



**FOR THE  
PLANET<sup>SM</sup>**

**+ MIT Sloan**

**FINAL DELIVERABLE | MAY 18, 2017**

PROJECT TEAM: Gabriela Werneck, Melissa Chen, Meghan Maupin, Darshan Deshmukh

# Agenda



Project overview



Key research findings



Key recommendations



Appendices



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# The opportunity that led to our project is accelerating smart environmental giving



In 2016, corporate members of 1% For The Planet contributed \$18M in environmental giving. **1% for the Planet aims to reach \$35M-\$40M in giving by 2020.**

- 1 What is a realistic goal for contribution by 2020?
- 2 What are the pathways to achieve this goal?





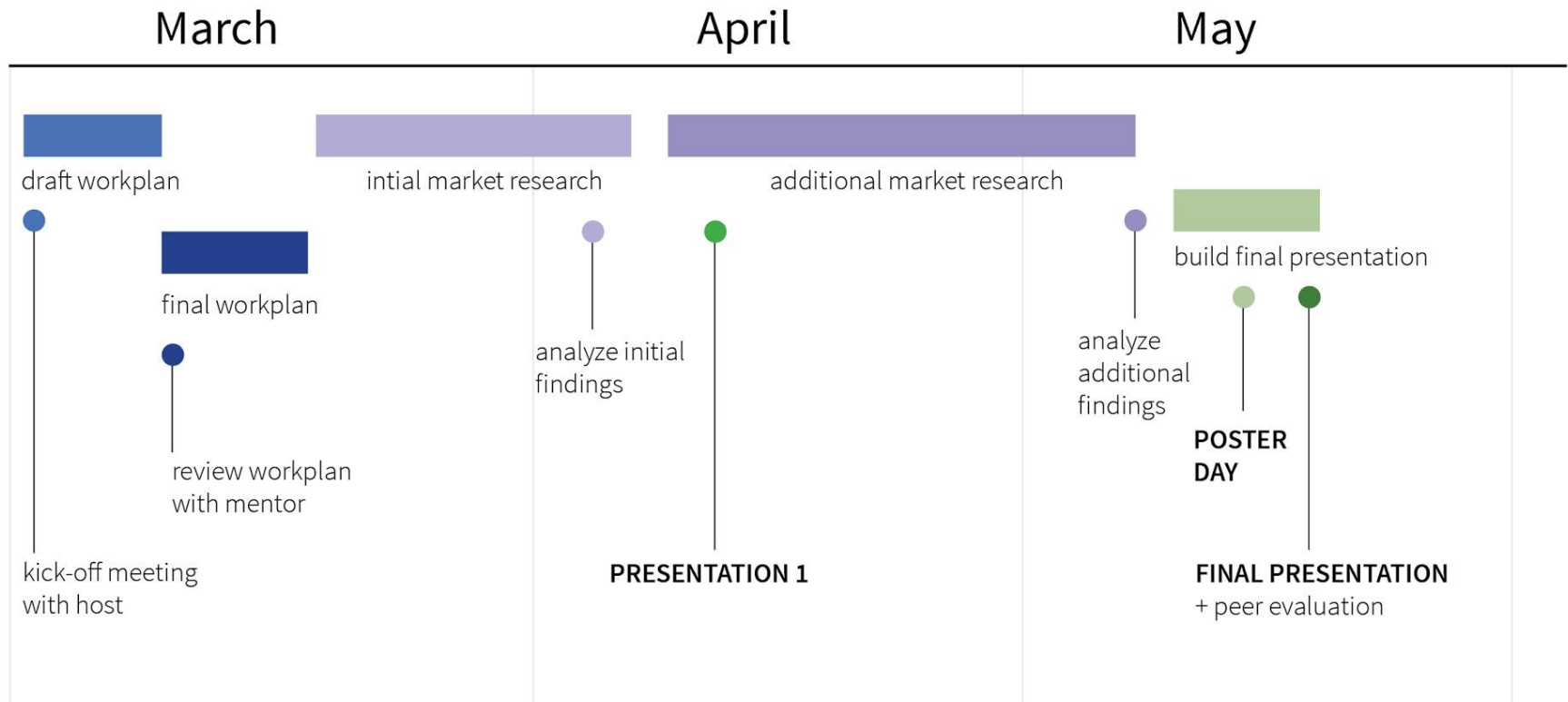
# WHY NOW

**This opportunity is not only important for 1% for the Planet, but also for the planet itself**





# We agreed a timeline until May and workstreams: (1) Contribution Goal and (2) Philanthropic giving



## PROJECT GOALS

- Identify a **realistic contribution goal** by 2020
- Research **context and incentives for philanthropic giving** to inform potential business models



# We used different methods to arrive at a 2020 contribution goal amount

## Industry Average Method

### Industry Averages

- Apply YOY growth until 2020\*

### World Charitable Giving

- World Charitable Giving for various income levels
- (World Giving) and (% of 1PFTP Market)

### Growth assumptions

- Used 3 year rolling averages to capture seasonality

## Macro Indices Correlation Method

### Indices Averages

- Apply YOY growth until 2020

### Indices

- GDP, Stock Market
- (World Giving) and (% of 1PFTP Market) Correlation

### Growth Assumptions

- Used growth forecast for GDP and PIMCO stock market index

## Internal Growth Method

### Internal Growth Assumptions

- Apply YOY growth until 2020

### Segmentation

- Income Levels
- Average revenue
- Companies and Individuals

### Growth Assumptions

- Use estimated additional clients x (Historic Avg Revenue per client)



# ...and leveraged market research in order to inform potential business models

## PRIMARY RESEARCH...

... included a **survey targeted at millennials** to understand

- how and the frequency in which they **participate in philanthropic activities**
- if they donate, **what matters to them when donating to a cause**, how much they donate and through which channel
- how they perceive **environmental philanthropy**

## SECONDARY RESEARCH...

...included **key sources in the US** driven by 10 questions, i.e.

- What are the key characteristics of environmental giving space?
- **What drives philanthropic giving to the environment?**
- What are the key trends, challenges and opportunities?
- **What are the avenues in which environmental giving occurs?**



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# Using different methodologies we estimate 2020 contribution to range from \$20M-\$43M

## Contribution Goal

- **We estimate 2020 contribution to range from \$20M - \$43M**
- Using industry averages, we estimate 2020 contribution to be ~\$20M
- Using an internal growth assessment, we estimate 2020 contribution to range between \$22M - \$40M
  - Baseline using historical growth averages: \$22.45M from 1,435 members
  - Accelerated growth at 15% annual: \$34.7M from 1,961 members
  - Target high revenue (\$100+M) portfolio companies: \$39.8M from 1,462
- With an individual giving model, contribution increases by \$3M\*

## Capacity

- Currently, 1PFTP has 7 employees focused on 1,300 corporate members averaging to 186 members/employee.
- **Employees are working close to full capacity**
- If 1PFTP increases their contribution amount in 2020, they will likely need to **increase staff by 2-4 employees** to maintain the 186 members/employee rate
  - Baseline using historical growth averages: 2 additional employees
  - Accelerated growth at 15% annual: 4 additional employees
  - Target high revenue (\$100+M) portfolio companies: 2 additional employees



# At least one new business model was identified in the search to focus on individuals

## Philanthropic giving

- **Environmental giving is growing in absolute terms**, but proportionally to the total amount of giving in the US
- **Individuals are still the biggest contributors**, followed by foundations and then corporations and official sources
- **Personal passion** for the cause **and peer recommendation** drive giving and determining what cause to choose
- **Data seems to play a key role in defining giving** with an increasing "Instant donation + instant feedback" mindset
- Despite the increasing trend to move to digital strategies, the **traditional giving model seems to still be the most successful**
- **Innovation** is an important aspect for the future of funding
- Securing **long term** commitments, creating **consumer demand** for more sustainable options and being **up to speed to technology** are key challenges





# Among individuals, millennials care about the environment and are willing to participate

## Millennials

- **88% millennials participate** in philanthropy, mainly through donations and volunteering
- Participation in general is similar between women (89%) and men (86%). However, **men tend to donate more than volunteer while women have a more even participation**
- Millennials choose **not to donate because they can't track where the money goes and/or the impact** and they prefer to be directly involved in a cause
- The two most important things when donating for Millennials are the **cause** and knowing the impact
- The main channel for donation to Millennials is the **direct giving model** (66%)
- Majority of millennials donates at least once in a semester (78%) with 1x month being the main frequency (30%)
- Majority of millennials considers **Environment/Animal cause among the three most important** causes
- **Female millennials put water** (~30%) **as the most important environmental cause while males consider climate** (~30%)
- **Patagonia, Tesla and Whole Foods** are the top 3 brands mentioned by millennials as cutting edge and environmentally-friendly
- Majority of Millennials **purchase products** from companies that they think as cutting edge and environmentally-friendly

Note: Refer to additional details about the survey in the appendices

Source: Millennials Survey conducted in our network (N=100 between 18-33 years old)



# Looking at 1% for the Planet's peers, we can observe methods of tracking + sharing impact\*

## Sierra Club

\$87 mill, 500 employees

REPORTS, NEWSPAPER BLOG, VIRAL VIDEO

## Nature Conservancy

\$627 mill, 3,000 employees

WHITEPAPERS, INTERACTIVE PAGES, DATA MAPPING, "ESSENTIAL READS" LIBRARY, PROGRESS REPORT, C-LEVEL SOCIAL MEDIA ENGAGEMENT

## Conservation International

\$141 mill, 1,000 employees

ANNUAL REPORT, IMPACT REPORT, MAP, IMPACT STORIES, INFOGRAPHICS

## NRDC

\$105 mill, 500 employees

REPORTS, VICTORY PORTFOLIO, STORIES, INFOGRAPHIC, GRAPHIC DESIGN, INTERVIEWS

## Conservation Fund

\$215 mill, 140 employees

CAMPAIGN PAGES, IMPACT REPORTS, MAPS, PR

## Greenpeace

\$16 mill, 2,000 employees

STORIES + "VICTORIES," HOW IT WORKS PAGE

## 350.ORG

\$11 mill, 50 employees

REPORTS, OPEN VIDEOS, SOCIAL MEDIA, "GO LOCAL"

## Environmental Defense Fund

\$132 mill, 550 employees

REPORTS, NEWSLETTER, IMPACT BLOG, EDF VOICES

## Surfrider

\$6 mill, 40 employees

REPORTS, VICTORY MAP, BLOG, ACTIVIST SPOTLIGHT

\*Size relative to \$ amount of funding



# 1% for the Planet peers adopt different strategies when sharing their impact

## Impact Sharing

- **Engaging initiative pages:** embedded videos, infographics, and interviews into initiative pages to make them seem more visual, personal and interesting to read as opposed to long, lengthy text
- **“Voices” of staff + social links:** knowing the organization, getting a sense of what individuals who work there are doing; “activist spotlight”
- **Interactive web annual report:** putting the annual report online, but making it a clickable webpage with graphics and animations
- **Regional Map:** sorting initiatives and victories by region, to get more detailed in a zoom in; almost all the organizations sorted this way
- **Dedicated “Victories” Story section:** highlighting the exact victories the organization has had and making them easy to find in the blog, with dates and key details of what happened



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# Based on our findings, we propose three main recommendations for 1% for the Planet

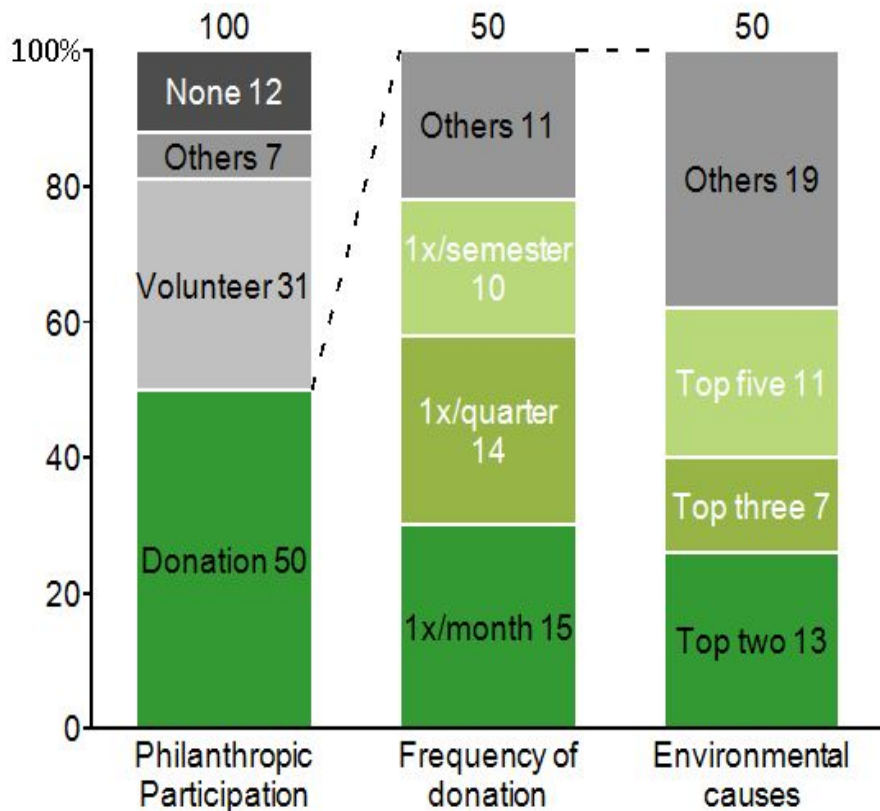
- Work on **attracting individual donors** through giving circles, in addition to direct giving and impact investing. **Prioritize millennials.**
- Develop mechanisms to **track results of the giving and be transparent in communicating them** with donors in order to keep relationship, foster recurring donations and be referred to new donors
- Think of **innovative ways to accelerate smart environmental giving**, as an example
  - partnering with foundations to increase their participation in the field
  - promoting corporate events to generate massive peer effect
  - adopting or creating technology to track results and member donations. **Social media is a quick win**



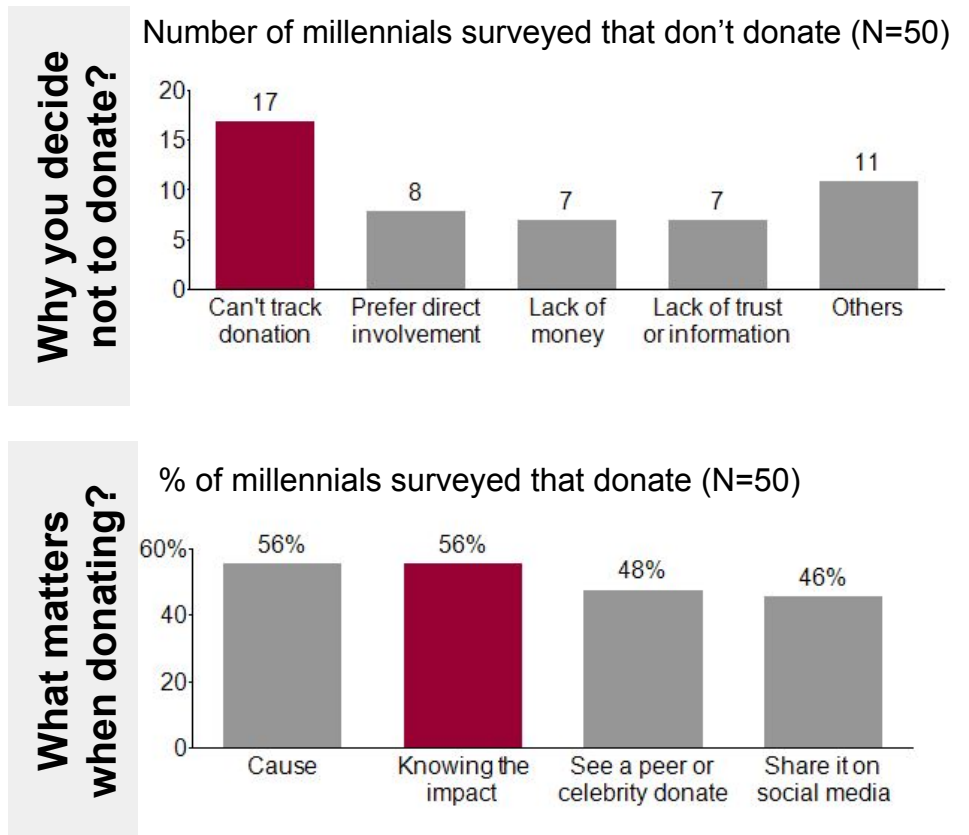


# 1% for the Planet should prioritize millennials when working on attracting Individual donors

**AMONG THE 100 MILLENNIALS SURVEYED IN OUR NETWORK...**



**...A KEY DECISION FACTOR WHEN DONATING IS TRACKING**



Note: Excel with detailed answers will be added to the dropbox file  
Source: Survey with Millennials (N = 100 and only considers 18-33 years old)





# 1% for the Planet should track results of the giving and be transparent with communication

## STARTING WITH 3 KEY AREAS:



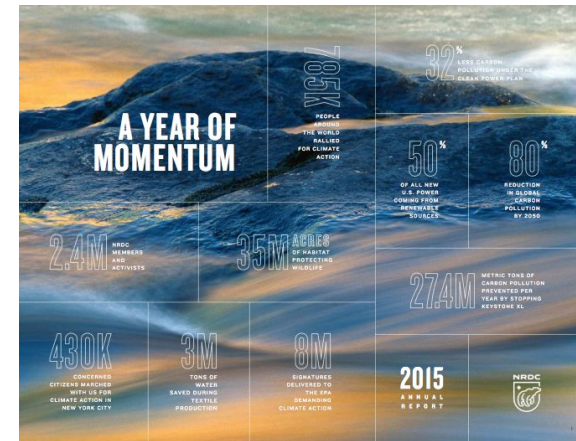
NRDC Climate Change video scroll



collection by  
**JUSTIN ADAMS**  
[VIEW BIO](#) | [TWITTER](#)

[CONNECT](#)

Nature Conservancy staff writer



NRDC downloadable issuu report

### 1. Engaging initiative pages

Instead of just blog posts, have short videos on the landing page for initiatives that give an overview of the topic area and what's being done there, then link to individual stories with less click through.

