

Now What? *Getting Ready for the*

New. Roaring. 20s.

6-OCT-21

**Durham Community Foundation
Philanthropy Forum**





the philanthropic landscape:
what we know about the current fundraising environment.

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creating YOUR future:
the future is not a gift. it is an achievement.



imagine 2025:
five forces shaping philanthropy.

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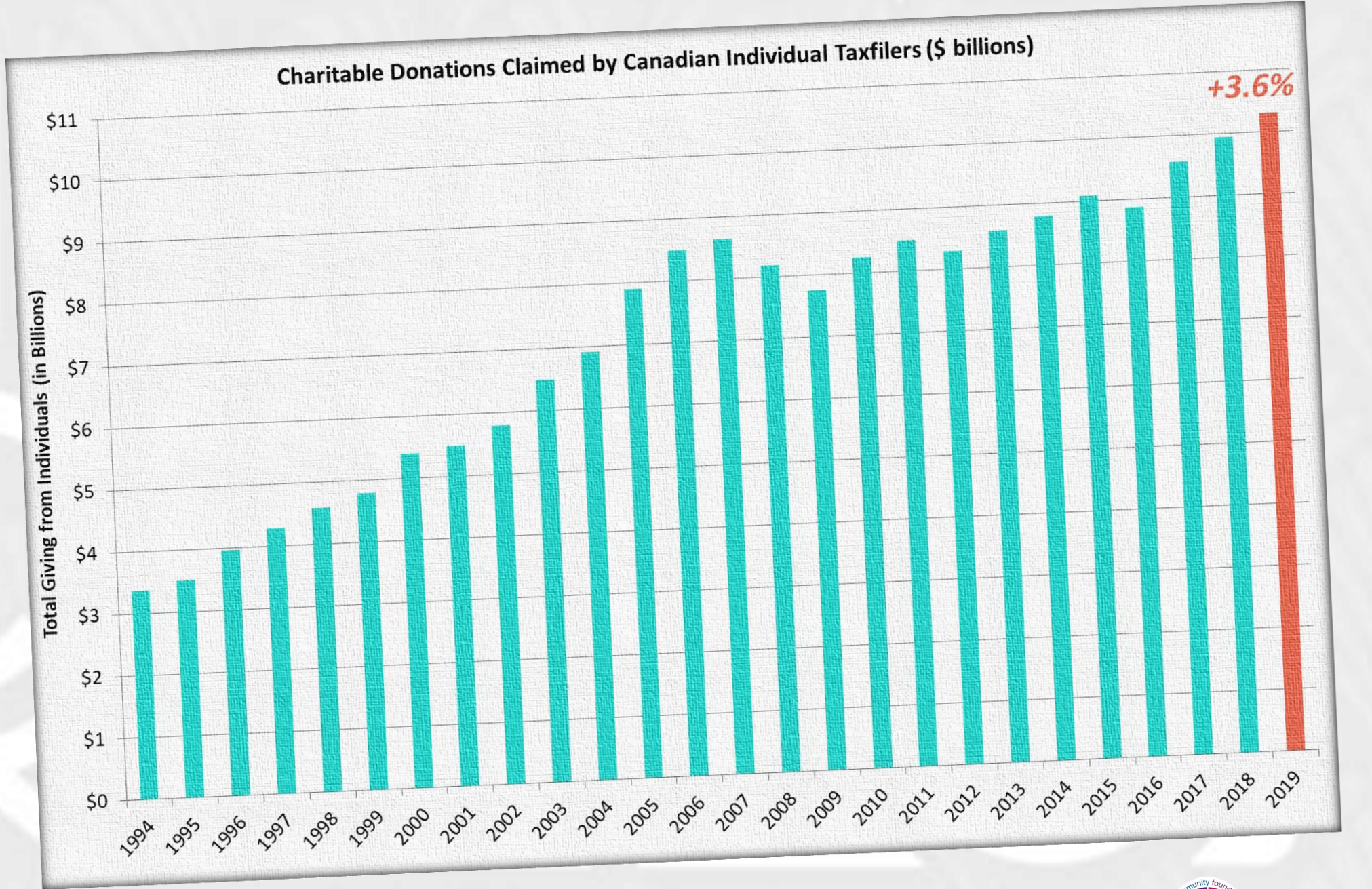
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fit for purpose:
people and culture.

- GIVING WAS UP.**
- MORE FROM FEWER.**
- ECONOMIC BOUNCE.**
- GIVING DOWN?**
- BUT NOT OUT!**
- SHIFT IN FOCUS.**
- SUPER DONORS...**
- AND FOUNDATIONS...**
- ...AND DAFs.**
- RECOVERY COMING.**
- GOOD FOR GIVING!**



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SHIFT IN FOCUS.

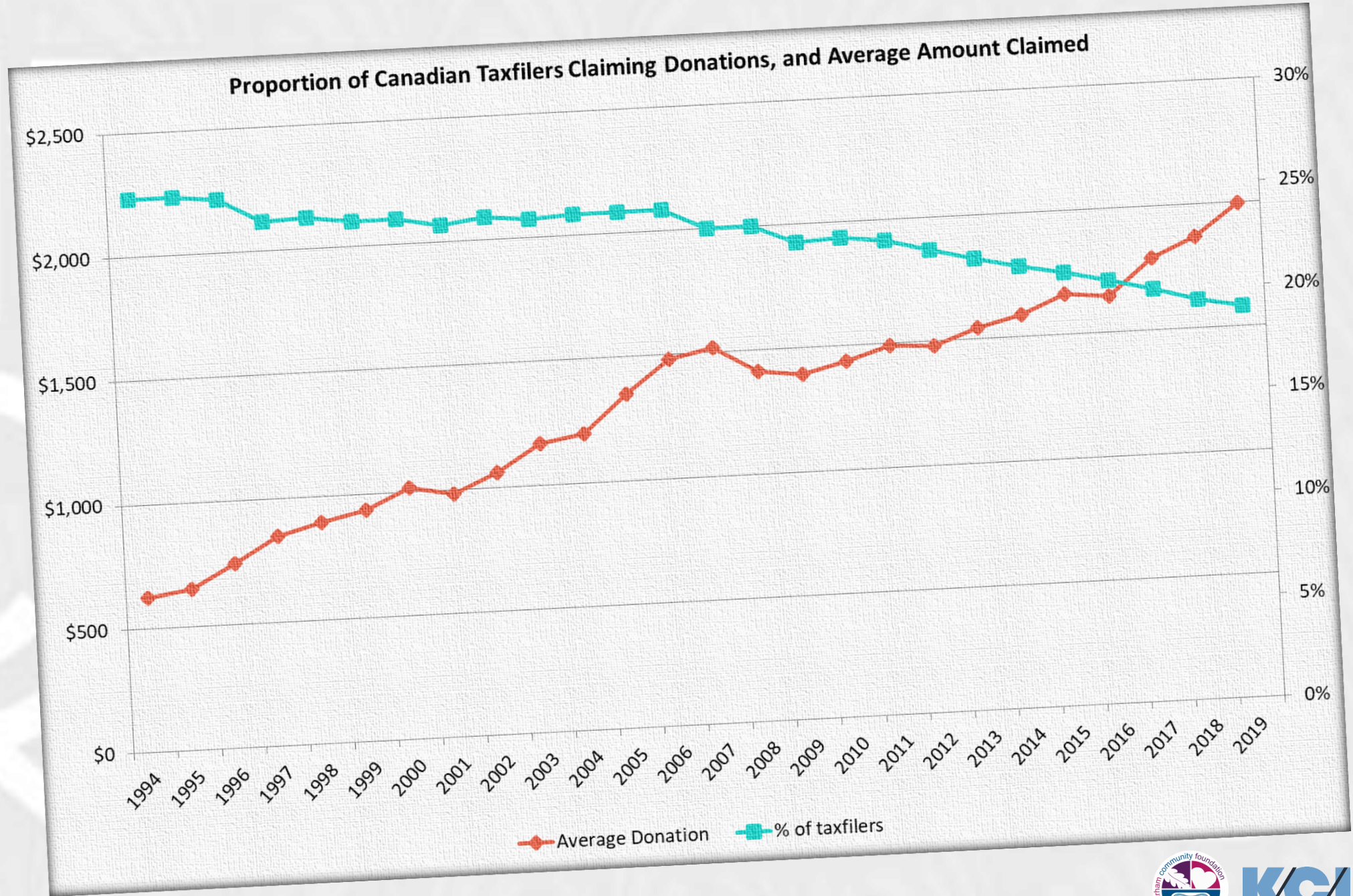
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RECOVERY COMING.

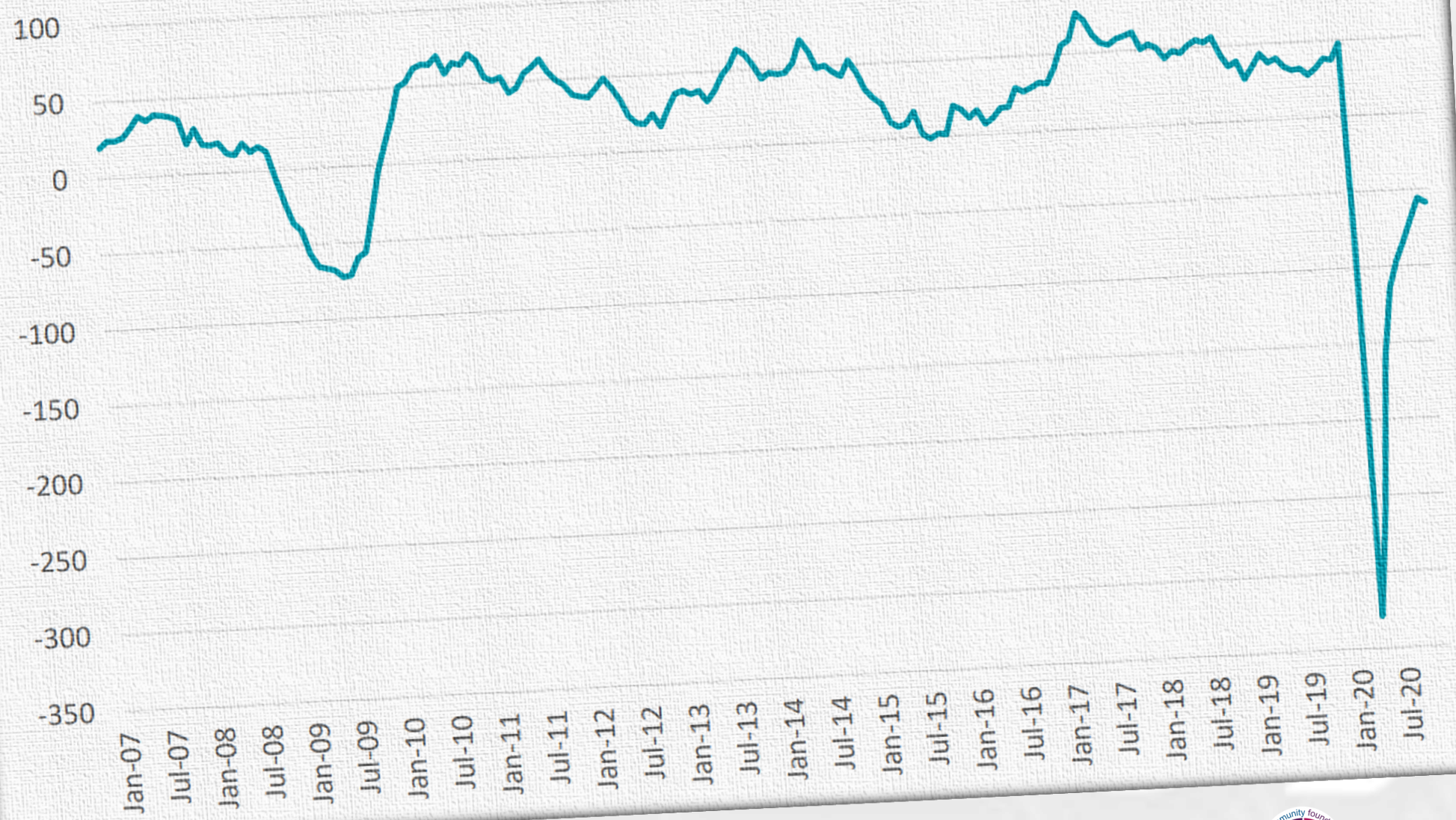
GOOD FOR GIVING!



