

This report highlights Philanthropy WV's key activities and accomplishments in the June through August 2016 time period around four key goals:

- Continued Program Development and New Strategic Vision for 2017-2020
- Support and Increase Philanthropy WV's Membership & Revenue Streams
- Strengthen and Increase the Philanthropy WV's Operational & Outreach Sustainability
- Develop State & National Partners for Advancing WV's Philanthropic Community

At the end of this report, I have included a summary of top administrative matters handled as well.

### **(1) Continued Program Development & New Strategic Vision for 2017 – 2020**

- In June, we hosted the Community Foundations Institute with 28 attendees. The program included speakers Dr. Lisa Courtice, Executive Vice President of the Columbus Foundation, Susan Turnbull of Personal Legacy Advisors, Hilary Brown of the Pittsburgh Foundation among many others.
- Our members survey has been underway since June and reminders have been sent out to members to respond. A summary is being compiled to share with the Board this fall.
- #WVFloodRecovery: On Friday, June 24<sup>th</sup>, the day after the horrific flooding Philanthropy WV coordinated communication and outreach to the flood affected counties by setting up a resource webpage to direct the public (local, state and national) and corporations. We worked with the WV Secretary of State and Attorney General offices to ensure that credible entities are promoted for giving. Separately, I coordinated outreach to our peer organizations across the country to communicate options for giving and needs to their foundation and corporate members. We worked with the Center for Disaster Philanthropy to promote the needs for investments to the national community with two blog posts. We fielded requests for information and assistance of our members and non- grantmaking foundations and corporations by directing giving to WV VOAD, American Red Cross, and local United Ways and Community Foundations. We shared the Disaster Philanthropy Playbook with our members and response organizations to use for immediate and long-term recovery. With our members Kim Tieman and Mary Hunt of the Benedum Foundation, we hosted a webinar on July 5<sup>th</sup> to update on needs, ways to give, and where recovery efforts stand. This was followed up with a series of weekly Friday Noon #WVFloodRecovery calls. We hosted these for eight weeks and as of 09/02/2016, we are now doing a monthly First Friday of the month call. We had an average of 20 leaders on the weekly calls and in the course of the series had over 225 participants, tremendous social media coverage and sharing, over 20 of our peer organizations shared the resources with their members, and we fielded over 4 dozen calls on giving, in-kind support, and how resources can be applied in affected counties. We did this with limited staffing and helped advise on directing at least \$750K for flood relief, but due to limited staff I have not had time to update this report since early August.
- One area of weakness that I've been addressing is expanded programs and leadership resources for our corporate members. Our Annual Conference and Spring Regional Meetings have a general focus for all members, but this year steps underway for more specialized program for corporate and private/family foundation members. Presently, I have plans underway to host a Corporate Responsibility Summit in partnership with the WV Association of Chamber Executives this December. I'm working on program content to publicly announce/launch in late September for promotion. Secondly, I've been in conversation with our medium to small private/family foundations for a convening this December around collaborative funding approaches and steps. I anticipate finalizing plans for this session by end of the September and issue invitations to our current members and potential members. This will include a possible southern and northern sessions.
- Our Education Affinity Group continues to evolve and grow. The EAG met this summer in Charleston with a strong program and focus on Family Engagement work through partners at the WV Healthy Kids & Families Coalition and our own board member Sue Sergi of the Glotfelty Foundation. The next session will be at our Annual Conference with a focus on Education Technology. My thanks to Dr. Jim Denova of the Benedum Foundation for chairing the EAG and Grace McDaniel, our Program Coordinator for coordinating program content and meeting logistics.
- Our Annual Conference is coming together very well with \$15,000 so far committed in sponsorships toward our \$25,000 goal. We've had a strong pre-conference registration at 45 and we need to have another 95 to exceed our past highest turn out. The theme of "Philanthropy Revitalizing Our Communities" has a bold

agenda with tremendous site visits, exceptional speakers, learning experiences, and networking potential. We are requesting approval for MCLE and CPE for professionals in the legal and accounting arenas. The agenda was adjusted in late August to include a session on Disaster Recovery for Communities. Our friends at the Center for Disaster Philanthropy will be joining us. Presently, we have speakers including: Brandon Dennison of Coalfield Corporation; David Grant, retired President & CEO of the Geraldine Dodge Foundation and author of the Social Profit Handbook; David Biemserfer, President of the Forum of Regional Association of Grantmakers; Audy Perry of Heritage Farm, and many other workshop presenters and guest speakers. Thanks to our friends and member the Foundation for the Tri-State for their tremendous help with the conference arrangements and arranging the site visits tour of Huntington.