### 2. “Voices” of staff + their social media links

Show authors of blog articles and have a profile page that links to their “voice” or social media info to connect.

### 3. Interactive web report

A click through annual report with beautiful photography and nice infographics that makes information easy to digest (could outsource to gra design firm)



# Social media is a quick win and useful tool to reach 1% for the Planet's goals (1/2)

## Social Media Is Useful For...

- Providing new members an outlet to share giving with friends
- Showing current members the impact of their dollars
- Showing potential members on why 1% for the Planet is the best place to donate your dollars
- Providing a platform to see who 1% for the Planet members are
- Building on 1% for the Planet's mission of smart environmental giving

## Platforms and Content

- **Facebook** and **Instagram** are the most relevant platforms. 82% of adults ages 18-25 use Facebook and 59% of adults ages 18-25 use Instagram.
- **Content should be stories of impact and easy-to-share photo templates for individual donors**
- Successful content often **integrates questions** (e.g. "What does sustainability mean to you?") or **pull at the heartstrings** through personal touch (e.g. telling the story of a individual member, showing photos of glacier melt).
- Overall content strategy should be reviewed monthly and performance reviews should be conducted weekly



# Social media is a quick win and useful tool to reach 1% for the Planet's goals (2/2)

## Metrics

- Attracting new customers: Include an optional “how did you hear about us?” survey during customer sign-up
- Activating current customers: Looking at recurring donations
- Engagement is measured through *shares* (top priority), *comments* (second priority), and *likes* (last priority)

## Additional Campaigns to Consider

- **Partnering with social media influencers** is an opportunity that already segments the audience into those who care about the environment and the outdoors.
  - Prices of Instagram posts start at \$3-8K for influencers with 50-200K followers
- **Linking individual donor sign-up to Facebook** to reduce form abandonment rates and for an easier user experience
  - One research shows that at 5 questions the drop-off rate is 2%
  - Linking to social media encourages continued engagement on 1% for the Planet's pages



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# Contribution Goal: our industry average method forecasted a 1PFTP giving at ~\$20M

Industry Averages	Use Rolling 3 year Average to capture seasonality								
YOY change	2013	2014	2015	2016	2017	2018	2019	2020	Average Giving
Under \$1M	3.60%	5.80%	0%	3.13%	2.98%	2.04%	2.72%	2.58%	\$ 500,000
\$1-10M	3.80%	1.30%	1.70%	2.27%	1.76%	1.91%	1.98%	1.88%	\$ 5,000,000
\$10+M	5.70%	1.30%	1.00%	2.67%	1.66%	1.77%	2.03%	1.82%	\$ 10,000,000
Total	4.90%	2.10%	1.00%	2.67%	1.92%	1.86%	2.15%	1.98%	
Environment/Animals	8.60%	1.60%	-1.20%	3.00%	1.13%	0.98%	1.70%	1.27%	
Baseline: 1PFTP grows at the same rate macro %	\$ 18.00	\$ 18.54	\$ 18.75	\$ 18.93	\$ 19.26	\$ 19.50			



# Contribution Goal: our macro indices correlation method forecasted a 1PFTP giving at ~\$20M

## Charitable giving accounted for 2.1% of GDP

<b>Baseline: 1PFTP grows at the same rate as GDP</b>				2016	2017	2018	2019	2020
GDP (real change)				1.80%	2%	2%	1.80%	1.80%
GDP (\$tr)				\$18.56	\$18.93	\$19.31	\$19.66	\$20.01
Charitable Giving (\$bn)		373		381	389	397	406	414
<b>1PFTP (\$mn)</b>			<b>\$ 18.00</b>	<b>\$ 18.38</b>	<b>\$ 18.76</b>	<b>\$ 19.16</b>	<b>\$ 19.56</b>	<b>\$ 19.97</b>

## Charitable giving rises 1/3 as fast as the stock market

<b>Baseline: 1PFTP grows at the same rate as Stock Market</b>				2016	2017	2018	2019	2020
Stock Market					4.50%	4.50%	4.50%	4.50%
Charitable Giving Increases at 1/3 rate					1.50%	1.50%	1.50%	1.50%
Charitable Giving (\$bn)		373		381	387	393	398	404
<b>1PFTP (\$mn)</b>			<b>\$ 18.00</b>	<b>\$ 18.39</b>	<b>\$ 18.66</b>	<b>\$ 18.94</b>	<b>\$ 19.23</b>	<b>\$ 19.51</b>

Stock Market Average Increase forecasted by PIMCO



**Contribution Goal:** our internal growth method with historical averages forecasted a 1PFTP giving at ~\$22.5M

Member Revenue Breakdown (excluding France)									
Assumption - Historical Averages									
	2014	2015	2016	2017	2018	2019	2020	Average revenue	
<b>Total Member</b>	1,000	1,025	1,125	1,191	1,267	1,348	1,435	Under \$1M	\$500,000
Under \$1M	849	873	975	1,046	1,122	1,203	1,290	\$1-10M	\$5,000,000
\$1-10M	131	131	129	128	127	126	125	\$10-100M	\$50,000,000
\$10-100M	16	18	17	18	18	19	19	\$100+M	\$100,000,000
\$100+M	4	3		-	-	-			
<b>Growth</b>		2.50%	9.76%						
Under \$1M		2.83%	11.68%						
\$1-10M		0.00%	-1.53%						
\$10-100M		12.50%	-5.56%						
\$100+M		-25.00%	-100.00%						
<b>Contribution</b>			\$19,825,000				\$22,450,124		
Under \$1M			\$4,875,000.00				\$6,451,349		
\$1-10M			\$6,450,000.00				\$6,255,297		
\$10-100M			\$8,500,000.00				\$9,743,478		
\$100+M			\$0.00				\$0		







# Contribution Goal: our internal growth method with accelerated growth forecasted a 1PFTP giving at ~\$40M

Target High Net Worth/Revenue Portfolio, Average Growth for other

	2014	2015	2016		20%	20%	20%	20%		Average revenue	
					2017	2018	2019	2020			
<b>Total Member</b>	1,000	1,025	1,125		1,191	1,267	1,348	1,435	7%	Under \$1M	\$500,000
Under \$1M	849	873	975		1,046	1,122	1,203	1,290	8%	\$1-10M	\$5,000,000
\$1-10M	131	131	129		128	127	126	125	-1%	\$10-100M	\$50,000,000
\$10-100M	16	18	17		21	26	32	39	32%	\$100+M	\$100,000,000
\$100+M	4	3			5	6	7	8			
<b>Growth</b>		2.50%	9.76%								
Under \$1M		2.83%	11.68%								
\$1-10M		0.00%	-1.53%								
\$10-100M		12.50%	-5.56%								
\$100+M		-25.00%	-100.00%								
<b>Contribution</b>								\$39,811,021			
Under \$1M								\$6,451,349			
\$1-10M								\$6,235,297			
\$10-100M								\$19,500,000			
\$100+M								\$7,604,375			



# Contribution Goal: our internal growth method with individual giving program forecasted a 1PFTP giving at ~\$3M

Assumption - Focus on Individual Giving					20%	20%	20%	
	2014	2015	2016	2017	2018	2019	2020	Average Income
<b>Total Members</b>				1,000	1,200	1,440	1,728	\$ 75,000
\$ 75,000				350	420	504	605	\$ 150,000
\$ 150,000				350	420	504	605	\$ 250,000
\$ 250,000				250	300	360	432	\$ 500,000
\$ 500,000				50	60	72	86	
<b>Contribution</b>				<b>\$1,662,500</b>	<b>\$1,995,000</b>	<b>\$2,394,000</b>	<b>\$2,872,800</b>	
\$ 75,000				\$262,500.00	\$315,000.00	\$378,000.00	\$ 453,600.00	
\$ 150,000				\$525,000.00	\$630,000.00	\$756,000.00	\$ 907,200.00	
\$ 250,000				\$625,000.00	\$750,000.00	\$900,000.00	\$1,080,000.00	
\$ 500,000				\$250,000.00	\$300,000.00	\$360,000.00	\$ 432,000.00	



# Philanthropic Giving: our primary research targeted millennials

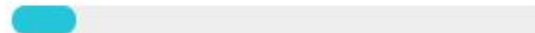
## Philanthropy Survey

We are working on a sustainability project at MIT and one of our goals is to understand how individuals perceive and participate in philanthropy. Thus, we would appreciate your input.

This survey should take less than 5 minutes.

We want to thank you in advance for your participation.

NEXT



Page 1 of 8

Never submit passwords through Google Forms.





# Philanthropic Giving: the survey consisted of up to 15 questions depending on the answers (1/4)

1. What is the main way you participate in philanthropic activities?
  - a. Donations
  - b. Volunteering
  - c. Direct dialog
  - d. I do not participate
  - e. Others (please specify)

If answer for question 1 is “I do not participate”, jump to question 6

If answer “Donations” is not selected in the question 1, ask question 2

2. Why you choose \*not\* to donate to a philanthropic cause? (Open question)

If answer “Donations” is selected in the question 1, ask questions 3, 4 and 5

3. How much money do you donate per year?
4. Please rank from 1 to 4 what matters to you when thinking of donating(1 being the most important and 4 being the least important)
  - a. The charity or cause
  - b. Knowing the impact of your donation
  - c. Having ways to share your donation on social media
  - d. Saw a peer or celebrity donate
  - e. Other (specify)



# Philanthropic Giving: the survey consisted of up to 15 questions depending on the answers (2/4)

5. How do you donate to a philanthropic cause?

- a. Direct giving model to nonprofits
- b. Fielding organizations (please specify)
- c. Through the corporation you work for (please specify)
- d. Online
- e. Other (specify)

After question 2 or question 5, ask question 6

6. How frequently do you participate in philanthropic activities?

- a. One-time activity
- b. 1x per month
- c. 1x per quarter
- d. 1x per semester
- e. 1x per year
- f. Other (please specify)

7. Please rank from 1 to 10 the causes below according to its importance to you (1 being the most important and 10 being the least important)

- a. Education
- b. Environment/Animal
- c. Health
- d. Public-Society benefit
- e. Human Services
- f. Art, Culture and Humanities
- g. International Affairs
- h. Religion
- i. Gifts to foundations
- j. Gifts to individuals



# **Philanthropic Giving:** the survey consisted of up to 15 questions depending on the answers (3/4)

If “environment” is not among the top 3 selection in question 7, ask question 8 and then skip to question 10

**8.** What would need to change for you to rank environment among your priorities? (open question)

If “environment” is among the top 3 selection in question 7, ask questions 9

**9.** Please rank from 1 to 6 the causes below according to its importance to you (1 being the most important and 6 being the least important)

- a. Climate
- b. Food
- c. Land
- d. Pollution
- e. Water
- f. Wildlife

**10.** What are three brands that come to mind when thinking about “cutting edge solutions” and “environmentally-friendly?”

**11.** How do you interact with the brands you mentioned in question 10?

- a. Follow on social media
- b. Purchase its products
- c. Work for the company
- d. Other (specify)



# Philanthropic Giving: the survey consisted of up to 15 questions depending on the answers (4/4)

## DEMOGRAPHICS

**12.** How old are you?

- a. 18 or less
- b. 18-20
- c. 21-23
- d. 24-26
- e. 27-29
- f. 30-33
- g. 34 or more

**13.** What is your gender?

- a. Female
- b. Male

**14.** Where are you from? (Drop down option with list of countries)

**15.** What is the field of your occupation?

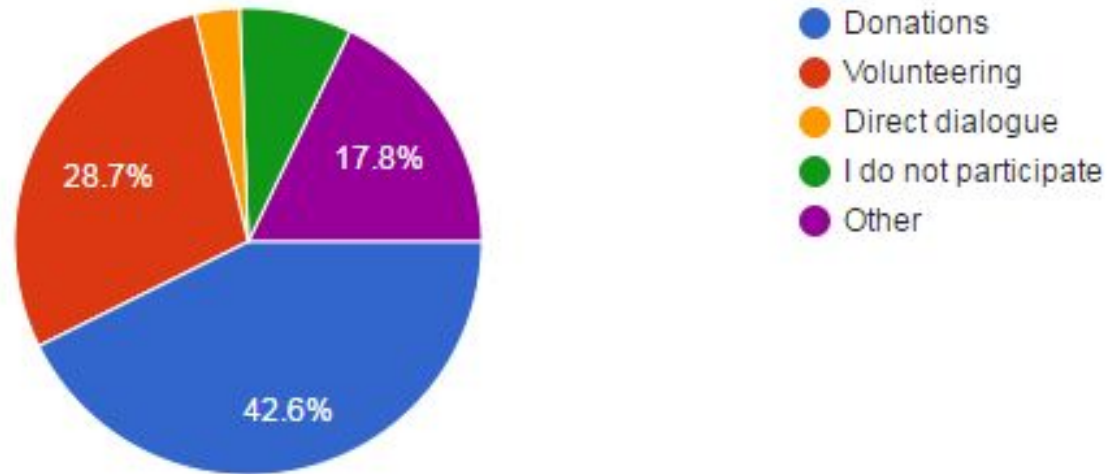
- a. Student
- b. Business & Finance
- c. Computer & Technology
- d. Construction
- e. Education, Teaching & Training
- f. Engineering
- g. Fishing, Farming & Forestry
- h. Health & Medical
- i. Hospitality
- j. Management
- k. Media
- l. Military
- m. Office Administration
- n. Production & Manufacturing
- o. Sales & Marketing
- p. Science
- q. Transportation
- r. Other (please specify)



# Philanthropic Giving: answers to question 1 of the survey including 34 years old or more

What is the main way you participate in philanthropic activities?

129 responses



Note: Excel with detailed answers will be added to the dropbox file  
Source: [Survey](#) with Millennials (includes also 34 years old or more)

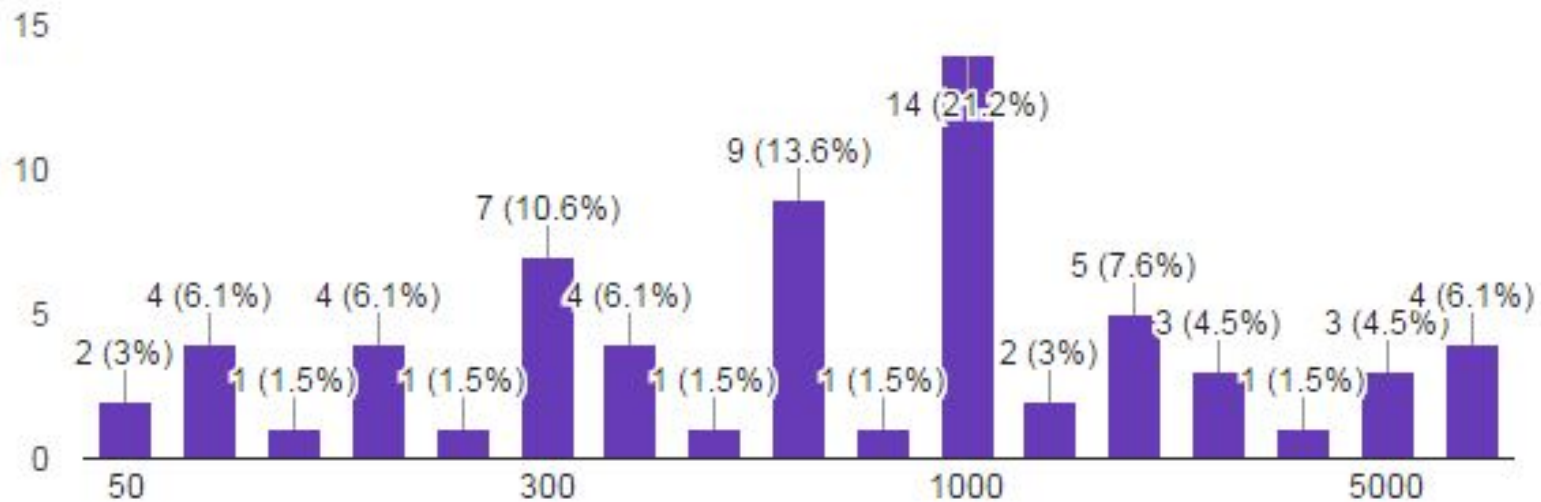




# Philanthropic Giving: answers to question 3 of the survey including 34 years old or more

How much money do you donate per year?