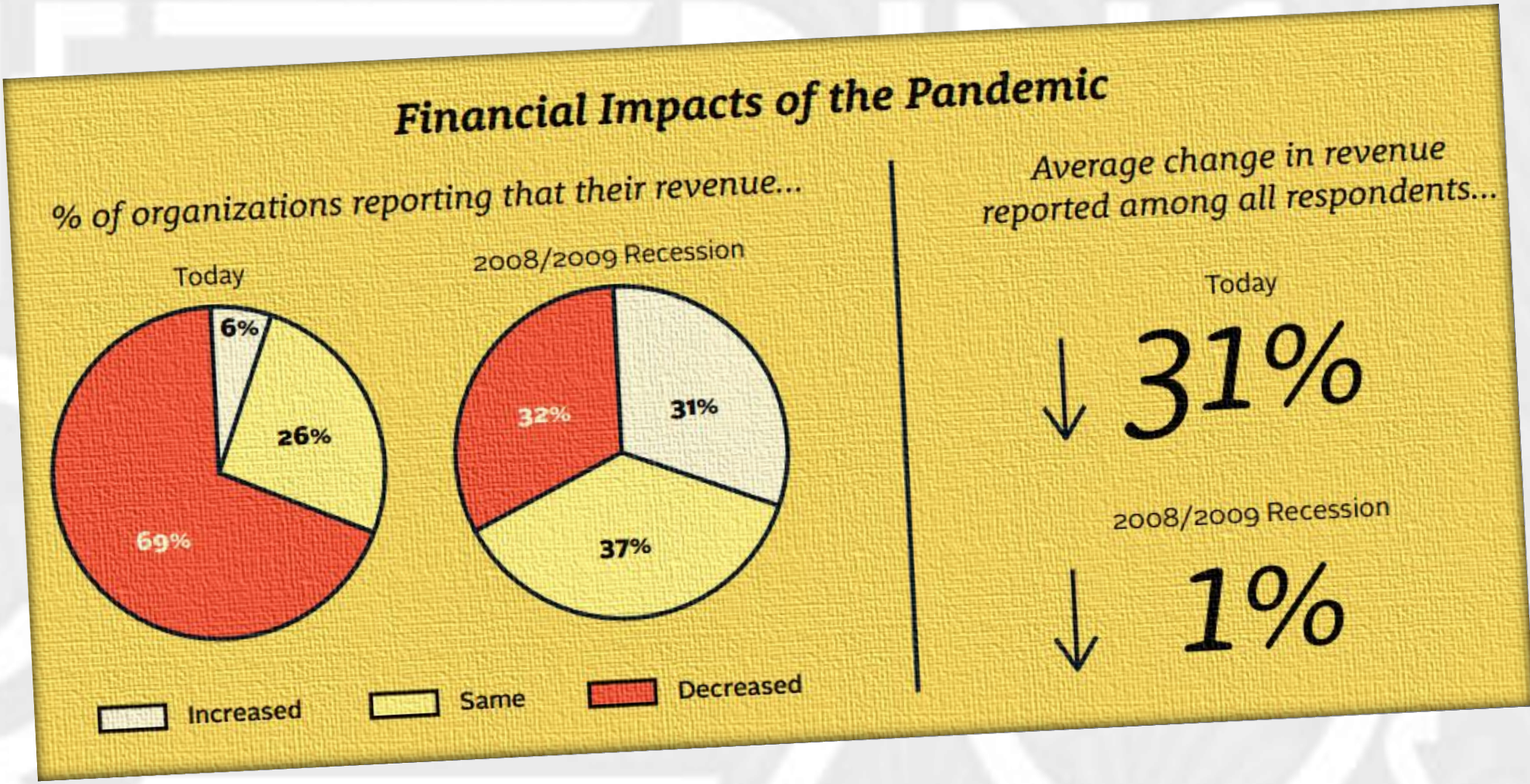
Source: Statistics Canada, Individual Taxfiler Data, CANSIM Table 111-0001

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Real GDP: Year-over-year change, January 2007 to December 2020
Billions, chained \$



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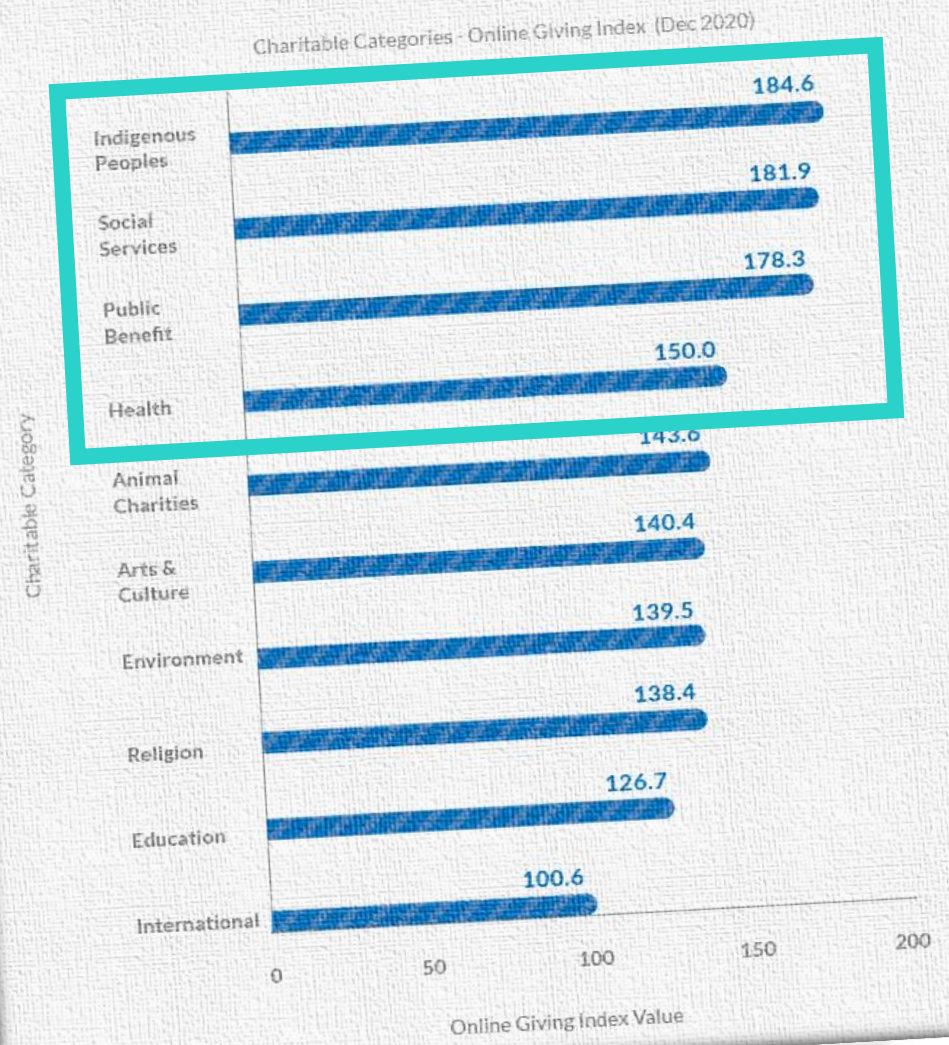
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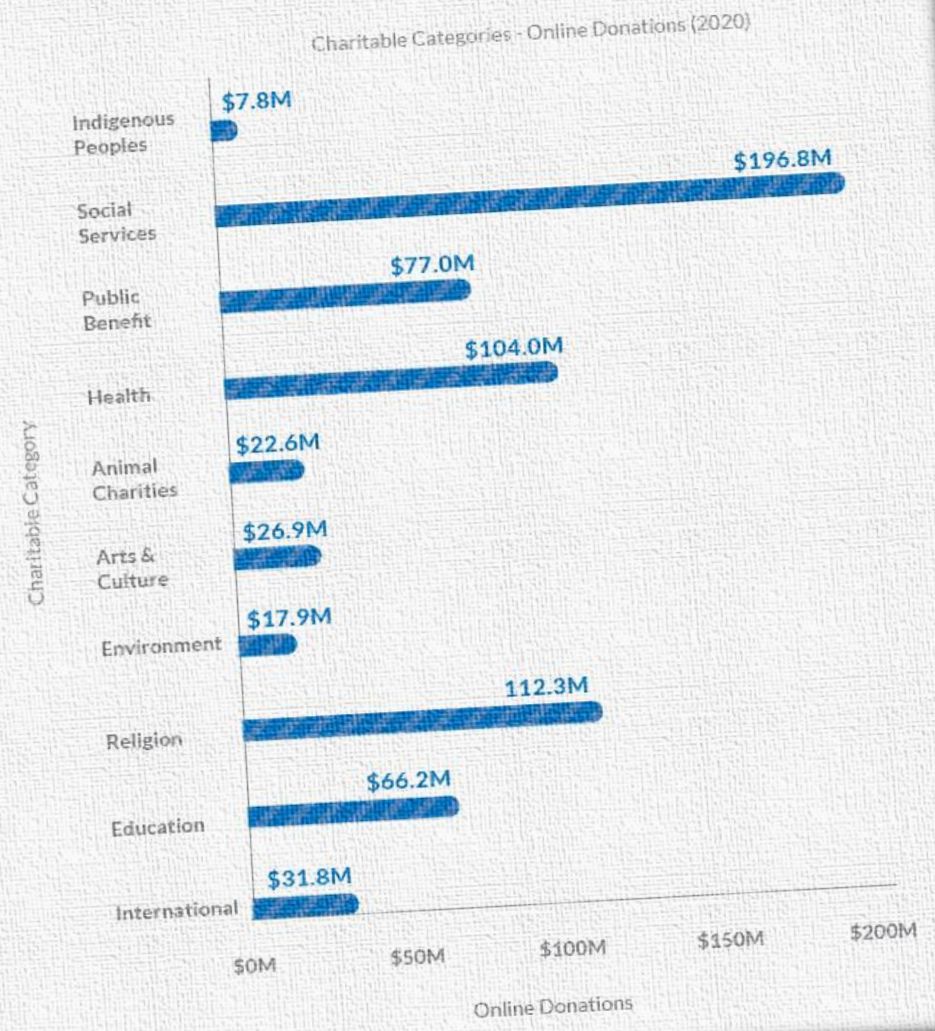
RECOVERY COMING.

GOOD FOR GIVING!

