

# The New Era of Philanthropy: Adapting to a Shifting Philanthropic Landscape



75  
YEARS

League  
of American  
Orchestras

# Today's Speakers



**Chris Looney**

Principal &  
Managing Director  
CCS Fundraising



**Antonia Hernández**

President and CEO  
California Community  
Foundation



**Susan Feder**

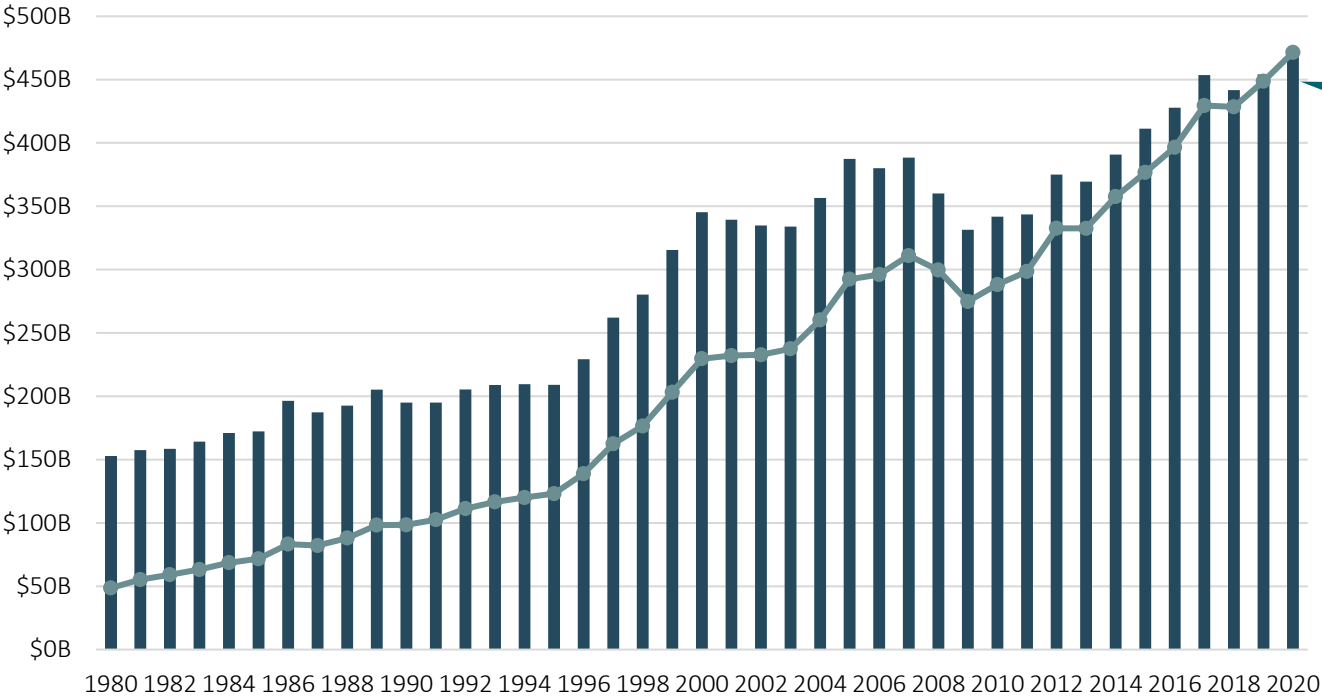
Program Officer  
Mellon Foundation

# Today's Philanthropic Landscape



# Giving Still On an Upward Trend in the Aggregate

U.S. Charitable Giving, 1980-2020



Giving USA found that U.S. charitable giving reached an all-time high in 2020 at **\$471.44 billion**

