

2020

Survey of Organizations Educating and/or Organizing Donors Respondent Report

Social Venture Partners Affiliate Network

Philanthropy is a powerful force for social change, and individual donors direct the overwhelming majority of dollars given away each year in our country. Yet for all donors, there is always an opportunity to refine, learn, and transform how we give in order to support even greater results. Knowing this, the Impact-Driven Philanthropy Collaborative (IDPC) promotes thoughtful and intentional giving practices by convening representatives from the donor support ecosystem to strengthen the overall field. Supported by Raikes Foundation staff and consultants, this collaborative brings together key stakeholders in the ecosystem of donor support to think together how we might influence—particularly, high-net-worth (HNW)—donors to give more, give smarter, and address systemic inequities.

One of the first collective actions of the IDPC was to [gather data that would provide a more complete picture of the ecosystem of organizations that directly educate/organize individual HNW donors](#) since the [last landscape review was conducted in 2003](#) by New Visions Philanthropic Research and Development.. The Raikes Foundation and Bill & Melinda Gates Foundation co-funded this effort, and ORS Impact (ORS) led the design and implementation of a survey that would inform the IDPC and the broader donor support field on:

- Characteristics of organizations doing donor education or organizing;
- Organizations' offerings;
- Ecosystem connectedness and health;
- Donor uptake of offerings; and
- Characteristics of donors.

WHO WAS THE SURVEY DESIGNED FOR?

ORS engaged a set of volunteer IDPC members to be part of the Donor Support Ecosystem “Squad”¹ to shape the initial design of this data collection effort, and a separate advisory group of donor support leaders and organizations to finalize the survey questions, survey sample and help make sense of the resulting survey data.² **With guidance from these two groups, ORS designed the survey for organizations who were believed to meet the following criteria**^{3 and 4}:

- have a **core focus of educating or organizing individual HNW donors** (or donors with capacity to give at a high level and want to learn/lean in) around how to give with greater impact;
- **have professional staff** who directly educate or organize donors (i.e., beyond peer networks or giving circles alone);
- are **not university affiliated** (with the exception of academic centers who directly educate donors);
- are anchored in (but not necessarily limited to) the **U.S.**; and
- do **sustained, ongoing work** with donors (i.e., not a one-time event).

They collectively identified and **asked 86 organizations to respond to the survey**, including 25 Social Venture Partners (SVP) affiliates who received different version of the survey. Both surveys combined received **36 total completed responses** (a 42% response rate);

- 28 responses from the general survey (46% response rate for the general survey)
- 8 responses from the SVP-specific survey (32% response rate for the SVP survey)

1. Squad members included: Erinn Andrews (Stanford Center on Philanthropy and Civil Society (PACS)); Julita Eleveld and Victoria Vrana (The Bill & Melinda Gates Foundation); Sara Gelfand and Elaine Martyn (Fidelity Charitable); and Stephanie Gillis and Athena Youm (Raikes Foundation).

2. Advisory group members included: Dave Biemesderfer (United Philanthropy Forum); Jason Born (National Center for Family Philanthropy); Jason Franklin (Ktisis Capital); Melanie Ormos (The Philanthropy Workshop); and Ryan Schlegel (National Committee for Responsive Philanthropy).

3. Because the sample is based on the squad and advisory groups' networks, there still may be some bias in the data.

4. While the sample for this survey has some overlap with the 2003 New Visions report sample, our criteria was narrower and did not include organizations such as community foundations, banks and financial institutions, or philanthropic advisory organizations/consultants.

MAKING SENSE OF THE REPORT



This indicates which response categories your organization selected.



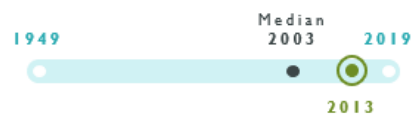
- Ranked 1
- Ranked 2
- Ranked 3

This indicates which response categories your organization ranked as first, second, or third.

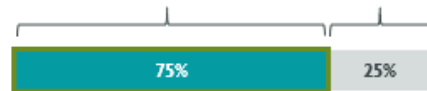


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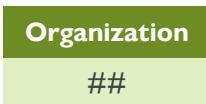
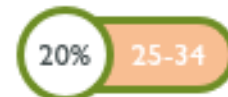
This indicates where your organization's responses fell within the aggregate.



This indicates your organization's response within each category.



This indicates your organization's responses to each category.



This indicates your organization's responses to demographic questions.



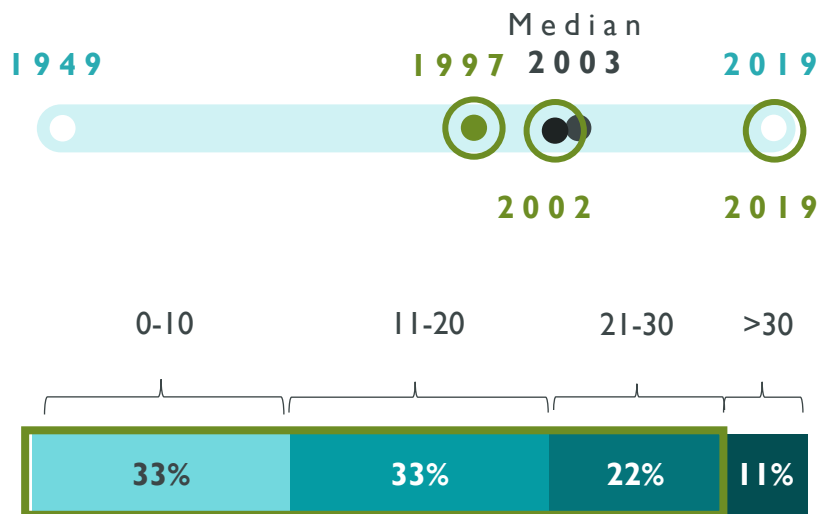
This indicates there was no data provided for the specific question.

CHARACTERISTICS OF ORGANIZATIONS

This section contains responses related to characteristics of organizations, including organizations' founding years, when the current CEO or ED took on their role, organizations' fiscal status, number of FTE staff and consultants, staff and board demographics, and primary sources of income.

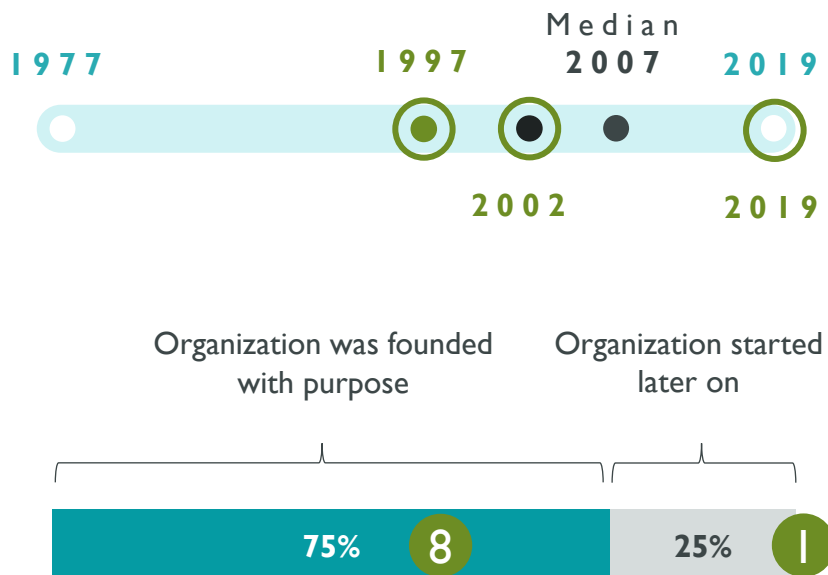
What year was your organization founded? (n=36)

n=9



What year did your organization begin educating and/or organizing individual donors? (n=36)

n=9

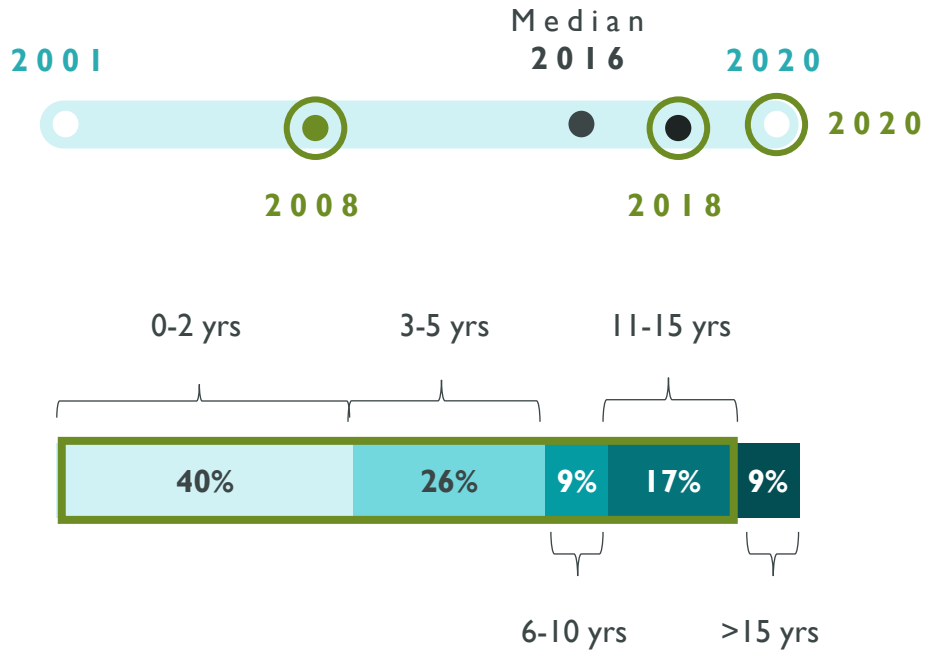


What percent of organizations were founded with the purpose of educating and/or organizing individual donors (n=36)