Online Giving Index by Charitable Categories



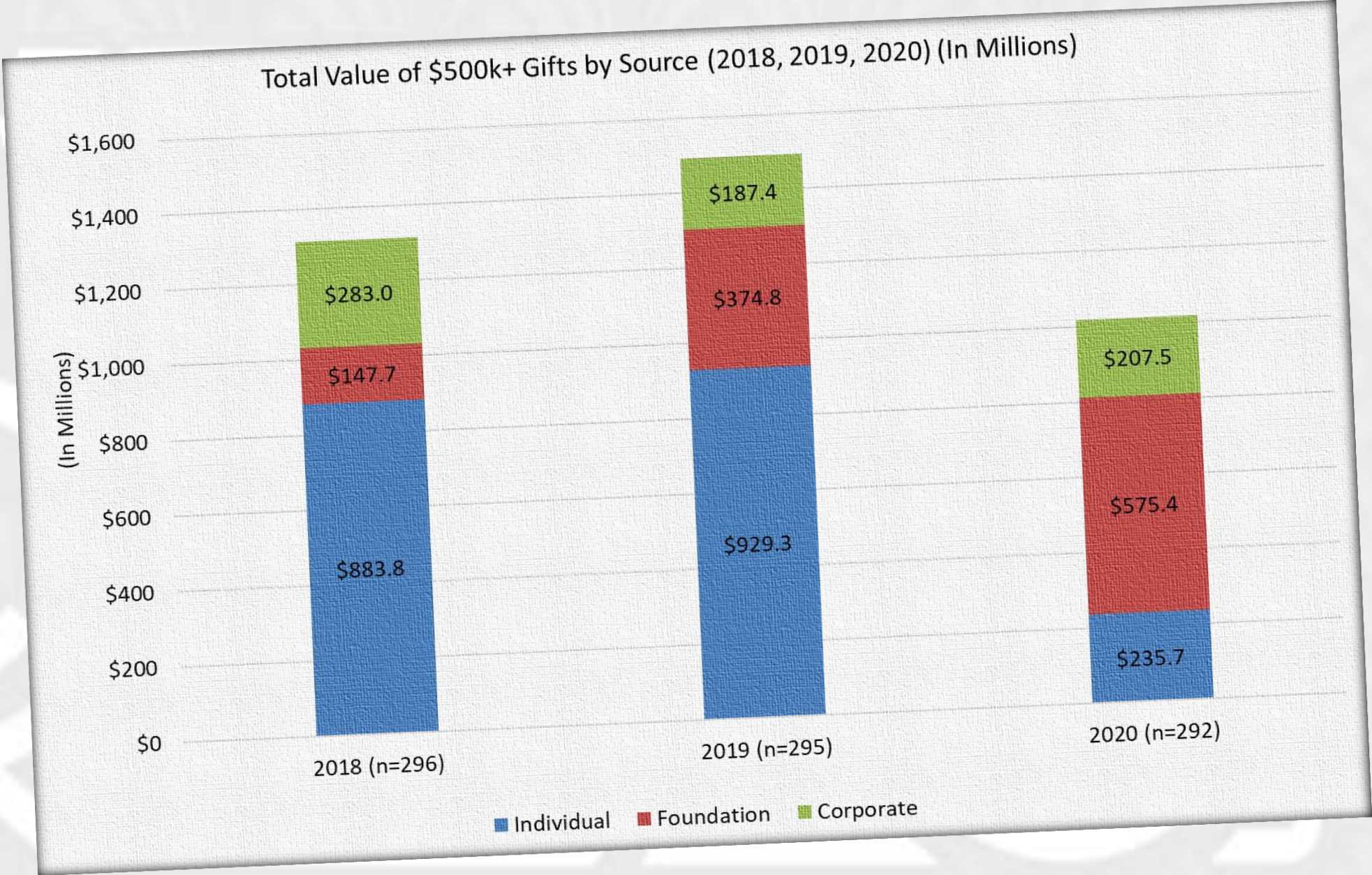
Online Donations by Charitable Categories



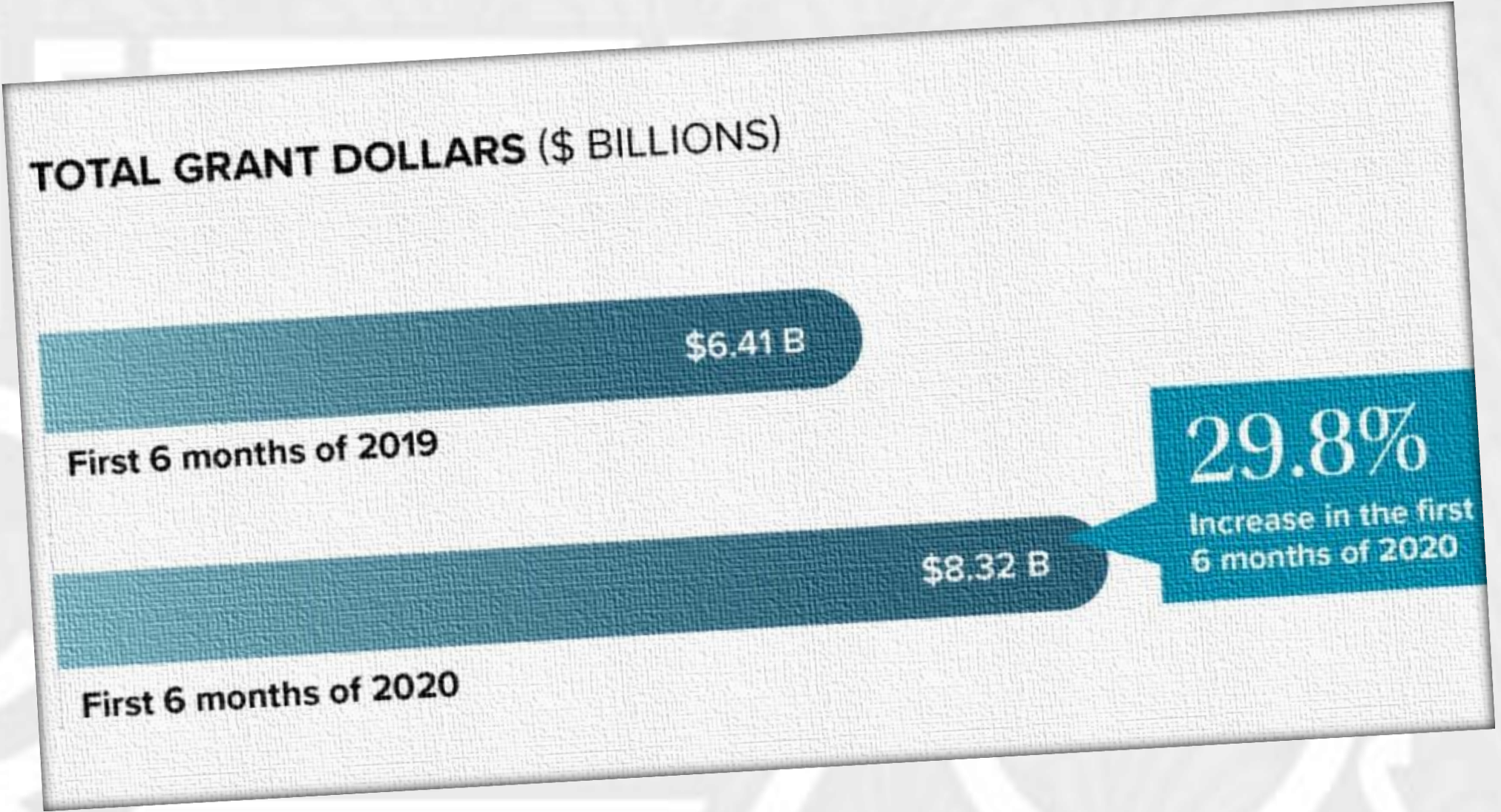
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| In the past six months, has your own charitable giving changed? (All respondents) | | | | | |
|--|--------------------|-----------------------|-----------------------------|-------------------------------|-------------------------|
| | Total (n=1,606) | Donor Profile | | | |
| | | Non-Donors (n=202) | Casual Donors (n=563) | Prompted Donors (n=475) | Super Donors (n=366) |
| Charitable giving is LESS since COVID | 34% | 13% | 39% | 38% | 30% |
| My charitable giving is the same/has NOT changed since COVID | 54% | 82% | 53% | 47% | 52% |
| Have been giving MORE to the charities you were already supporting before COVID | 8% | 2% | 4% | 10% | 14% |
| Have given to DIFFERENT charities than you did before COVID | 7% | 3% | 5% | 8% | 9% |

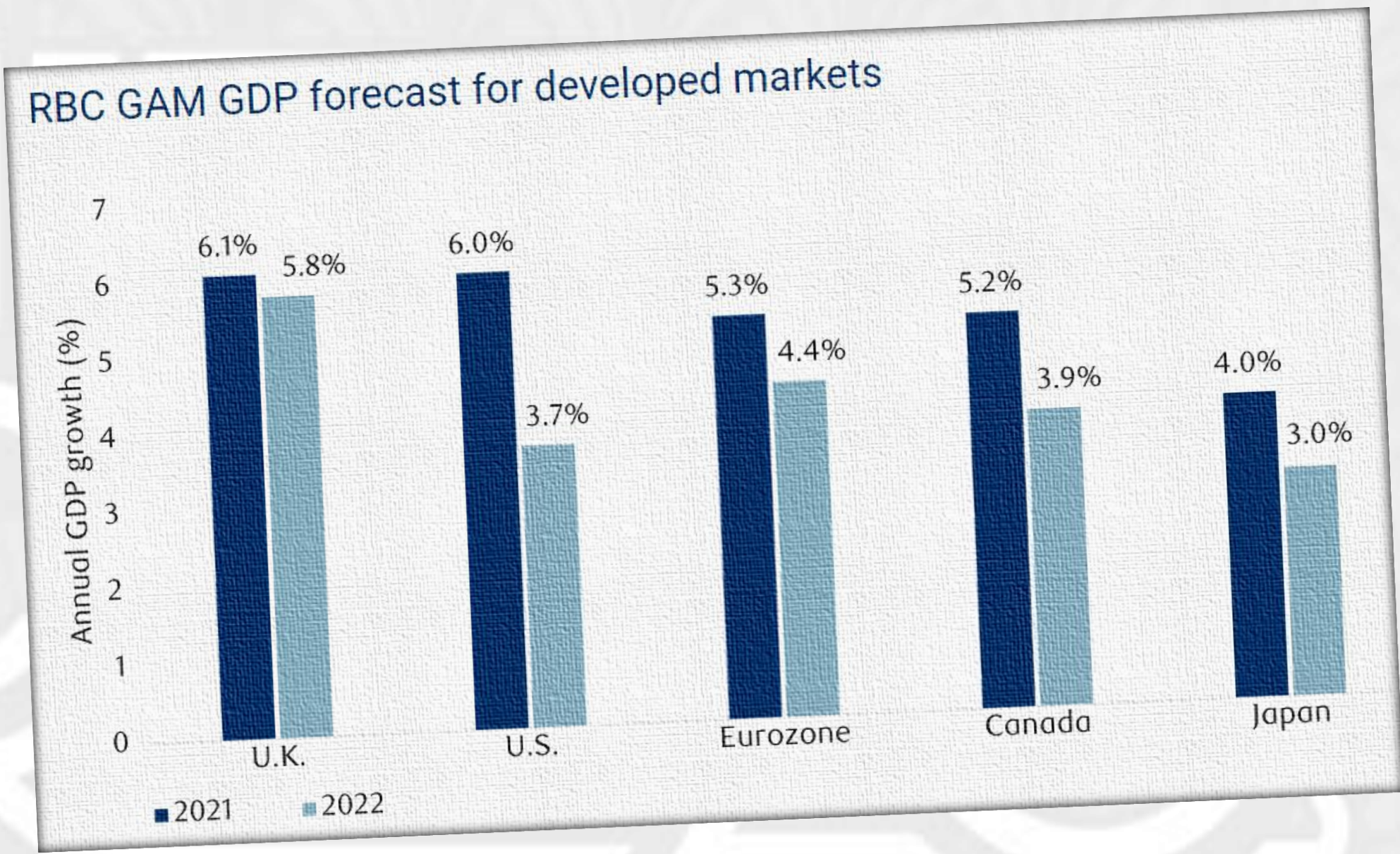
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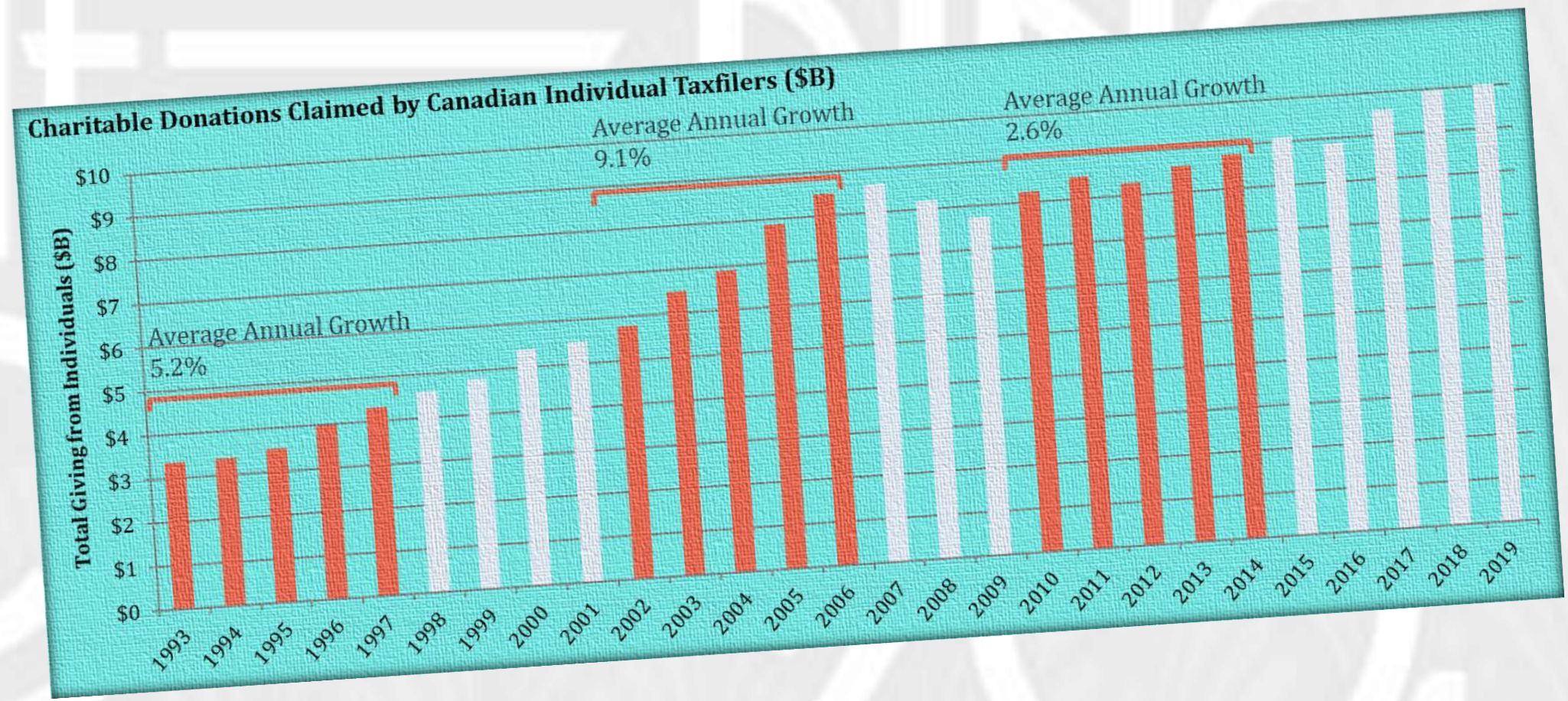
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A LOOK BACK.