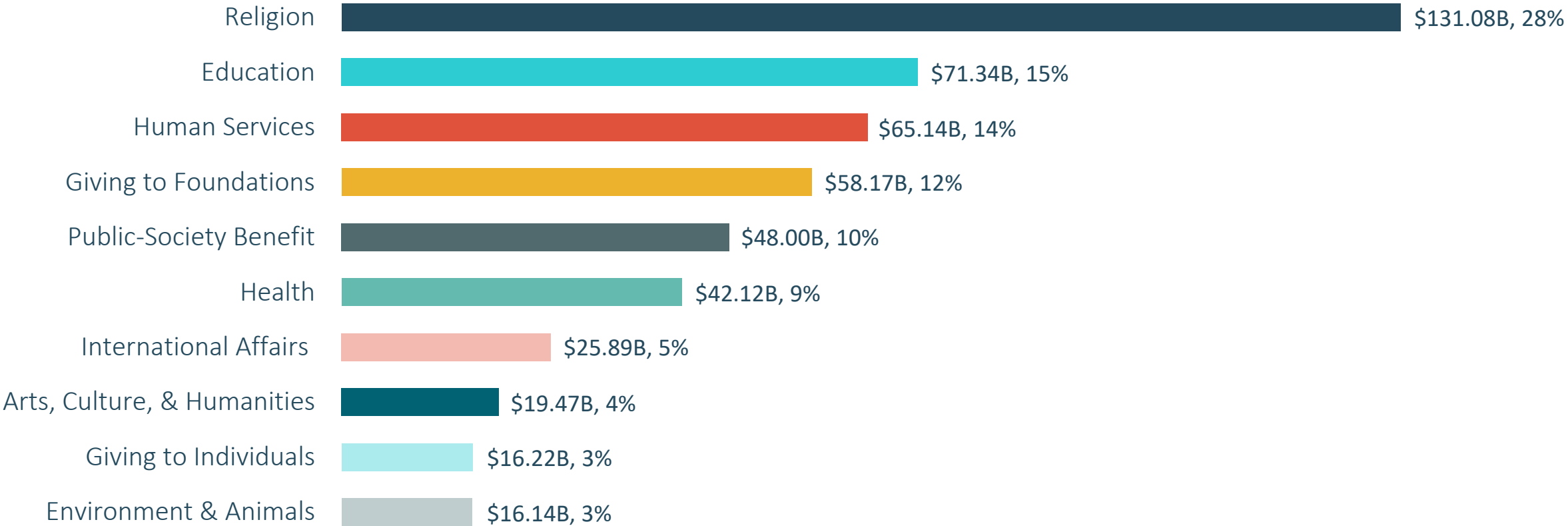
While 2021 Giving USA estimates are not yet available, the Fundraising Effectiveness Project found that for the 9,000+ organizations in its sample, giving in the first three quarters of 2021 grew in aggregate by **1.4%** compared to the first three quarters of 2020

■ Inflation-adjusted dollars, 2020 = \$100    — Current dollars

Sources: Giving USA Foundation, *Giving USA 2021: The Annual Report on Philanthropy for the Year 2020* (2021); Fundraising Effectiveness Project, *2021 Third Quarter Fundraising Report* (2022)