CHARACTERISTICS OF ORGANIZATIONS

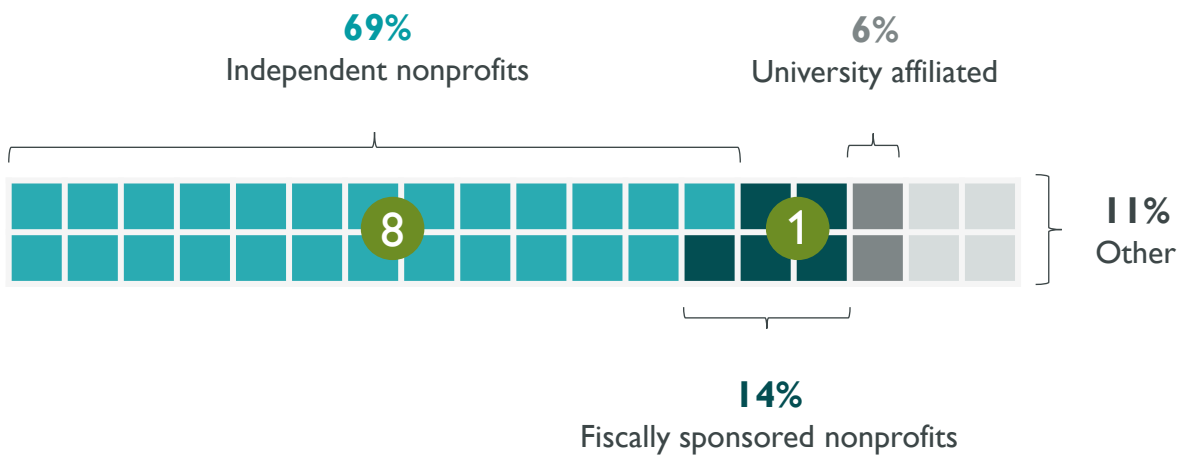
In what year did you take on your organization's CEO or Executive Director role? (n=35)

n=9



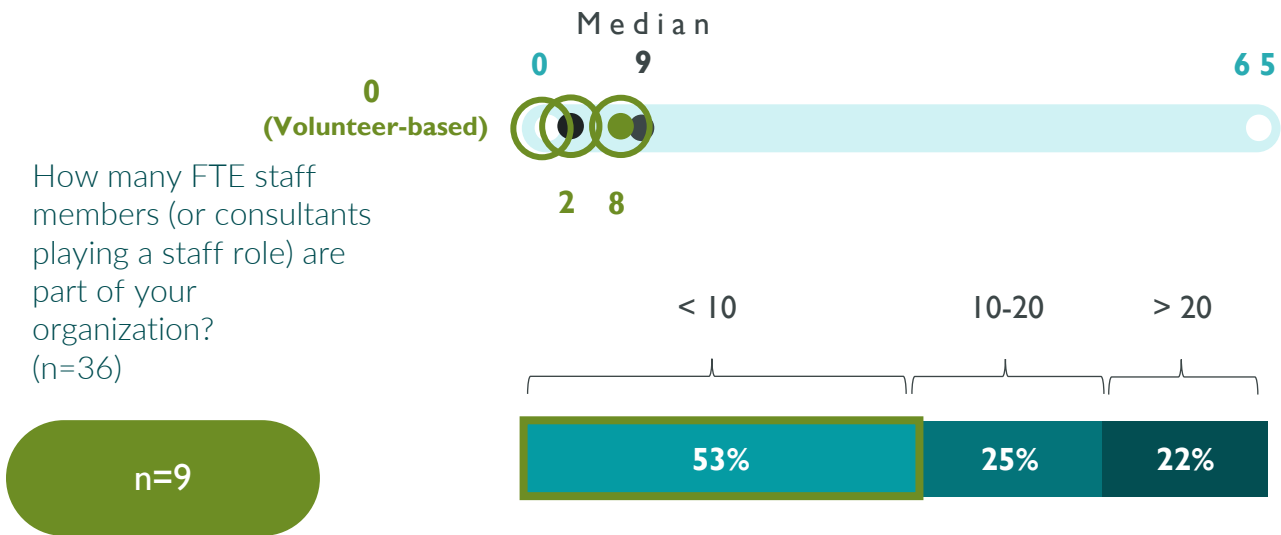
How would you classify your organization? (n=36)

n=9



Other: Initiative housed within a private foundation (1); An investment to amplify philanthropic giving (1); A center within a nonprofit (1); Affiliated with another organization (1)

CHARACTERISTICS OF ORGANIZATIONS



What is the approximate race/ethnic (n=36) and gender (n=36) composition of your staff?

	SVP Network	All
Total FTE Staff (n=36)	30	570 Total 9 (Median)
Staff Race/Ethnicity (n=36)		
No Data	0%	9%
White	70%	59%
People of Color	30%	32%
Asian/Pacific Islander	13%	13%
Black/African American	10%	9%
Hispanic/Latinx	3%	5%
Native American / American Indian	0%	0%
Multiracial	3%	5%
Majority People of Color Staff?	1/9 organizations	17%
Staff Gender (n=36)		
No Data	0%	6%
Female	74%	66%
Male	26%	26%
Transgender	0%	< 1%
Other Gender	0%	< 1%
Majority Female, Transgender, and Other Gender Staff?	6/9 organizations	81%

CHARACTERISTICS OF ORGANIZATIONS

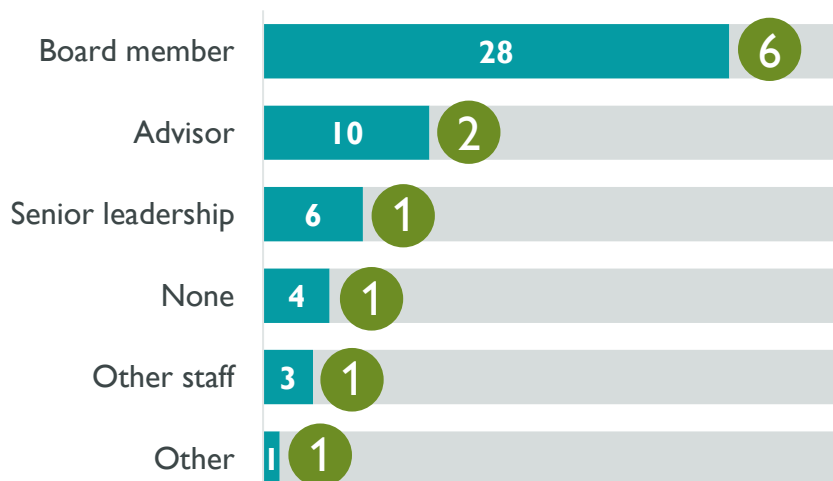
What is the approximate race/ethnic (n=29) and gender (n=31) composition of your board?

	SVP Network	All
Board Race/Ethnicity (n=29)		
White	68%	70%
People of Color	32%	30%
Asian/Pacific Islander	8%	11%
Black/African American	11%	10%
Hispanic/Latinx	10%	6%
Native American / American Indian	0%	1%
Multiracial	3%	2%
Majority People of Color Board?	2/8* organizations	17%
Board Gender (n=31)		
Female	51%	52%
Male	49%	47%
Transgender	0%	< 1%
Other Gender	0%	< 1%
Majority Female, Transgender, and Other Gender Board?	4/8* organizations	35%

* One organization did not provide board race, ethnicity, and gender.