THE HERE & NOW.

THE FUTURE.

1. **SHIFTING OF FUNDRAISING PRIORITIES** to focus on Covid, to raise money to support those impacted by pandemic.
2. Many experienced **STRONG RESULTS** in both new donor acquisition and in dollars raised.
3. Period of forced innovation, shifting to **DIGITAL ENGAGEMENT** and introducing **NEW TYPES OF FUNDRAISING** including great success with lotteries.

A LOOK BACK.

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1. **CEMENTING DONOR RELATIONSHIPS** through exemplary donor experiences.
2. Telling your story through **BOLD BRANDING**, including a focus on growing social networks, proudly promoting yourselves.
3. Shifting to – or back to – **OTHER FUNDRAISING PRIORITIES** with success.
4. **RE-ENERGIZING STAFF TEAM** – celebrate accomplishments, holidays, flexibility, compensation.

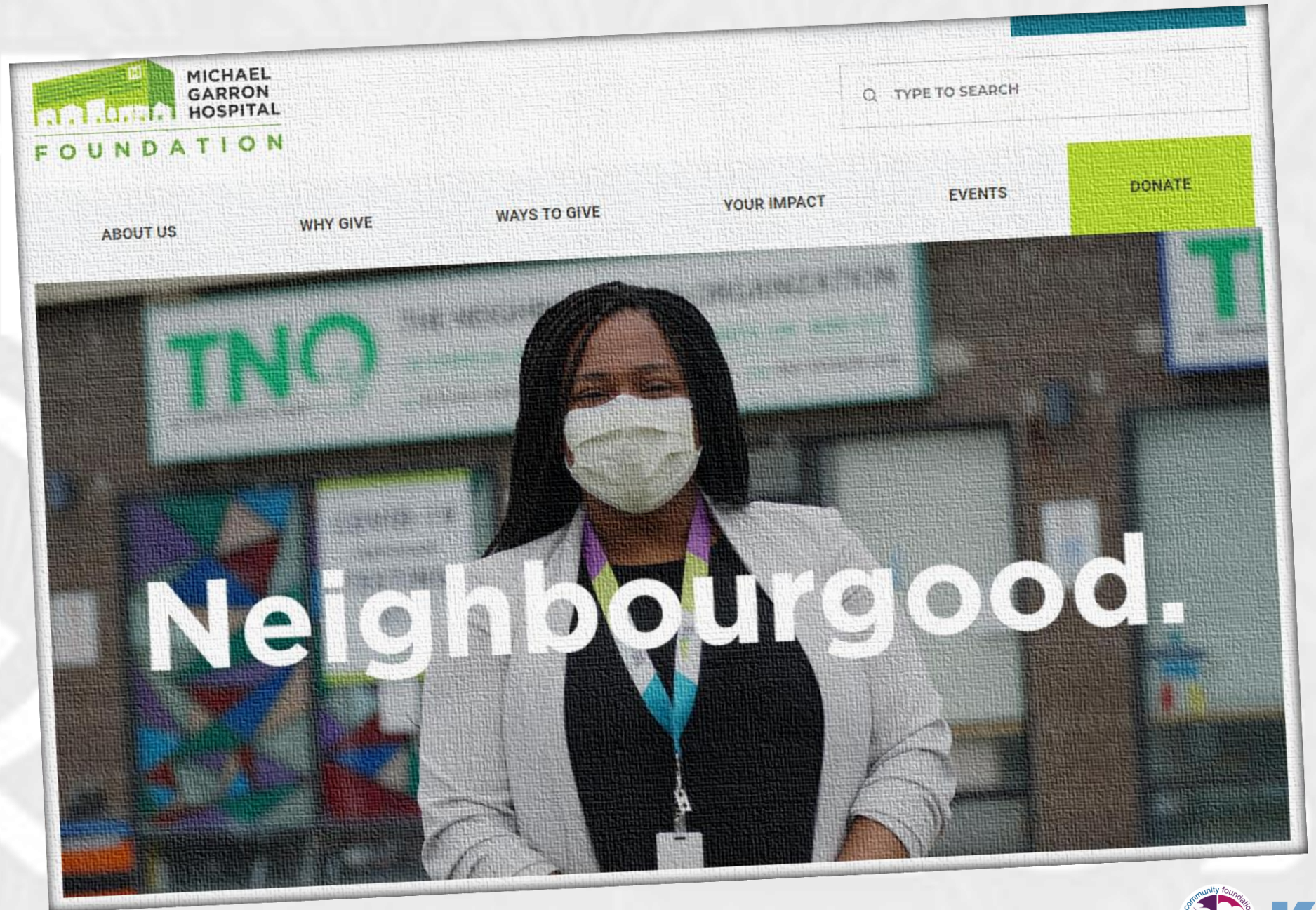
1. **TACKLING BIG ISSUES** will be top of mind – implications on fundraising priorities and case –equity, social justice, climate, mental health.
2. Many organizations also emphasizing **FRONT LINE and LOCAL** in making their case.
3. **LASER FOCUS ON MAJOR GIFTS**, recognizing that this will be the engine of fundraising success going forward.
4. **DE-COLONIZING and DEMOCRATIZING** fundraising programs and practices.

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Building a Culture of Decolonized Philanthropy

Learn to build inclusive and anti-racist philanthropy practices and spaces.

Understanding the impact of systemic racism and race-based discrimination on racialized/BIPOC communities, and the implication of these realities on philanthropy is significant.

Foundational to any culture change initiative is understanding the root causes of the issue, building a common language, and understanding of key concepts, and locating one's self within the narrative to understand personal complicity and opportunities for authentic allyship.

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Historic \$130 million gift from the Rogers family to establish the Ted Rogers Centre for Heart Research

Largest private donation in Canadian health care history will bring together the strengths of SickKids, UHN, and U of T in individualized genomic medicine, tissue engineering, and advanced cardiac care

Juravinskis Create \$100M+ Endowment
Hamilton philanthropists Charles and Margaret Juravinski created an endowment of more than \$100 million to support researchers across Hamilton Health Sciences, McMaster University and St. Joseph's Healthcare Hamilton.

'Historic gift' of \$100M made to Peter Munk Cardiac Centre

"This historic gift will enable the PMCC to continue to lead the future of cardiovascular care globally, and through our partnership with the Vector Institute will further advance Toronto's and Canada's leadership in the field of artificial intelligence," Pisters explained in a news release.