# Giving Decreased by 7.5% for Arts and Culture

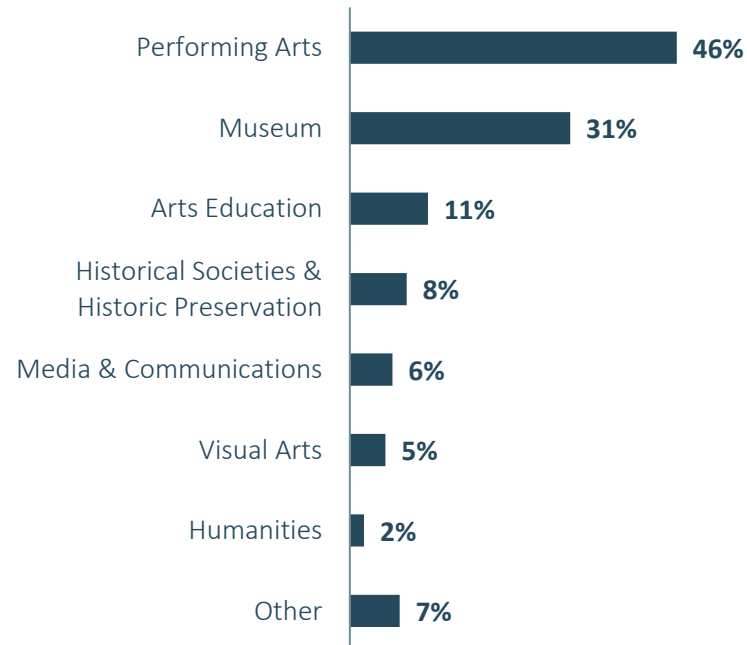
## GIVING BY RECIPIENT



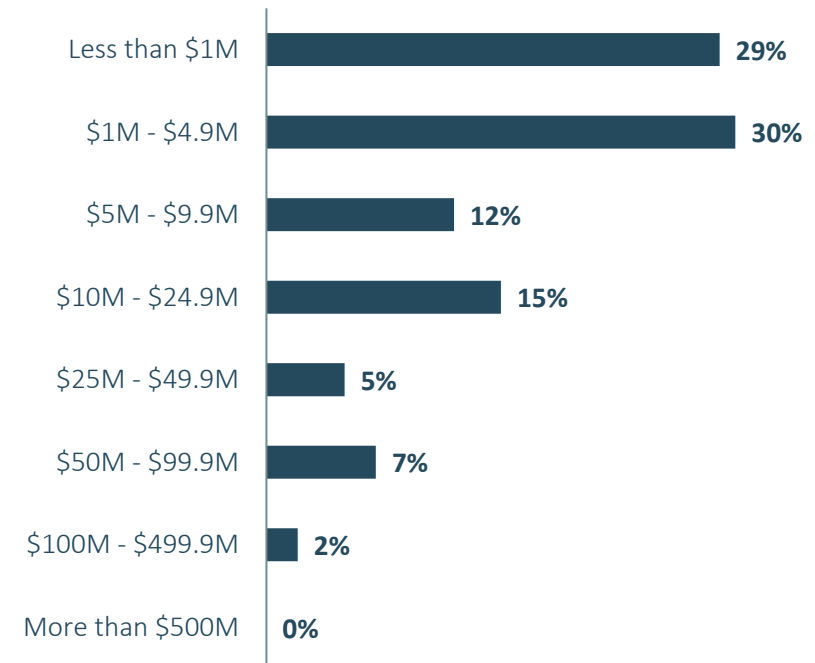
# About the CCS Philanthropy Pulse

The CCS Philanthropy Pulse provides a window into the fundraising practices of **100 Arts and Culture Institutions** based on data collected via an online survey in October and November 2021.

