

# Successful Grassroots Philanthropy Strategies



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# About your presenter

- Rikki Andrews is a Founding Committee Member and donor to two giving circles [www.impact100melbourne.org](http://www.impact100melbourne.org) and [www.spa.org.au](http://www.spa.org.au). Rikki is also a Founding Member of Melbourne Women's Fund [www.melbournewomensfund.org.au](http://www.melbournewomensfund.org.au) and a Member of The Funding Network [www.thefundingnetwork.com.au](http://www.thefundingnetwork.com.au).
- 2014-17 Director of Inner North Community Foundation [www.innernorthfoundation.org.au](http://www.innernorthfoundation.org.au)
- Day jobs involve working for Deakin University Advancement and a Private Ancillary Fund

# Grassroots Philanthropy

- Pooled resources
- Democratic decision-making
- Donor led
- Place-based; cause-specific; or network-driven
- Great Australian examples are community foundations and giving circles

# What is a Community Foundation

- A legal charitable entity
- Often place-based e.g. Geelong Community Foundation, Inner North Community Foundation
- Encourages donations from community members at all \$ levels.
- Establishes sub-funds (mini-foundations)
- Board and/or committees made up of local people. Grants support local projects.

# What is a Giving Circle

- A group who collectively pools money (or other forms of support) to be given to agreed charities/projects
- An agreed minimum individual dollar and time contribution
- Encourages wide donor participation and education
- Donor driven and democratic process

# Impact100 – Australia 2012-2017



# Impact100 - Concept

**100 donors @ \$1,000 = \$100,000**

- Donations are pooled
- Donors collectively choose the recipient(s)
- One donation = one vote
- Major grant is intended as a game-changer for the recipient

*A significant grant to make a significant difference*

## Impact100 - Statistics

- By June 2017 the groups will have collectively distributed almost \$2.5 million to Australian charities.
- 80-100+ donors contributing each year per group.
- 3-40% of the total donated come from foundations including PAFs (private foundations)



# Impact100 Melbourne



# Impact100 Melbourne

- Giving circle donations are made to a sub-fund of a community foundation – all donations tax deductible.
- Community Foundation eligibility requirements and Board oversight
- Member-selected giving theme



# Impact100 Melbourne

- Open grants process – EOIs, Top Ten and Final Four
- Sub-committee for guided grant-making, finalists pre-approved by CF board.
- Final decision made by Member vote – either at gala dinner or online survey

# The Benefits

- Growing the pie – increasing the # people who make informed philanthropic choices
- Thinking beyond \$\$ to collective impact
- Making a significant game-changing grant for a small-medium for-purpose organisation.

# The Challenges

- Maintaining the momentum
- Finding time to support the grant-making needs and knowledge of all Members.
- Fine-tuning exactly what is a game-changing grant via a democratic process.

# Giving Circles

- Women only e.g. Melbourne Women's Fund
- Network-driven e.g. Philanthropy500 for young Geelong professionals
- Cause-specific e.g. The Channel

# What can YOU do?

The local council can support and facilitate the growth of grassroots philanthropy:

- Help establish a community foundation, giving circle or sub-fund
- Host events and provide opportunities for story-telling
- Promote to rate-payers, local business and charities plus other stakeholders

# Resources

- Impact100Melbourne [www.impact100melbourne.org](http://www.impact100melbourne.org)
- Melbourne Women's Fund [www.mwf.org.au](http://www.mwf.org.au)
- James Boyd @ Creative Partnerships  
[www.creativepartnershipsaustralia.org.au](http://www.creativepartnershipsaustralia.org.au)
- Community Foundations  
[www.australiancommunityphilanthropy.com](http://www.australiancommunityphilanthropy.com)
- Lord Mayor's Charitable Foundation [www.lmcf.org.au](http://www.lmcf.org.au)
- Inner North Community Foundation  
[www.innernorthfoundation.org.au](http://www.innernorthfoundation.org.au)
- Australian Communities Foundation  
[www.communityfoundation.org.au](http://www.communityfoundation.org.au)
- Foundation for Rural and Regional Renewal [www.frrr.org.au](http://www.frrr.org.au)



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