

Overview of Philanthropic Giving

Summaries from the 2014 African-American Philanthropy Summit



3, 2, 1 Give! Action Plan
3 Things to Know
2 Things to Remember
&
1 Action to Take!



Understanding Giving for The Emerging Philanthropist

3 Things to Know

1. Exposure: The best way to get people involved in giving is through exposure, talking about what you are doing, bringing people to an event to expose them to the good work and showing them successes, etc.
2. Legacy: Leave a legacy to inspire others to carry on the work you are doing.
3. Intentionality: Give and get involved with causes that mean something to you, that help you reach a goal. Be intentional about your involvement.

2 Things to Remember

1. The best way to motivate people to get involved is to transfer your enthusiasm.
2. For intentional giving of time and treasure, follow the four P's: Purpose, Passion, Persistence and Partnership.

1 Action to Take

1. You don't have to go out and raise a lot of money to make an impact. Sometimes it's buying someone a sandwich or saying, "hello." We want you to give the dollars if you have the resources. But if you don't have the resources, you can make an impact and leave a legacy by doing the little things too. So go out there and figure out what you can do right now, today.

Philanthropic Individuals and Families in Cleveland

3 Things to Know

1. Philanthropy is often personal and purposeful, directed toward an outcome or objective that has meaning and significance to the donor, such as scholarship funds.
2. Personal philanthropy can be shared by people of “like-mind,” not just an individual person or a family.
3. Initiating a “Giving Circle” does not take thousands of dollars, but can start small and evolve over time.

2 Things to Remember

1. The African-American Philanthropy Committee (AAPC) of the Cleveland Foundation is a willing vehicle to leverage in order to get started with your philanthropic effort.
2. The AAPC can, if requested, identify a mentor to assist with setting up an initial philanthropic fund with The Cleveland Foundation and/or assist in starting your Giving Circle.

1 Action to Take

1. **START NOW!** Let the AAPC and the Cleveland Foundation assist you in reaching your objectives.

Organized Philanthropy for Small Businesses

3 Things To Know

1. Most small business persons connect giving to something they know.
2. Small businesses associate their request with the schools they attended, the church they attend, boards they serve on, or with their families and employees.
3. Grant seekers should formalize all philanthropic asks with a written request.

2 Things To Remember

- Small Minority Business considerations:
 1. Business must be a successful enterprise (making a profit) in order to give.
 2. Businesses should have philanthropy goals and an annual philanthropy budget.

1 Action to Take

1. Support minority businesses to help create wealth and potentially a philanthropic asset for the minority community.

Philanthropy From the Non-Profit Perspective

3 Things to Know

1. There are more than 10,000 nonprofits in Cuyahoga County.
2. Funders are interested in “impact giving,” meaning funding activities that are transforming lives.
3. Funders want to give efficiently, which may result in them wanting to see more collaboration among organizations.

2 Things to Remember

1. Donors want to support winners, so you have to demonstrate successful outcomes. Data is king.
2. The most successful donor cultivation and fundraising efforts are built on longstanding relationships.

1 Action to Take

1. Develop your organizational brand and start nurturing relationships.



Philanthropic Giving Vehicles

3 Things To Know

- Charitable giving can be done:
 1. Outright
 2. Through Lifetime Giving Vehicles
 3. Through Planned Gifts

2 Things To Remember

1. Be aware there are many vehicles through which to give.
2. Seek the vehicle that best suits your interests and needs.

1 Action to Take

1. Determine your philanthropic plan, and establish a timeline for implementation.

Contributing to an Existing Fund

3 Things to Know

1. You can make a donation to a number of existing funds online at the Cleveland Foundation website via www.ClevelandFoundation.org/givenow.
2. There is no minimum amount required to make a donation online to the Cleveland Foundation.
3. If you are interested in learning more about setting up your own fund, please call a member of the Advancement team at 1.877.554.5054 or 216.685.2006.

2 Things To Remember

1. The African-American Philanthropy Committee accepts online donations to their AAPC Legacy Fund on the Foundation's website.
2. Discuss giving ideas as a family to encourage the next generation of givers.

1 Action to Take

1. Create a philanthropic mission statement to help direct your personal giving.

Collective Giving Highway

3 Things To Know

- Reaffirmation of an old tradition
- On-ramp to strategic philanthropy
- Foundation for strategic, collective civic engagement

2 Things To Remember

- Assess (Why do you want to get on the highway?)
- Getting on (Where do you want to enter?)
- Where do you want to go?

1 Action to Take

- Invite your friends (social capital) to have a conversation about their giving/giving back.
- Attend a giving circle meeting.

Starting Your Own Fund

3 Things To Know

- **Donor Advised Fund:** Give today with ease
- **Named Fund:** Support your favorite nonprofit(s) in perpetuity
- **Organizational Fund:** Build your nonprofit's sustainability

2 Things To Remember

- The Cleveland Foundation can help you determine which vehicle(s) will best achieve your charitable goals.
- The Cleveland Foundation is your best resource for information and access to Greater Cleveland's nonprofit community.

1 Action to Take

Contact our **Advancement Team** at **1-877-554-5054** or **216-685-2006** to get started on achieving your philanthropic goals.