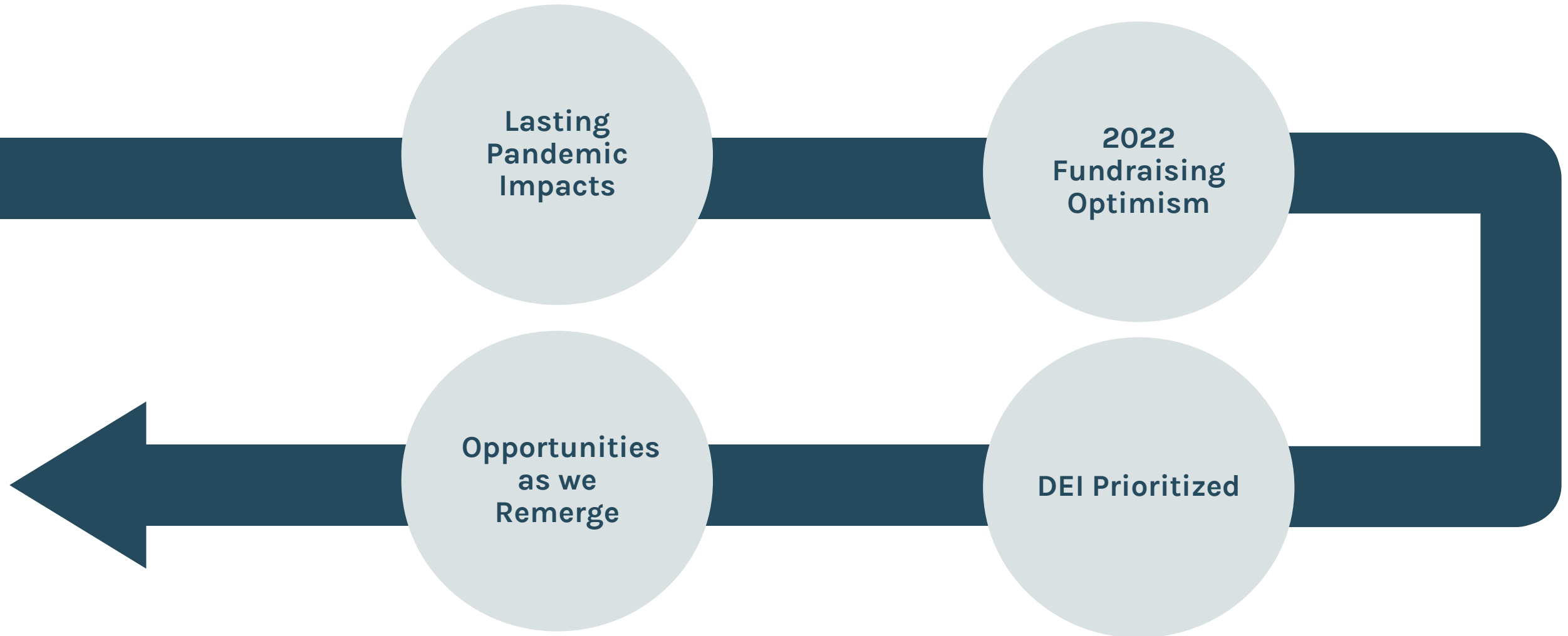
### Type of Organization



### Annual Operating Budget



# Major Themes

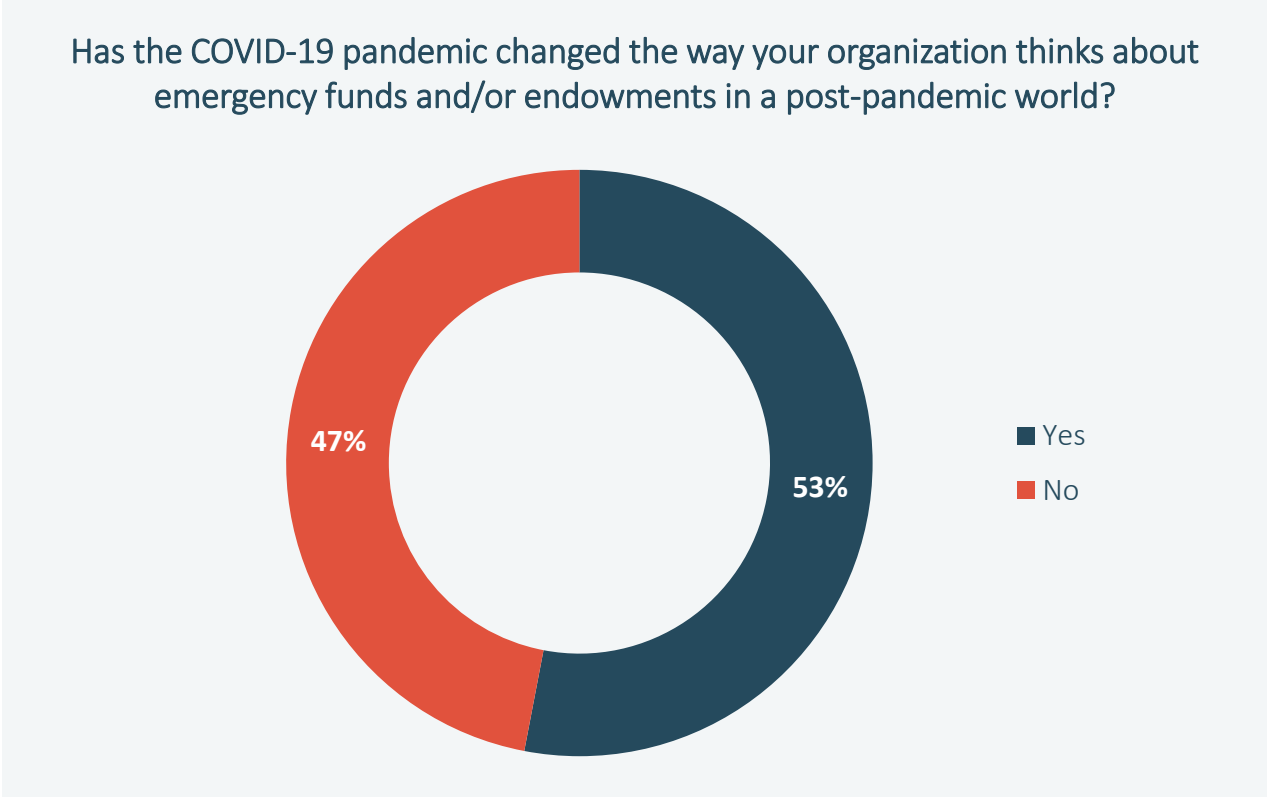




# Lasting Pandemic Impacts



# The Pandemic Changed the Way Many Institutions Think About Endowments and Emergency Funds



# Organizations Pivoted to Virtual Programming Amid Closures

Has your organization produced virtual events, performances, and/or exhibits during the COVID-19 pandemic?



■ Yes ■ No

Will your organization continue any of the virtual programming after in-person operations have fully resumed?



■ Yes ■ Under consideration ■ No

*Asked only of organizations that produced virtual programming*

# Virtual Programming Had Unexpected Benefits

Did your organization experience any of the following effects of virtual events/performances/exhibitions in the past year?