- Since our June Board Planning Session, our Executive Committee and I have been reviewing the recommendations and feedback from the board. This is being compiled to outline updates, strategic goals, and objectives along with measures for its launch in January 2017. This new vision and action plan draws upon our past successes and turning our focus externally for great impact on the sector and our state. This work has included a review of efficiencies of staff and board practices. One area of specific interest is restructuring our committees. A plan to enhance this work will be shared with the Board of Directors with an emphasis on organizational advancement and program sustainability.
- In working on our new strategic plan, I am using our national network with the Forum of Regional Associations to map out collaborative programs and services. In particular, we are launching in September a quarterly webinar series for our Corporate Members, which is being hosted among six different regional associations. Our members can participate in each session and we are only responsible for planning to one session. Details are available in the addendum (Corporate E-Newsletter). I am also in conversation with our peer regional associations to host a multi-state Community Foundation Institute/Conference in 2017. We have to work out details, but this could result in creating a strong partnership to serve this sector of members with a broader reach of contacts for our local communities.
- Thanks to the hard work of Grace and Hilaria on our team in September a new Member Portal resource center is to be launched. They have spent the summer months loading past programs content, recorded webinars/videos, and templates to share with members. If time permits, we might have a demonstration during our board meeting in September and definitely at the Annual Conference's Members Meeting in October.
- We continue to expand our program development promotion through our social media presence by constantly promoting via our Twitter (605 followers) and Facebook (184 likes). I am using our Communication Assistant intern to look further into what are our best communication tools. We will also review our Mail Chimp system (e-newsletter platform) to determine better ways to increase outreach and readers/opens.
- We have two remaining webinars for 2016 including September 21<sup>st</sup> being a highlight of our Kresge Foundation/Detroit Trip in late June/early July overviewing lessons learned and resources/plans to build this partnership and December 6<sup>th</sup> focused on a tactical topic of "How to Say 'No' to applicants"
- Our Keep5Local Program continues to advance with me participating in several presentations on the work during the past several months including: Estate Planning Seminar in Charleston, Leave A Legacy, Eastern WV Community Foundations' Emeritus Council and Nonprofit Partners program, and working other options with major statewide groups.

## **(2) Support and Increase Philanthropy WV's Membership & Revenue Streams**

- This summer we are working on the remaining renewals, which are 9 outstanding. I've realized that the challenge of emailing corporate members can result in spam blockage from group emails and our Mail Chimp system. We are going to figure out how to improve this matter. For the time being, I am using direct emails to contacts as the best option.
- Due to the variety of other matters underway the past several months I have not been as aggressive on new member recruitment. We will have two applications before the board in September with at least three more applications anticipated (Shott Foundation, AT&T, and Puskar Foundation). I will be increasing this outreach now that I've reduced our work with the #WVFloodRecovery.
- Personalized invitation letters have been sent out to Huntington region potential members about attending the Annual Conference and a direct mail will go out in September to potential members in the Charleston and Beckley regions. Personalized phone call follow-ups will be coordinated in late September.
- We secured the joint grant with the WVNPA for the USDA Rural Community Development Initiative and all paperwork including grant agreement has been signed and submitted. We are waiting for authorization of next steps. We hosted a meeting on 09/07/2016 with all participating Community Foundations on this work. A summary of the grant is attached.
- Grant proposals were submitted in June and July to the Benedum Foundation for further support of the Keep5Local program for transfer of wealth engagement with community foundations (\$125,000), a multi-year grant request to the Bernard McDonough Foundation for support of leadership development, strategic

planning, and organizational capacity, and personalized letters are going out this month to secure additional support to meet our Philanthropy Partners Program goal (need to raise an additional \$16,000 by 12/31/2016).