66 responses

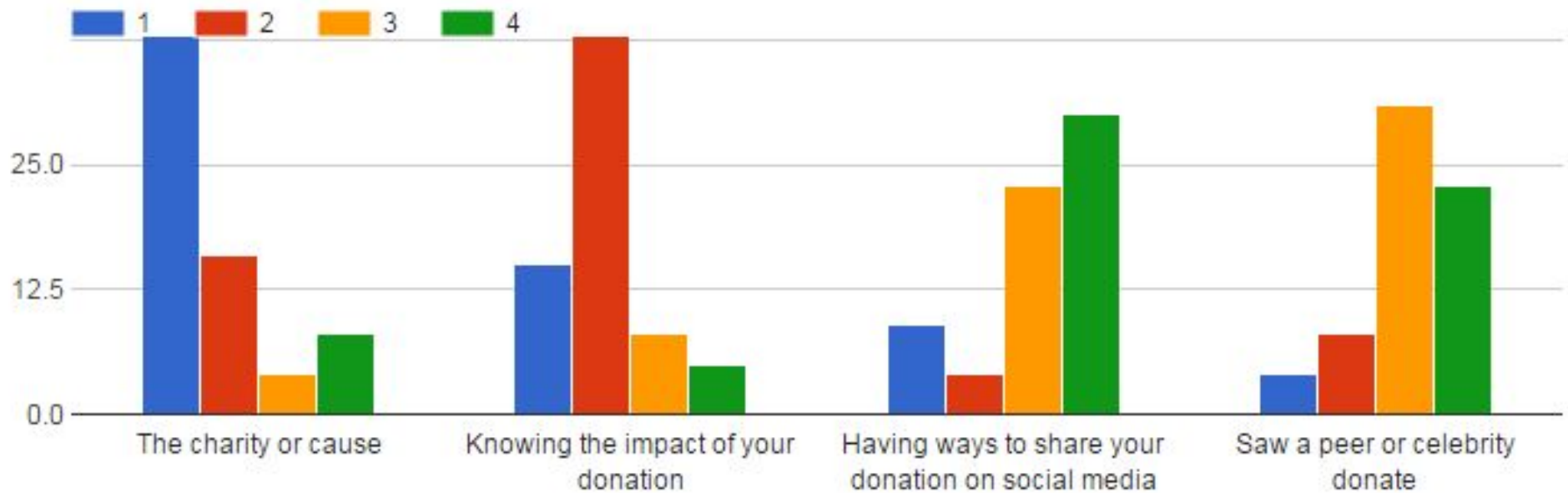


Note: Excel with detailed answers will be added to the dropbox file  
Source: [Survey](#) with Millennials (includes also 34 years old or more)



# Philanthropic Giving: answers to question 4 of the survey including 34 years old or more

Please rank from 1 to 4 what matters to you when thinking of donating. (1 the most important and 4 the least important)



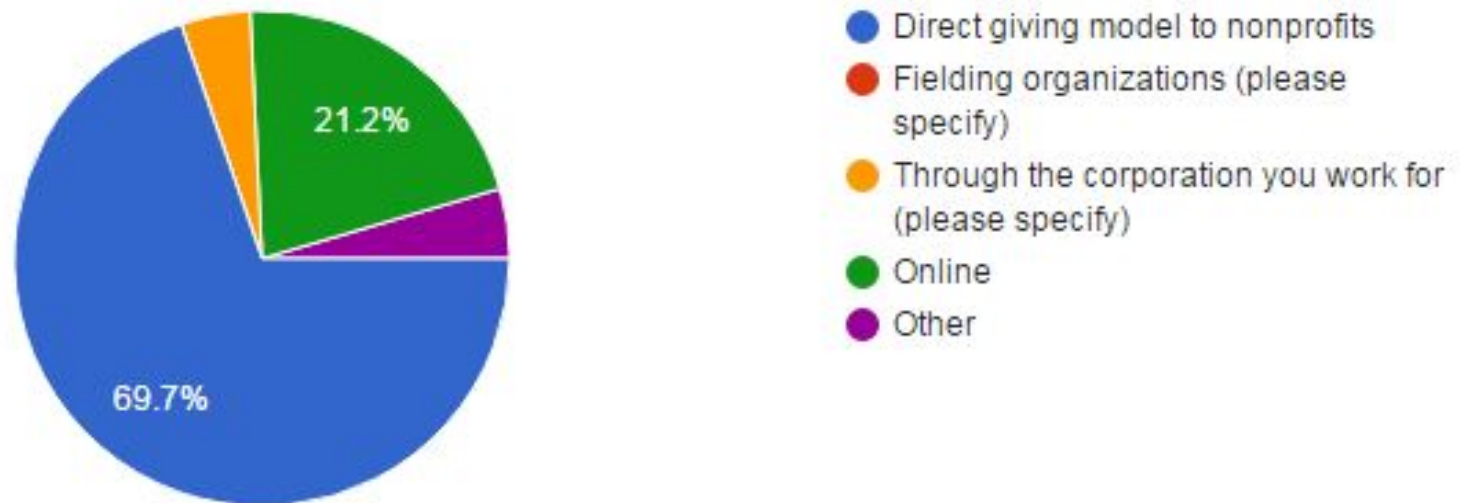
Note: Excel with detailed answers will be added to the dropbox file  
Source: [Survey](#) with Millennials (N=66, includes also 34 years old or more)



# Philanthropic Giving: answers to question 5 of the survey including 34 years old or more

How do you donate to a philanthropic cause?

66 responses

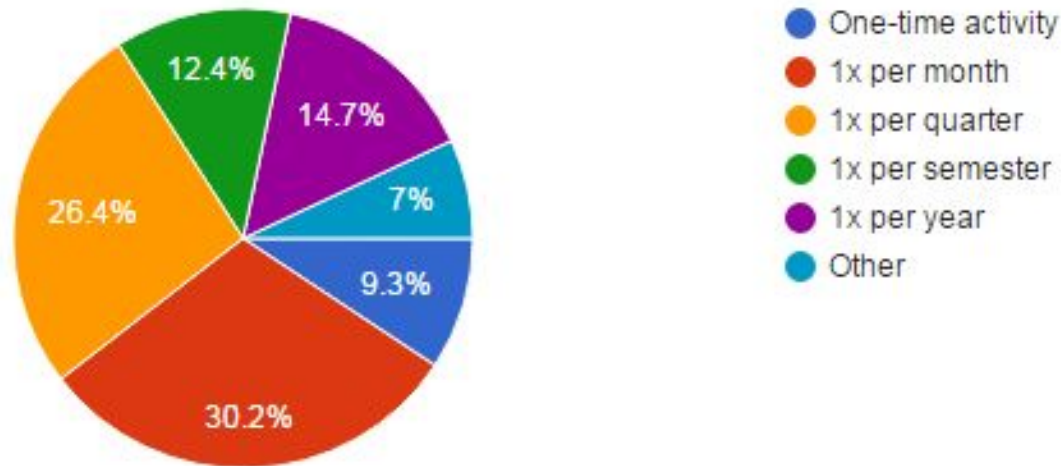




# Philanthropic Giving: answers to question 6 of the survey including 34 years old or more

How frequently do you participate in philanthropic activities?

129 responses

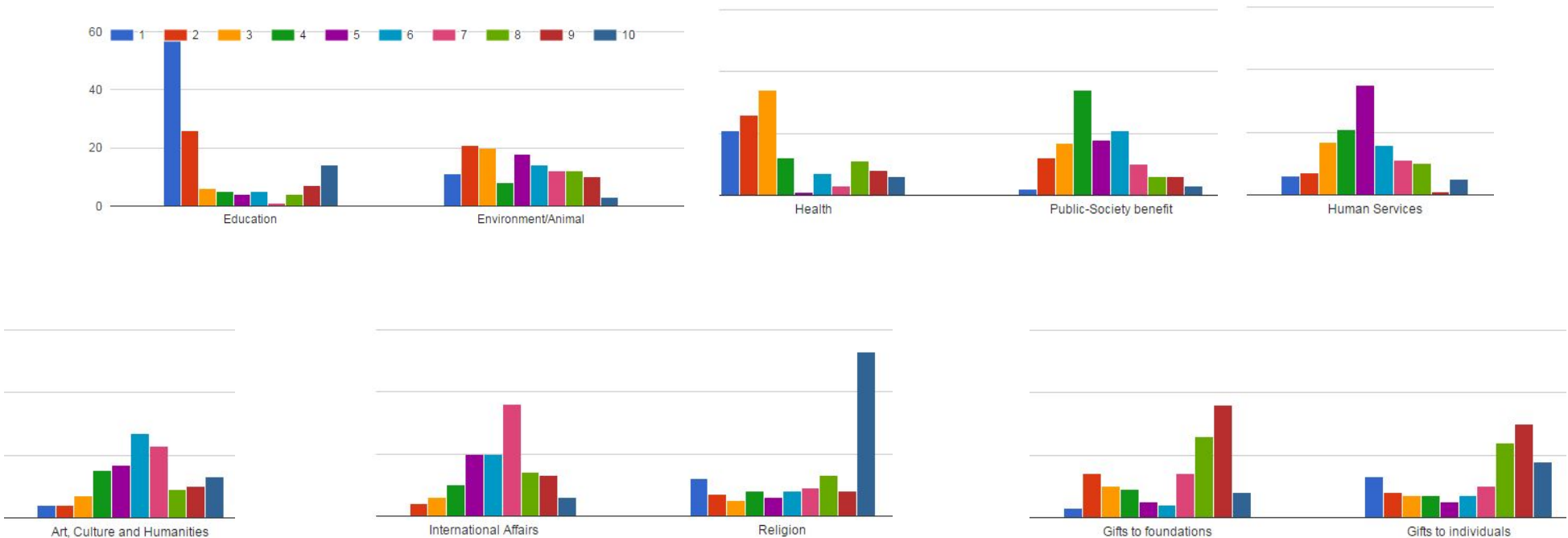


Note: Excel with detailed answers will be added to the dropbox file  
Source: [Survey](#) with Millennials (includes also 34 years old or more)



# Philanthropic Giving: answers to question 7 of the survey including 34 years old or more

Please rank from 1 to 10 the causes below according to its importance to you (1 being the most important and 10 the least important).



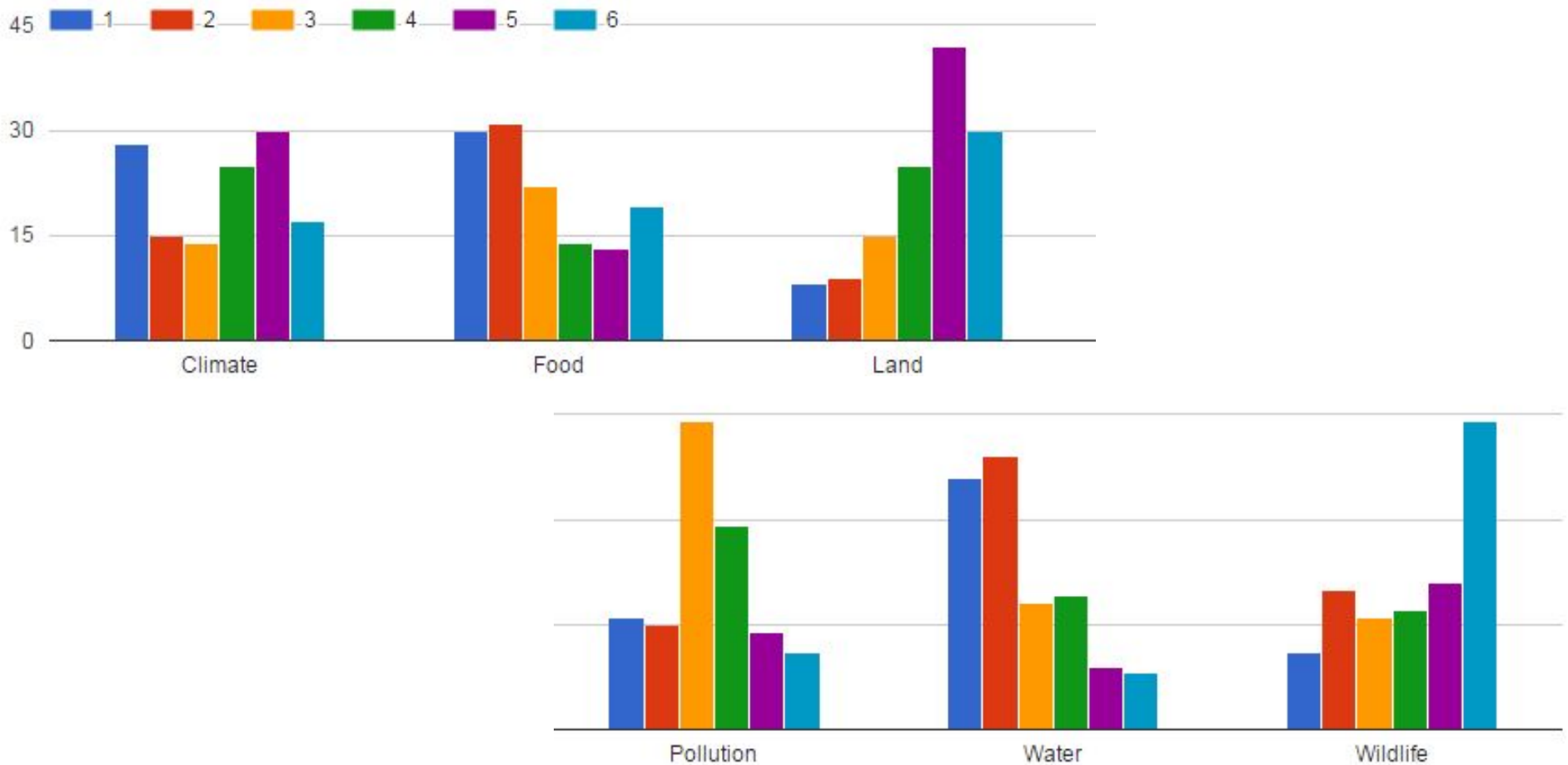
Note: Excel with detailed answers will be added to the dropbox file, please refer to it to see question 8 answers  
Source: [Survey](#) with Millennials (N = 129, includes also 34 years old or more)





# Philanthropic Giving: answers to question 9 of the survey including 34 years old or more

Please rank from 1 to 6 the causes below according to its importance to you (1 being the most important and 6 the least important).



Note: Excel with detailed answers will be added to the dropbox file, please refer to it to see question 2 answers  
Source: [Survey](#) with Millennials (N=129, includes also 34 years old or more)

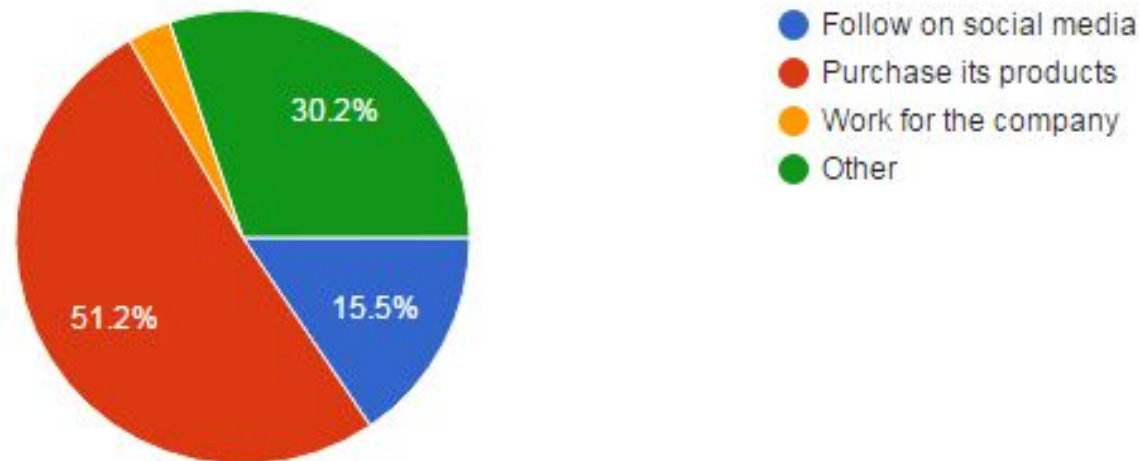




# Philanthropic Giving: answers to question 11 of the survey including 34 years old or more

How do you interact with the brands you mentioned in the previous question?