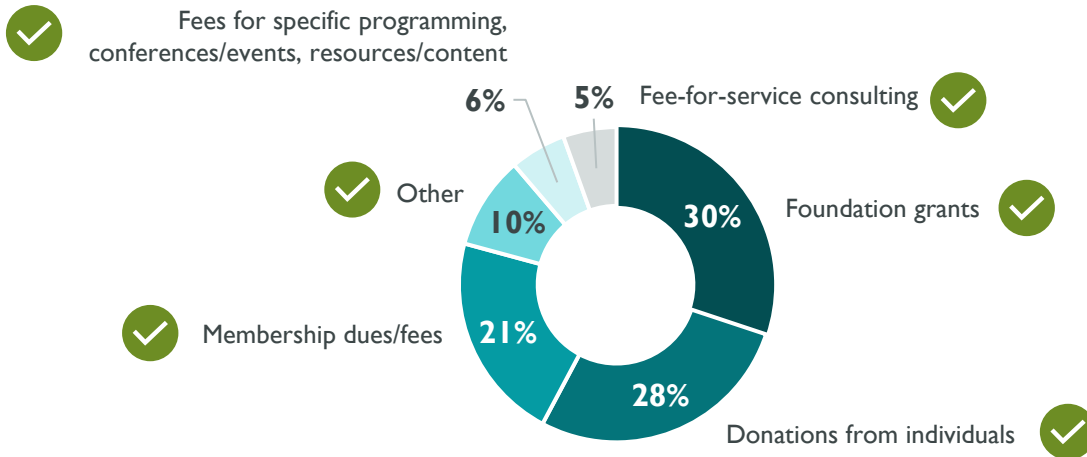
Do high net worth donors currently hold positions of authority or decision making in your organization? If yes, select all that apply. (n=35)

n=8



CHARACTERISTICS OF ORGANIZATIONS

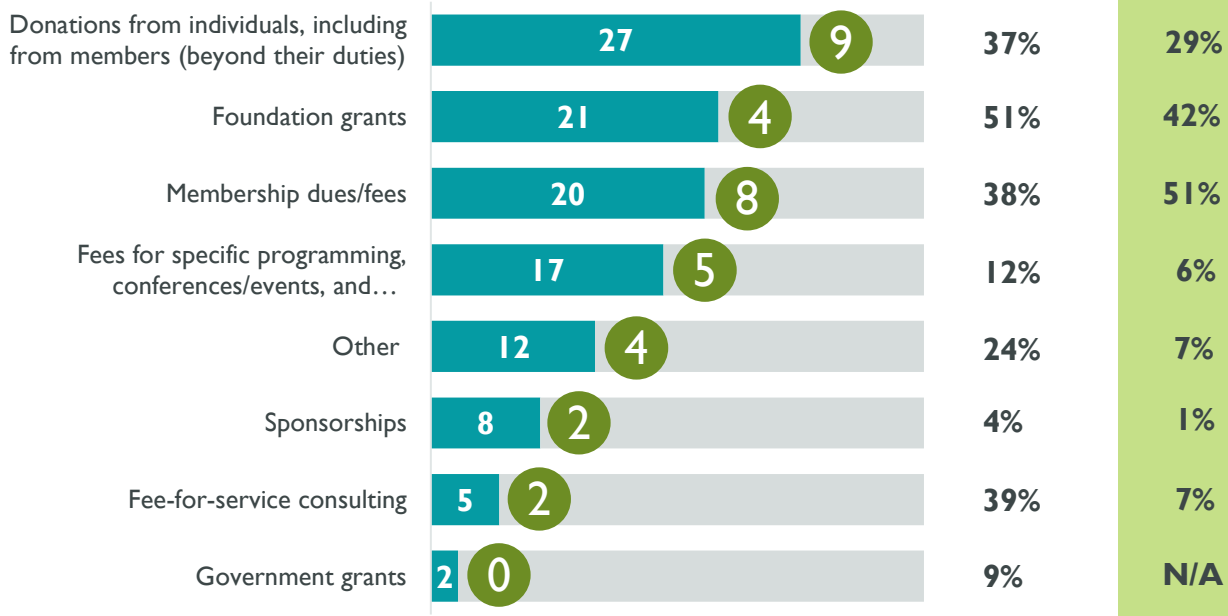
Approximately what percent of your organization's income in 2019 came from these sources? (n=36)



n=9

Of those who reported having the following income sources, what was the average percent of each income source? (n=36)

How many organizations reported having the following income sources? (n=36)

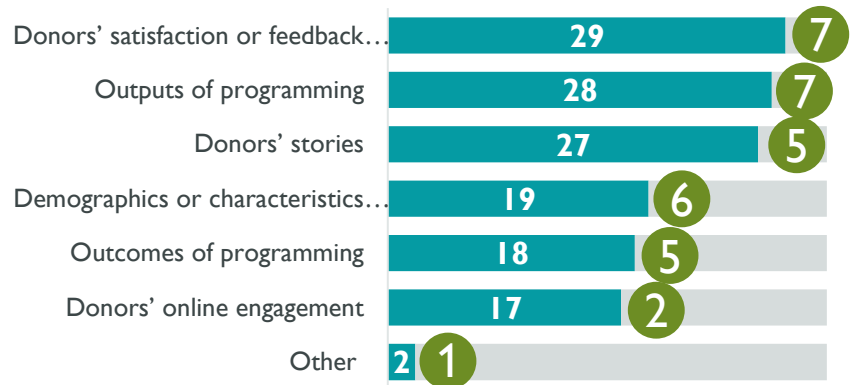


Other: Did not provide answer (3); Interest and gains (3); In-kind/Miscellaneous (2); Corporate donations (1); Funded and housed within a foundation (1); Investment fee (1); Carry over from previous year (1)

ORGANIZATIONS' OFFERINGS

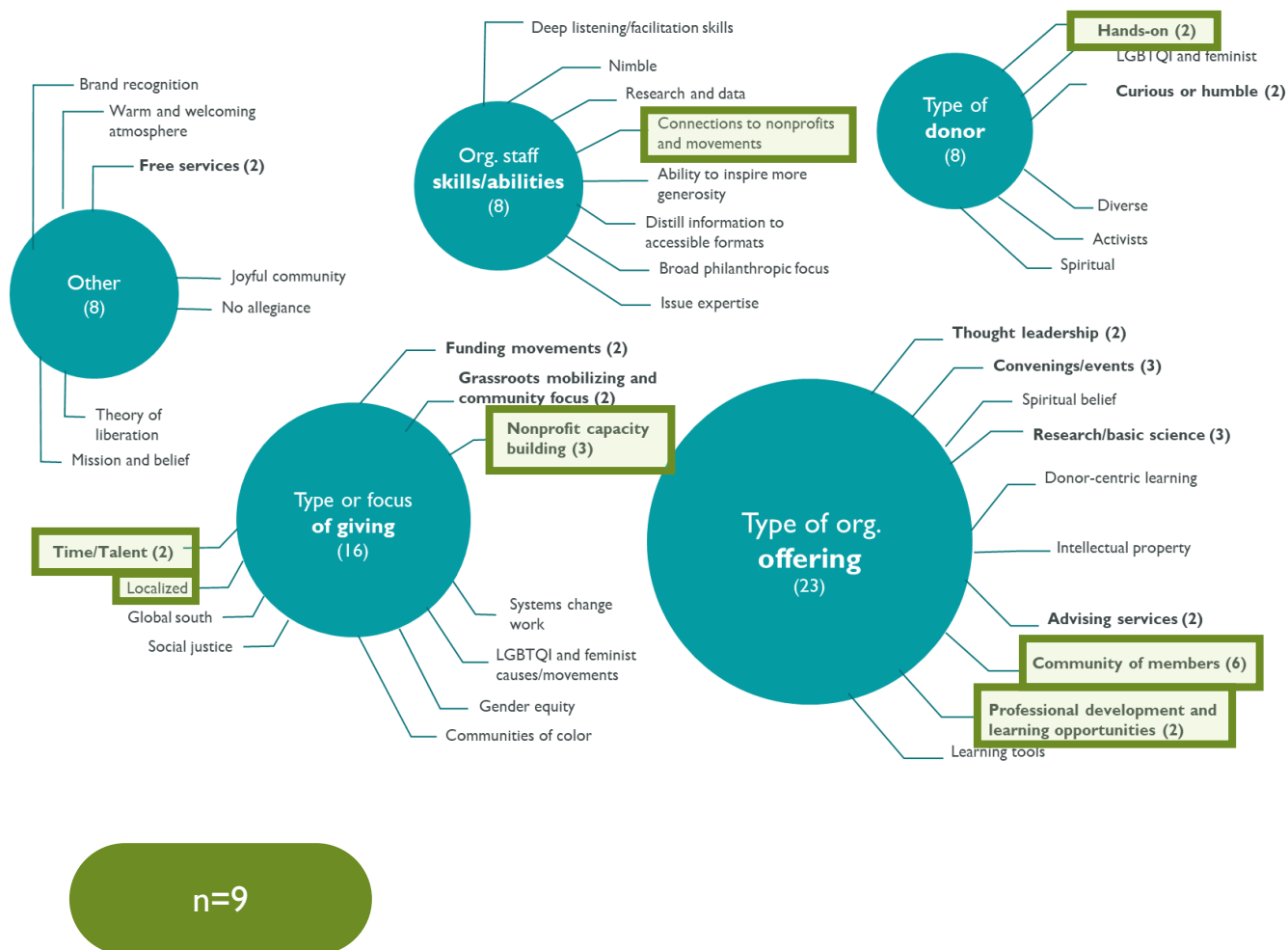
Does your organization gather any of the following types of data to assess its performance? (n=34)

n=7



CHARACTERISTICS OF ORGANIZATIONS

What is your organization's greatest strength? How do you distinguish your services in the landscape of offerings for donors? (n=34)



CHARACTERISTICS OF ORGANIZATIONS

What do you see as the greatest challenge facing your organization, and what would it take to overcome it? (n=31)

Challenge	Description	Prevalence
3 Funding or capital	Need for more and more flexible funding; new/ different types of funding or capital	14
1 Staff time or bandwidth	Staff bandwidth is limited, uneven, or unpredictable; need for more staff or staff time	10
3 Brand awareness	Effectively marketing or telling the organization's story; being visible to or reaching donors	6
1 Growth or scale	Growing the organization or scaling programs/ offerings to meet donor interests or needs	5
3 Other	Other	15

n=9

Evaluating **impact** (3)

Engaging donor members (2)

Collaborating with other orgs. (2)