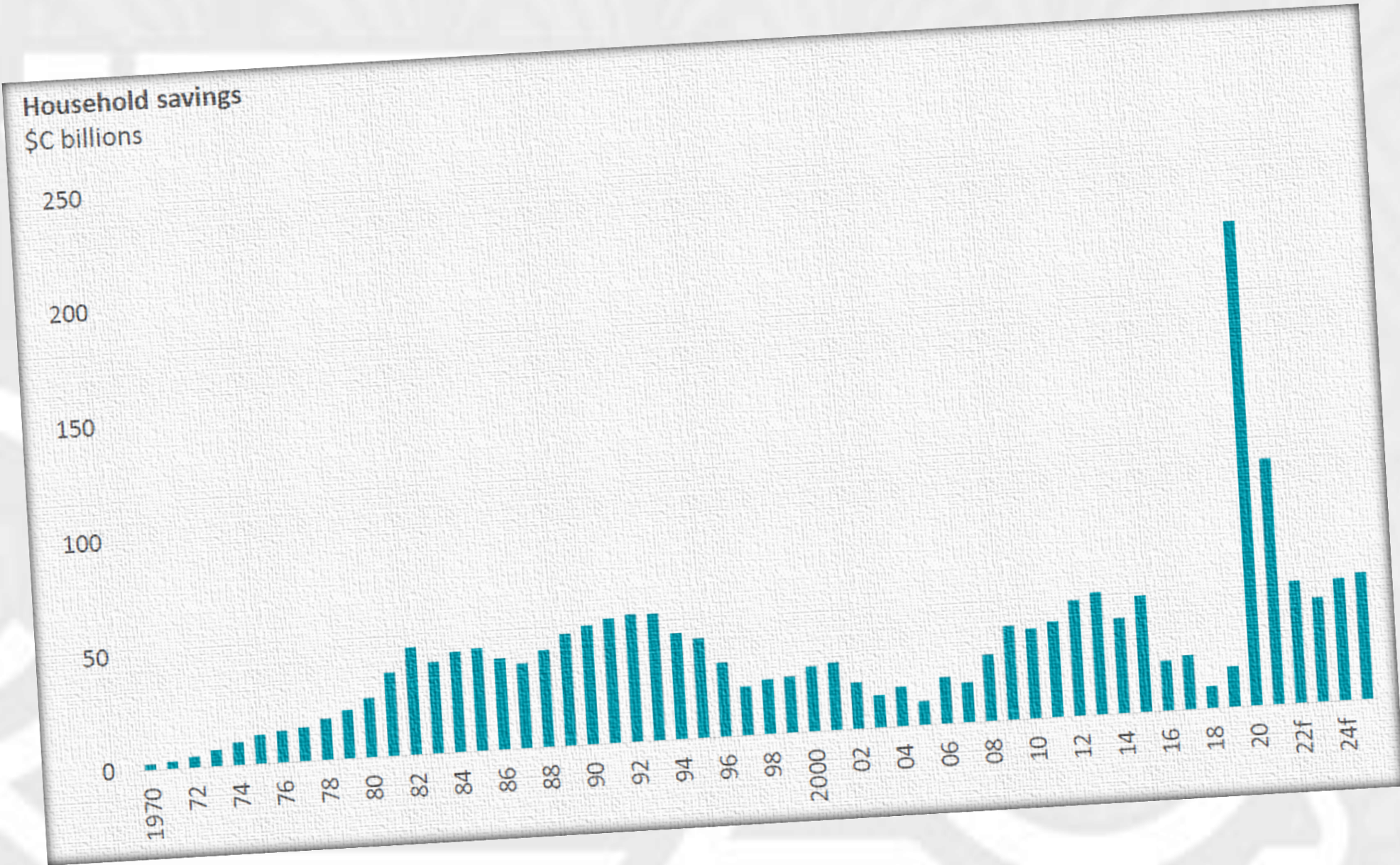


imagine 2025:
five forces shaping philanthropy.

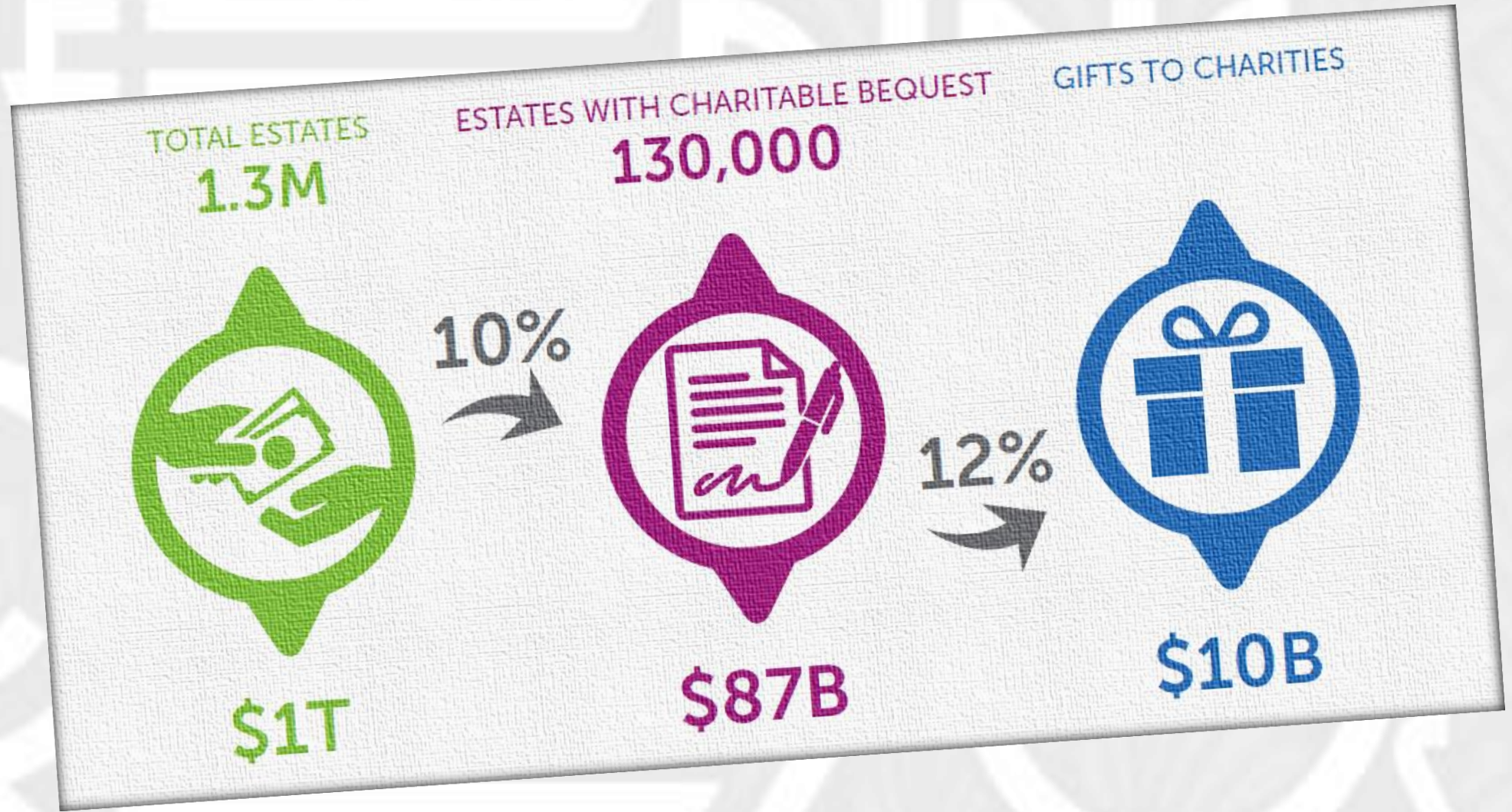
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- 3. DIGITAL & DATA.
- 4. BLURRING LINES.
- 5. EDI.

| Total Claim | Number of Donors (2017) | Number of Donors (2018) | Number of Donors (2019) | % Change (2017 to 2019) |
|------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Less than \$100 | 1,405,340 | 1,382,680 | 1,320,980 | -6.0% |
| \$100 to \$249 | 1,017,850 | 1,014,530 | 983,240 | -3.4% |
| \$250 to \$499 | 780,080 | 770,070 | 745,770 | -4.4% |
| \$500 to \$999 | 704,400 | 707,030 | 685,560 | -2.7% |
| \$1,000 to \$4,999 | 1,064,110 | 1,067,170 | 1,045,540 | -1.7% |
| \$5,000 to \$24,999 | 343,790 | 348,980 | 348,920 | 1.5% |
| \$25,000 to \$49,999 | 21,270 | 21,620 | 22,070 | 3.8% |
| \$50,000 to \$99,999 | 6,680 | 7,010 | 7,240 | 8.4% |
| \$100,000 to \$499,999 | 4,070 | 4,420 | 4,710 | 15.7% |
| \$500,000 and over | 640 | 770 | 870 | 35.9% |
| Total | 5,348,220 | 5,324,280 | 5,164,900 | -3.4% |

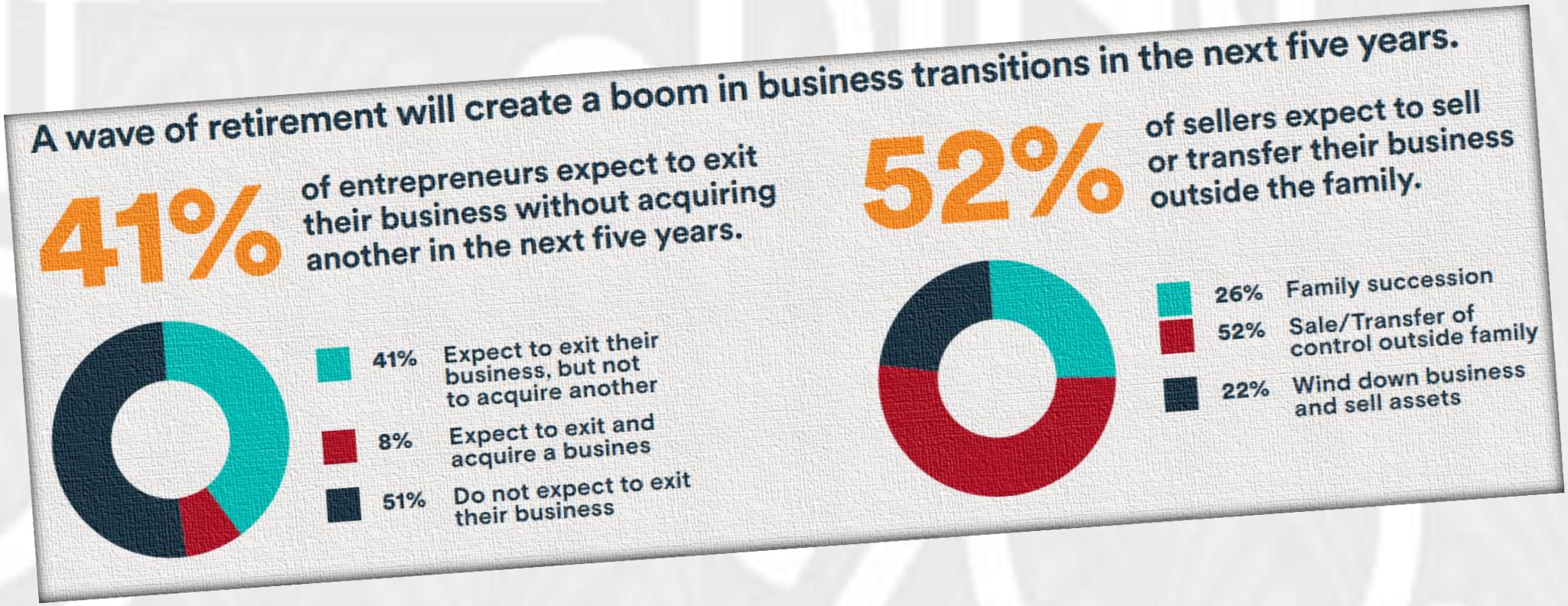
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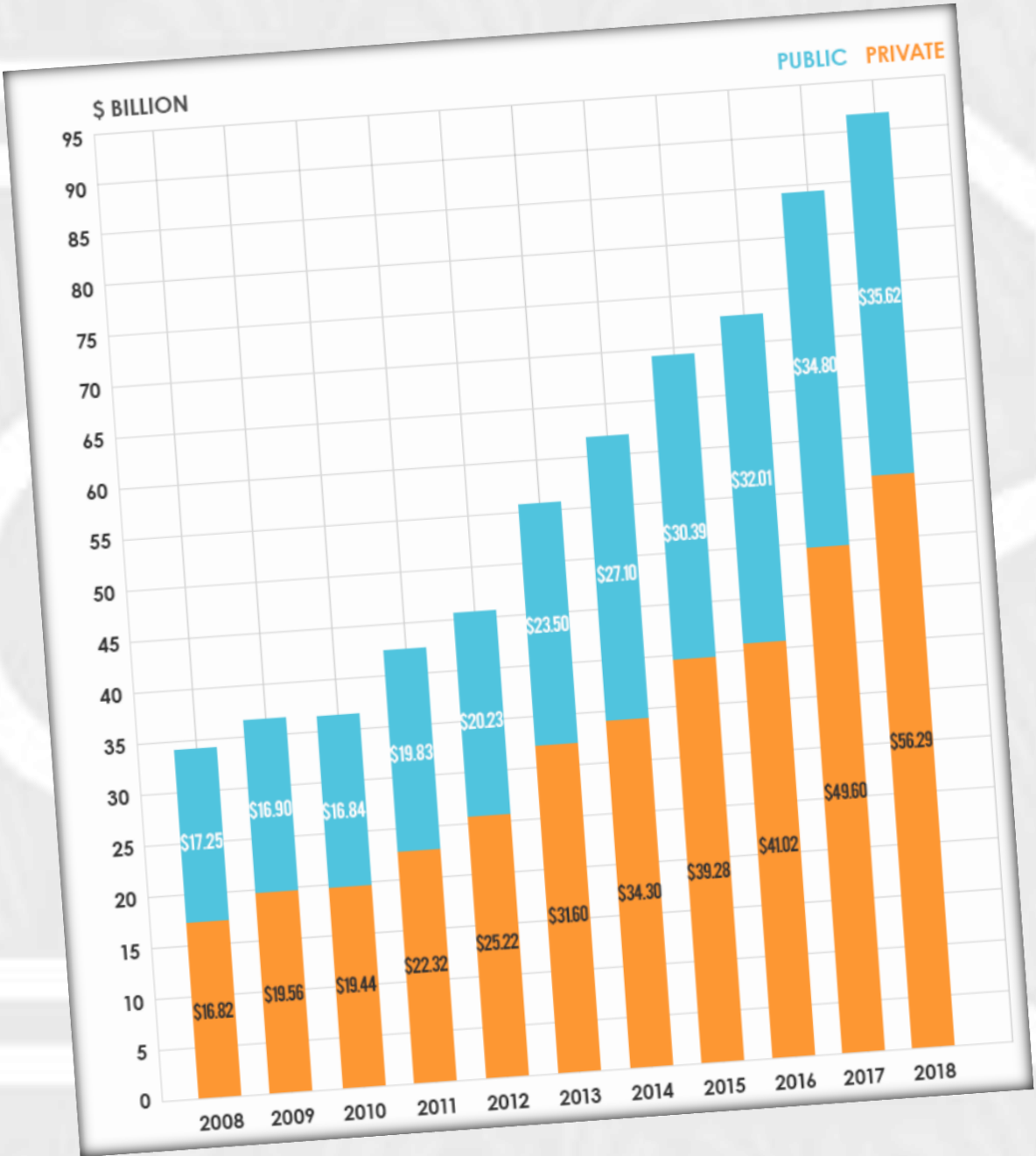
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Source: Private Foundations of Canada