129 responses



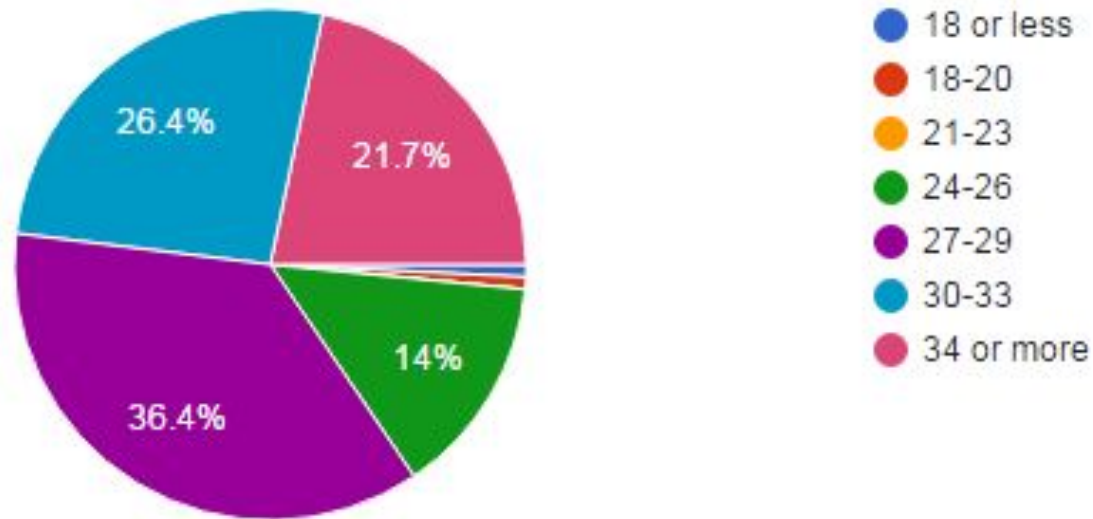
Note: Excel with detailed answers will be added to the dropbox file, please refer to it to see question 2 answers  
Source: [Survey](#) with Millennials (includes also 34 years old or more)



# Philanthropic Giving: answers to question 12 of the survey including 34 years old or more

How old are you?

129 responses



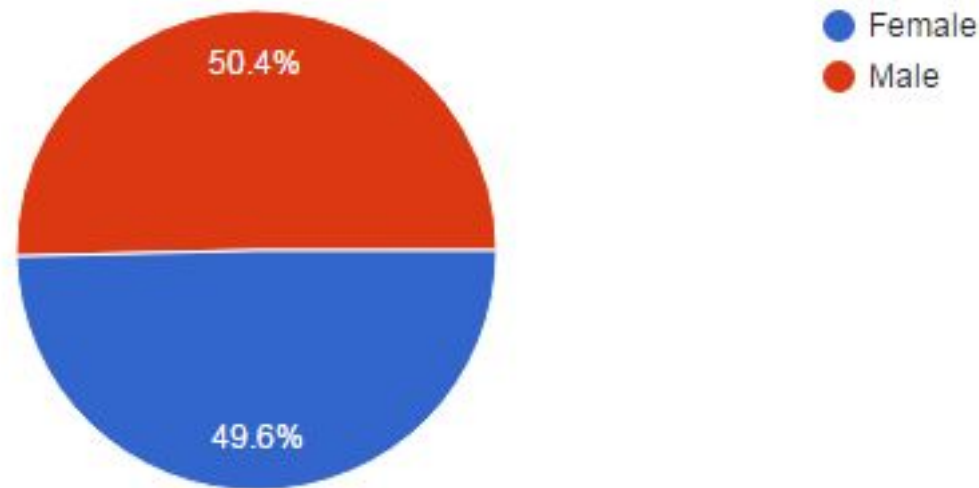
Note: Excel with detailed answers will be added to the dropbox file  
Source: [Survey](#) with Millennials (includes also 34 years old or more)



# Philanthropic Giving: answers to question 13 of the survey including 34 years old or more

What is your gender?

129 responses



Note: Excel with detailed answers will be added to the dropbox file  
Source: [Survey](#) with Millennials (includes also 34 years old or more)

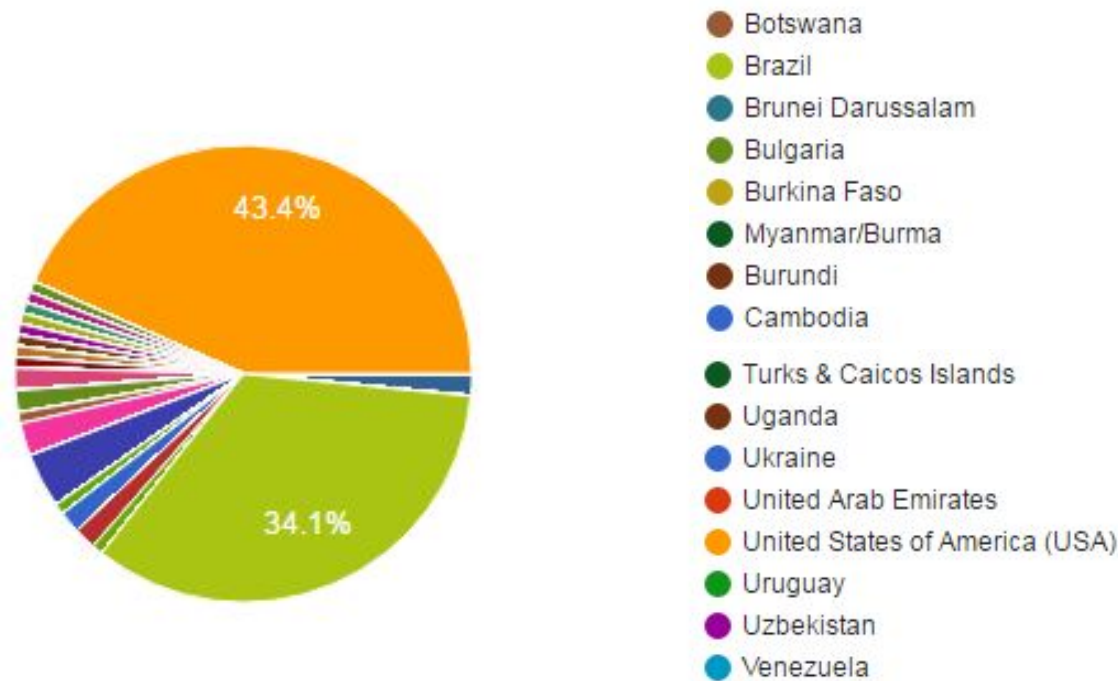




# Philanthropic Giving: answers to question 14 of the survey including 34 years old or more

Where are you from?

129 responses



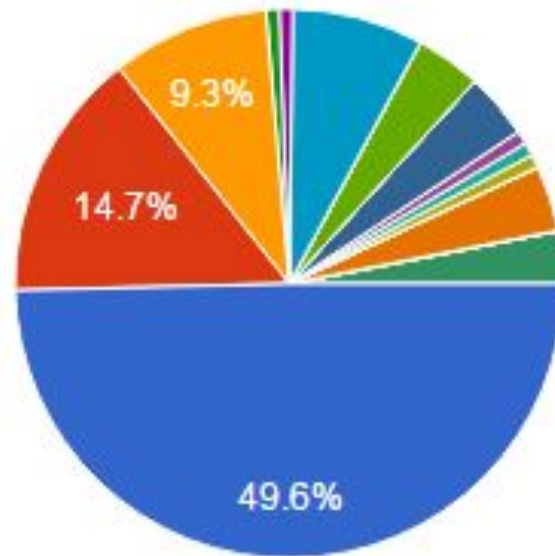
Note: Excel with detailed answers will be added to the dropbox file  
Source: [Survey](#) with Millennials (includes also 34 years old or more)



# Philanthropic Giving: answers to question 15 of the survey including 34 years old or more

What is the field of your occupation?

129 responses



- Student
- Business & Finance
- Computer & Technology
- Construction
- Education, Teaching & Training
- Engineering
- Fishing, Farming & Forestry
- Health & Medical
- Hospitality
- Management
- Media
- Military
- Office Administration
- Production & Manufacturing
- Sales & Marketing
- Science
- Transportation
- Other

Note: Excel with detailed answers will be added to the dropbox file  
Source: [Survey](#) with Millennials (includes also 34 years old or more)



# Philanthropic Giving: our secondary research was driven by 10 key questions

## KEY QUESTIONS

1. What are the key characteristics of environmental giving space?
2. Where does environmental giving come from? Which are the main sectors? Who are the key players?
3. (For each main sector) What is the overall trajectory/history of environmental giving?
4. (For each main sector) What is the context of environment giving today? What changed over time?
5. What are the key trends? What are the challenges? What are the key opportunities? Are there dates/times of year where giving is highest- like Earth Day?
6. What drives philanthropic giving to the environment? Are drivers different between corporations and individuals or other sources?
7. What is the role of technology in the environmental giving space?
8. How is environmental giving different around the world? Any regional/country specific characteristics?
9. What are the avenues in which environmental giving occurs: direct donation to nonprofits, fielding organizations like 1%, donating time/acting locally, academic research like Yale School of Forestry, etc
10. How does the government/policies play a role in environmental giving?



**The research objective was to provide a brief overview of the context and incentives for philanthropic giving to the environment that includes the key trends, players, opportunities, challenges and technological elements**



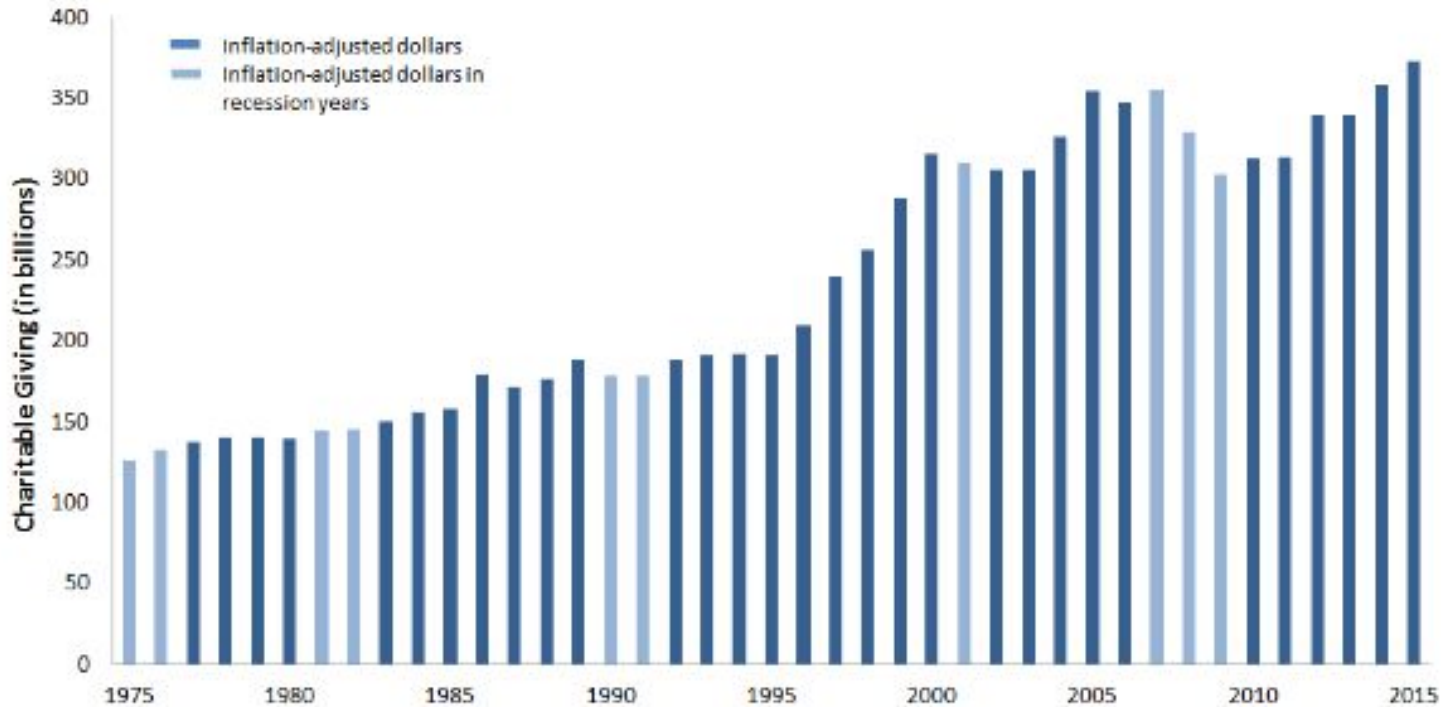
# Philanthropic Giving: findings on question 1 - key characteristics of environmental landscape

- *“Environmental organizations in the US tend toward the extremes of scale – the hyperlocal, focused on specific places/resources – and the mega-global (e.g., TNC, WWF, etc.)”, Executive from Bridgespan*
- *“EU vs. US: the social welfare state assumes responsibility for much of what philanthropy accomplishes in the US (but doesn’t extend toward conservation and the environment as much)”, Executive from Bridgespan*
- *“The biggest environmental organizations [...] are very diverse, i.e. WWF is different from Greenpeace is different from Ducks unlimited, NDRC, Ceres, RMI, etc etc and corporates are a different market segment altogether”, C-level executive from Heron Foundation*



# Philanthropic Giving: findings on questions 2, 3 and 4 for philanthropic giving in the US (1/4)

- Total giving to charitable organizations was \$373.25 billion in 2015 (2.1% of GDP). This is an increase of 4.1% in current dollars and 4% in inflation-adjusted dollars from 2014.
- This is the sixth straight year that giving has increased and the second straight record-setting year, following 2014's total of \$358.38 billion.
- Comparing GDP growth and change in charitable giving over 2010-2015, the average increase in giving to charitable causes (3.6%) is greater than the growth of GDP (2%).

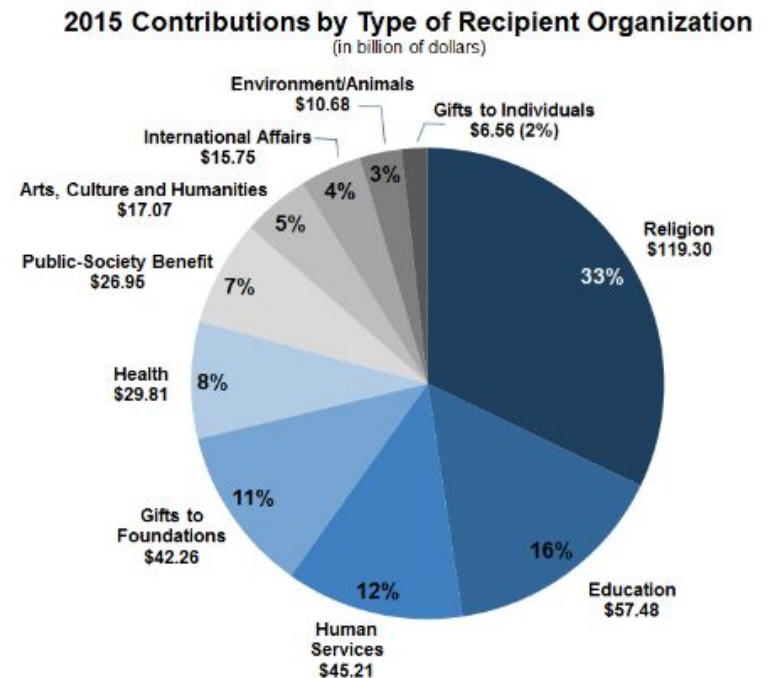






# Philanthropic Giving: findings on questions 2, 3 and 4 for philanthropic giving in the US (2/4)

- Giving increased in every category of giver (individual, foundation, corporate and bequest).
- As in previous years, the majority of that giving came from individuals. Specifically, individuals gave \$264.58 billion, accounting for 71% of all giving and representing a 3.8% increase over 2014 (3.7% when adjusted for inflation).
- Giving by bequest was up 2.1% in current dollars (or 1.9% when adjusted for inflation) to \$31.76 billion.
- Foundations gave \$58.46 billion which represented an increase of 6.5% (or 6.3% when adjusted for inflation).
- Corporations donated \$18.45 billion for an increase of 3.9% (or 3.8% when adjusted for inflation).





# Philanthropic Giving: findings on questions 2, 3 and 4 for philanthropic giving in the US (3/4)

- Historically, as we saw in 2014, donations from individuals account for over two-thirds of all donations. If you add in gifts from bequests and family foundations, which are essentially gifts from individuals, then the category accounts for nearly 80% of all giving. In other words, the donating public, not big foundations or corporations, is responsible for the vast majority of annual donations.
- Giving to Education charities was up 8.9% (8.8% inflation-adjusted) to \$57.48 billion.
- Donations to Human Services charities were up 4.2% (4.1% inflation-adjusted) to \$45.21 billion.
- Foundations saw a decrease of 3.8% (4.0% inflation-adjusted) to \$42.26 billion.
- Health charities experienced an increase of 1.3% (1.2% inflation-adjusted) to \$29.81 billion.
- Charities that focus on the Environment / Animals saw an increase of 6.5% (6.1% inflation-adjusted) to \$10.68 billion.
- Public-Society Benefit charities saw an increase of 6.0% (5.9% inflation-adjusted) to \$26.95 billion.
- Arts, Culture and Humanities saw an increase of 7% (6.8% inflation-adjusted) to \$17.07 billion.
- Giving to International charities increased by 17.5% (17.4% inflation-adjusted), to \$15.75 billion.
- Historically, Religious groups have received the largest share of charitable donations. This remained true in 2015, and the sector saw an increase for the second year in a row. With the 2.7% increase (2.6% inflation-adjusted) in donations this year, 33% of all donations (\$119.3 billion) went to Religious organizations. Much of these contributions can be attributed to people giving to their local place of worship.



