

This report provides an overview of Philanthropy West Virginia’s key activities and accomplishments for June through August 2018 around the strategic priorities of Philanthropy WV’s Meaningful Action: Learning, Leveraging, & Leading Strategic Plan:

- 1) **Membership Services & Growth:** Retain & Expand Philanthropy WV’s broad network of members to strengthen philanthropy across the state to at least 100 members
- 2) **Philanthropic Giving & Impact:** Philanthropic investments and giving will be expanded to influence positive change across West Virginia by leveraging regional and national partners
- 3) **Leading & Advocacy:** Philanthropy WV’s collective voice serves the sector, our partners, and thriving West Virginia citizens and communities
- 4) **Sound Operations, Structure, & Financial Stability:** Effectively carry out our mission through organizational excellence and financially resilient practices.

<b>2018 Individual Goals:</b>	<b>Results:</b>
1. Membership Growth: <ul style="list-style-type: none"> <li>▪ 95-100% Membership Retention</li> <li>▪ Recruitment of New Members               <ul style="list-style-type: none"> <li>○ 10 new general members, 8-10 new professional advisor &amp; philanthropic consultant members.</li> </ul> </li> <li>▪ Promotion of New Category</li> </ul>	95.8% (08/13/2018) – 2 non-renewals <i>(historic new high of membership dues)</i>  7 new general members & 15 prospects underway Total of 77 members to date Direct mail sent out and calls underway
2. Host at least 25 programs: <ul style="list-style-type: none"> <li>▪ 5% Attendance growth</li> <li>▪ 5% New member engagement growth</li> <li>▪ Deliver new program content on:               <ul style="list-style-type: none"> <li>○ Education</li> <li>○ Opioid Crisis</li> <li>○ Community Economic Development</li> <li>○ Nonprofit Strengthening</li> </ul> </li> </ul>	159 attendees YTD close to 2016 attendance Increased new member program attendance  Quarterly Sessions & Steeley Fdtn Grant Four part series underway April Webinar & Sept. 10 <sup>th</sup> & 11 <sup>th</sup> Seminar Continued program offering thru webinars and conference
3. Refresh & Improve Communications Internal & External <ul style="list-style-type: none"> <li>▪ Update member newsletters &amp; announcements</li> <li>▪ Release every other month Member newsletter</li> <li>▪ Explore a quarterly partner/public announcements</li> </ul>	Underway and being monitored with addition of Operations & Communication Asst. Implemented and increased opens/views thanks to Krissi Still exploring the quarterly partner funding announcements per member requests
4. On-board New Staff: <ul style="list-style-type: none"> <li>▪ Cross train team members</li> <li>▪ Delegates tasks of revenue generation among staff for grant writing, sponsorships, membership development, etc.</li> <li>▪ Provide quarterly training &amp; planning sessions</li> </ul>	Ongoing and developing the experience among team members. Tasks are being delegated as people become more familiar with processes Underway
5. Refine Revenue Generation: <ul style="list-style-type: none"> <li>▪ Use 25<sup>th</sup> anniversary for unique giving</li> <li>▪ Complete &amp; promote consulting marketing</li> </ul>	Underway Needs to be worked on  Underway and part of current conversations

<ul style="list-style-type: none"> <li>▪ Transition of corporate sponsors to multi-year</li> <li>▪ Increase diversification of grants from non-Benedum Foundation sources</li> </ul>	Underway and seeing sizable improvement to meet program goals
<p>6. Program Delivery by fulfilling all funding obligations:</p> <ul style="list-style-type: none"> <li>▪ Foundation Openness</li> <li>▪ Keep5Local</li> <li>▪ Steeley Foundation – EAG Support</li> <li>▪ USDA RCDI</li> <li>▪ Ethics Program Series</li> <li>▪ ARC Flex-E-Grant</li> </ul>	<p>Underway and nearing completion</p> <p>Being implemented</p> <p>Being implemented</p> <p>Ongoing</p> <p>Being implemented 75% left</p> <p>Will be completed in September</p>

**Goal 1:** The use of our members surveying has helped us refine our programs in 2018. We are learning that our members want a lot of sessions, but have limited time to participate. We will continue to refine the use of online learning and in-person programs to maximize members’ time and interest areas. Regional meetings are missed and will be brought back in 2019. We have expanded members as presenters at this year’s conference. We have started a new series of sessions for our Corporate members that is getting positive reviews. Paul is hosting a lunch during the WV Business Summit focused on corporate philanthropy’s response to the Opioid Crisis. Get on the Map is back on track of which we will be using some resources to benefit our members in collaborative grantmaking. The work around Transfer of Wealth and Keep5Local is being ramped up this year with proper staff support and program planning. We have collaborated with 4 other national and regional Philanthropy Serving Organizations to deliver programming this year and will continue through our annual conference. The consulting work deserves direct planning and will be addressed in October.

**Goal 2:** We are engaging national funders through our annual conference and work on the Education Funders Affinity Group. We are hosting C.S. Mott Foundation and Mary Reynolds Babcock Foundation plus outreach is underway to the Lumina Foundation. Additional suspects are being identified to contact. The impact measure using David Grant’s work is underway. Measures will be shared at the December Board Meeting.

**Goal 3:** Increase external promotion and awareness of philanthropy is being developed. We will release a report at the 2018 Annual Conference to highlight Philanthropy’s impact recently and over the past 25 years. We hosted the first meeting of the WV Impact Commission in June with representations from the Offices of the Governor, Secretary of State, State Treasurer, Attorney General, and Senate Majority. Our working groups are engaging on policy work. Assistance is needed in growing a pool of funders supporting our policy work. Philanthropy WV has been featured or will be involved in media associated with: WV MetroNews, WBOY, WDTV, State Journal, Bowles Rice’s Views & Visions, and the Independent Sector’s Podcast series.



**Goal 4:** Philanthropy WV is implementing components of the strategic plan by adjusting changes with our budgeting and staff support. The dues increase and new membership has set us at an all-time record high of membership income. We are increasing board and staff fundraising and stewardship roles. The Susan Stevenson Landis endowment has been created with \$12,000+ gift to it. Staff is needed for membership development and services. The board and staff evaluations have been updated as of 2018. The WVNPA has spun off on to its own. Our Governance Committee is reviewing our board composition for the 2019 nomination process. Our program fellow, Mikael Huffman, is winding down her time with us so we will be searching for a new person to serve in that role.

Please contact me directly with any questions, comments, or feedback on this report.