

Show Me the Money!

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In 2006, gifts to American charities
topped \$245 billion



In 2006

- Individual giving resulted in gifts of \$245.8 billion
- Corporations donated \$12.72 billion
- Foundations donated \$36.5 billion
- Charitable bequests resulted in gifts of \$22.91 billion





In 2007

- Twenty individual donors made gifts of \$100 million or more for a total of \$7.3 billion
- 65% of households with incomes of \$100,000 or less made one or more charitable donations



In 2007

- American colleges and universities raised \$29.8 billion in charitable gift income (source: Council for Aid to Education)
- Gifts to health care related agencies (not including colleges and universities) totaled more than \$3.4 billion (source 2007:The Foundation Center)

Top 5 Reasons Why People Give

- Because they are asked, or presented a giving opportunity
- Compassion for those in need
- Personally believe in the cause
- Affected by the cause
- To give back to their community

The above is based on an analysis of research in the field of philanthropy -- including [Indiana University's Center on Philanthropy](#), [Independent Sector](#), [University of Pittsburgh](#), and others.

The 5 Most Popular Causes

- 1. Religious/Faith-Based (\$88.3 billion)
- 2. Education (\$33.8 billion)
- 3. Health (\$22.0 billion)
- 4. Human Services (\$19.2 billion)
- 5. Arts, Culture & Humanities (\$14.0 billion)

Five Largest Corporate Donors

- Wal-Mart Foundation (\$154.5 million)
- Aventis Pharmaceutical Health Care Foundation (\$114.7 million)
- Bank of America Foundation (\$80.7 million)
- Ford Motor Company Fund (\$77.9 million)
- The Wells-Fargo Foundation (\$64.7 million)

1. (Source: [Foundation Center](#), as of May 1, 2006, based on total amount given)

Seven steps you must complete before asking for funds.





Seven Steps

- Identify your organizational mission statement (and be able to state it)
- Know what you need and be able to fully describe how filling that need will serve your clients
- Know the fundraising resources available at your organization





Seven steps

- Know whom you must involve (internal constituencies/ internal and external approvals)
- Make a match
- Follow through and plan for success
- Plan for acknowledgement, thanks and future cultivation





Getting started with prospect research

- Individual gifts- Trustees, current and past donors, clients, staff, internal constituencies and partner publics, local and area community foundations
- Federal grants-<http://www.grants.gov>





Getting started with prospect research

- Corporate grants:
<http://cgonline.foundationcenter.org>
(subscription required)
- Foundation grants:
<http://foundationcenter.org>