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MARKETS
Central Banks Jump Into Climate-Change Policy Fray
Some say regulators are going beyond their remits with focus on risks to financial systems and economies

STAR EXCLUSIVE
‘Alarming’ lack of clear strategy for LGBTQ inclusion practices across federal government, new report finds

Pitching in: Ryerson University chancellor helps drive a bigger commitment to racial justice

Global Vaccine Crisis Sends Ominous Signal for Fighting Climate Change
The gap between rich and poor countries on vaccinations highlights the failure of richer nations to see it in their self-interest to urgently help poorer ones fight a shared crisis.

Ottawa
Pediatricians sound alarm over mental health crisis in youth
Unprecedented number of kids turning up in doctor's offices, says group

Canadian economy won't fully recover until inequality addressed, BoC's Macklem says

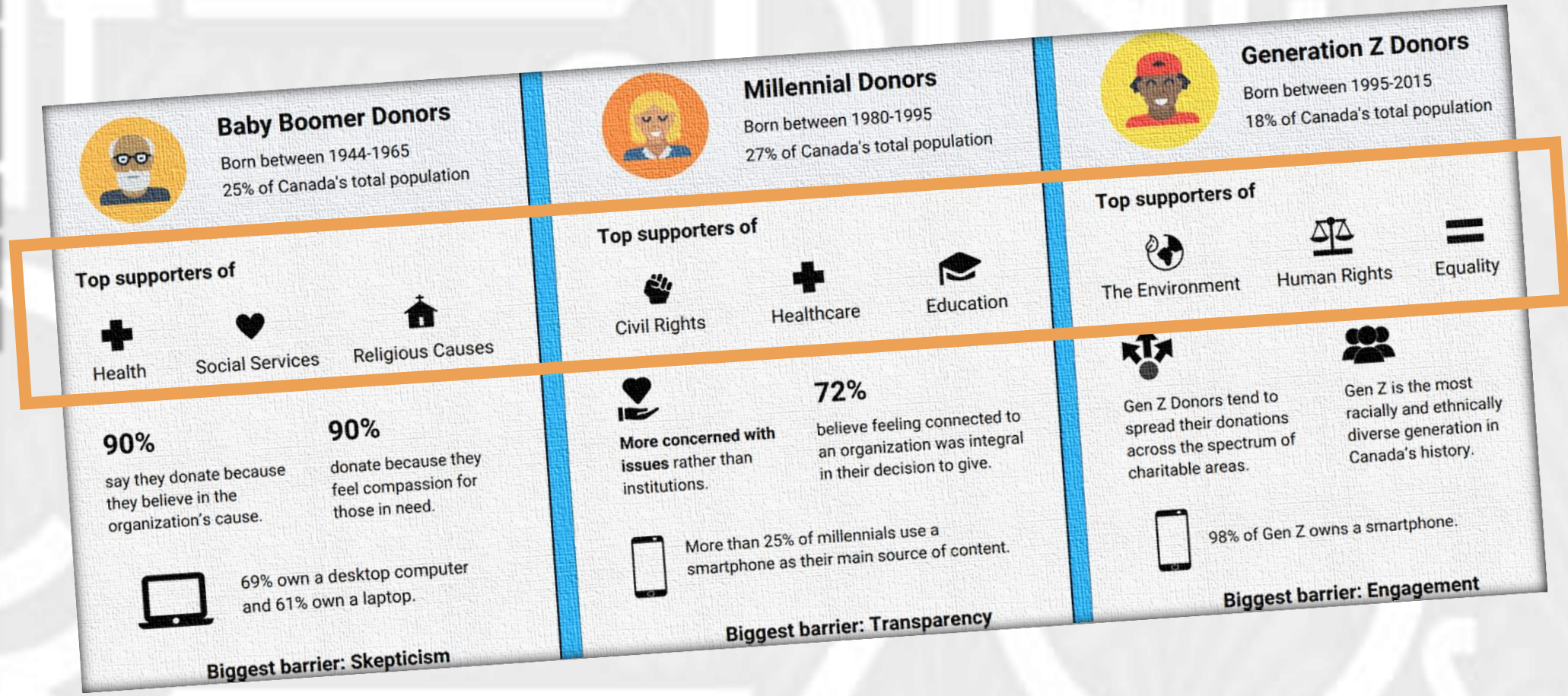
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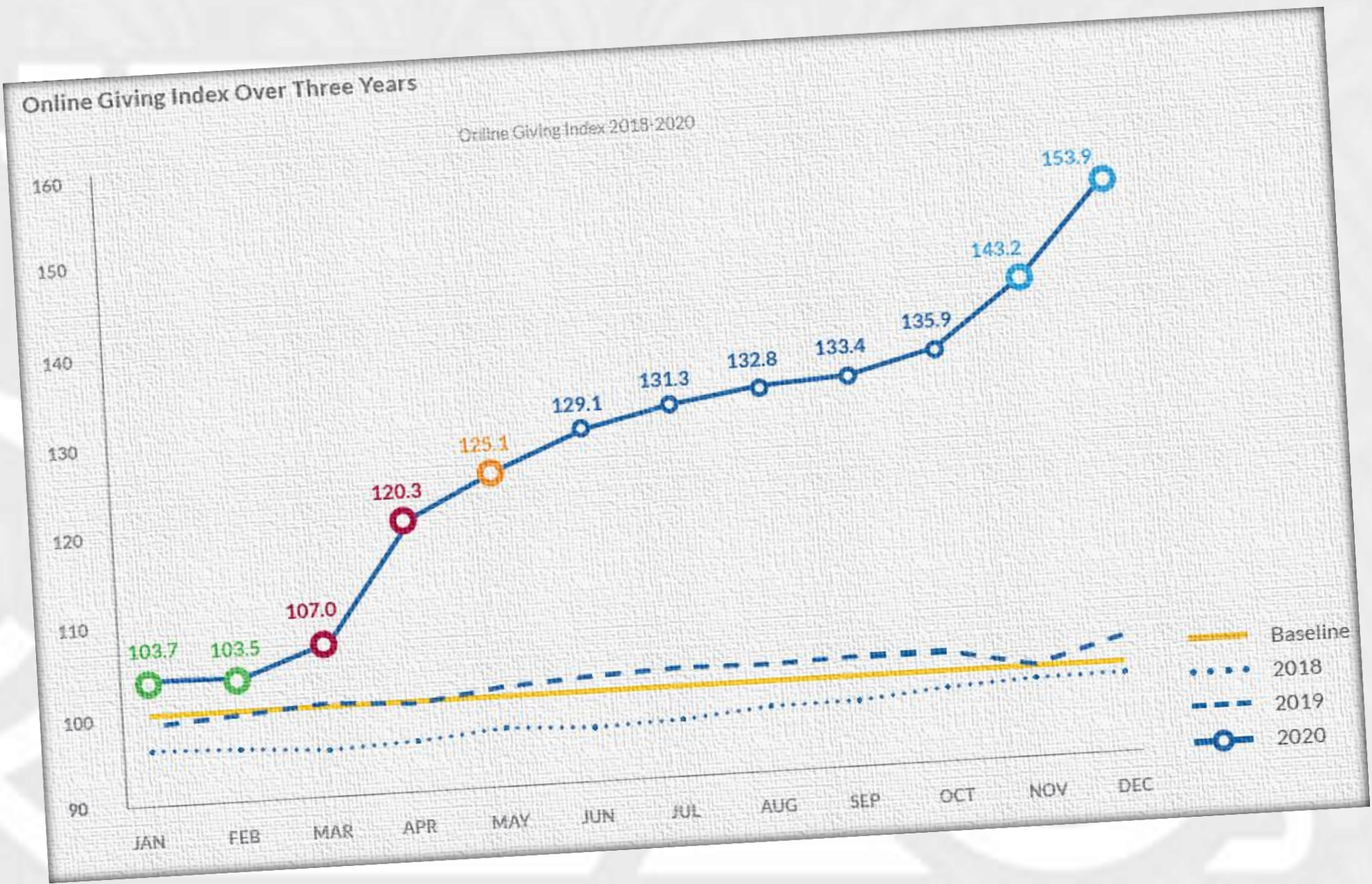
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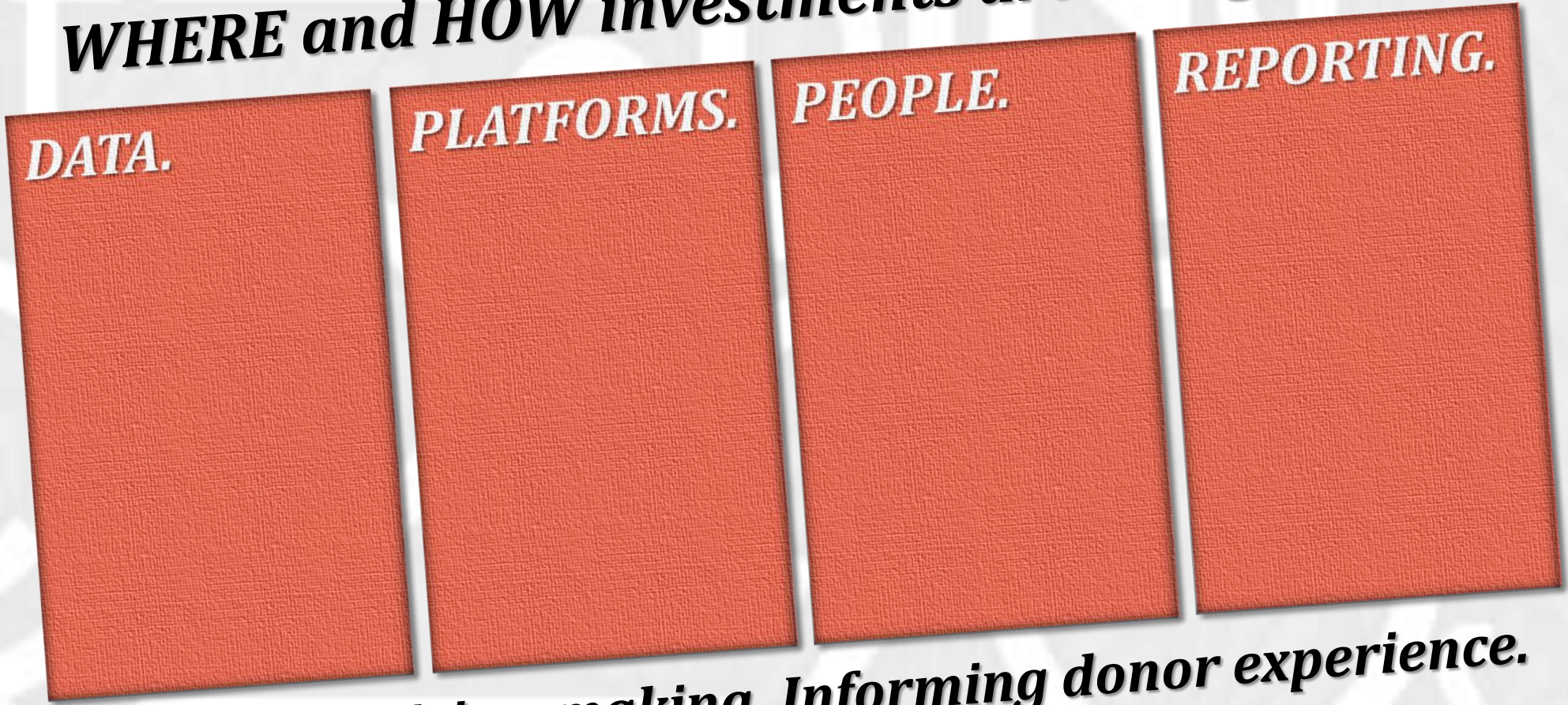
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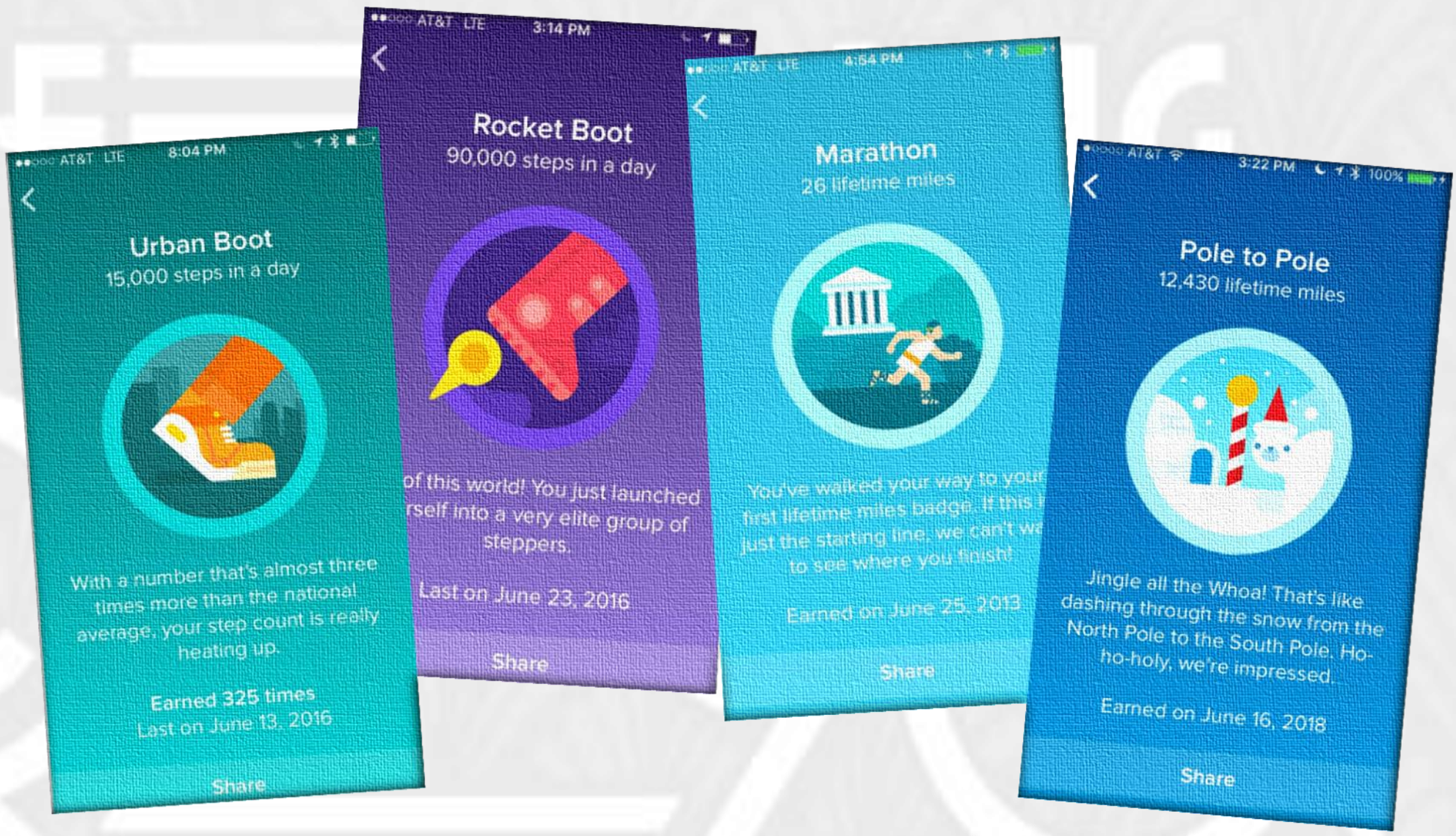
WHERE and HOW investments are being made:



Driving decision-making. Informing donor experience.

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Percent who rate each as very or extremely important for brands to earn or keep their trust

Solve my problems

| | |
|-------------------------------------|----|
| Be a dependable provider | 69 |
| Be a reliable source of information | 64 |
| Be a protector | 63 |
| Be an innovator | 63 |
| Be an educator | 55 |
| Be a calming voice | 52 |
| Be a connector | 51 |

85% net

Solve society's problems

| | |
|--|----|
| Be a visionary | 61 |
| Be a problem solver | 60 |
| Be a positive force in shaping our culture | 58 |
| Be a safety net | 57 |
| Be a collaborator | 54 |

80% net

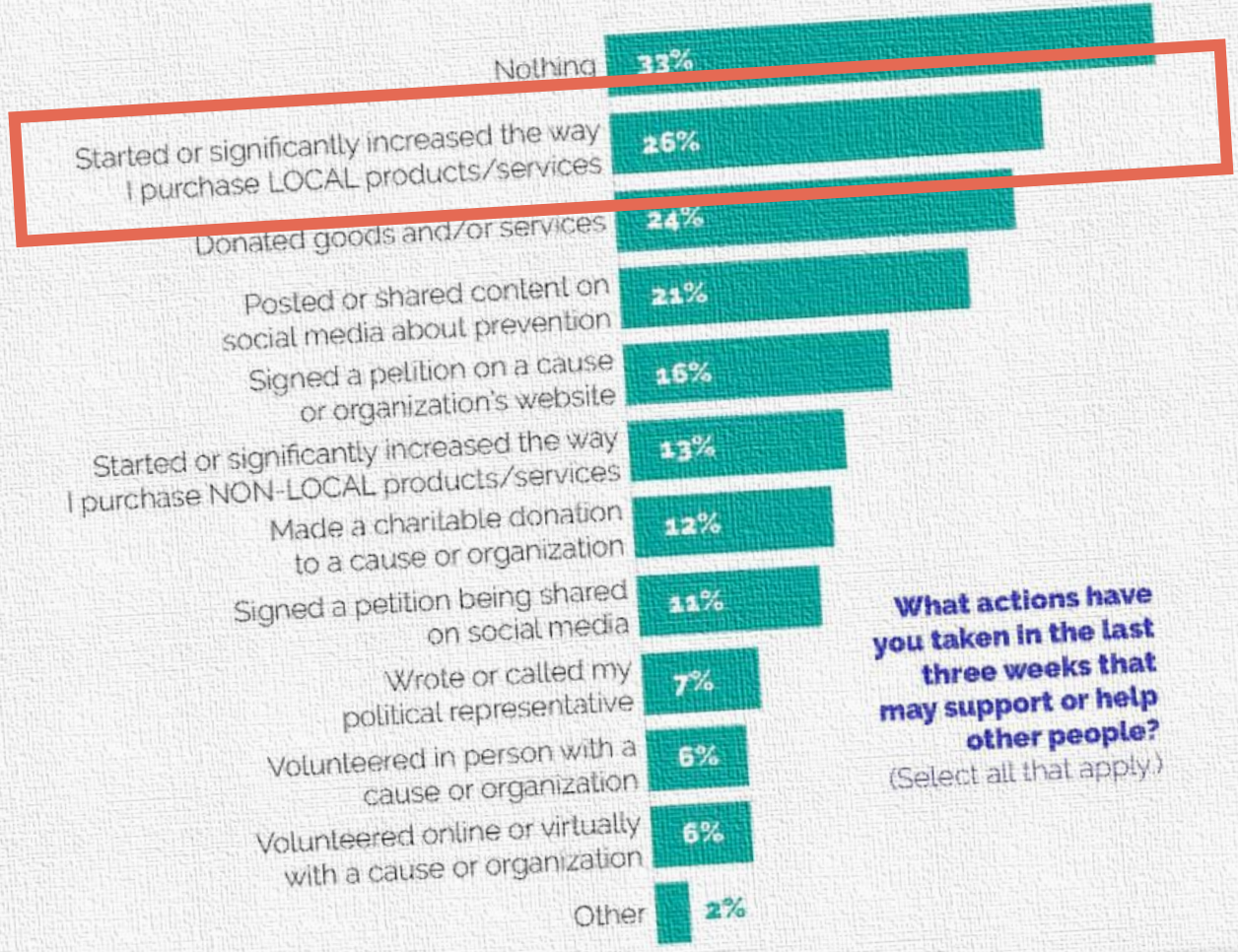
Enrich my life

| | |
|---|----|
| Be a source of joy | 58 |
| Be a personal inspiration | 53 |
| Be a means of self-expression | 48 |
| Be a source of entertainment/distracton | 46 |

73% net

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3. Supporting local business was the best way young Americans sought to support others during the pandemic.



What actions have you taken in the last three weeks that may support or help other people?
(Select all that apply)

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Caring is Canadian.

Canadians rely on us to keep them moving. But they also expect more from us — to make their lives better. We strive to do that every day, in communities across Canada.

Introducing the Petro-Canada CareMakers Foundation.

Over 8 million Canadians devote their lives to caring for loved ones. For family caregivers, caring is an everyday commitment.



ABOUT PETRO-CANADA

- Live By The Leaf
- Team Canada
- CareMakers
- Our story
- Run a Petro-Canada
- Careers

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Uber

Vaccinate The Block | Uber

Watch later

Share

Vaccinate
THE BLOCK

Uber

Donate to support our Vaccine Access Fund

In addition to committing 10 million rides, we've teamed up with PayPal and Walgreens to create the Vaccine Access Fund, which, with help from Local Initiatives Support Corporation (LISC) and their local nonprofit partners, allows us to fund even more rides to vaccine sites for underserved communities. You can help—donate a ride today.