*Virtual programming helped us retain donors*



*Virtual programming helped us expand our reach to previously untapped demographics*



*Virtual programming helped us retain subscribers*



■ Yes, experienced

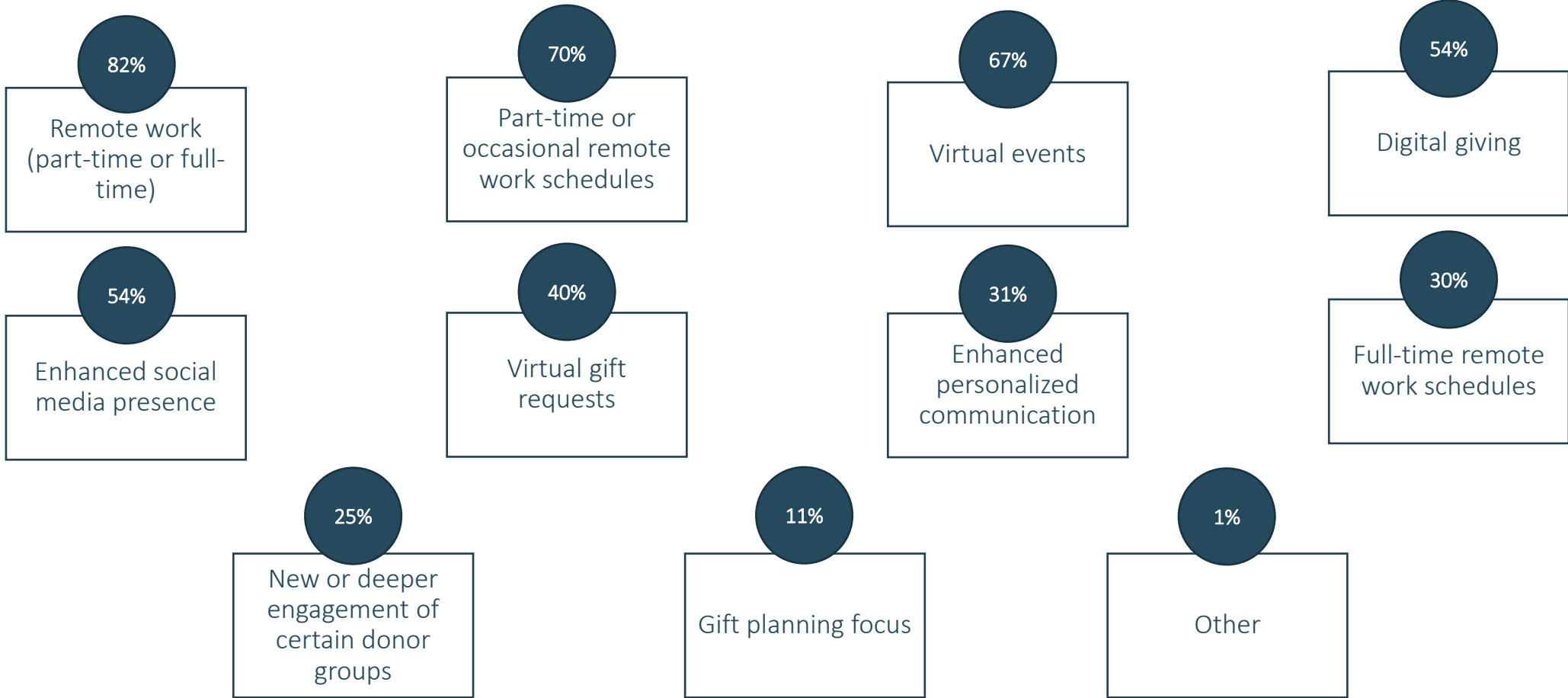
*Asked only of organizations that produced virtual programming*

## Project Spotlight

JamesBeard  
**SMART CATCH**  
Foundation

# 82% of Responding Institutions Plan to Continue Remote Work

What practices has your organization adjusted during the COVID-19 pandemic that you plan to continue?

