



neimand collaborative

Florida Philanthropic Network:
Communicating the value of foundations.

Engaged Americans

12% of population



Leadership

31

Committee

37

Board

32

Engaged Americans and your identity:


- 88% should have **right** to establish a foundation
- 76% foundations **important** to nonprofit sector
- 52% a **loss** to community if **no longer existed**
- 46% identify an **experience** with a foundation
- 40% consider self **informed** about foundations
- 38% can **name** a foundation
- 15% name **impact** of foundation on **community**
- 11% name **impact** of foundation on **issue**

Engaged Americans and your role:


- 92% foundations should be effective
- 52% foundations are effective
- 53% foundations should take risks
- 31% foundations do take risks
- +20% 2006 to 2009 on "should be doing more"
- 50% foundations have too little influence

Engaged Americans and your communications:

- 89% foundations **should** be more open
- 59% foundations **effectively** communicate value
- 79% most interested in **local community** stories
 - 8% state, 6% US, 7% world
- 51% most interested in **relevant issue** stories
 - 32% people, 17% organizations



You are what people
value in you — and
you are responsible
for defining your
value.



The critical objective
is to distinguish
philanthropy from
charity.



The framework theme:
foundations provide a
wealth of solutions for
the common wealth.

**Money, diverse interests,
expertise, perspective,
independent thinking.**



**Solutions to problems,
enhancements to everyone's
quality of life.**



A wealth of solutions for the common wealth.



**strategy, investment, oversight,
collaboration, persistence,
accountability for results.**



A wealth of solutions for the common wealth.



Foundations are the way people give back to their communities in ways that benefit all. They strategically focus giving to more effectively produce results for the public good.

Foundations do more than fund essential services—they provide the long-term vision, resources and expertise to solve problems and enhance our quality of life. People giving back to society in the way they choose creates a wealth of solutions for the common wealth.



Foundations are the way people give back to their communities in ways that benefit all. They strategically focus giving to more effectively produce results for the public good.

Foundations do more than fund essential services—they provide the long-term vision, resources and expertise to solve problems and enhance our quality of life. People giving back to society in the way they choose creates a wealth of solutions for the common wealth.



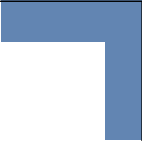
Foundations are the way people give back to their communities in ways that benefit all. **They strategically focus giving to more effectively produce results for the public good.**

Foundations do more than fund essential services—they provide the long-term vision, resources and expertise to solve problems and enhance our quality of life. People giving back to society in the way they choose creates a wealth of solutions for the common wealth.



Foundations are the way people give back to their communities in ways that benefit all. They strategically focus giving to more effectively produce results for the public good.

Foundations do more than fund essential services—they provide the long-term vision, resources and expertise to solve problems and enhance our quality of life. People giving back to society in the way they choose creates a wealth of solutions for the common wealth.



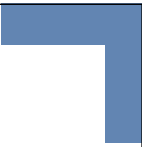
Foundations are the way people give back to their communities in ways that benefit all. They strategically focus giving to more effectively produce results for the public good.

Foundations do more than fund essential services—they provide the long-term vision, resources and expertise to solve problems and enhance our quality of life. **People giving back to society in the way they choose creates a wealth of solutions for the common wealth.**



Supporting messages:

- Diversity
- Independent thinking
- Strategic giving
- Collaboration
- Persistence
- Accountability



Diverse interests produce diverse benefits.



Foundations choose to invest in nonprofit causes that interest them, such as medical research, the arts, economic development, education, poverty and conservation. This creates diverse funding that touches society from bottom to top. The freedom to make strategic investments in effective nonprofit programs helps foundations develop a range of solutions and improvements that benefit all.



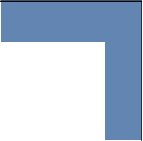
Independent thinking helps solve problems.



**Independence from government,
business and community politics allow
foundations to combine the best ideas
for the best solutions.**



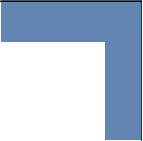
Strategic giving that produces results.



Foundations are a way for people to focus giving into strategic investments that produce results. Although foundations give money to charities, they are not charities. Foundations work with nonprofit organizations to correct problems and create enhancements to the quality of life for the benefit of all. They also hold themselves and their nonprofit grantees accountable for making a lasting impact on the public good.



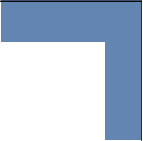
Collaborating to improve our quality of life.



Foundations collaborate with government, the private sector, nonprofits and communities to identify problems and bring people together to work toward solutions.



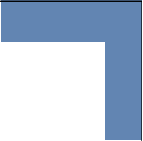
The persistence to get things done.



Most foundations focus on a small number of issues over a long period of time—working to find a vaccine for malaria, finding the best ways to improve education or fight poverty. This persistence is invaluable, especially in a time when people get frustrated with solving complex problems or feel under-resourced to create social enhancements over time.



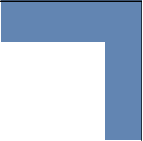
We're accountable for producing results.



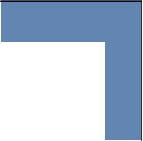
Like every other donor, Foundations have a right to decide where and how much to donate—but that comes with greater accountability for producing results. They must invest a percentage of their endowments each year, show their investments in nonprofit organizations and causes, state their expenses—and make sure their nonprofit grantees are being efficient and effective in improving the public good.



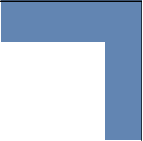
Using the economic
downturn **to**
communicate the
value of foundations.



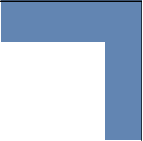
“Foundations have a lot of money saved;
they need to spend more of it during the
economic downturn.”



Foundations should donate as much as they can during tough economic times—and most do. But foundations also have a responsibility to be there through thick and thin to advance worthwhile causes for the public good. Making tough decisions and saving money is necessary to persist in solving complex problems and build lasting solutions over time.



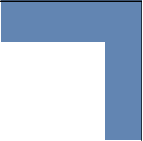
“Minority and other disadvantaged groups need more foundation support, but foundations are more interested in things like supporting the arts or fighting global warming—they should give more to the people who need it.”



Like you, me and every other donor, foundations have a right to decide what interests them and where, how much and in whom to invest their money. Forcing people to give certain amounts to certain causes will cause them not to give. People giving back to society in the way they choose creates a wealth of solutions for the common wealth.



“Smaller nonprofits don’t have the capacity to go through the long and often complicated process of writing grants—as a result, many communities suffer.”



Foundations have a responsibility to make sure funding is put to good use by nonprofits. The grant process is the beginning of an ongoing partnership with nonprofits in public accountability for producing results. A nonprofit too small or burdened to write a grant proposal is often one too small or too burdened to deliver measurable impact.

Discussion.



neimand collaborative