2004 CONTRIBUTIONS: $248.52 BILLION
BY SOURCE OF CONTRIBUTIONS

- **Individuals**: $187.92 (75.6%)
- **Corporations**: $12.00 (4.8%)
- **Foundations**: $28.80 (11.6%)
- **Bequests**: $19.80 (8.0%)
2004 CONTRIBUTIONS: $248.52 BILLION
BY TYPE OF RECIPIENT

- Religion $88.30 35.5%
- Education $33.84 13.6%
- Foundations $24.00 9.7%
- Human services $19.17 7.7%
- Health $21.95 8.8%
- Arts, culture, and humanities $13.99 5.6%
- Public-society benefit $12.96 5.2%
- Environment/animals $7.61 3.1%
- International affairs $5.34 2.1%
- Unallocated giving $21.36 8.6%

Total $248.52 billion
GIVING BY TYPE OF RECIPIENT, 1964–2004
(as percentage of the total – excludes unallocated)

Data begin in 1978 for foundations and in 1987 for environment/animals and international affairs.
Peanuts

WHEN I GET BIG, I WANT TO BE A GREAT PHILANTHROPIST!

YOU HAVE TO HAVE A LOT OF MONEY TO BE A GREAT PHILANTHROPIST.

I WANT TO BE A GREAT PHILANTHROPIST WITH SOMEONE ELSE'S MONEY!
Show me the money!

• Five S strategy for successful CFR Fundraising proposal
• Request must tell a good **STORY**
• Your request must be in **SYNCH** with the donor’s goals
• Understand corporate goals of **STRATEGIC** philanthropy
• Your organization must have **SKIN** in the game
• Must show **SUSTAINABILITY**
Tell a good STORY

- Keep it brief, especially in the overview – think marketing, not thesis!
- Focus on the PEOPLE you will touch with the program (vs. the process)
- Use most of your proposal to discuss your solution to the problem/issue – not the problem or issue itself
- Tell why your program the best to address the problem / know who else in the community is addressing this issue
- Indicate how success will be measured
Be in **SYNCH** with donors

- Do your homework – no “spray and pray” one-size fits all proposals
- Respect donor guidelines outlining interest areas as well as what types of requests a donor will **NOT** fund
- Rules are rules – follow procedures, deadlines and format requirements
STRATEGIC Philanthropy

- Days of corporate general goodwill gifts are disappearing
- Marry corporate goals to corporate philanthropy
- Recognition for good deeds now viewed as essential by many corporate donors
- **Not** Quid Pro Quo
SKIN in the game

• Is your request a priority for the organization?
• Has your organization or other funders committed any resources to this program?
• Does the community want the service/program you want to provide?
SUSTAINABILITY

• Donors want to know “the plan” before investing

• Is your organization committed to the project/program for the long-term?

• Even the most brilliant ideas that do not have a sustainability plan will not be funded
Anchorage Park Foundation

- Created in 2004
- Over $2 million in gifts to date
- Result from comprehensive park, recreation and natural open space plan
- Strategic ‘pathfinder’ priority
The First Six Months
$700,000 raised to date

- Rasmuson Foundation Grant $400,000
- AK State Legislature Allocates $8,220,000 for Anchorage Park Projects
- Assembly Allocates $80,300 to Parks for Improvements to Russian Jack Springs Park
- Assembly Allocates $132,000 to Parks for Strategic Action Planning
- Assembly Allocates $229,736 to Parks for Capital Improvements to Abbott Loop Community Park
- Skatepark YES raises funds through Park Foundation
- Scoop the Poop raises funds through Park Foundation
- Board Chair Victor Molozzi & Vicki Williams Pledge $25,000 over 3 Years
- Wells Fargo $250,000 for Picnic Shelter at Abbott Loop Community Park
Donate

Phone

We can accept your credit card number by phone. Call 343-4492.

Form for Mail

To send a contribution by mail download this form and mail it to:

Alaska Community Foundation-Anchorage Park Foundation
301 West Northern Lights Blvd., Suite 408
Anchorage, AK 99503-2648

Form for Fax

We can accept your credit card contribution by fax to 249-7751. Please download this form.