# Philanthropic Giving: findings on questions 2, 3 and 4 for philanthropic giving in the US (4/4)

- “The environmental movement has blossomed into one of the most powerful political, social, and economic forces of our time. As a result, environmental philanthropy had burgeoned to an estimated \$3.5 billion a year by the late 1990s. More than 4,000 nonprofit environmental groups, ranging from the well-known Sierra Club to the relatively obscure Appalachian Mountain Club, pursue agendas ranging from saving the black rhino in Africa to dam removal in the American West. Of course, although much progress has been made in cleaning up the air, water, and soil, much remains to be done. Thoughtful observers agree that the chief environmental strategies of the last 30 years or so—government regulation and large set-asides of public land—are growing less and less relevant. The next generation of environmentalism will require new approaches that could prove more effective, efficient, and long-lasting. A classic role for philanthropy is to help test and implement these new approaches. Much experimentation already is taking place at the grassroots level. At the heart of the new thinking is the understanding that man is here to stay, that technology is the friend and not the enemy of the environment, and that freedom is an indispensable condition for reconciling human endeavor and Mother Nature. The new thinking also embraces an optimistic, can-do outlook, as opposed to the pessimism that seems to have enveloped much of the modern environmental movement in recent decades.”

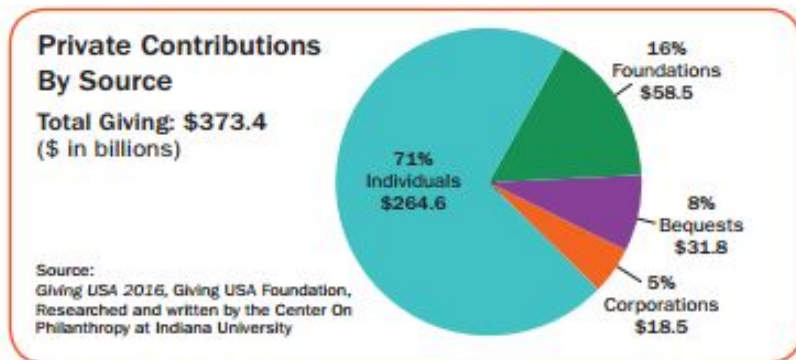
[http://www.philanthropyroundtable.org/topic/excellence\\_in\\_philanthropy/soaring\\_high](http://www.philanthropyroundtable.org/topic/excellence_in_philanthropy/soaring_high)



# Philanthropic Giving: findings on questions 2, 3 and 4 for corporate giving

- “Currently the 79% of contribution to nonprofits done by companies is cash related. The 79% is a combination of direct giving (33%) and foundation grants (46%). Foundation grants is still the biggest
- Companies can give (cash) through different channels: foundation grants, corporate contributions (direct giving), matching gifts through employees, corporate sponsorship and cause related marketing
- Majority of the companies have both direct and foundation giving mechanisms
- In matching gifts can exactly match or go beyond with giving 2 or 3x more
- Corporate giving is motivated by company interests”

[http://grantspace.org/tools/multimedia/webinars/introduction-to-corporate-giving?\\_ga=1.207762642.111957650.1492650595](http://grantspace.org/tools/multimedia/webinars/introduction-to-corporate-giving?_ga=1.207762642.111957650.1492650595)





# Philanthropic Giving: findings on questions 2, 3 and 4 for corporate environmental giving (1/2)

- 3% giving in 2015 went to environmental causes, representing 133 companies out of 183 companies that participated in the survey
- \$1,752,006 is the top quartile cash giving for the environment (second lowest - only disaster relief is after it)
  - Industry with Highest Median Total Cash Giving was Consumer Staples with \$2.59M
  - Decreasing median cash giving between 2013 and 2015: -6%
- Greater allocation in environmental giving for industries related to Utilities (9%), communications (7%), materials (6%) and consumer staples (6%)

[http://cecp.co/wp-content/uploads/2016/11/GI\\_N2016\\_Finalweb-1.pdf?redirect=no](http://cecp.co/wp-content/uploads/2016/11/GI_N2016_Finalweb-1.pdf?redirect=no)

Program Area	Top Quartile Cash Giving by Program Area, 2015
Health & Social Services (n=171)	\$6,763,724
Community & Economic Development (n=142)	\$5,685,591
Education: K-12 (n=157)	\$5,399,502
Education: Higher (n=155)	\$5,320,977
Civic & Public Affairs (n=126)	\$2,437,751
Culture & Arts (n=145)	\$2,206,167
Environment (n=133)	\$1,752,006
Disaster Relief (n=137)	\$575,408

Program Area	Growth Rate of Median Cash Giving by Program Area Between 2013 and 2015
Civic & Public Affairs (n=73)	70%
Culture & Arts (n=96)	27%
Education: Higher (n=104)	2%
Education: K-12 (n=96)	-6%
Environment (n=79)	-6%
Community & Economic Development (n=89)	-7%
Health & Social Services (n=110)	-21%
Disaster Relief (n=69)	-26%

Program Area	Industry with Highest Median Total Cash Giving and Amount (in US\$ Millions)
Civic & Public Affairs	Consumer Staples (\$1.99)
Community & Economic Development	Energy (\$4.30)
Culture & Arts	Consumer Staples (\$1.66)
Disaster Relief	Consumer Discretionary (\$0.31)
Education: Higher	Industrials (\$4.49)
Education: K-12	Consumer Staples (\$5.01)
Environment	Consumer Staples (\$2.59)
Health & Social Services	Consumer Staples (\$15.5)





# Philanthropic Giving: findings on questions 2, 3 and 4 for corporate environmental giving (2/2)

Program Area Allocations by Industry, 2015, Average Percentages

		Civic & Public Affairs	Community & Economic Development	Culture & Arts	Disaster Relief	Education: Higher	Education: K-12	Environment	Health & Social Services	Other
<b>All Companies</b>	<b>N=183</b>	5%	13%	6%	2%	13%	16%	3%	26%	16%
Communications	n=7	7%	16%	9%	2%	5%	25%	7%	19%	10%
Consumer Discretionary	n=18	4%	15%	8%	3%	12%	15%	3%	22%	18%
Consumer Staples	n=16	6%	7%	4%	1%	10%	9%	6%	49%	8%
Energy	n=10	1%	10%	1%	2%	20%	19%	4%	8%	35%
Financials	n=45	6%	26%	7%	3%	10%	15%	1%	17%	15%
Health Care	n=19	6%	3%	1%	1%	9%	4%	0%	69%	7%
Industrials	n=20	6%	5%	4%	3%	24%	18%	3%	23%	14%
Materials	n=14	3%	11%	9%	1%	13%	14%	6%	25%	18%
Technology	n=18	2%	8%	7%	1%	20%	29%	1%	12%	20%
Utilities	n=16	7%	14%	8%	2%	12%	15%	9%	18%	15%

Note: Relative to industry peers, the industry providing the highest percentage of giving to a particular program area is highlighted.



# Philanthropic Giving: findings on questions 2, 3 and 4 for individuals philanthropic giving

- “Individual donors—of whatever size—want to make a difference in this world. Whether it’s your \$25 donor or your major donor, an individual giving program creates an opportunity to realize your shared dreams and vision for your work”
- “According to the GivingUSA reports for at least the last 5 years, more than 70% of the \$378 billion contributed to nonprofits each year has come from individuals—and if you factor in family foundations, that number probably comes close to 80%. Since individuals consistently make up the largest donor group, it is worth looking at how to can create a sustainable fundraising model that focuses on building relationships with your donors”

[http://grantspace.org/blog/creating-an-individual-giving-program?\\_ga=1.207762642.111957650.1492650595](http://grantspace.org/blog/creating-an-individual-giving-program?_ga=1.207762642.111957650.1492650595)





# Philanthropic Giving: findings on questions 2, 3 and 4 for individuals environmental giving (1/3)

- Average Worldwide individuals: “the leading ways consumers want to get engaged are actions tied directly to their wallets, with nine-in-10 just as likely to purchase (89%) as to boycott (90%). But they are also seeking ways to get engaged beyond the cash register and would like to partner with companies to donate (76%), volunteer (72%) or directly participate in a dialogue (72%). Despite their good intentions, there remains a persistent gap between intent and reported behaviors. The most frequent actions taken over the last 12 months include having purchased a product with a social or environmental benefit (63%) or making a donation (61%), which are not surprising given both are the more common ways companies currently engage consumers”  
[www.conecomm.com/research-blog/2015-cone-communications-ebiquity-global-csr-study](http://www.conecomm.com/research-blog/2015-cone-communications-ebiquity-global-csr-study)
- There is a wide variability in terms of maturity/understanding of philanthropic giving among regions/countries/nationalities  
[www.conecomm.com/research-blog/2015-cone-communications-ebiquity-global-csr-study](http://www.conecomm.com/research-blog/2015-cone-communications-ebiquity-global-csr-study)
  - Average American individual: even above average in supporting social and environmental issues in more traditional ways, such as making donations (69% vs. 61% global average). Companies have a key role in influencing Americans to take action regarding environmental issues.
  - Average Canadian Individual: this is one of the most likely countries to have donated (70% vs. 61% global average) in the past 12 months, and people stand ready to make personal sacrifices to address social or environmental issues, such as their readiness to consume less to protect natural resources (82% vs. 81% global average)
  - Average Brazilian individual: lead the pack in participating in company CSR efforts and demonstrate a personal passion for addressing social and environmental issues in their own lives; however, companies must first help this audience better understand CSR terminology



# Philanthropic Giving: findings on questions 2, 3 and 4 for individuals environmental giving (2/3)

- (continuing) There is a wide variability in terms of maturity/understanding of philanthropic giving among regions/countries/nationalities

[www.conecomm.com/research-blog/2015-cone-communications-ebiquity-global-csr-study](http://www.conecomm.com/research-blog/2015-cone-communications-ebiquity-global-csr-study)

- Average Chinese Individual: more likely to want to donate (87% vs. 76% global average). Chinese consumers view companies as a key player in addressing social and environmental issues
- Average Indian Individual: is looking to partner with companies to make progress, and their belief that their personal actions combined with company efforts can make a difference is at the crux of their enthusiasm
- Average UK Individual: this cynical audience puts the burden of proof squarely on companies
- Average French individual: less likely to have made a donation (54% vs. 61% global average). French consumers, while retaining high expectations of companies, also have a dangerous combination of distrust and confusion around CSR efforts
- Average German Individual: less likely to donate (66% vs. 76% global average). Although German consumers have strong expectations and understanding of CSR efforts, they may not take their individual participation far beyond the cash register
- Average Japanese Individual: although may not directly participate in a company's CSR efforts, they have high expectations of companies to act responsibly and report on their progress

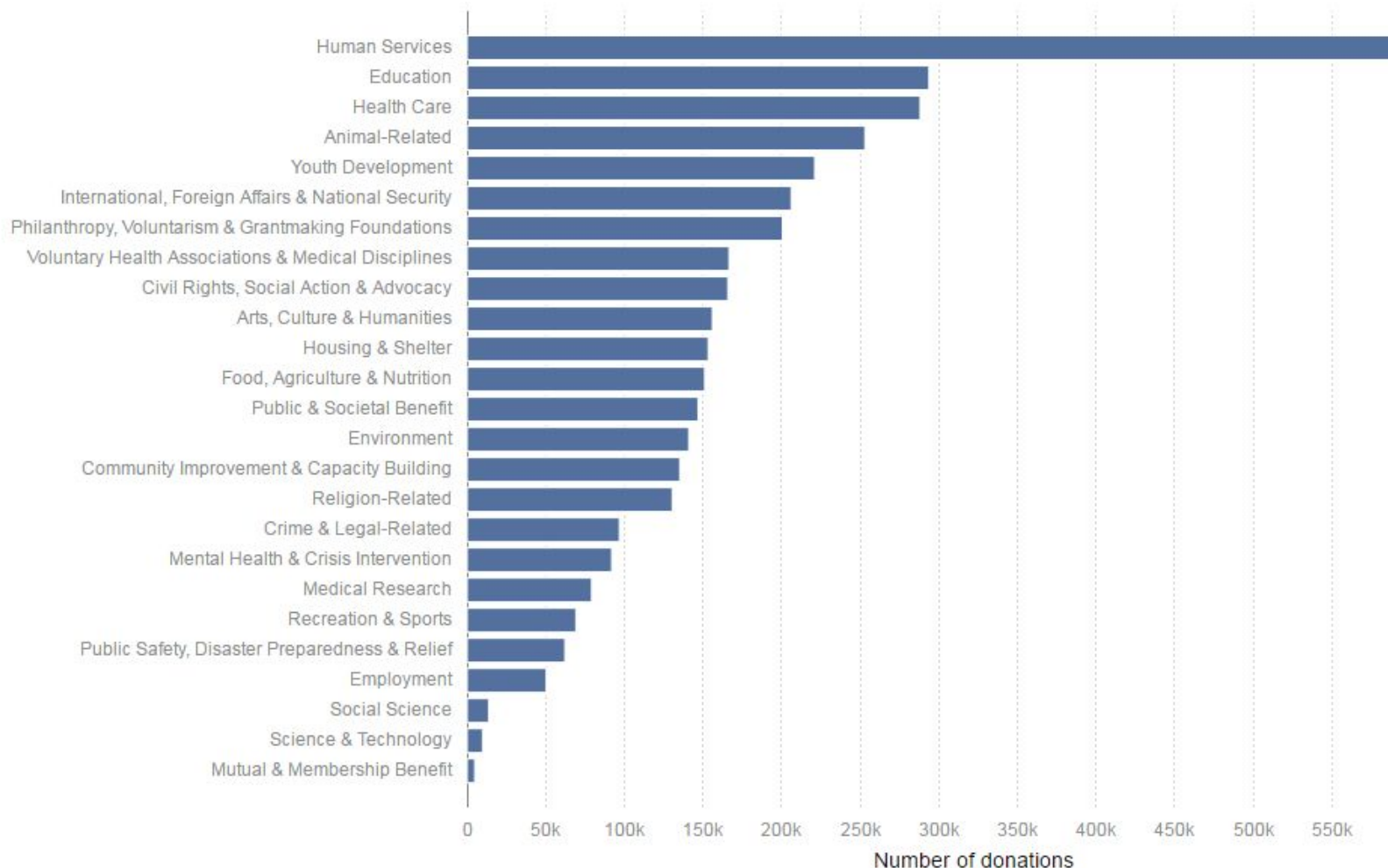


# Philanthropic Giving: findings on questions 2, 3 and 4 for individuals environmental giving (3/3)

- Online donation of individuals to environmental causes (March, 2016 to March 2017)

[https://www.philanthropy.com/interactives/online-giving-dashboard?cid=cdfd\\_rsrc](https://www.philanthropy.com/interactives/online-giving-dashboard?cid=cdfd_rsrc)

- Animal is the top 4 (\$17.9M with 254k donations)
- Environment is among the top 15 (\$13.4M with 141k donations)