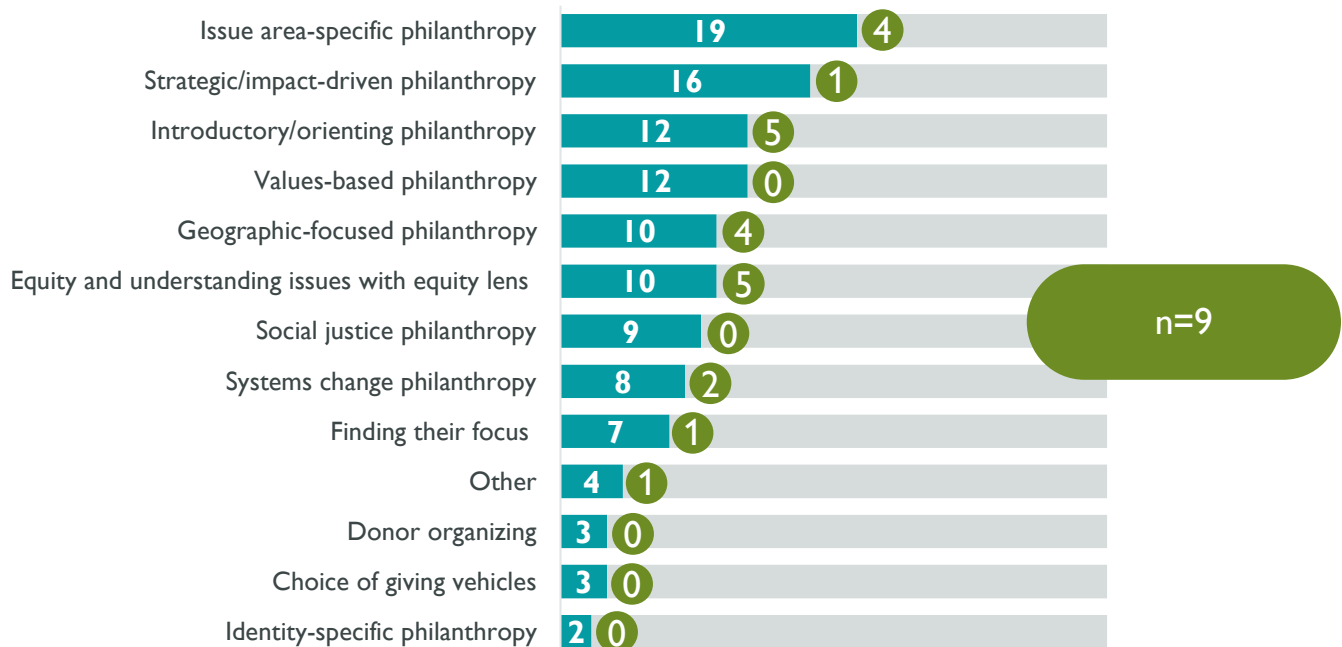
One-offs (8)

One-offs included being in a time of transition; gathering stakeholder input on strategy; retaining staff; diversifying staff; diversifying donors; accessing more nuanced data on donors; and finding more impactful giving opportunities.

ORGANIZATIONS' OFFERINGS

This section contains responses related to organizations' offerings, including topics they educate donors/members around, services offered, primary education delivery formats, and how, if at all, they addressed systemic inequities, racism, and power.

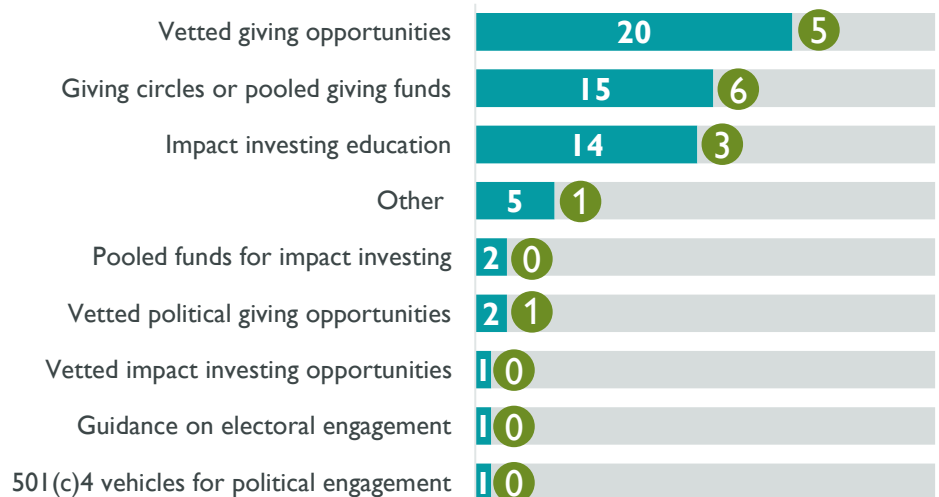
What topics do you educate/support your donors/members around? (n=35)



Other: Topics based on member needs (1); Family philanthropy (1); Skills or peer learning (1); Sustained philanthropy rooted in authentic partnership (1)

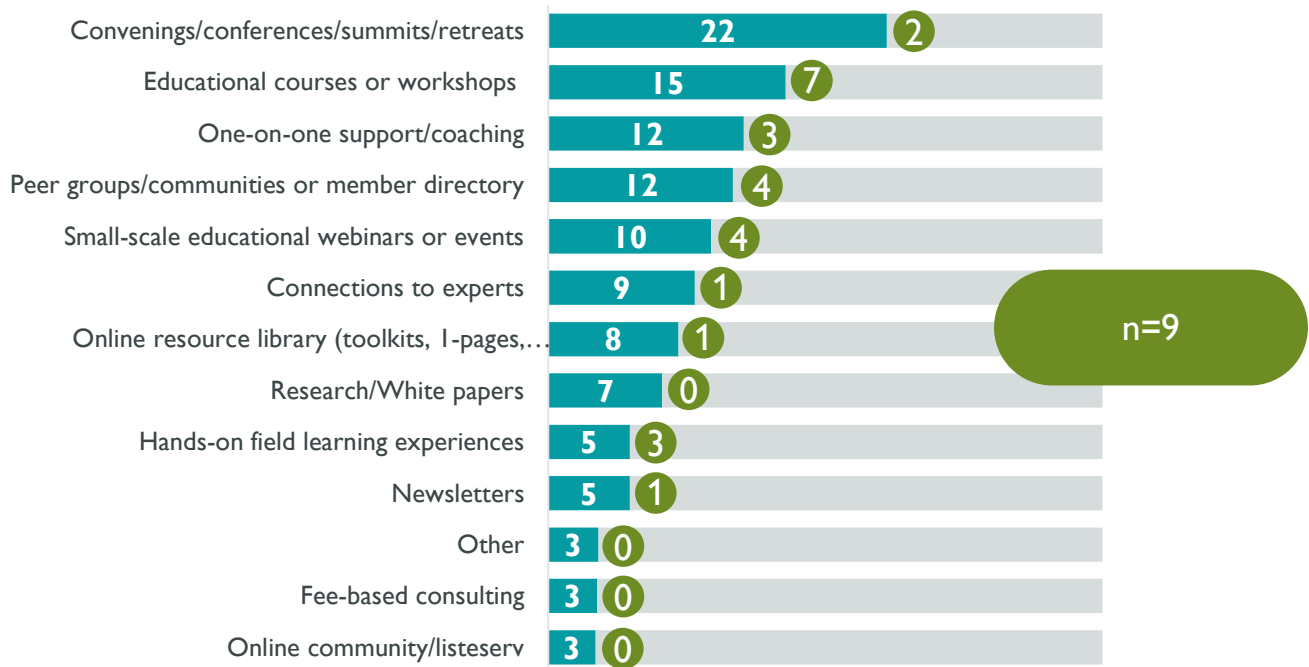
Does your organization offer any of the following services for your donors/members? (n=29)

n=8



ORGANIZATIONS' OFFERINGS

What are the primary ways your organization delivers its donor educational programming?
(n=34)



Other: Guidebooks (1); Website content (1); Presentations and ongoing relationships with staff and leadership at donor networks (1)

ORGANIZATIONS' OFFERINGS

How does (or would) your organization define "better giving"? (n=34)

	Definition	Description	Prevalence
2	Impactful	Donors seek data/information about outcomes and impact to know whether their giving is making a difference and if/how to adapt	11
3	Amount or type of giving	Giving that is large-scale, multi-year, flexible/less restrictive, invests in capacity and infrastructure, etc.	10
5	Participatory	Giving that is done in close coordination with and/or shares power with grantees or people on the ground	10
1	Aligned with values or goals	Giving that aligns with donors' values or is focused on advancing their personal priorities or goals	9
2	Informed or intentional	Donors "do their homework" to understand the issue, needs, and organizations and make informed giving decisions	8
3	Equitable systems change	Giving that seeks to address systemic inequities or root causes of issues	6
4	Other	Other	9

n=8

One in four organizations mentioned something **distinct**

One-offs included giving that is risk-tolerant; intersectional; joyful; ethical and transparent; places realistic expectations on organizations; made to higher capacity and more sustainable organizations; involves sharing learning with peers; made in collaboration with other funders or venture philanthropy.