Our Location

To deliver a contribution please visit us in the Parks and Recreation Headquarters at 120 South Braga, or to the Alaska Community Foundation at 301 West Northern Lights Blvd., Suite 408.
8 Core Values

The community identified eight Core Values as the basis for future action and decision-making for Anchorage's parks, natural resources, and recreation facilities.

1. Improve Maintenance of What We Have

The public's number one concern for the Anchorage parks and recreation system is improving maintenance of existing facilities. The Department must maintain existing facilities to the quality expected by the community.

2. Build Private Public Partnerships

Private-public partnerships provide expertise, support and alternative sources of funding. Parks and Recreation should increase cooperation, build community vitality and maximize the use of public funds and public facilities.

3. Plan Parks as Community Building Blocks

The Department should plan and redevelop parks to serve as community-gathering places and to stimulate area revitalization and economic development.
Success - Challenge

- Major benefactor to initiate
- Highly visible and valued leaders on board
- Continual fundraising for special interests
- Challenge grants
  - ...
  - ...\Desktop\ChallengeGrantVideo.mp4
- Tie with city finance unit
- General operating funds limited
- Special interests dominate smaller gifts
- Staffing limitations through city
Bloomington Community Park and Recreation Foundation

“Incorporated in 1967 to receive gifts, legacies and devices to be used for providing future park lands, future facilities and for providing specific recreation and park programs”
Background Information

- **Size**
  - 24 board members

- **Budget (Avg. 04-06)**
  - $108,271

- **Staff**
  - Parks dept. staff
  - Part-time intern
Interactions with the Agency

- **Staff**
  - Provides majority of work

- **Specific programs**
  - 501(c) 3 for grants & donations
  - Scholarships
  - Other programs
    - Family theater series
    - Skate park
    - Disc golf course
    - Ice arena
  - Advocates for parks
Where is their money?

- Endowments and memorial funds: 82%
- Special Projects: 12%
- Pass through funds: 4%
- Philanthropic Funds: 1%
- Special Events: 1%
Successes

Scholarship Program
- Golf Scramble
- Bike Tour

Creating parks

University expertise

Community Foundation Grant
Challenges

- Fundraising
- Community awareness
- Staffing
- Board makeup and participation

"A non profit organization trustee with broad civic connections, a terrific sense of the board’s mission, time, dedication, and no fear of giving — or raising — money, on the next Conahue."
Friends Groups provide a unique support system for Indiana State properties. Members are people who love our parks and reservoirs and want to help keep them healthy for future generations.

Friends groups volunteer to help with events, work on trails, fundraise for specific projects and offer other financial support for the purchase of equipment, supplies or other materials as needed.
Background Information

• Indiana State Parks have been fee-based since their inception in 1916
  – Reservoir properties are very recreation oriented and highly managed
  – Parks property are a little more “hands off”
  – System as a whole is close to self-sustaining, but does require some subsidizing

• Indiana State Parks currently has 10 parks with active “Friends” Groups
  – Average Size- 20-60 members
  – Non-Profit Organizations (501c3 status)

• All groups must sign same agreement with the State on how they will operate

• First groups arose during mid-late 1990’s
  – Shakamak had first group, but no longer active
Interaction with Parks

• Most Parks Welcome “Friends” Groups, however they can present challenges
  – Shakamak
  – Spring Mill

• Staff usually support groups and their events, but do not help run actual programs!

• Interpreter involved with all groups

• Park or Assistant Park Manager *usually* also involved
  – Normally non-voting members of board
How do they raise money?

• All “Friends” Groups raise money in different ways

• Do not solicit donations or endowments

• Mainly use events or programs:
  – Hardy Lake- Monthly Breakfast; Bought Concession Wagon
  – McCormick's Creek- "Arts in the Park Festival"
    • [http://www.friendsofmccormickscreek.org/](http://www.friendsofmccormickscreek.org/)
Successes

• Falls of the Ohio Foundation

• Brown County State Park- Accessible trail & relocated and restored historic cabin

• Hardy Lake- Breakfast & Raptors

• Currently in the Process of Creating a Statewide “Friends” Group
Challenges

• Gaining 501c3 status
• Keeping members involved
• Finding avenues to make money
Group Activity

• Meet in small groups
• Discuss philanthropic needs as they relate to:
  – Story
  – Synch
  – Strategic approach
  – Skin
  – Sustainability
• Share with larger group
Are we ready for Fundraising?