# Philanthropic Giving: findings on questions 2, 3 and 4 for foundations (1/4)

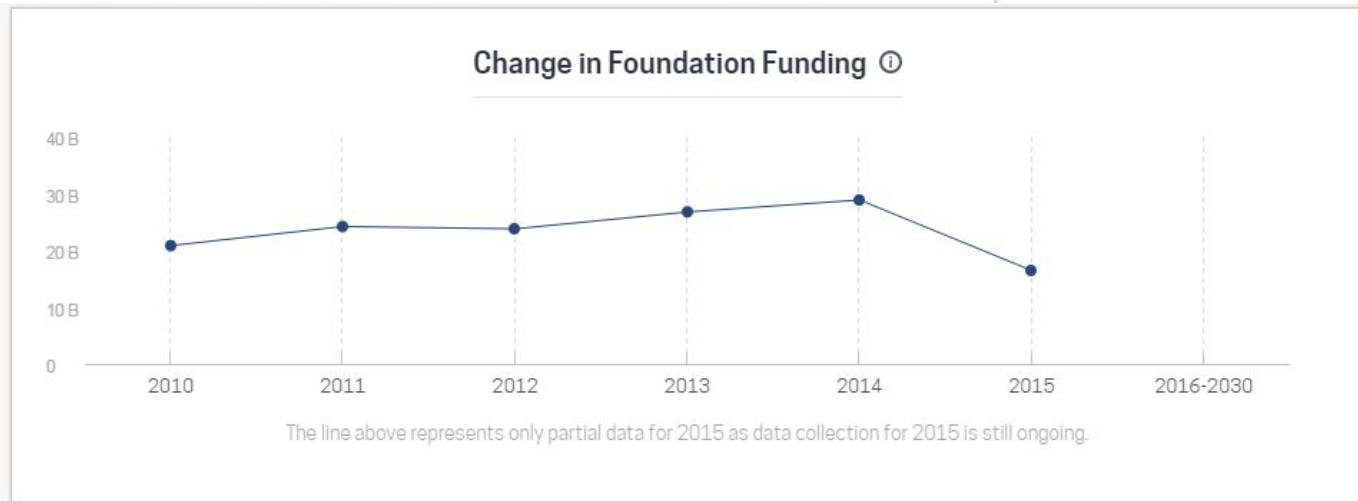
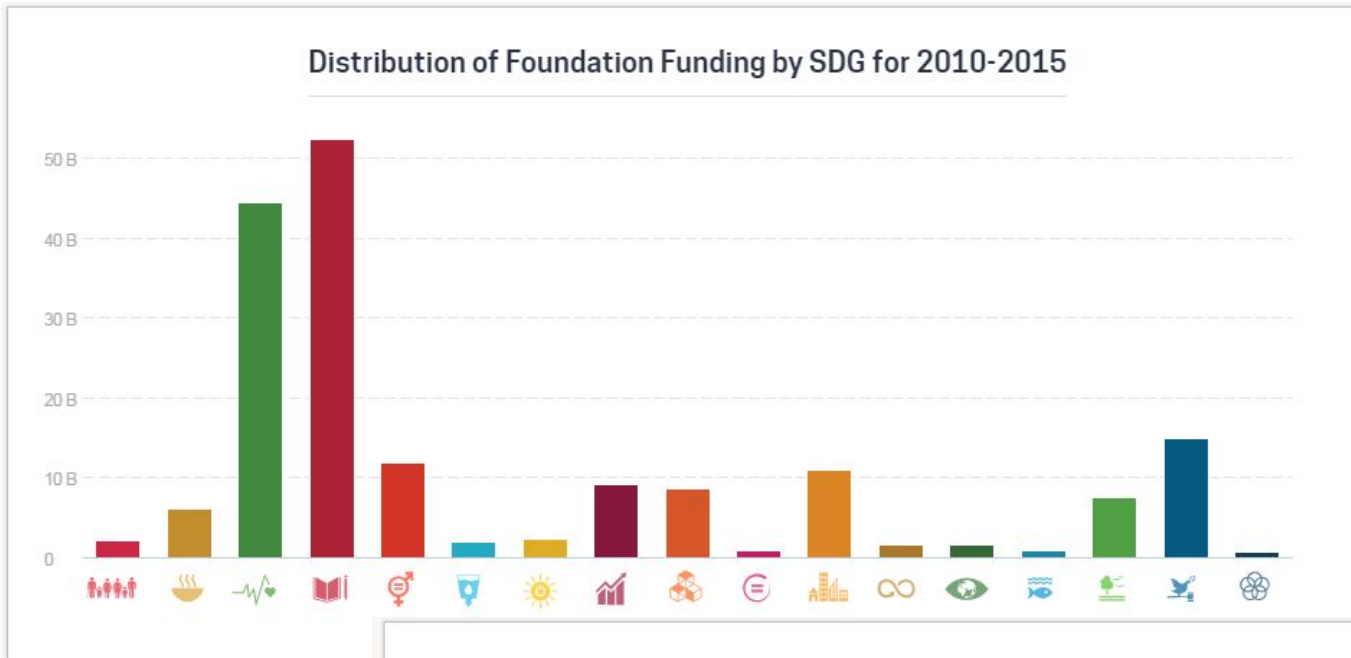
MDGs or SDGs?	Sustainable Development Goals (SDGs)								Millennium Development Goals (MDGs)								ALL		
Select a Goal	1  NO POVERTY		2  ZERO HUNGER		3  GOOD HEALTH		4  QUALITY EDUCATION		5  GENDER EQUALITY		6  CLEAN WATER		7  CLEAN ENERGY		8  ECONOMIC GROWTH		9  INDUSTRY AND INFRASTRUCTURE		ALL
Select a Region or Country	America		Africa		Asia		Europe		Oceania		ALL								

- Worldwide, from 2010-2015: ~10% (\$14,472,176,499). Overall, in the past years giving has reduced in \$ and number of grants. US still the biggest area from where donations came from.

<http://sdgfunders.org/blog/what-are-the-sdgs-and-how-do-they-relate-to-the-youth-giving-movement/>



# Philanthropic Giving: findings on questions 2, 3 and 4 for foundations (2/4)





# Philanthropic Giving: findings on questions 2, 3 and 4 for foundations (3/4)

- By goal related to environmental giving we have
  - <http://sdgfunders.org/blog/what-are-the-sdgs-and-how-do-they-relate-to-the-youth-giving-movement/>
  - Clean water and sanitation: Ensure availability and sustainable management of water and sanitation for all
    - 1% (\$1,898,365,555 with 4.0k grants per year except one year that had 5.0k)
    - Overall the funding from foundations has been declining over the years
    - Top 5: Bill & Melinda Gates Foundation, The Coca-Cola Foundation, Inc., Conrad N. Hilton Foundation, Gordon and Betty Moore Foundation, Queen Elizabeth Diamond Jubilee Trust
  - Affordable and Clean energy: Ensure access to affordable, reliable, sustainable and modern energy for all
    - 2% (\$2,354,842,265 with 2.0k grants per year except last year with 0.8k)
    - Overall the funding from foundations has been declining over the years
    - Top 5: The William and Flora Hewlett Foundation, Energy Foundation, The David and Lucile Packard Foundation, Sea Change Foundation, The Oak Foundation
  - Climate action: take urgent action to combat climate change and its impacts
    - 1% (\$1,647,418,590 with 1.0k grants per year)
    - Overall the funding from foundations has been declining over the years
    - Top 5: The David and Lucile Packard Foundation, The William and Flora Hewlett Foundation, Sea Change Foundation, The Oak Foundation, The Rockefeller Foundation
  - Life below water: Conserve and sustainably use the oceans, seas and marine resources for sustainable development
    - 0.67% (\$942,017,648 with around 1.5k grants per year)
    - Overall the funding from foundations has been declining over the years
    - Top 5: Gordon and Betty Moore Foundation, The David and Lucile Packard Foundation, The Oak Foundation, Walton Family Foundation, Inc., The Marisla Foundation



# Philanthropic Giving: findings on questions 2, 3 and 4 for foundations (4/4)

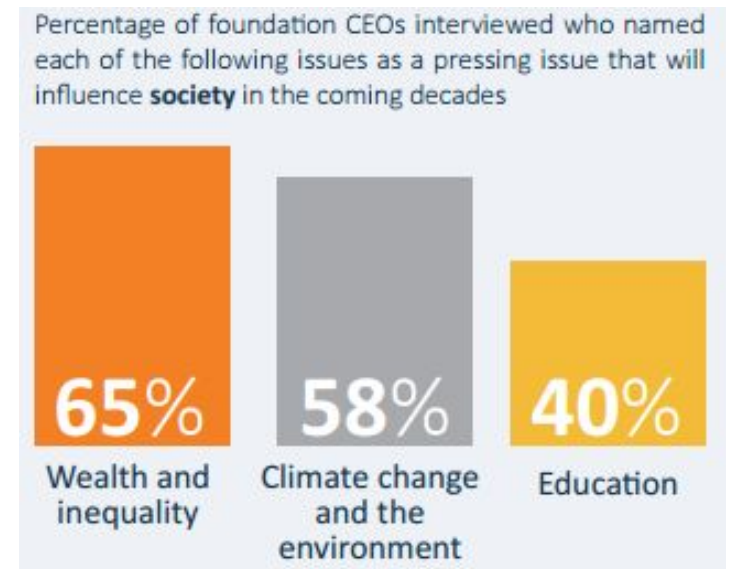
- (continuing) By goal related to environmental giving we have
  - Life on land: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
    - 5% (\$7,629,532,441 with around 20k grants per year)
    - Overall the funding from foundations has declined in the last year
    - Top 5: Nationale Postcode Loterij, Gordon and Betty Moore Foundation, Walton Family Foundation, Inc., Bill & Melinda Gates Foundation, The David and Lucile Packard Foundation

- “Foundations give half of the dollars they spend on the environment to national organizations with budgets of \$5-million or more, but those charities make up only 2 percent of the environmental groups in the United States, according to the watchdog.”

<https://www.philanthropy.com/article/Environmental-Grant-Makers/227617>

- “The majority of foundation CEOs interviewed—almost 60 percent—identify climate change or the environment as a pressing issue.”

[http://effectivephilanthropy.org/wp-content/uploads/2016/12/CEPs-The-Future-of-Foundation-Philanthropy-December-2016.pdf?utm\\_campaign=The%20Future%20of%20Foundation%20Philanthropy&utm\\_source=hs\\_automation&utm\\_medium=email&utm\\_content=38316975&\\_hsenc=p2ANqtz-9oXgK5RZjKEbwXCRyxaUyduuOjvsGNpP1AZr8Yyvsh5wSSc0lqepzemwn5n\\_oyQ7leaxOEQE0WXpXH3ERQj6gQ01DVdw&\\_hsmi=38316975](http://effectivephilanthropy.org/wp-content/uploads/2016/12/CEPs-The-Future-of-Foundation-Philanthropy-December-2016.pdf?utm_campaign=The%20Future%20of%20Foundation%20Philanthropy&utm_source=hs_automation&utm_medium=email&utm_content=38316975&_hsenc=p2ANqtz-9oXgK5RZjKEbwXCRyxaUyduuOjvsGNpP1AZr8Yyvsh5wSSc0lqepzemwn5n_oyQ7leaxOEQE0WXpXH3ERQj6gQ01DVdw&_hsmi=38316975)





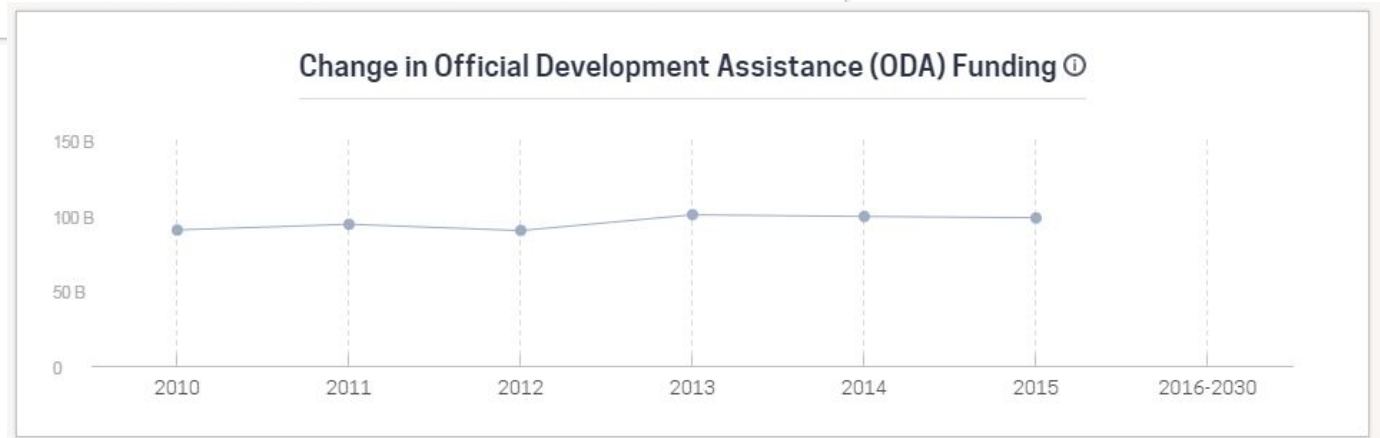
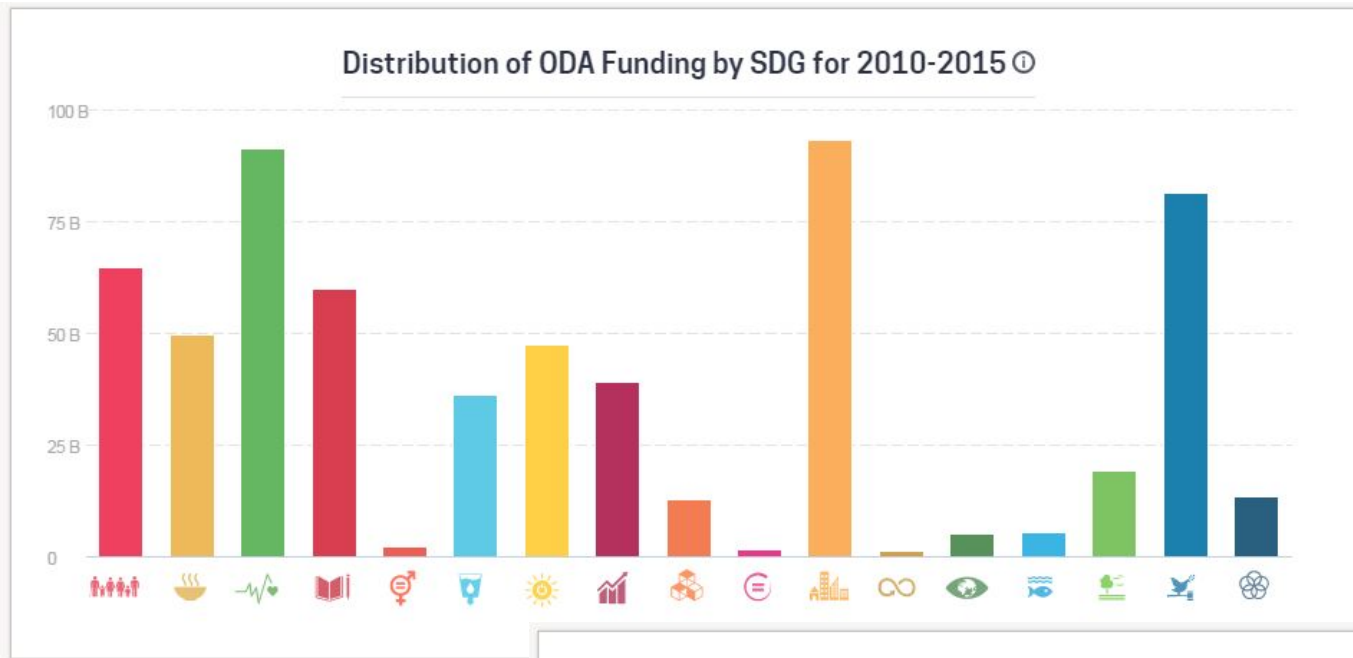
# Philanthropic Giving: findings on questions 2, 3 and 4 for official development assistance (1/2)

- Official Development Assistance (ODA): “provided by official agencies, including state and local governments, or by their executive agencies; and each transaction of which: a) is administered with the promotion of the economic development and welfare of developing countries as its main objective; and b) is concessional in character and conveys a grant element of at least 25% (calculated at a rate of discount of 10%).”  
<http://www.oecd.org/dac/stats/officialdevelopmentassistancedefinitionandcoverage.htm>
- By goal related to environmental giving we have  
<http://sdgfunders.org/blog/what-are-the-sdgs-and-how-do-they-relate-to-the-youth-giving-movement/>
  - Clean water and sanitation: ~\$36M, steady with ~\$6M/6.0k grants per year
  - Affordable and Clean energy: ~\$47M, steady in the last two years at ~\$9M/3.0k grants per year
  - Climate action: ~\$5M, recently going up with last year at ~\$1M/1.2k grants
  - Life below water: ~\$5.5M, declining with ~\$0.9M/2.0k grants per year
  - Life on land: ~\$19M, steady at ~\$3M/6.0k grants per year





# Philanthropic Giving: findings on questions 2, 3 and 4 for official development assistance (2/2)





# Philanthropic Giving: findings on question 5 for trends for philanthropic giving

- Four key trends growing in the last decade for philanthropic giving overall  
<http://sdgfunders.org/reports/from-giving-to-financing-remarks-for-the-indonesia-philanthropy-forum/>
  1. “Deep involvement by philanthropists themselves – an interest in hands-on philanthropy
  2. An interest in solutions-based approaches, which means looking at systemic change, making big bets, and leveraging one’s own funds with others, including through the Sustainable Development Goals (Agenda 2030) framework
  3. A focus on assessing impact, and trying all kinds of methods to do that
  4. Looking for new and innovative ways to fund. This last trend includes impact investing, using online networks, and crucially, changing one’s timeline to do ‘giving while living’ – not leaving your wealth for others to give away, but giving while living”





# Philanthropic Giving: findings on question 5 for trends for corporate philanthropic giving

- Total corporate giving remains stable for philanthropy

[http://cecp.co/wp-content/uploads/2016/11/GIN2016\\_Finalweb-1.pdf?redirect=no](http://cecp.co/wp-content/uploads/2016/11/GIN2016_Finalweb-1.pdf?redirect=no)

- Companies have increased their share of direct-cash contributions in the last three years
- Corporate matches increase when a Workplace-Giving Campaign and a YearRound Policy are offered together. Foundation cash is the largest source of matching gifts
- Approximately two-thirds (65%) of companies give internationally, and those that do typically allocate 19% of total giving to international giving
- More than half of companies report on ESG information with investors
- Philanthropic Leverage, which refers to the average monetary contributions from employees/nonemployees, a component of “good beyond giving,” is on the rise
- Building trust with consumers and other stakeholders is key for companies
- Investing with purpose goes along with societal engagements: median total giving for companies active with impact investing was more (\$25.7 million) than that given by those not active in impact investing (\$15.0 million)
- Corporate purpose is associated with better financial performance.
- Companies are aware and accountable in terms of ESG contributions.
- Companies that saw the bottom-line benefits from community involvement efforts also expanded their giving teams. The number of corporate giving team employees rose 3% from 2013 to 2015, while the total number of company employees dropped 2%, demonstrating the resiliency of giving teams
- Measuring societal outcomes and/or impacts became a more widespread practice