ORGANIZATIONS' OFFERINGS

What 1-2 factors most influence which topics you address with donors? (n=36)

	Factor	Description	Prevalence
5	Donor members/ participants	Driven by donor member/ participant demand (or the perceived needs of donors)	29
4	The organization	Guided by organizational mission or strategy or determined by leadership/staff	13
3	Grantees or the communities in which they work	Influenced by the needs/gaps articulated by grantees or community leaders	10
1	Other	Other	8

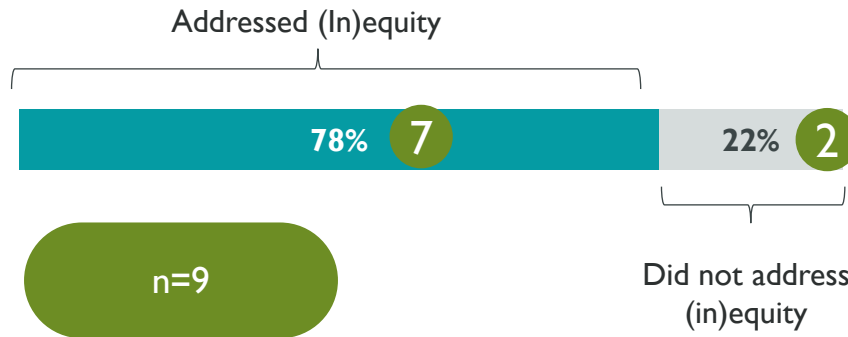
n=9

Influenced by **field** trends or gaps (4)

Where there is opportunity for **impact** (4)

ORGANIZATIONS' OFFERINGS

In 2019, did you address systemic inequities, racism, or shifting power in your programming with donors/members? (n=36)



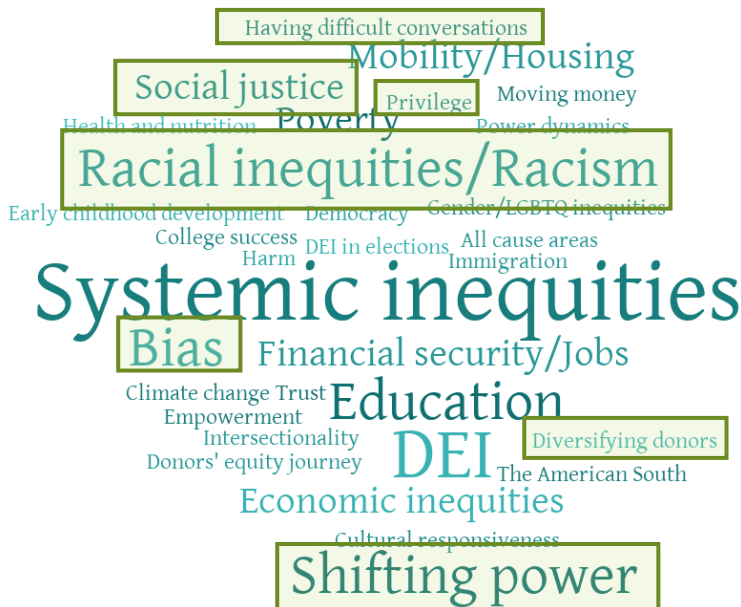
If in 2019 you addressed systemic inequities, racism, or shifting power in your programming with donors/members, please describe how. (n=28)

24 organizations shared **the ways in which they addressed equity or power with donors** or programming they embedded it into:

n=7



19 organizations shared **the specific topics or content that they addressed with donors** related to equity or power:



ECOSYSTEM CONNECTEDNESS AND HEALTH

This section contains responses to organizations' overall connectedness to the ecosystem. The number on your organization's element indicates the total number of undirected connections you and other organizations reported about your organization.

In what ways might collaborating with other organizations in the donor education/ organizing ecosystem be valuable? (n=33)

	Value-add	Description	Prevalence
5	Share learning/ expertise	To learn from and share info with other organizations; tap into their expertise	14
4	Co-create programs	To pool resources and/or co-create programs or offerings	11
1	Refer or gain access to donors	To more easily access donors or connect donors to organizations (or other donors)	11
1	Understand the ecosystem	To have an awareness of the organizations and offerings that exist in the ecosystem	7
2	Align as an ecosystem	For the ecosystem to arrive at common/ unified standards, messaging, etc.	5
2	Other	Other	8

n=9

Collective research or evaluation (3)
One-offs (5)

One-offs included including advocacy and “building a movement of redefining a philanthropy grounded in justice and shifting power.”

ECOSYSTEM CONNECTEDNESS AND HEALTH

What do you see as the biggest barriers to coordination and collaboration in the ecosystem?
(n=33)

Barrier	Description	Prevalence
6 Time or Capacity	The time it takes to coordinate, get to know one another, build authentic relationships; staff capacity to build relationships with organizations (on top of donors)	19
1 Competitiveness	Scarcity of donors; competing for donor members/ participants; “ego”	9
1 Lack of alignment	Having different values, strategic priorities, approaches, etc. than other organizations in the ecosystem	8
3 Funding	Limited funding and resources, including coordinated funding	8
3 Other	Other	13

n=9

Unfamiliar with one another’s work (3)

Too many organizations (2)

Attention span (2)

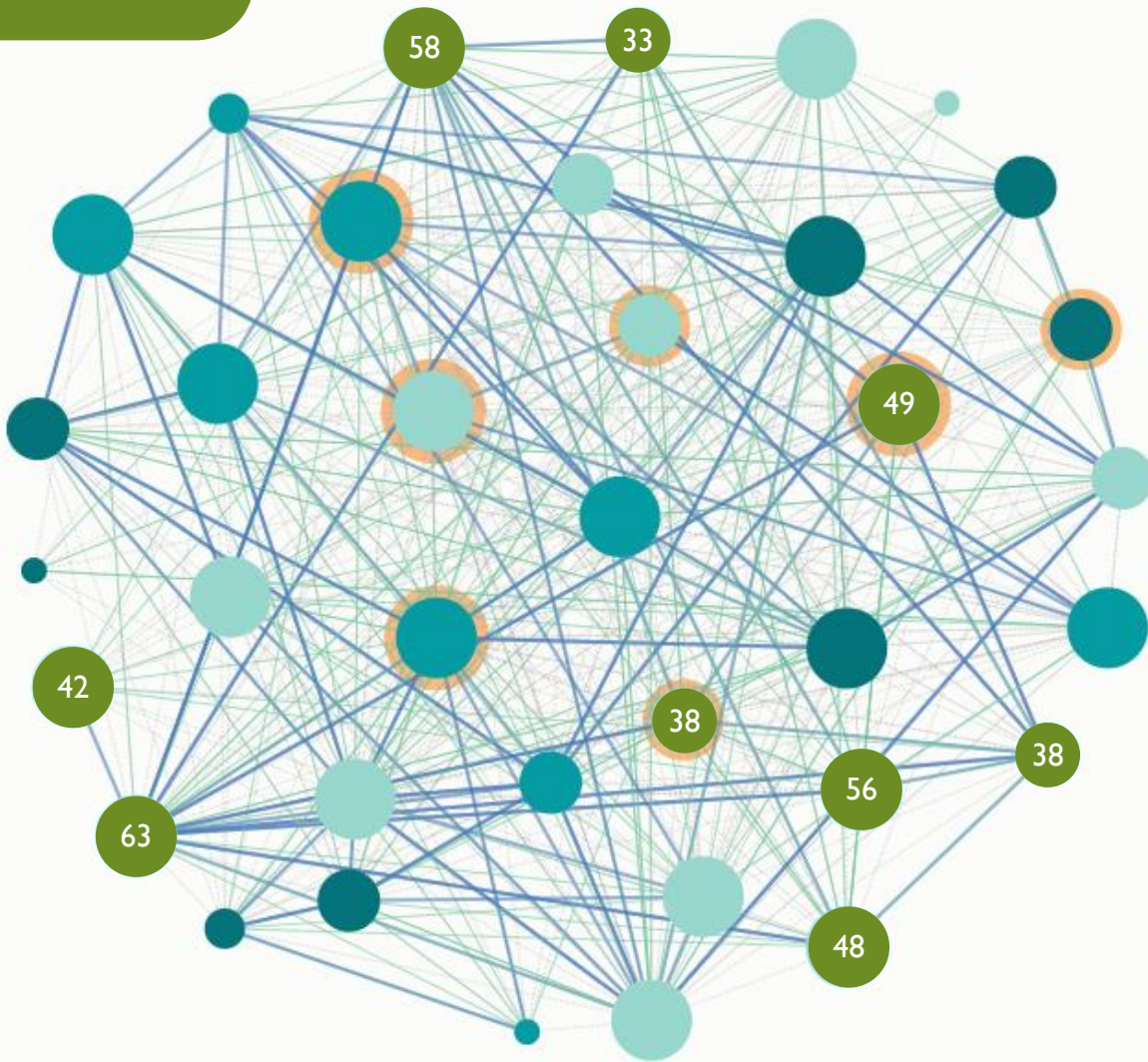
One-offs (6)

One-offs included organizations’ geography; orientation toward confidentiality; different types of donors/members; not having ideas for collaborations; not knowing the entry point or how to access potential partners; an obsessive focus on innovation, growth/scale; and that collaboration “...is merely co-branding, rather than shared development, risk and reward.”