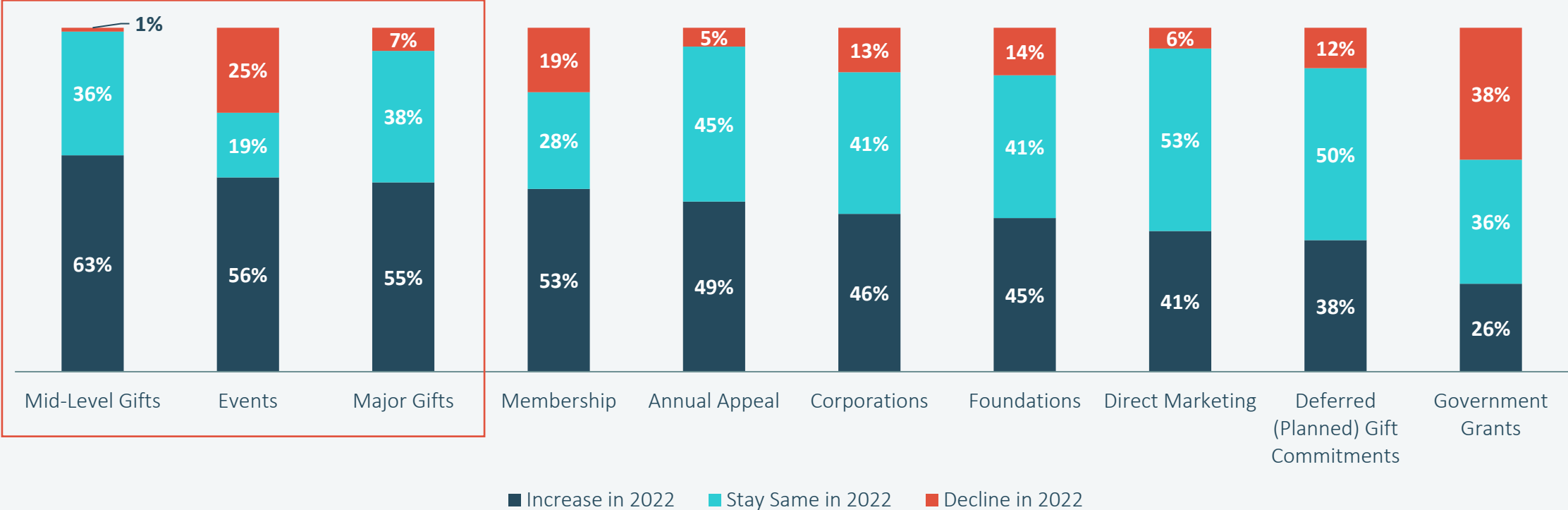




**2022 Fundraising Optimism**

# Respondents Had a Largely Positive Outlook for 2022 Fundraising Results

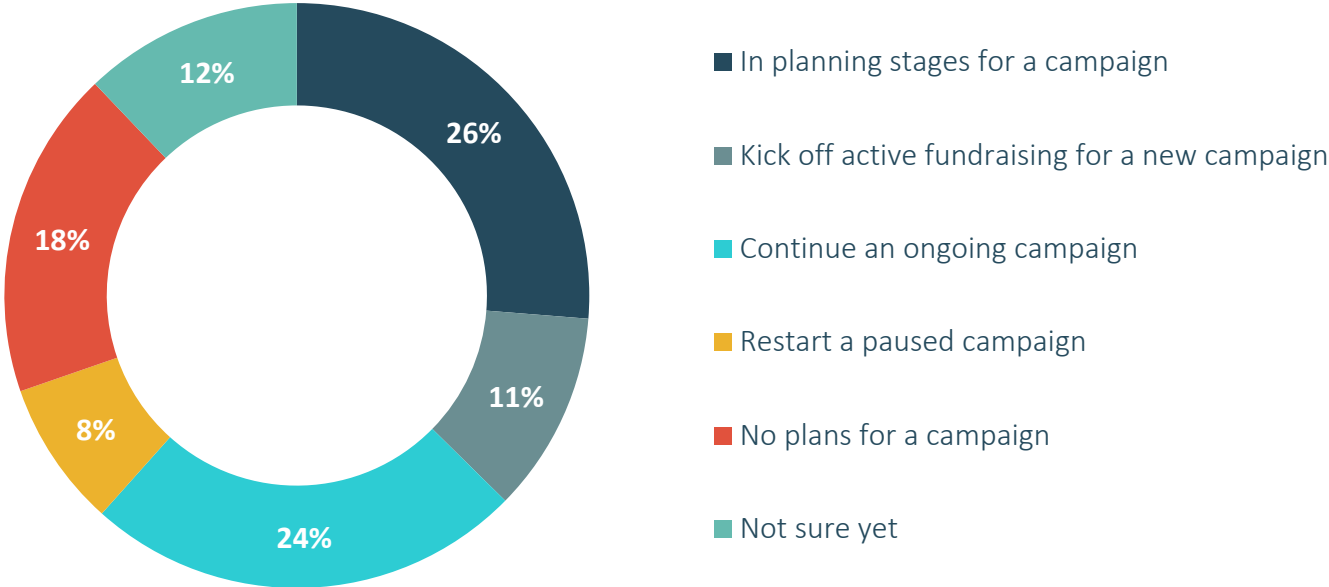
Do you anticipate a change in results for each of the following fundraising programs for the upcoming calendar year 2022, compared to the results you've seen in calendar year 2021 to date?