Program Area	Total Giving %	Related SDG(s)
Civic & Public Affairs	5%	16
Community & Economic Development	13%	1, 5, 8, 9
Culture & Arts	6%	4
Disaster Relief	2%	11, 13
Education: Higher	13%	4
Education: K-12	16%	4
Environment	3%	7, 12, 14, 15
Health & Social Services	26%	2, 3, 6, 10
Other	16%	17

International Giving, Program Area Breakdown, Average Percentages, 2015, N=92	
Health & Social Services	23%
Education: K-12	18%
Community & Economic Development	15%
Disaster Relief	13%
Education: Higher	12%
Other	8%
Environment	5%
Civic & Public Affairs	3%
Culture & Arts	3%



# Philanthropic Giving: findings on question 5 for trends for nonprofits

“In the past, nonprofits relied on fund-raising events such as dinners to generate its revenue. The current trend is to focus on other sources such as gifts and more recently in endowments. One example is Duck Unlimited, which used to fund-raise through dinners run by its local chapters to generate 90% of its revenue. However, by the mid-1980s the organization realized that the growth potential of such events was not sufficient to cover new environmental projects. Currently, the organization only counts on such dinners to raise 50% of revenue. The remaining 50% come from a mix of large gifts from corporations and individuals, government grants, royalties from companies that pay to use the charity's name on products such as clothing and furniture and, increasingly, endowment income”

<https://www.philanthropy.com/article/Ducks-Unlimited-Sets-Its/231933>



# Philanthropic Giving: findings on question 5 for opportunities (1/2)

- Explore the growing online space for fundraising  
<http://mrbenchmarks.com/>
  - “On average, 1.1% of website visitors made a donation. This conversion rate was highest for International groups (2.9%) and lowest for Environmental groups (0.6%).”
- Reliability on peers perception for corporate giving is still a major trend. Having events and social aspect is good to reach different age groups
- Explore individual contributions and use social media  
[www.conecomm.com/research-blog/2015-cone-communications-ebiquity-global-csr-study](http://www.conecomm.com/research-blog/2015-cone-communications-ebiquity-global-csr-study)
  - “The 2015 Cone Communications/Ebiquity Global CSR Study reveals a higher level of understanding, awareness and support of corporate social responsibility efforts from the world’s consumers. Whether it’s the unbridled optimism and passion shown in developing countries or the more seasoned consumers in markets where CSR is omnipresent, there is a universal expectation for companies to be a strong partner in change, providing ever-more opportunities for participation. Today’s empowered global consumer is willing to take personal accountability and make sacrifices for the greater good, opening the door for companies to push the boundaries for future innovation and engagement. Despite distinctiveness on a country- by-country level, global consumers remain steadfast as open-minded partners for collaboration to drive forward social and environmental progress. Now, companies must advance CSR beyond a brand attribute to create an entirely new CSR experience.”

How consumers use social media to address and/or engage with companies around social and environmental issues:

To contribute directly to an effort led by a company (e.g., pledge, volunteer, donate)



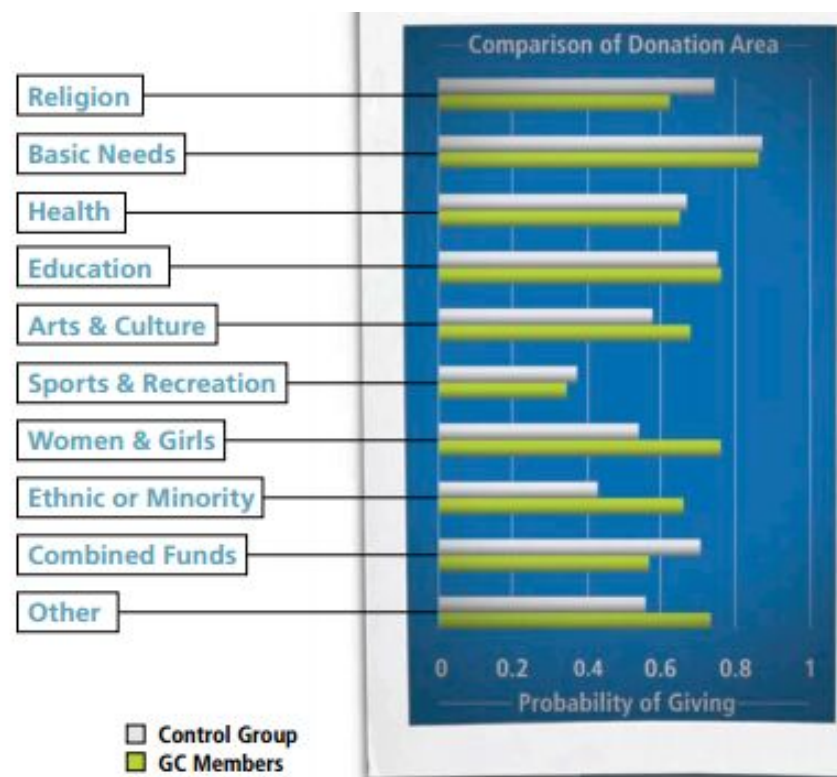




# Philanthropic Giving: findings on question 5 for opportunities (2/2)

- Explore the giving circles to attract individuals donors
  - “Giving circles are made up of individuals who pool their resources and then decide together where these should be distributed. They also include social, educational, and engagement components that seem to engage participants in their communities and increase members’ understanding of philanthropy and community issues”
  - “Giving circles influence members to give more”
  - “Giving circles influence members to give more strategically”
  - “Giving circles members give to a wide array of organizations”
  - “Giving circle members are highly engaged in the community”
  - “Giving circles increase members’ knowledge about philanthropy, nonprofits, and the community”
  - “Giving circles have a mixed influence on members’ attitudes about philanthropy, nonprofit and government roles, and political/social abilities and values”
  - “Level of engagement, length of engagement, and size of the giving circle seem to matter most, when it comes to understanding giving circles’ effects on members.”
  - “Despite members willingness to donate, giving circles are still not very explored for environmental giving”

**3 GIVING CIRCLE MEMBERS GIVE TO A WIDE ARRAY OF ORGANIZATIONS.**



<https://www.givingforum.org/sites/default/files/resources/The%20Impact%20of%20Giving%20Together.PDF>

<https://www.givingforum.org/sites/default/files/resources/The%20Impact%20of%20Giving%20Together-Snapshot.pdf>





# Philanthropic Giving: findings on question 5 for challenges

- Commitment for long term donations/funding
- Creation of consumer demand for more sustainable products/companies/lifestyles
- Become up to speed with the latest technologies and best practices in communication/marketing for the different types of donors

<https://www.councilofnonprofits.org/sites/default/files/documents/2015-nonprofit-trends-to-watch.pdf>

- “Donor don’t just give, they engage: Today a donor’s “engagement journey” to a nonprofit looks very different from the past. Different donors take different journeys, which is driving nonprofits to segment their messages and strategize communications across multiple channels and devices. This is bigger than just “mobile.” Being up-to-speed with the latest technology and best practices in communications/marketing is no longer optional – it’s mandatory for a nonprofit’s sustainability and effectiveness.”
- Track and quantify the impact of the donation in a clear and standard way to donors  
[http://www.issuelab.org/resource/innovation\\_in\\_giving](http://www.issuelab.org/resource/innovation_in_giving)
  - “Donors are looking at ways to improve their giving. Learning from successes and failures, theirs is a process of constant innovation. They plan their giving, monitor outcomes and look for ways to improve results the next time”
  - In particular, it is the younger generation of wealthy givers (Y-Givers) who are adopting these techniques
    - 58% take weeks or months to decide which organisation to support (vs. 27% of >45)
    - 40% monitor the social change resulting from their giving (vs. 25% of >45)
    - only 19% say they don’t monitor the results of their giving at all (vs. 28% of >45)

Older givers are less likely to monitor the success of their giving and when they do, they prefer to use personal criteria. By contrast, a significantly higher number of young wealthy givers evaluate their success based on social change criteria, project impact and specific quantitative measures.



# Philanthropic Giving: findings on question 5 for specific times of year where giving is highest

- One example is the Giving Tuesday created in 2012 to bring some balance to consumerism  
[http://glasspockets.org/transparency-talk/what-s-your-giving-story?\\_ga=1.15242486.111957650.1492650595](http://glasspockets.org/transparency-talk/what-s-your-giving-story?_ga=1.15242486.111957650.1492650595)
  - “Founded in 2012 by New York’s 92nd Street Y in partnership with the United Nations Foundation, #GivingTuesday has become a worldwide movement that celebrates giving and philanthropy. In the United States, it is observed on the Tuesday following Thanksgiving and shopping events Black Friday and Cyber Monday as a way to bring some balance to a season often criticized for its focus on consumerism.”
  - “One of the most powerful ways to tell that story can be by putting the spotlight on the donor voice. One of the great benefits of philanthropic transparency is that it can rally others to the cause, and that is the premise behind the #MyGivingStory campaign sponsored by #GivingTuesday, which not only encourages us all to become donors, but to also open up and share WHY we give.”
- Some argue that specific days won’t make the push to increasing giving  
<https://www.philanthropy.com/article/Charities-See-Opportunities-in/154119>
  - “Tying fundraising drives to Giving Tuesday won’t necessarily help nonprofits boost their overall year-end results, says Madeline Stanionis, creative director of M+R Strategic Services, a nonprofit consultant. “I’m a little skeptical about adding more this-days and that-days to a calendar,” she says. “I have to believe they will have decreasing returns. But I’d love to be proven wrong.” Rather than relying on a single event or a “gimmick” to improve giving in the last few months of the year, Ms. Stanionis says it’s more important for nonprofits to be “super-present.” This can be accomplished by making sure all of the group’s online communications are formatted for mobile devices, crafting Web pages that show up in would-be donors’ Google searches, and never letting up on direct-mail and e-mail solicitations. In short, she says, “You have to be everywhere, all the time.””



# Philanthropic Giving: Question 6 (1/3)

## What drives philanthropic giving to the environment?

- **Individual Donors:** driven by politics and world events  
<http://www.washingtontimes.com/news/2017/feb/9/trump-helps-drive-donations-to-environmental-group/>
  - Sierra Club donations have gone up 700% since the election of Trump
  - Earthjustice told Bloomberg News that its donations had increased 160 percent since the election through the end of January
  - “People are taking to the streets, calling their representatives, and they are **giving money to the organizations and institutions they trust to protect their interests,**” said Jason Schwartz, spokesman for Greenpeace
- **Individual Donors:** also driven by personal experiences: seeing the problem firsthand and developing a connection with the cause or getting an appeal from a friend  
[http://www.philanthropyroundtable.org/topic/excellence\\_in\\_philanthropy/interview\\_with\\_terry\\_and\\_mary\\_kohler](http://www.philanthropyroundtable.org/topic/excellence_in_philanthropy/interview_with_terry_and_mary_kohler)  
<https://www.philanthropy.com/article/Millennials-Are-Drawn-to/150515>
  - Millennials are more likely to be attracted to a cause they can volunteer for
  - Millennials also want to be treated “like the family”
- **Wealthy Individual Donors:** need to see impact; giving touches their psyche/ emotional connection  
<http://www.hewlett.org/peer-to-peer-at-the-heart-of-influencing-more-effective-philanthropy/>
  - Today, wealthy individuals collectively give several billions of dollars each year. Individually they are allocating more than 12% of their wealth to causes annually. Women are likely to give 1/5th more than men, while those over 50 can afford to give more than the young. However, when questioned about how much they would like to allocate to causes, the numbers jump dramatically. The average desired gift rises to more than 19% of total wealth. What’s holding them back? **The need for stronger evidence their gifts are making a difference.** While concept of “impact giving” tops the charts as a decisive influence, it’s not the only factor. Giving touches the core of an individual’s psyche. About 78% said giving is central to their lives and 85% believe it makes them feel more connected to their wealth.“

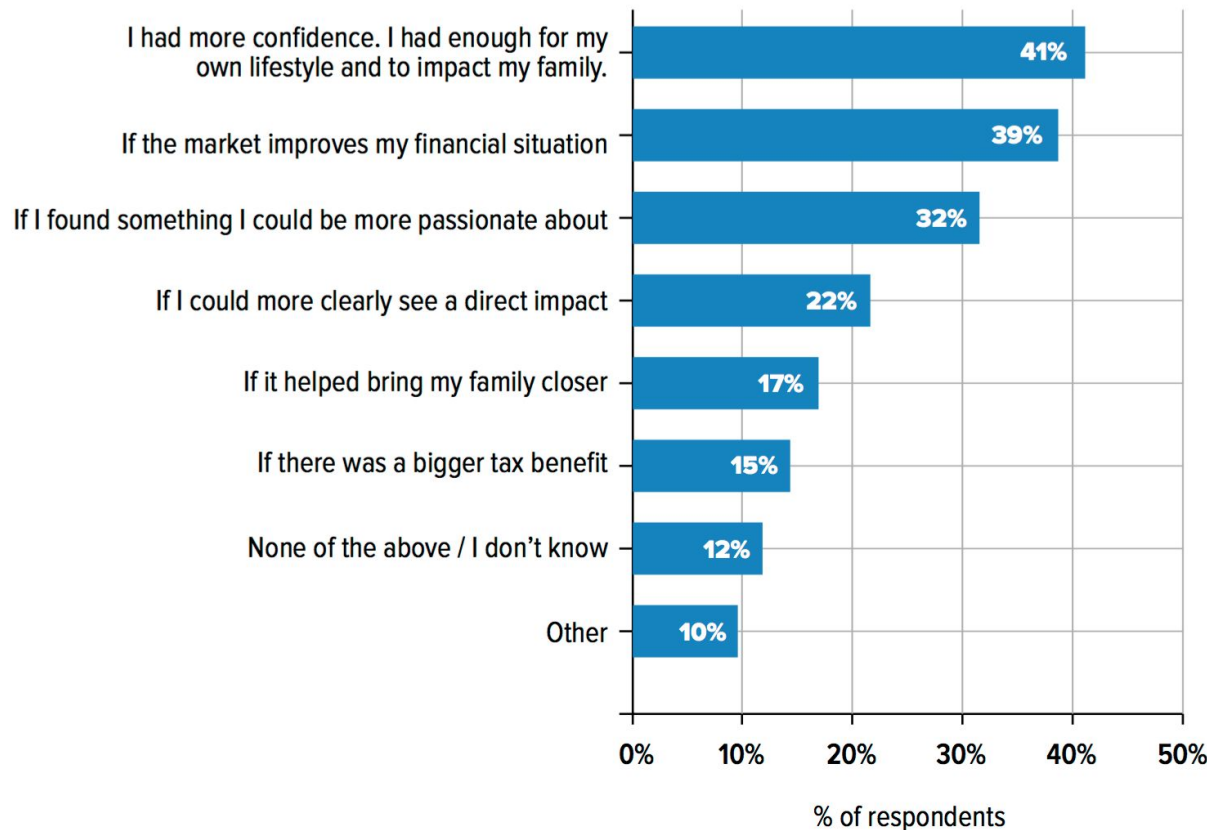


# Philanthropic Giving: Question 6 (2/3)

## What drives philanthropic giving to the environment?

- **Wealthy Individual Donors:** need to see impact; giving touches their psyche/ emotional connection  
<http://www.hewlett.org/peer-to-peer-at-the-heart-of-influencing-more-effective-philanthropy/>

Figure 4: The drivers of giving



SEI's research suggests that even wealthy individuals must consider their own financial circumstances when deciding how much to give to a cause. The performance of the markets is also a factor. Beyond personal circumstances and markets, giving is about being passionate about a cause and having confidence in the impact of the gift. Bottom line: Instilling passion in the giver, and allowing him or her to see the results, will prompt more giving. (Source: Scorpio Partnership and SEI)



# Philanthropic Giving: Question 6 (3/3)

## What drives philanthropic giving to the environment?

- **Foundations:** heavily influenced by peer recommendations  
<http://www.hewlett.org/peer-to-peer-at-the-heart-of-influencing-more-effective-philanthropy/>
- Peers and colleagues are the trusted knowledge source as opposed to publications
  - “Much of knowledge gathering is informal. For example, funders often phone or email peers at other foundations for advice. They also draw on funder networks and funder gatherings where there are in-person networking opportunities. In particular, funders cited regional associations of grantmakers as being helpful in connecting them with one another. **Conferences, where peers can interact face to face and select sessions relevant to their work, are also cited by 83% as a “primary way” they seek out information.**”
  - **Foundations: Overwhelming self-reported knowledge need for evaluation and assessment**
  - They “want for more information about the impact of their grants; a better understanding of why some charitable investments reap results; and more technical assistance around evaluation – different assessment techniques, evaluation at different stages, and a better sense of how evaluation is implemented in peer institutions.”