- With the level of other work this year, I have not been able to focus as much time on our Consulting Practice area. I've been pitching consulting projects in the summer months to in-state and out-state foundations. I'm waiting to hear on a few more proposals that are out.
- As noted in the previous section, the area of Corporate Sponsors is requiring a lot of attention, but resulting in getting multi-year commitments/already included in budgets for each year's conference. If I had more time to devote to this area, I believe we could be even more profitable. Our outreach to national vendors, resources, and businesses is bringing in a great deal of new revenue. Board involvement and support in this work could help balance out the workload. We can discuss our prospect list for the annual conference and other programs at the Board Meeting. My thanks to several board and committee members in helping to identify/reach out to potential sponsors including: Susie Nelson, Renee Steffen, Kathryn Lamp, Carla Parsons, and others.
- Solicitation letters are going out to members this week for support of our Philanthropic Partners Program to ensure we reach our goal of raising an additional \$16,000 to meet our \$40K goal for this year.
- During the past month, we have reviewed our AR and Hilaria and I have been following up with those who have not paid invoices. This is being cleaned and payments are being received. We have approximately \$32,000 in unpaid invoices (\$18,000 over 90 days and \$14,000 in the 0-90 days window). The goal is to capture 100% by the year-end.
- I am working on opportunities for collaborative funding among our peer groups for program/operational growth as well as funding pools to support our members' grantmaking. We will have some options to consider this fall. A few examples of some possible future opportunities is that our national network the Forum of Regional Associations of Grantmakers has obtained funding for collaborative work around the 2020 Census turnout, Diversity, and Philanthropy transparency. I'll be sharing these opportunities with our board as they fit our focus

### **(3) Strengthen & Increase the Philanthropy WV's Operational & Outreach Sustainability**

- Progress continues with using our eCratchit and the training of Hilaria to facilitate our accounting operations. It has been working smoothly and tweaking the report format that is providing to staff and the board. We are finalizing the AR update and as noted above the process to capture the unpaid invoices is underway.
- As of August 30<sup>th</sup>, Andrea Breeden, senior WVU public relations major, joined us as our Communications Assistant Intern. She is assisting us with marketing for website, conference, and helping update/create membership recruitment materials.
- Our Legal & Policy Fellow Jackson Butler wrapped up with us in June as he took time off for the summer to be back home in Oklahoma. I'm completing solicitations for new support to fund him again for this fall. We are assessing the experience with the WVU College of Law Professor Elaine Wilson. It has worked well on our side, but with her out on sabbatical last month we wanted to be sure it is a strong learning experience. She and I will be meeting to debrief later in September and his future work with us. Grant report to the WV Bar Foundation is being filed this month.
- The Strategic Planning session went well in June and thank you to all board members who participated. An outline of the summary of that session is being provided to the board. A template outline of the strategic plan will be reviewed. Due to the nature of the unexpected matters of the summer the convening of our work groups did not come together, but will plan for that to take place in October and November to prepare for an adoption of a new strategic plan at the December board meeting.
- Since our June Board meeting, plans and policy updates have been under implementation. We will have a reserves investment discussion at the September board meeting.
- Proposals have been drafted for the adoption of a Gift Acceptance Policy and I am finalizing an Operating Guidelines for our fiscal sponsorship of the WVNPA. This will be shared with the WVNPA Executive Committee this month to approve at our December Board Meeting.
- Thanks to the hard work of board members Bob Boone and Tres Ross during the past several months a review with the WVNPA of options for insurance to provide to their members and ours has been completed. A proposal to accept Thornburg Insurance as a general service/broker for insurance has been reviewed by our Executive Committee to implement. The WVNPA will test out this relationship and then we will consider sharing with our members six to twelve months after the process begins.
- Our VISTA position to work on several projects including our "Get on the Map" program has not been filled. It has been a process that either has been delayed by the national office requirements or then it is a rush period. We have had three quality candidates that did not work out due to the process. I have addressed this matter and considering other options to fill this role through a similar fellowship with WVU's MPA program or other program.