ECOSYSTEM CONNECTEDNESS AND HEALTH

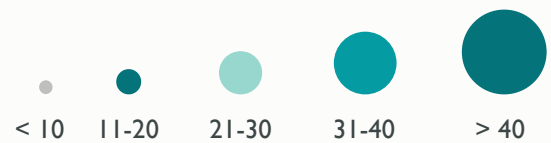
Check the level of connection you have with each of the organizations. (n=36)

n=9



Legend

-  Majority POC Staff
-  Small (< 10 staff)
-  Medium (10-20 staff)
-  Large (> 20 staff)
-  Loosely connected
-  Connected
-  Collaborated



ECOSYSTEM CONNECTEDNESS AND HEALTH

What do you see as the greatest challenge facing the donor education/ organizing ecosystem and what would it take to address/ overcome it? (n=29)

Compared with New Visions' 2003 Findings

Challenge	Description	Prevalence
4 Power	New: Donors not understanding their privilege or power, being far removed from the issue/ community, wanting to put their "stamp" on something, etc.	9
2 Donor awareness	Consistent with 2003: Donors' awareness of the existence of programs, belief that they need education, or ability to navigate the ecosystem	8
1 Scarcity mindset	Consistent with 2003: The ecosystem is crowded and fragmented; organizations are "protective" of their offerings or duplicating efforts out of fear of losing donors	7
2 Diversity of donor needs	New: The ecosystem needs to meet donors in a multitude of ways and tailor education to different types of donors (e.g., younger)	6
2 Other	Other	15

n=9

Other challenges from 2003 report (11):

- Having to compete with other industries (3)
- The need for professional standards, regulation, evaluating impact (2)
- Economics of who covers the costs of programs (2)
- The globalization of giving (1)

New issues (5):

- Providing or scaling high-touch/tailored offerings (2)
- One-offs (3)

One-offs included having leaders who believe in the work and "not just delegate it to junior staff"; and donors "willingness to take the time and do the inner work to achieve root level shift"

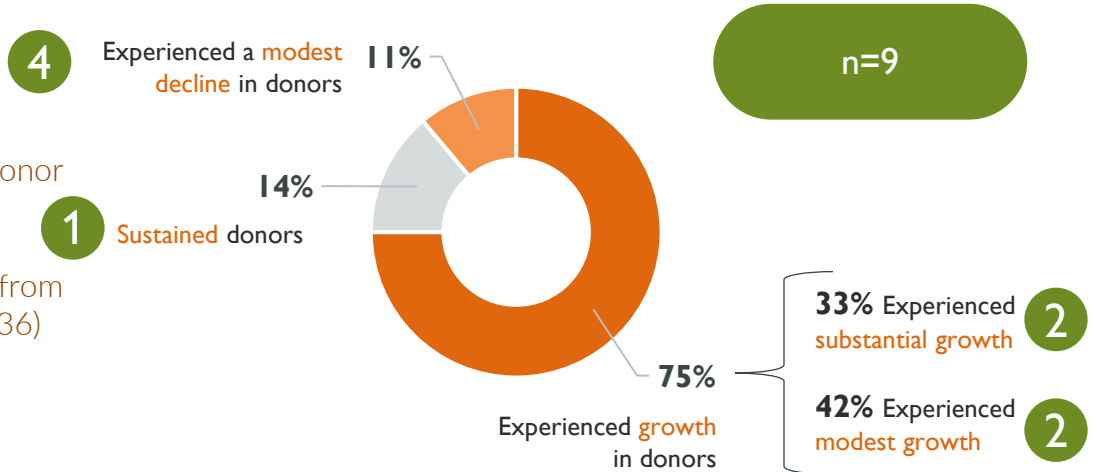
TARGETING AND REACHING DONORS

The following section contains responses to how organizations are targeting and reaching donors, which include the number of donors they served in 2019 and overall, donor target characteristics, and how they are attracting donors.

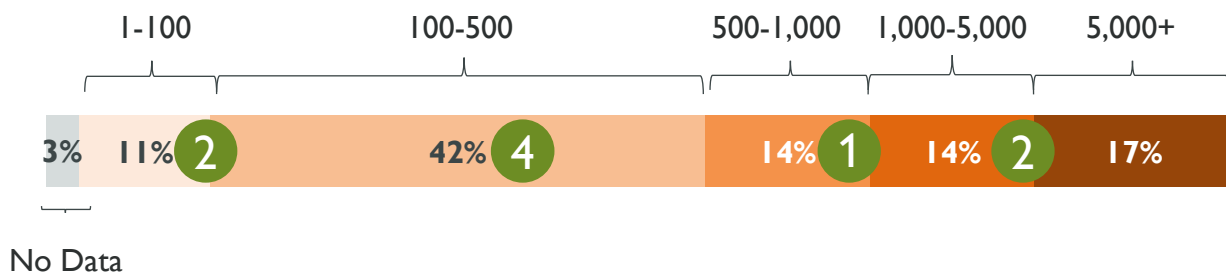
Roughly how many donors/members participated in your educational programming in 2019? (n=36)



In 2019, did your donor members/program participants grow, sustain, or decline (from the prior year)? (n=36)

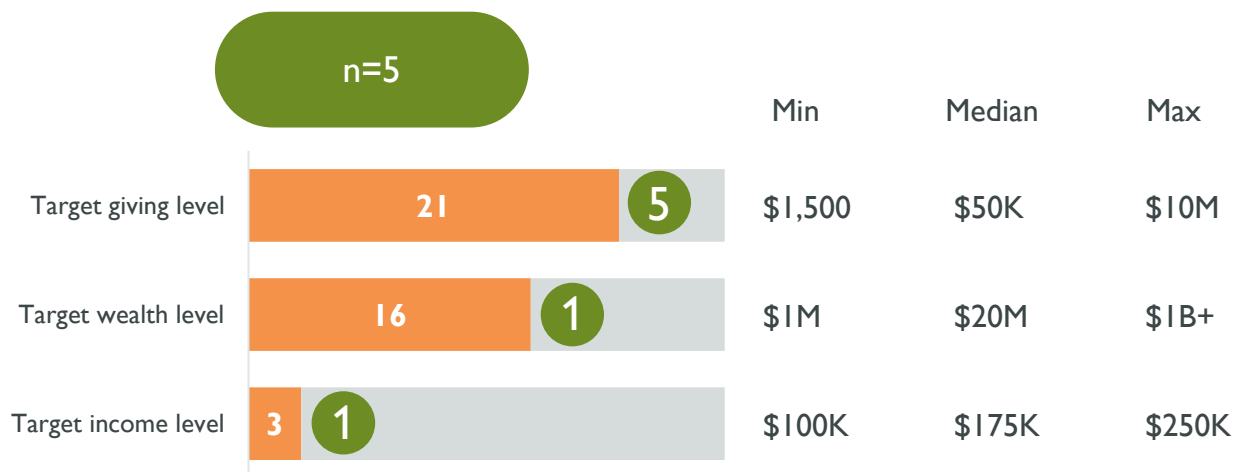


Roughly how many donor members/program participants has your organization ever served since it began offering donor education and organizing programs? (n=36)

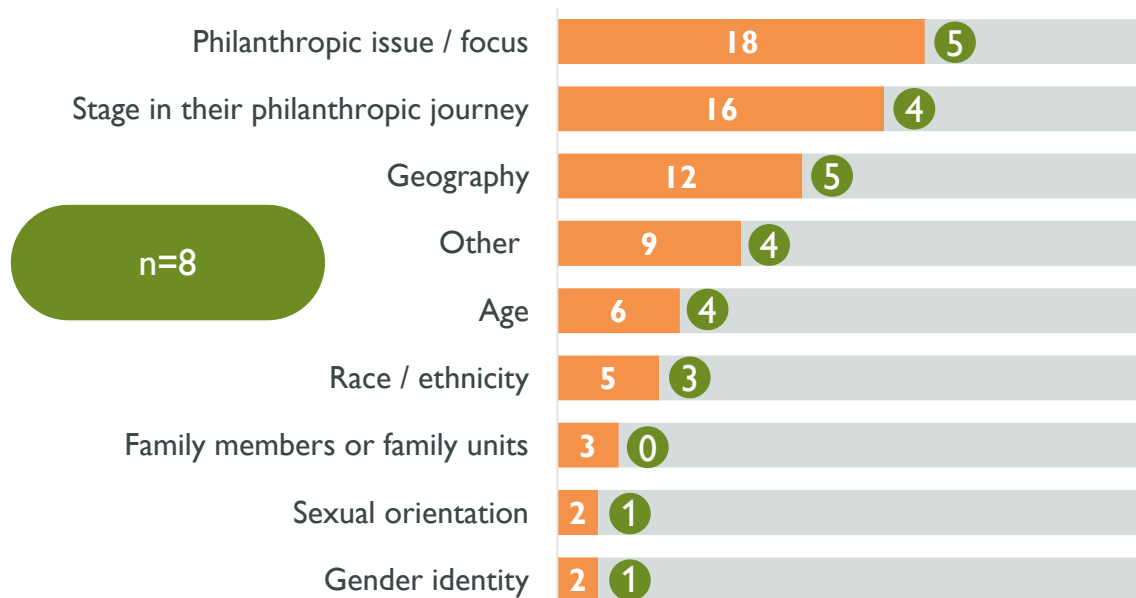


TARGETING AND REACHING DONORS

Does your organization target donors/members based on their income level, wealth level, or giving level? (n=27)