### The Science Behind Giving

<http://www.bristol.ac.uk/media-library/sites/cmpo/migrated/documents/wp326.pdf>

- Facts and figures are less compelling than narratives
- People are much more responsive to charitable pleas that feature a single, identifiable beneficiary, than they are to statistical information about the scale of the problem being faced
- **Giving is fundamentally a social act.** One study shows that people give significantly more to their university if the person calling and asking for their donation is their former roommate.
- **Charitable giving is contagious – seeing others give makes an individual more likely to give and gentle encouragement from a prominent person in your life can also make a big difference to your donation decisions** – more than quadrupling them in our recent study



# Philanthropic Giving: Question 7 (1/2)

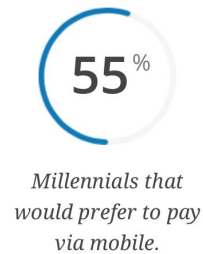
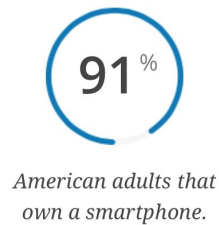
## What's the role of tech in environmental giving?

- **Online giving:** less than 10% of overall giving

<https://blog.commongoodvt.org/2017/02/online-giving-increased-7-9-percent-in-2016-study-finds/>

- The percentage of total fundraising revenue (excluding grants) from **online giving reached a record 7.2 percent in 2016**, up from 7.1 percent in 2015, with donations of at least \$1,000 accounting for 10 percent of all online gifts. According to the report, 17 percent of online transactions were made via a mobile device in 2016, a 21 percent jump on a year-over-year basis.

- **Mobile Giving:** 14.8% of all funds raised in 2016 (mostly millenials)



**@pay stats:**  
<https://www.atpay.com/nonprofits/>

- **Social Media:** peer-to-peer still preferred method of gathering information

<http://www.hewlett.org/peer-to-peer-at-the-heart-of-influencing-more-effective-philanthropy/>

- “Fewer than a quarter of foundation staff and board members responding to the survey prefer social media as a method for gathering knowledge. **Among those who do seek knowledge about philanthropic practice from social media, more than half (58%) cited Twitter, followed by Facebook (35%) and LinkedIn (25%).** Social media may become a more important channel in the future for foundation audiences. Program staff, who tended to be younger, are more likely to use social media than foundation leaders, as illustrated by the fact that 27% of program staff cited social media as a primary way they seek out practice knowledge compared to 17% of foundation leaders.





# Philanthropic Giving: Question 7 (2/2)

## What's the role of tech in environmental giving?

- **Content curation** is important when communicating with donors

<http://www.hewlett.org/peer-to-peer-at-the-heart-of-influencing-more-effective-philanthropy/>

- While a majority of funders reported using knowledge to inform their philanthropic practice, many also say **they experience “in-box” overload and a sense of being overwhelmed by the sheer volume of “incoming” information.** This study shows that it's more important than ever for producers of knowledge about philanthropic practice to share findings with their audiences in easily accessible formats across multiple channels that maximize the benefits of informal and formal sharing.”

### Cutting through the noise to reach funders

#### Trusted peers

Funders rely on their sense of trust in a person or organization to evaluate the credibility of the knowledge and if they should use it. Producers and disseminators might consider who can help share and disseminate practice knowledge to best reach specific funders.

#### Skimmable digests

Funders are more likely to use knowledge that is highly “digestible” such as knowledge that includes summaries and involve practical tools, such as checklists and sample discussion questions.

#### Relevance and timing

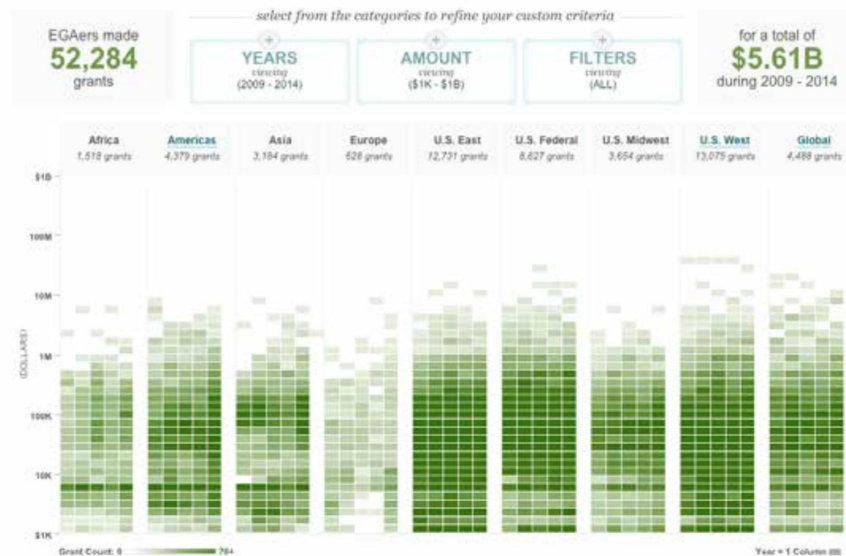
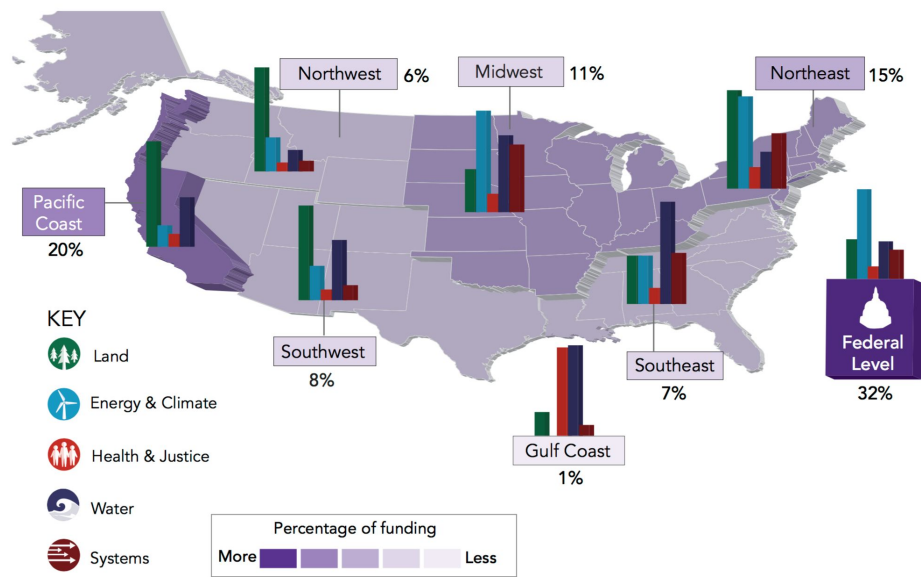
Knowledge that is relevant to a process a foundation already has underway or is considering strongly affects the likelihood of it cutting through the “firehose” of information marketed to foundations.



# Philanthropic Giving: Question 8 - How is environmental giving different around the world?

- **Short answer:** It's not different. Environmental issues are seen as global/international.
  - <https://www.insidephilanthropy.com/home/2016/2/16/where-is-environmental-giving-headed-heres-a-mostly-hopeful.html>
  - [https://ega.org/sites/default/files/pubs/summaries/TTFv5\\_Summary%20Final.pdf](https://ega.org/sites/default/files/pubs/summaries/TTFv5_Summary%20Final.pdf)
  - **INTERNATIONAL ENVIRONMENTAL GIVING IS INCREASING; issues are seen as global issues, not local issues**
  - EGA's members are giving much more internationally. In 2013, international grantmaking hit a record of \$495 million, an 74 percent increase in just two years. That made up 37 percent of all EGA members' giving, also a record high, and notable considering its members are primarily domestic funders. **Areas that received the most funding were South America, North America, and Asia, which saw the most dramatic increase in recent years.**
  - **"We can't draw boundaries. These are global issues"**- EGA Executive Director Rachel Leon

EGA Members' Grantmaking by Domestic Region & Primary Issue, 2013





# Philanthropic Giving: Question 9 - What are the avenues in which environmental giving occurs?

- **ACADEMIC**

- **Endowments** use interest earned from donated principal to fund professorships, scholarships, and labs.
- Through **charitable remainder trusts**, you can receive income and a charitable income-tax deduction.
- **Deferred, or planned, gifts**, such as bequests, life-insurance gifts, and irrevocable trusts, enable you to contribute to the Division of Environmental and Ecological Engineering through your will.

- **DIRECT DONATION**

- One time gift
- Monthly donation
- Estate/planned gift (as part of will)
- Donor advised fund (charitable savings account)
- Some companies match employee donations

- **FIELDING/MATCHING ORGANIZATION**

- Like 1% for the planet or Good360

- **VOLUNTEERING**

- Time/leadership
- Physical- planting trees, pickup up trash
- Lobbying



# Philanthropic Giving: Question 10 - How does the government play a role in environmental giving?

<https://www.epa.gov/grants>

- Trump's election **has increased individual donation to environmental causes** because individuals want to take action (see question 6)
- Governmental organizations like the EPA donate over \$4 billion in environmental grants (currently frozen under the Trump administration)

<http://ageconsearch.umn.edu/bitstream/10870/1/dp950039.pdf>

Paper: Green Giving: An Analysis of Contributions to Major U.S. Environmental Groups by Jerrell Richer

- “I find that government grants to the organizations had a **positive and statistically significant impact on voluntary contributions** rather than a crowding out effect”
- Both government grants and other (nonvoluntary) sources of revenue are shown to have large and statistically-significant effects on contributions. Both variables are characterized by nonlinear relationships to donations, with a positive but diminishing impact for government grants and a positive and increasing effect for other revenue.



# Philanthropic Giving: findings for Peers of 1% For the Planet

**Peer Organizations:** Sierra Club, The Conservation Fund, Nature Conservancy, Greenpeace, Environmental Defense Fund, 350.org, National Resource Defense Council, Surfrider, Conservation International

- It's common for peer organizations to **call out specific "Victories"** in their story section or blog; to denote impact by the use of specific language and marketing- Victories, Wins, Successes, Impact, etc
- **Large format photography** is important (although 1% for the Planet has great photography already). This was a key element in visualizing stories along with info-graphics. 1% for the Planet could look at NRDC as a reference on how to visually describe information through **infographics**, such they have done with their financials and other impact information in their annual report.
- For many of the peer organizations, **having a social profile for their employees and founders** seems to be key in making a connection with the donors. Many of the websites had links to founders twitter and LinkedIn and also made sure to highlight who was writing different stories or curating selection of content.
- Many of the organizations make videos to share campaigns and impact stories; in particular, 350.org has an **open video archive** and free distribution as a way to market and continue to have others sharing their content and get the message out about environmental impact and what their organization is doing.
- The most impactful websites had a **small amount of clickthrough** of going from section to section and instead used **continuous scroll**, where all the important content is on one page instead of divided into too many subsections that users won't go through. To make it more interactive, some sites used embedded videos or live heatmaps. Good UI design can do a lot for communication by giving users a quick summary of: 1. What the issue is 2. Who or what needs to be helped 3. What 1% is doing to help the issue 3. How individual donations are helping the issue





# Social Media Strategy

## Context and Brand

1% for the Planet's brand is built on being a reliable company for smart environmental giving. That is, companies and individuals who give to 1% for the Planet can trust that their money is going towards charitable causes that make a difference.

In developing social media strategy, the question to ask is “What are we trying to achieve?”

Social media is an opportunity for 1% for the Planet to complement their brand strategy through:

- Providing new members an outlet to share giving with friends
- Showing current members the impact of their dollars
- Showing potential members on why 1% for the Planet is the best place to donate your dollars
- Providing a platform to see who 1% for the Planet members are
- Building on 1% for the Planet's mission of smart environmental giving

For this social media strategy plan, we will focus on closing the loop of giving through sharing the impact of donor dollars. **Social media is a great tool to share the impact of giving.**



# Social Media Strategy

## Social Media Strategy

**Audience:** The audience is younger skewing from 18 – 35.

**Platform:** We've identified two key platforms for success: Facebook and Instagram. This is especially key for millennials. 82% of adults ages 18-25 use Facebook, whereas 59% of adults ages 18-25 use Instagram.

**Content:** Content should be both short video and photo form. For Facebook, short videos are the better choice. Facebook's newsfeed algorithm puts videos closer to the top of newsfeed, so videos have higher engagement and reach. For Instagram, photos are the better choice. Content on both platforms should be created with the goal of engagement through shares, comments or likes.

Therefore, we recommend that many social media posts **integrate questions** for followers into the captions (e.g. "What does sustainability mean to you?") or **pull at the heartstrings** through personal touch (e.g. telling the story of a individual member, showing photos of glacier melt).

In creating content, it is important to ask certain questions:

- What is the message we are trying to communicate?
- What is the voice of 1% for the Planet?
- What is the share proposition of this post? Why would customers want to share this post?



# Social Media Strategy

Content strategy should be reviewed monthly to make sure content strategy has been consistent and weekly to provide performance reviews of content. A useful tool for planning and tracking content is Google Docs.

**Specifically, we recommend that 1% for the Planet create stories of impact through social media posts.** For example, “For every \$X donated to Y Foundation, Z trees are planted” accompanying a photo of the trees planted and tagging those involved in the photo. This tagging mechanism encourages reach and engagement. The hope is that those tagged in the photo will share it with their own personal followers.

In addition, **we recommend that 1% for the Planet create photo templates for individual donors,** so that every member can easily create a social media photo of “This is why I donated to 1% for the Planet” and share with their followers.

**Distribution:** Distribution of social media content should be consistent and to take advantage of certain events. 1% for the Planet did a great job promoting Earth Day through their social media posts.



# Social Media Strategy

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**Distribution:** Consistent and to take advantage of certain events. 1% for the Planet did a great job promoting Earth Day through their social media posts.

**Metrics:** There are a few metrics for success:

1. Attracting new customers: Include a “How did you hear about us?” or another comparable survey during customer sign-up
2. Activating current customers: Looking at recurring donations

Measure engagement through *likes*, *shares*, and *comments*. The priority for these metrics is: *shares* (top priority), *comments* (second priority), and *likes* (last priority).



# Social Media Strategy

## Additional Campaigns to Consider:

- Aside from organic content, partnering with social media influencers or popular users may be a useful marketing tool. The audiences of environmental social media influencers are already segmented to those who care about the environment and are interested in the outdoors. It's an audience that is already listening. Examples of popular Instagram users include @PaulNicklen, @Andy\_Best, @Goldiehawn\_, @ChrisBurkard and @Christianannschafter
  - Prices for Instagram posts are anywhere from \$3-8K for influencers with 50-200K followers.
- We also recommend linking individual donor sign-up to Facebook to reduce form abandonment rates and for an easier user experience. One research shows that at 5 questions the drop-off rate is 2%. In addition to increasing sign-ups, linking to Facebook could lead to individual donors “liking” 1% for the Planet’s Facebook page and encourage continued engagement through sharing or commenting.

# Agenda



Project overview



Key research findings



Key recommendations



Appendices



Sources





# We used 12 main sources throughout the project for the Philanthropic Giving secondary research

Name of source	Web page
Chronicle of Philanthropy	<a href="https://www.philanthropy.com/resources">https://www.philanthropy.com/resources</a>
Forum of Regional Association of Grantmakers	<a href="https://www.givingforum.org/">https://www.givingforum.org/</a>
CECP	<a href="http://cecp.co/home/resources/giving-in-numbers/">http://cecp.co/home/resources/giving-in-numbers/</a>
Council of nonprofits	<a href="https://www.councilofnonprofits.org/">https://www.councilofnonprofits.org/</a>
Charity navigator	<a href="https://www.charitynavigator.org/">https://www.charitynavigator.org/</a>
Nonprofit Trust	<a href="http://www.nonprofittrust.org/">http://www.nonprofittrust.org/</a>
The giving institute	<a href="http://www.givinginstitute.org/?page=GUSAAnnualReport">http://www.givinginstitute.org/?page=GUSAAnnualReport</a>
Foundation Center	<a href="http://foundationcenter.org/">http://foundationcenter.org/</a>
Stanford Social Innovation Review	<a href="https://ssir.org/articles/entry/tracking_the_field_of_environmental_philanthropy">https://ssir.org/articles/entry/tracking_the_field_of_environmental_philanthropy</a>
Inside Philanthropy	<a href="http://woods.stanford.edu/sites/default/files/files/trends%20in%20philanthropic%20support.pdf">http://woods.stanford.edu/sites/default/files/files/trends%20in%20philanthropic%20support.pdf</a>
SDG	<a href="http://sdgfunders.org/blog/what-are-the-sdgs-and-how-do-they-relate-to-the-youth-giving-movement/">http://sdgfunders.org/blog/what-are-the-sdgs-and-how-do-they-relate-to-the-youth-giving-movement/</a>
EPA Grant Award Database	<a href="https://yosemite.epa.gov/oarm/igms_egf.nsf/Homepage?ReadForm">https://yosemite.epa.gov/oarm/igms_egf.nsf/Homepage?ReadForm</a>





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