Excludes organizations that selected "Not Applicable," indicating that the organization does not fundraise from this area

# 69% of Survey Participants Intend to Undertake Some Level of Campaign Activity This Year

What is your organization's strategy for calendar year 2022 regarding major capital or comprehensive campaigns?

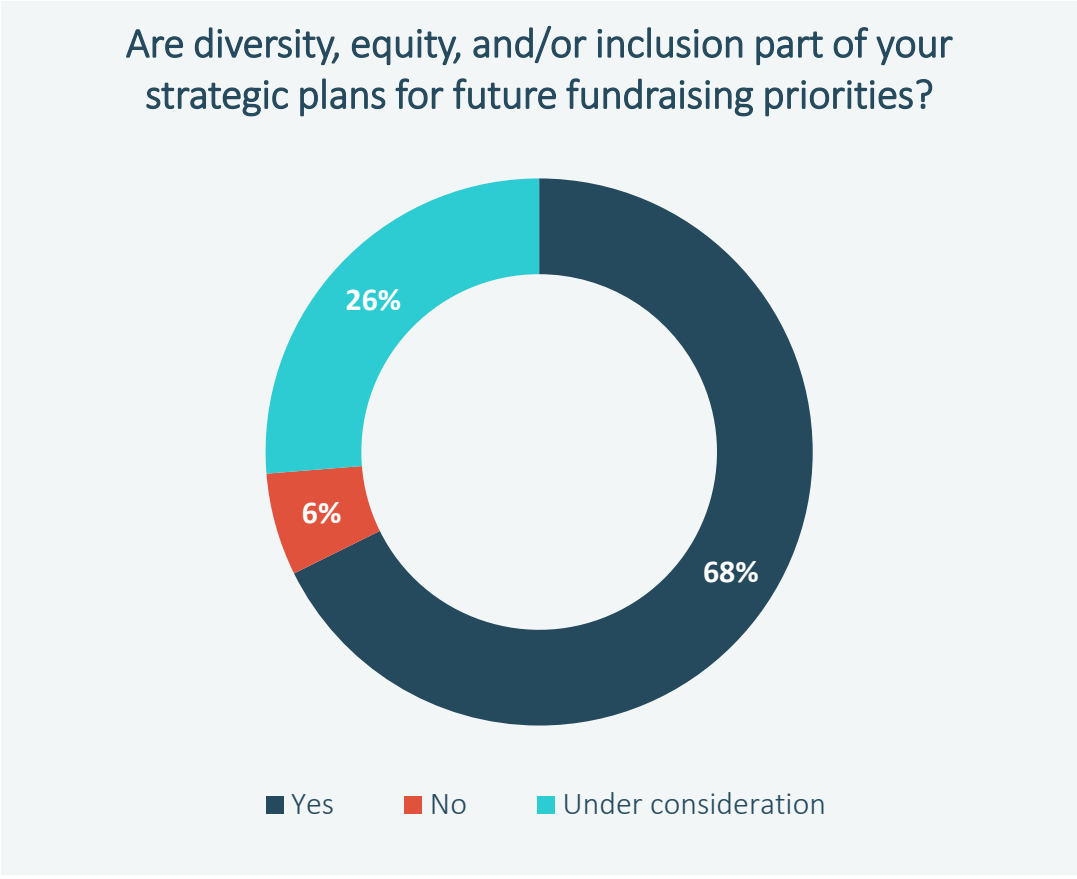


# DEI Prioritized



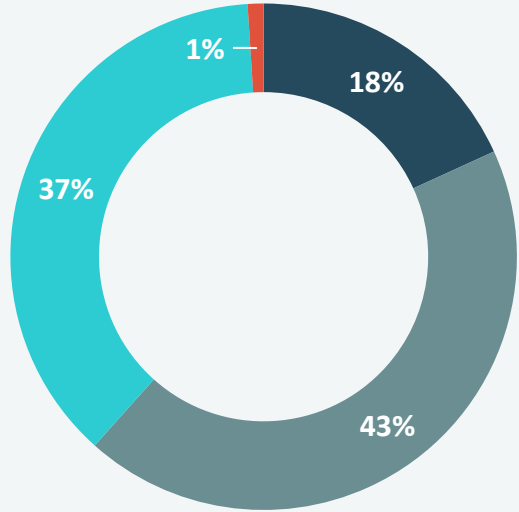


# 68% of Organizations Include DEI in Strategic Plans



# 99% Discuss DEI with Donors at Least Occasionally

Does your organization discuss the concepts of diversity, equity, and/or inclusion in your conversations with donors?