- We are coordinating more collaborative programming and services through the Forum National network with our series of Quarterly Corporate Webinars and the launch of the Community Foundation Legal Help Desk. The Legal Help Desk allows for a Philanthropy WV Community Foundations member can enter a legal question through an online Help Desk and get answer from an “on-call” attorney through our peer organization Indiana Philanthropy Alliance. The annual fee for each community foundation separate from Philanthropy WV dues ranges from \$750 to 2,500 depending on asset size and level of service.
- Our website’s member and board portal are being used more and more to house resources for the organization. We will be demonstrating this during our board meeting on Thursday.
- Our outreach is including working with more professional advisors and partners for vendor services. I anticipate showcasing more of these at the Annual Conference.
- In July, I compiled a summary of support based on sectors that I prepared for the McDonough Foundation to go with our grant proposal per their request. It showcases our diversification of support and programming to incorporate all members. It is included below for your review.

#### **(4) Develop State & National Partners for Advancing WV’s Philanthropic Community**

- In late June/early July, I lead a delegation of 11 WV leaders (member foundations and community/economic development leaders) to Detroit to meet with Kresge Foundation officials. It was a highly productive visit providing examples, models, and partnership building to apply in WV. I’ll highlight some details during our July board meeting. Next steps is developing a collaborative concept to Kresge officials to possibly co-fund special work in WV and invite Mr. Rapson back to WV for a program in Wheeling, WV in 2017. Since our visit, two community/economic development leaders that we introduced to the Kresge Foundation will be receiving mini-grants estimated around \$30,000 each. I’m working to expand these options and dialogue with our delegation.
- As noted a few times above, I am working with our peer organizations to increase service and outreach to our members presenting this includes: (a) Quarterly Corporate Webinar Series, (b) Monthly Corporate Giving Brief E-Newsletter, (c) Legal Help Desk with Indiana Philanthropy Alliance with consideration to expand to beyond community foundations, (d) discussions for a 2017 community foundations joint program among 4 to 5 peer organizations, and (e) a trustees/staff program for private and family foundations in 2017.
- During #WVFloodRecovery work, I connected with several national foundations and corporations to include in WV Flood Recovery and since that time have done outreach to a few others to possible leverage the investment of our members in this efforts. This has included: Hilton Foundation, Ford Foundation, Weinberg Foundation, Dow, and JP Morgan Chase.
- In July, I was appointed to serve on the Forum of Regional Associations of Grantmakers National Board representing our peers. This will provide an opportunity for continued collaborations and resources for the sector when opportunities present themselves.
- Our outreach to national government partners has increased as well with FEMA, ARC, and USDA during the past several months. We are coordinating these as opportunities to educate to connect during current projects and future opportunities.
- A few new resources and tools are being provided for our Keep5Local program and general services. As options come together, they will be presented to the board of directors.
- I will be attending the National Independent Sector conference in November thanks to a professional development opportunity.
- Our national leader David Biemesderfer, President & CEO of the Forum will be visiting our offices in Morgantown on September 26<sup>th</sup> as part of his travels in the country to visit the teams at local Regional Association staff. He will also be one of our speakers at the Annual Conference during our opening luncheon on October 26<sup>th</sup>. We welcome you all to meet Dave during his September and October visits.

#### **General Administration Matters:**

- In May, I completed the first and final City of Morgantown Employee Taxes process for our only two months (January and February) in the city limits prior to moving to our new office location outside of the city.
- Form 990 and Annual Audit are complete and will be presented at the September meeting.
- Annual Report for the Secretary of State’s Office was completed and business filing will be done in October
- The Lobbyists reports have been filed for the year in June and again last week for September. Thanks to Hilaria for assisting in completing this process.
- All paperwork is completed for the USDA Grant Application agreements
- We are getting all of the website address filings updated and set on a regular renewal cycle for a 2 to 5 window

**ADDENDUM:**



**SUMMARY OF  
DIVERSIFICATION OF FUNDING & SERVICES TO MEMBERS**

During the course of the past five years, Philanthropy WV has worked intentionally to diversify its funding streams as well as increase its service and programs for Private, Family, and Corporate Foundations/Giving Programs beyond serving the Community Foundation sector. The following is a comparison of what was completed in 2011 versus what was achieved in 2015 along with an update on 2016 work underway.

