do statewide funders and state government share in common?

A lot! Including, but not limited to:

- Constituents and service area
- An interest in improving systems - to benefit North Carolinians
- A desire to leverage (national funding)
- Grantmaking

Thoughts from a statewide funder

- Every foundation is different – don't assume anything; feel free to contact them
- Foundations aren't likely to want or be able to replace state dollars or to scale projects
- But they may be interested in:
 - Thought partnering
 - Helping to leverage national funding
 - Pilot projects
 - Educating the public
 - Capacity building

Questions?



JOHN REX
ENDOWMENT

A Local Funder's Perspective

Gladys Hairston, Program Officer

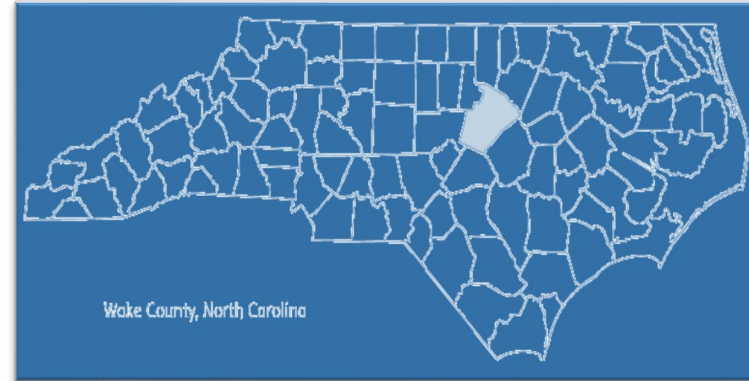
November 21, 2019

John Rex Endowment is...



...An example of a private foundation

- Funding source not from public donations
- Funds are invested and are the source for grants that are distributed



County-specific funder...

- ...But can also support regional/statewide organizations
- Impact Wake County children's health and well-being

How Funding is Structured



Primarily have used Requests for Proposals

- With an online application process
- For any nonprofit entity to apply
- With specific strategies and criteria outlined



Looking at more collaborative approaches

- With other funders—corporate, community foundations, etc.—to pool resources for greater reach
- With community-led initiatives—to work with nontraditional partners
- With local, state, and even national policymakers—to address policy advocacy to change systems



JOHN REX
ENDOWMENT

Any Questions?

gladys@rexendowment.org



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