■ Yes, always      ■ Yes, frequently  
■ Yes, occasionally      ■ No

# Board-Related Changes Were the Most Frequently Cited Tactic to Meet DEI Goals

**In the past two years, what tactics has your organization employed to make your fundraising practices/operations more diverse, equitable, and inclusive?**



\*E.g., tailoring engagement approaches for a major donor based on the complex and intersecting components of the donor's identity

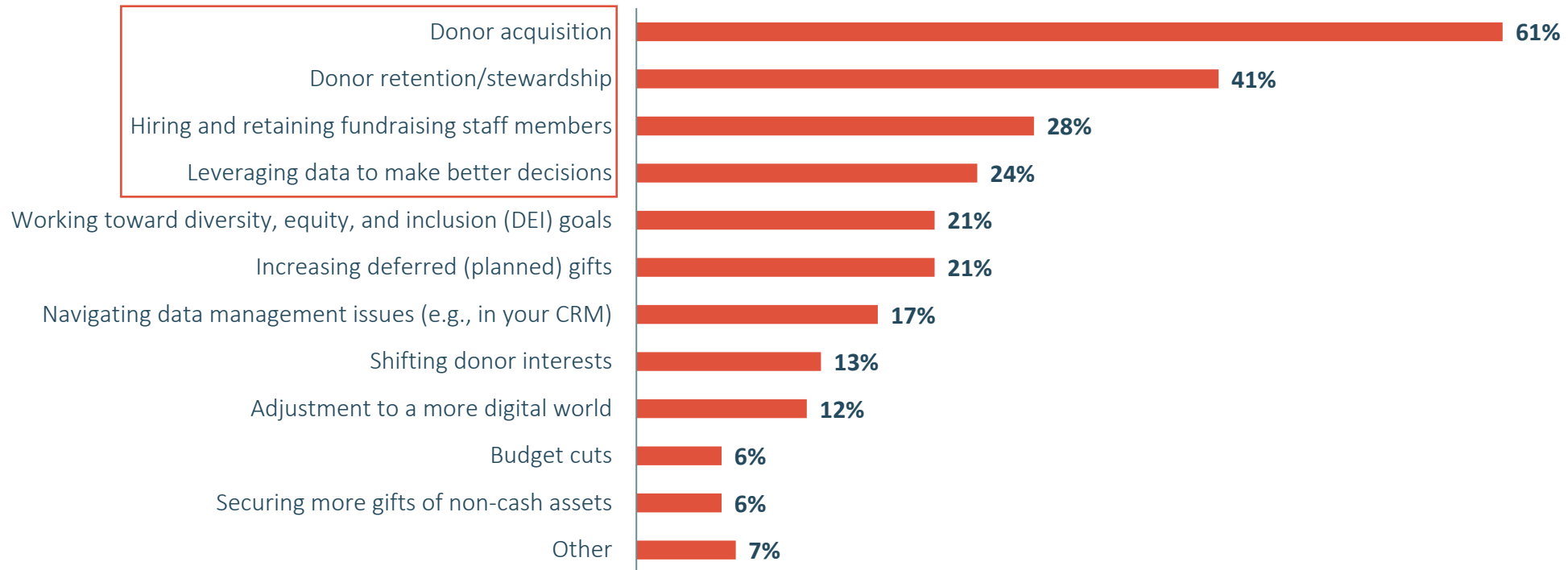
Respondents could select all answers that apply

# Opportunities as we Reemerge



# Donor Acquisition and Stewardship, Staffing and Data Use Are Key Fundraising Opportunities

What are the top opportunities your organization is facing today in its fundraising?



# Welcoming Susan Feder



Susan Feder

Program Officer  
Mellon Foundation

# Welcoming Antonia Hernández



**Antonia Hernández**

President and CEO  
California Community  
Foundation



# PANEL DISCUSSION

**CCS** **75** YEARS  
FUNDRAISING





# QUESTIONS

Discussion

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# Closing Remarks And Takeaways



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