In 2011, Philanthropy WV's primary funding stream was a major grant from the Ford Foundation, membership dues, and conference sponsorships including:

<b>REVENUE SOURCES</b>	<b>2011 (<i>% of \$160,000 budget</i>)</b>
Membership Dues:	5%
Foundation Investments (Benedum Project Grant):	20%
Corporate Investments:	3%
Interest Earnings	0.5%
Registrations & Program Income	10%
Reserves	61.5%

2011 Programs Delivered: Community Foundations Gathering, Annual Conference, and Quarterly Webinars

In 2015, Philanthropy WV's revenue generation diversified as the following broken down by type of foundation:

<b>Revenue Source</b>	<b>Contributors</b>	<b>Amount:</b>
<b>Memberships</b>	35% Community Foundations, 35% Private and Family Foundations, 20% Corporate Foundations/Giving Programs, 10% Public Grantmaking Foundations/Govt Grantmakers	\$38,500
<b>Philanthropic Partners Program</b>	General support of Philanthropy WV: \$28,000 (Private & Family Foundations) \$6,525.00 (Community Foundations)	\$34,525.00
<b>Sponsorships &amp; Program Underwriting</b>	Variety of Supporters (\$6,000 from Community Foundations and \$15,250 from Corporate Sponsors)	\$21,250.00
<b>Private Foundation Grants</b>	Supporting the majority of the programs for private and family foundations and special outreach initiatives for all members (\$3,000 from community foundations)	\$146,500
<b>Consulting Services</b>	Expanded work that Philanthropy WV offers to members with \$5,000 from community foundations	\$10,000
<b>Special Programs &amp; Projects</b>	Outreach and special programs self-funded for	\$11,500

	community philanthropy	
<b>Program Registrations:</b>	Approximately \$15,000 from community foundations (the majority of community foundation programs in 2015 and forward are self funded through community foundation registration payments and not subsidized by other programs/foundations.) and remaining \$15,910 comes from other members for specialized programs or annual conference for their interest.	\$30,910.50
<b>TOTAL of memberships and grant support:</b>	Average Contributions by sector: <i>Community Foundation Contributions: \$60,500</i> <i>Private &amp; Family Foundations: \$201,907.88</i> <i>Corporate Giving &amp; Foundations: \$30,777.62</i>	\$293,185.50

As of 2015, Philanthropy WV has grown membership and diversified programs by offering for all members:

- Annual Conference: breakout sessions for private, family, and corporate foundations
- Quarterly Webinars
- Specialized for Private & Family Foundations: WV Philanthropy Ethics & Leadership Academy
- Kresge Foundation program building national partnerships to leverage private and family foundation giving
- Consulting for specific needs
- New Website Portal for online resources and listserves
- Education Affinity Group for members supporting education needs
- Launching Public Policy that focuses on simplifying the excise tax for private and family foundations

Our programs for Community Foundations are primarily the Annual Conference and the Annual Community Foundations Institute. We have shifted to where programs and services reflect our membership diversity.

For 2016, our funding requests underway or funded include:

- 12 Community Foundations for Philanthropic Partners Program (\$12,000)
- 12 Private & Family Foundations for Philanthropic Partners Program (\$12,000)
- 6 Corporate Foundations & Giving Programs (\$8,000)
- 80 plus members for Membership Dues support (\$45,000)
- Benedum Foundation for specialized Keep5Local (\$125,000)
- WV Bar Foundation for Public Policy & Legal Fellow to serve all members (\$3,500)
- Leadership Development & Program Services (\$15,000 – diversity of members)
- McDonough Foundation Support \$60,000 over three years
- Conference & Program Sponsors (\$35,000 with \$5,000 to 10,000 from community foundations and remaining for corporate vendors)

Our programs for this year reflect the diversity of 2015.