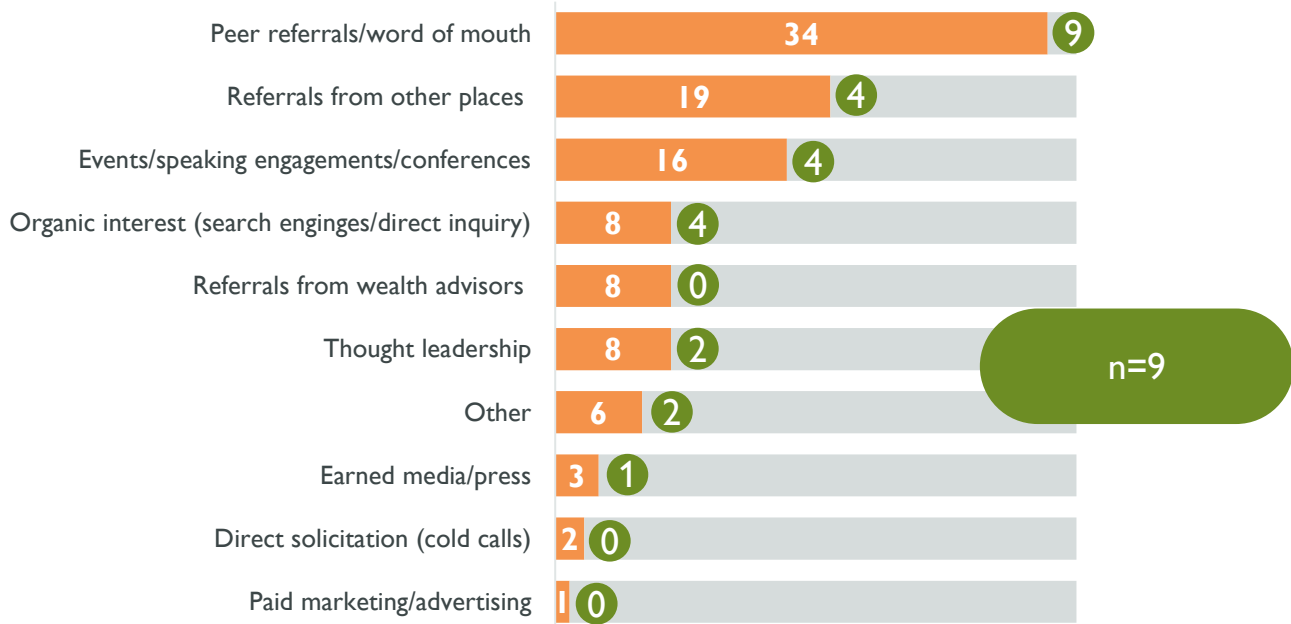
Are there other characteristics you use to target donors/members? (n=29)



Other: Alignment with org values (2); Open mindset towards learning and sharing (1); Interest in philanthropy for social impact (1); Active and engaged international donors (1); Did not provide answer (4)

TARGETING AND REACHING DONORS

How do you attract new donors/members to your programs? (n=36)



Other: Not expanding reach (2); Through affiliates (2); Targeted outreach (1); Through org publications (1)

TARGETING AND REACHING DONORS

What do you see as the biggest barrier(s) to reaching more individual high net worth donors? (n=35)

Barriers	Description	Prevalence
3 Staff time/ bandwidth	Having enough staff or staff time to commit to outreach or to engage as deeply as organizations would like to	12
2 Gaining access to new donors/ networks	“Sourcing” donors, particularly outside of organizations’ existing networks; getting donors to refer or champion organizations/offerings	9
3 Convincing donors	Helping donors understand the need/ value add; standing out from other orgs; being able to “cut through the noise” without “inundating” donors	7
3 Other	Other	17

Note: Two of the 35 organizations were not trying to expand their reach.

n=9

- Donors keeping their wealth or giving **private** (2)
- Donor alignment/ **fit** with the org. (2)
- Trust** in the organization/ offering (2)
- One-offs (8)

One-offs included organizations’ thought leadership; offering programming to individuals who are not yet full-time donors; asking members for a few thousand dollar minimum contribution; legal barriers that donors put up; donors’ busyness; limited understanding of the organization’s issue area; and disinterest in collective giving.

CHARACTERISTICS OF DONORS

The following section contains responses to characteristics of donors, including donors' race/ethnicity and gender, age, stage in their philanthropic journey, how they are giving, where they are located, and where they are giving.

What is the approximate racial/ethnic and gender composition of the donors/members your organization supported in 2019?

n=9

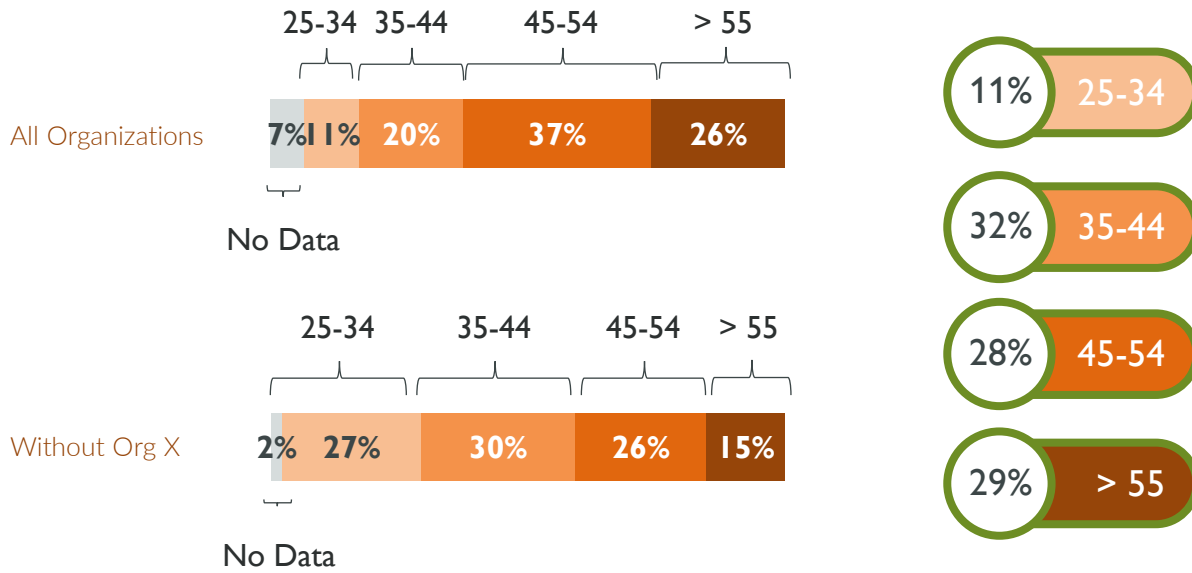
	SVP Network	All	Only those who provided donors' race
Total Donors Served in 2019	1112	37456	6412
No Data	58%	83%	N/A
White	29%	14%	79%
People of Color	12%	4%	21%
Asian/Pacific Islander	6%	1.5%	9%
Black/African American	2%	0.9%	5%
Hispanic/Latinx	2%	0.8%	5%
Native American / American Indian	< 0.1%	< 0.1%	< 0.1%
Multiracial	1%	0.4%	3%

n=9

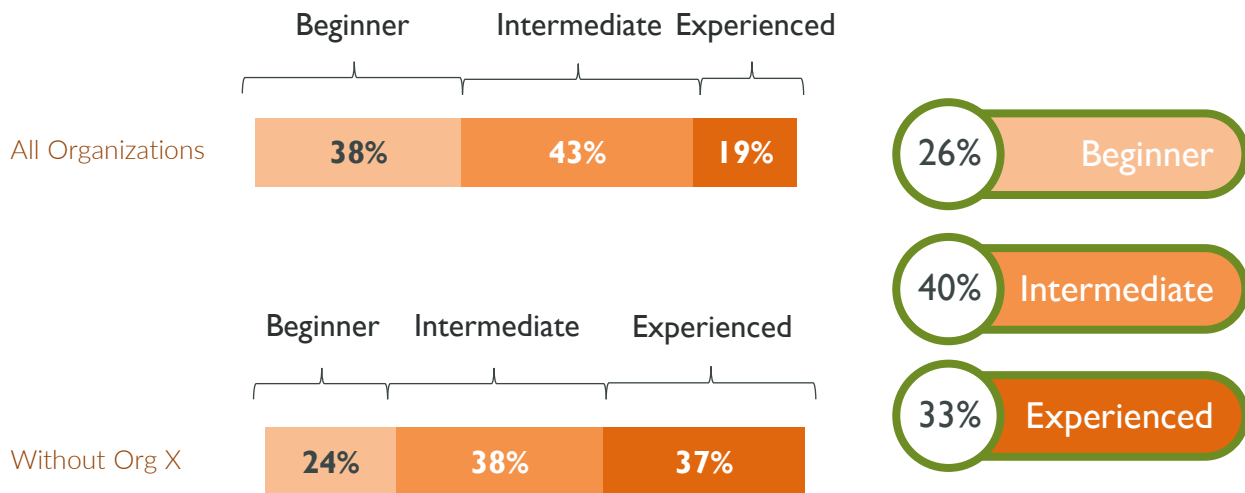
	SVP Network	All	Only those who provided donors' gender
Total Donors Served in 2019	1112	37456	9144
No Data	58%	76%	N/A
Female	22%	14%	56%
Male	19%	11%	44%
Transgender	0%	< 0.1%	< 0.1%
Other Gender	0%	< 0.1%	< 0.1%

CHARACTERISTICS OF DONORS

What are the approximate ages of the donors/members your organization supported in 2019?