10 “Must haves” for a successful philanthropy plan
Internal Factors

1. Mission
2. Planning
3. Human Resources
4. Financial Resources
5. Record Keeping System
6. Case for Support
7. Communication
Why do we exist?

I resolved to stop accumulating and begin the infinitely more serious and difficult task of wise distribution.

-Andrew Carnegie
Planning

- **Goals**
  - Work to protect and enhance the natural qualities of biodiversity and ecological integrity of our state parks
- **Objectives**
  - Conduct two conservation conferences for river and watershed activists
- **Should, at minimum, have an annual action plan**
Human Resources

- Roles and Responsibilities of both:
  - Board Members
  - Staff
Financial Resources

- **Start up Money**
  - “Must spend money to make money”

- **Budget**
  - Allocation of funds vital
  - Allows org. to achieve mission
Record Keeping System

• Donor database
  – Track donors and donations
  – Security!!

• Fiscal Management- how you keep track of financial resources

I believe that every right implies a responsibility; every opportunity, an obligation; every possession, a duty.

- John D. Rockefeller
Case for Support

• Why a donor should give support
  – Each case will be tailor to a specific campaign

Expressions can include:
  – Brochures
  – Letters
  – Videos
  – Talking Points
  – Elevator Speech
  – E-philanthropy
  – [http://www.indiana.edu/~iufcs/iufaf/promise5.html](http://www.indiana.edu/~iufcs/iufaf/promise5.html)
Communication

• Getting your message out
• Not only to potential donors but also to board members, volunteers and the general public.
• Vehicles for communication include:
  – Mailings (newsletters)
  – Phone calls
  – Website/Internet
ANCHORAGE PARK FOUNDATION
Healthy Parks, Healthy People

Our Mission
The Anchorage Park Foundation mobilizes public support for Anchorage parks, trails, and recreation opportunities, to strengthen community connections and enhance the quality of life for residents and visitors.

Our Method
Working together to accomplish Anchorage’s park and recreation priorities, we can raise the money to improve services for our residents and visitors, and bridge the gap between growing needs and limited financial resources.

Our Partner
The Anchorage Park Foundation (APF) is a fund of the Alaska Community Foundation, a 501(c)(3) public charity. The APF was

Challenge Grant
Rasmuson Foundation challenged community and neighborhood groups to give to the Anchorage Park Foundation. They donated $1 for every $1 raised for projects to improve parks and trails. Volunteer and in-kind support will count toward this match.

View posters for the twenty-six awards for park improvement projects all over Anchorage!

My Favorite Anchorage Park
Polar bear biologist and trail user Stana Andreatti shares a memory of seeing a lynx from 10 feet away! See more stories on this site.

Giving to the Anchorage Park Foundation
If you have a vision for parks, trails, open spaces and recreation in Anchorage, consider the Anchorage Park Foundation your opportunity to fund.

Sign Up For Our Newsletter!
As the Anchorage Park Foundation moves into its second year, we will soon distribute a quarterly newsletter via e-mail. Please subscribe to our e-mailing list, so we can keep you informed of our progress!

Name: [ ]
External Factors

8. Constituents
9. Trends
10. Laws and Regulation
Constituents

- Who your donors are
  - Constituency Model

- LAI
  - Linkage - connection to organization
  - Ability - how much can one give
  - Interest - actual interest in mission
“The Seven Faces of Philanthropy”

1. The Communitarians: Doing Good Makes Sense (26%)
2. The Devout: Doing Good is God’s Will (21%)
3. The Investor: Doing Good is Business (15%)
4. The Socialite: Doing Good is Fun (11%)
5. The Repayer: Doing Good in Return (10%)
6. The Altruist: Doing Good Feels Right (9%)
7. The Dynast: Doing Good is a Family Tradition (8%)
Constituents Cont.

- Other Sources of Philanthropic Support
  - Foundations
  - Government
  - Corporate
The Development Cycle

- Cultivation
- Solicitation
- Stewardship
Trends

- Baby Boomers
- Internet
- Expect More with what they give you
Laws and Regulations

- Legal Changes in Board Accountability
- Land Trust
- Changes in Tax Code
Summary

• Public park, recreation and public lands agencies have 100’s of years stewarding resources

• Philanthropy, is stewarding donors; there is a link between stewarding our park resources and stewarding our financial resources