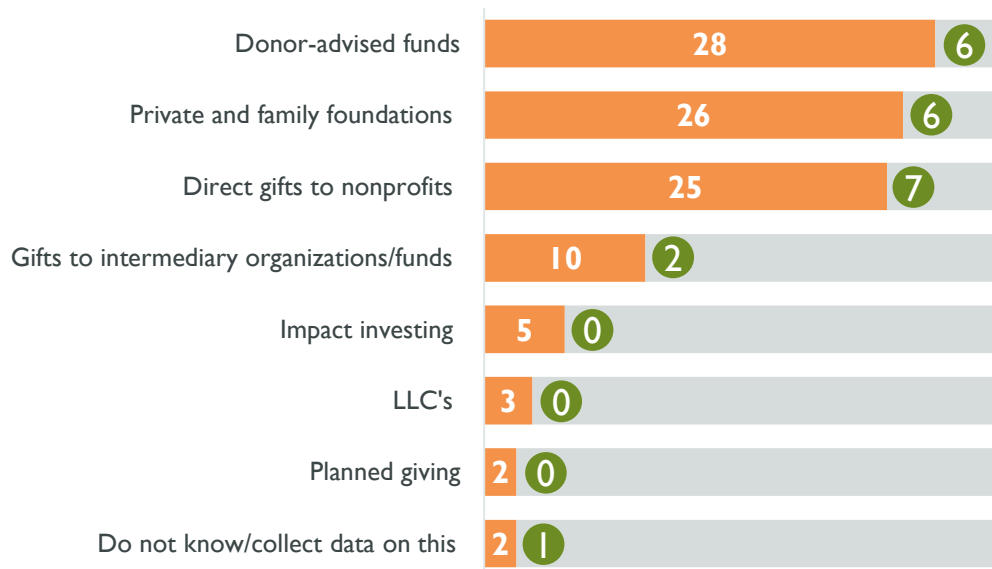


Of the donors/members your organization supported in 2019, what percent do you think are at each stage in the philanthropic journey?



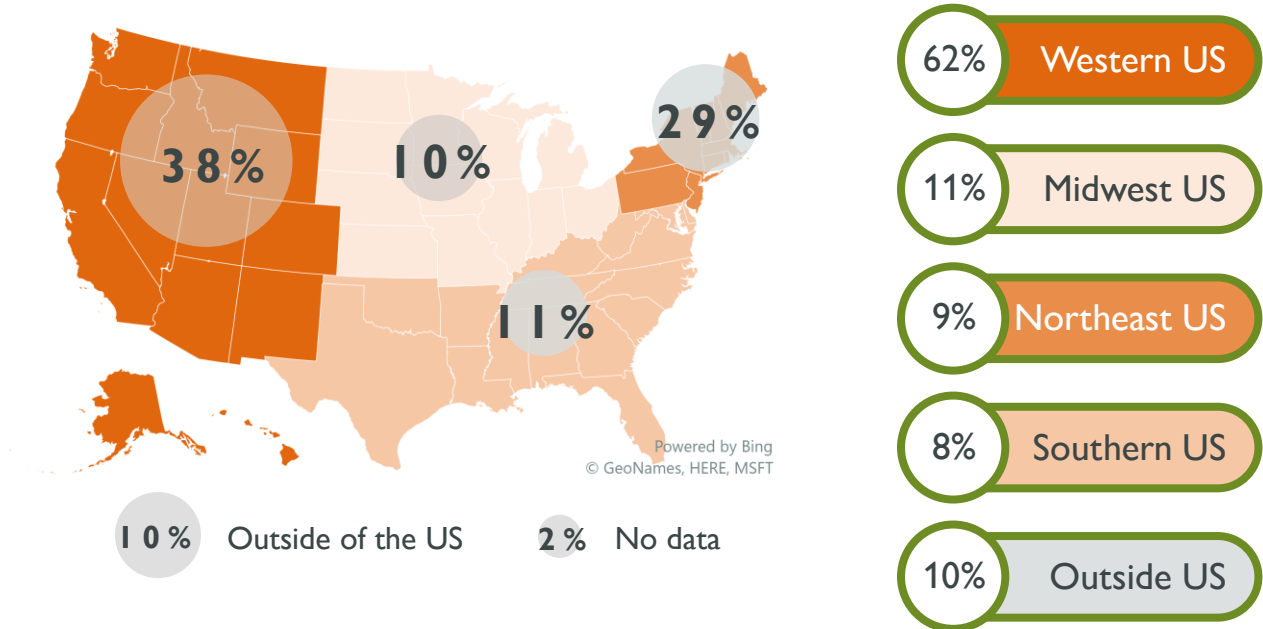
CHARACTERISTICS OF DONORS

What are the primary vehicles through which your donors/members are giving? (n=32)

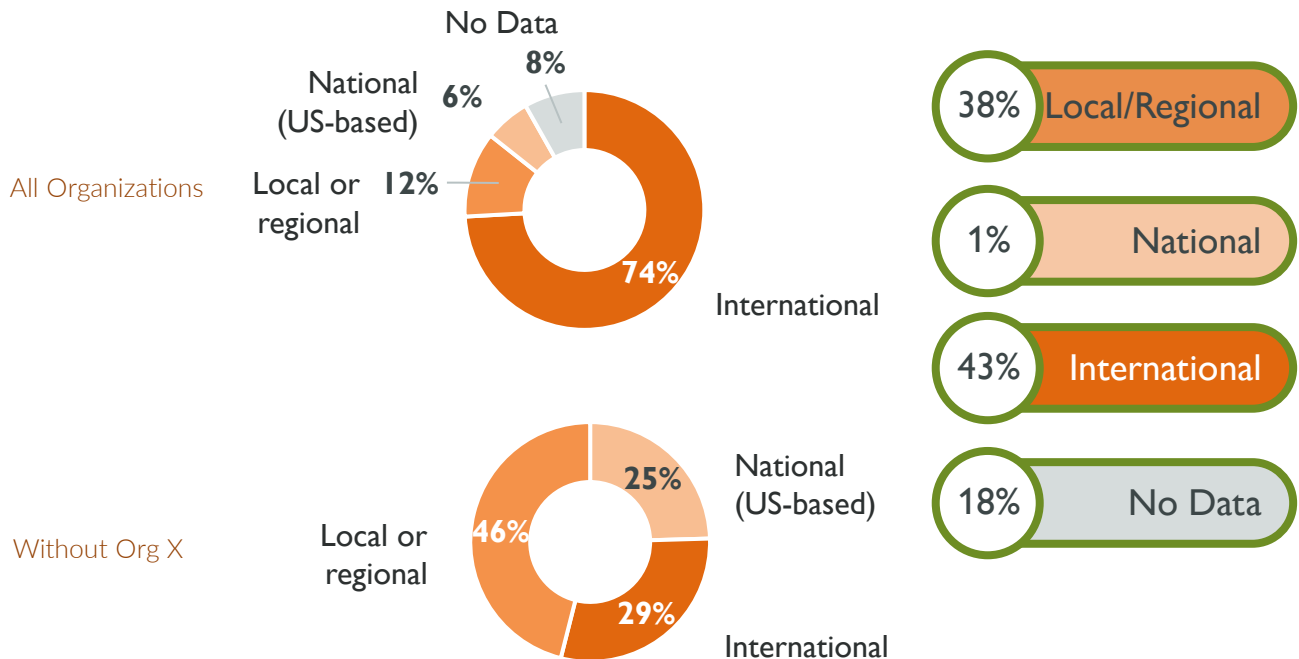


CHARACTERISTICS OF DONORS

In 2019, approximately what percentage of your donors/members were located in: Midwest US, Northeast US, Southern US, and Western US? (n=36)



Approximately what percent of your donors/members giving went to: organizations/efforts that are local or regional in scope, organizations/efforts that are national (US-based) in scope, and organizations/efforts that are international (outside of the US) or global in scope.



CHARACTERISTICS OF DONORS

What needs do donors/ members have that your organization cannot meet? (n=26)

Barriers	Description	Prevalence
3 Giving focus area	Providing recommendations on a specific focus area or geography (in most cases, one that is outside of the organization's scope)	7
0 Giving vehicles	Supporting donors on the mechanisms for moving or distributing money (e.g., investing, DAFs, grantmaking, estate planning, etc.)	7
0 1:1 advice or consulting	Providing one-on-one/ customized consulting or advice to donors	6
1 Strategy and planning	Helping donors plan which issues or organizations to give to, the needs/gaps, what it would take to address the needs/gaps, etc.	5
2 Other	Other	9

Close to one third of organizations **did not respond** to the question

Legal advice (2)
One-offs (7)

n=6

One-offs included training; more content; a donor community; support with strategic communications; evaluation of impact of grantees or investments; research projects; and “reconciling the role of capitalism in generating wealth and the injustice that philanthropy seeks to address.”