Donate a ride

Working in partnership with a growing network of NGOs

There's a lot of effort behind every vaccination. We're grateful for the help of our NGO partners who are working with communities to find people in need of a ride.

National Urban League

Satcher Health Leadership Institute

SHLI

MOREHOUSE SCHOOL OF MEDICINE

National Action Network

aft

UNESCO

U.S. Army

LISC

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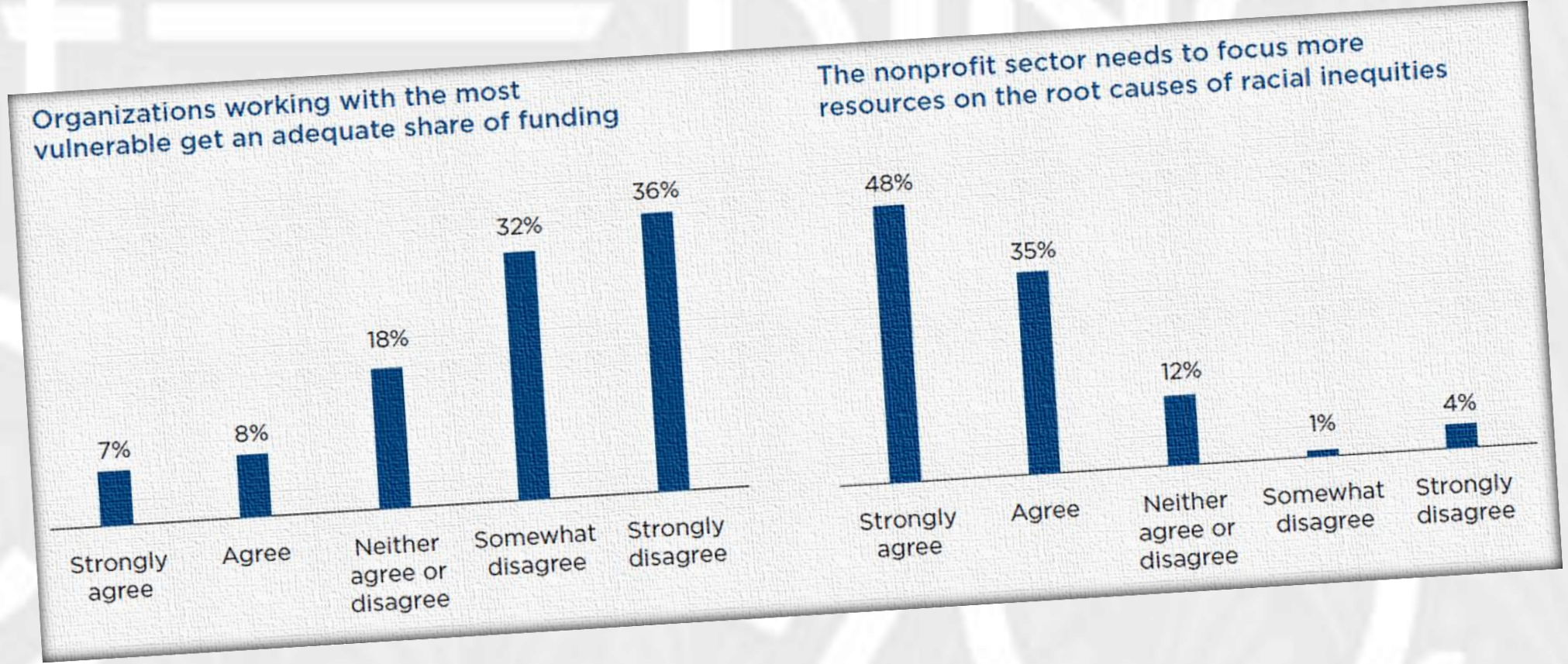
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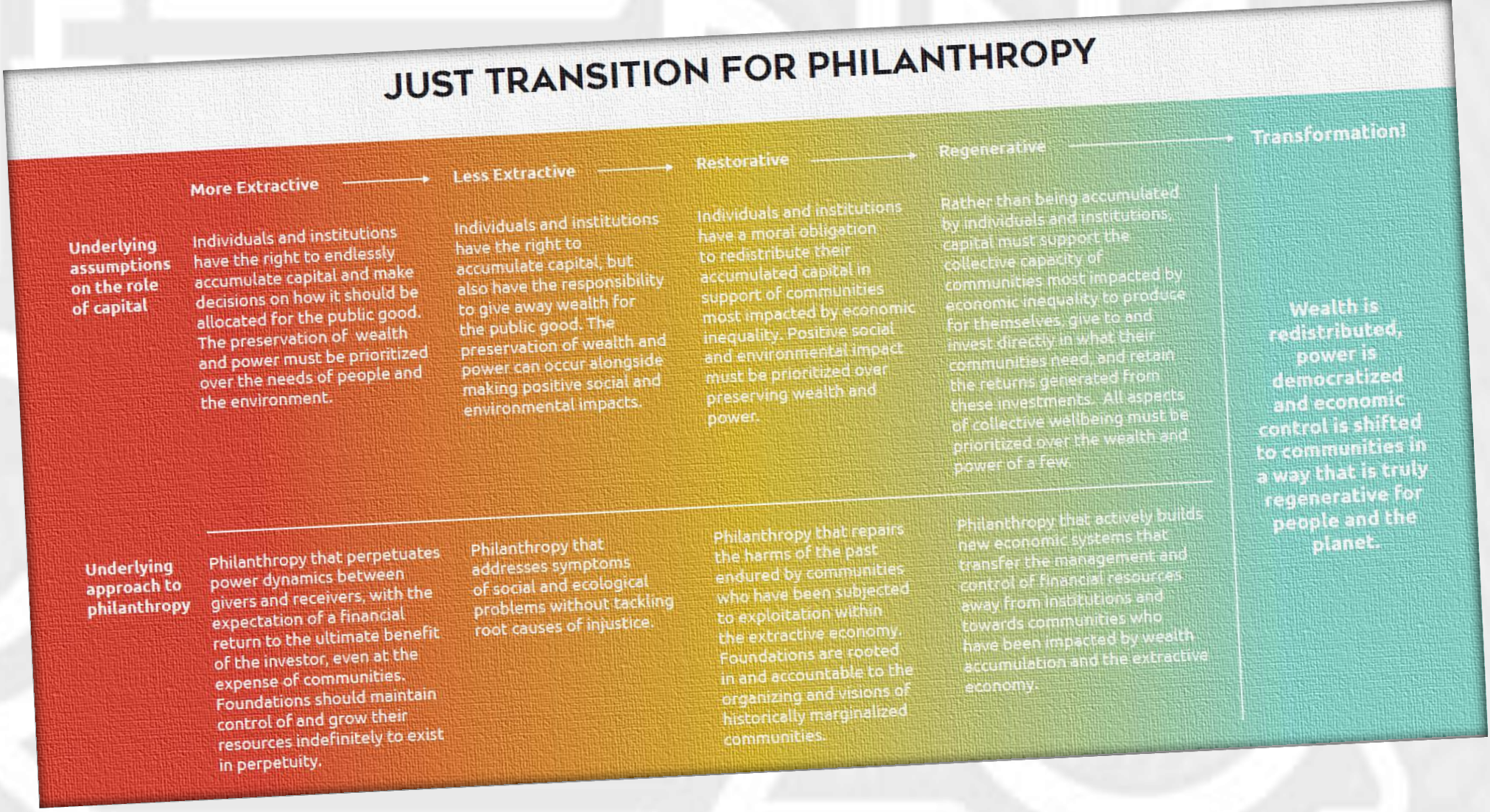
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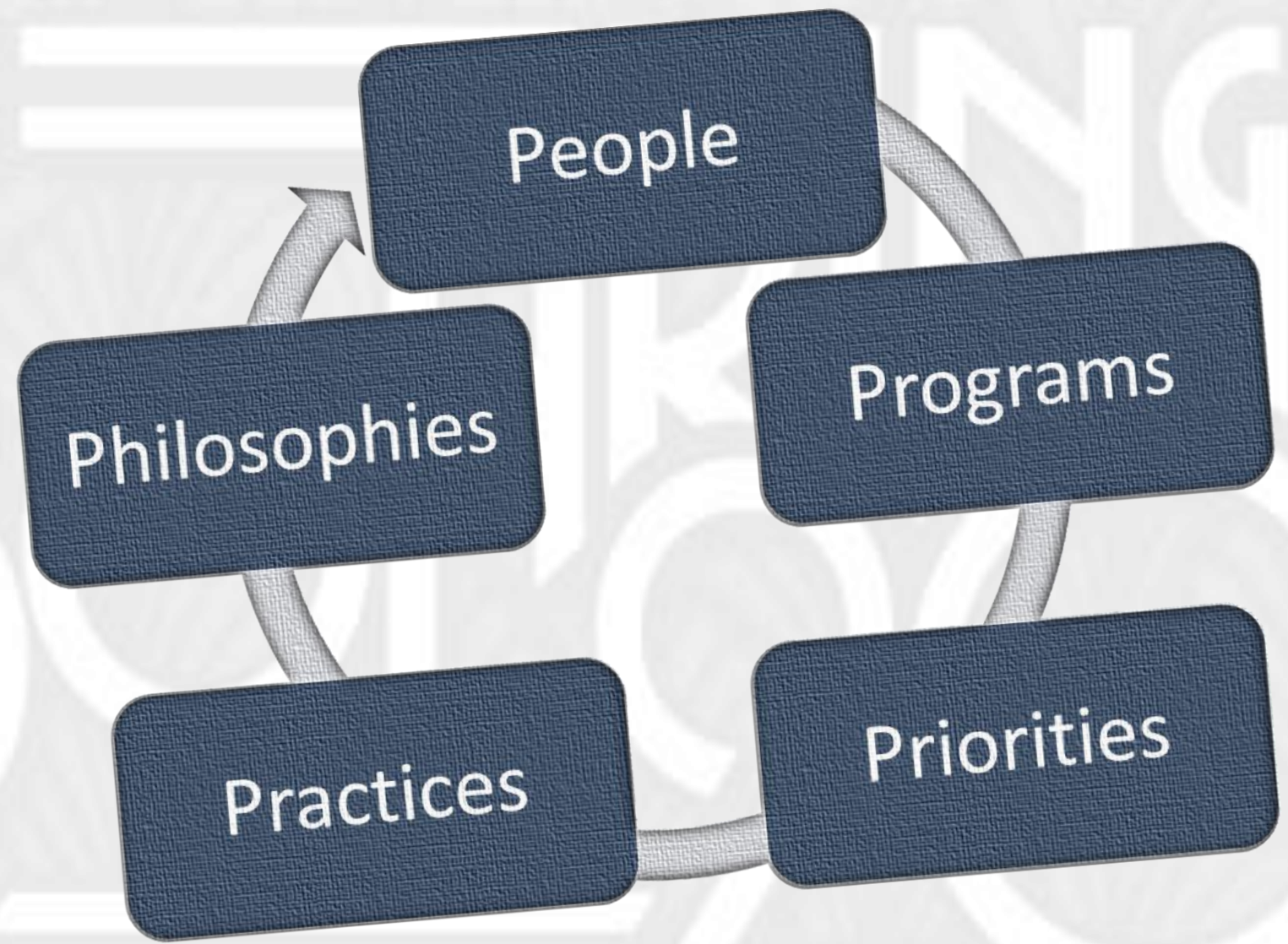
The first six months of 2020 had US corporate funders pledge nearly **18 times** more funding to issues around racial equity than in the previous decade combined.²⁶

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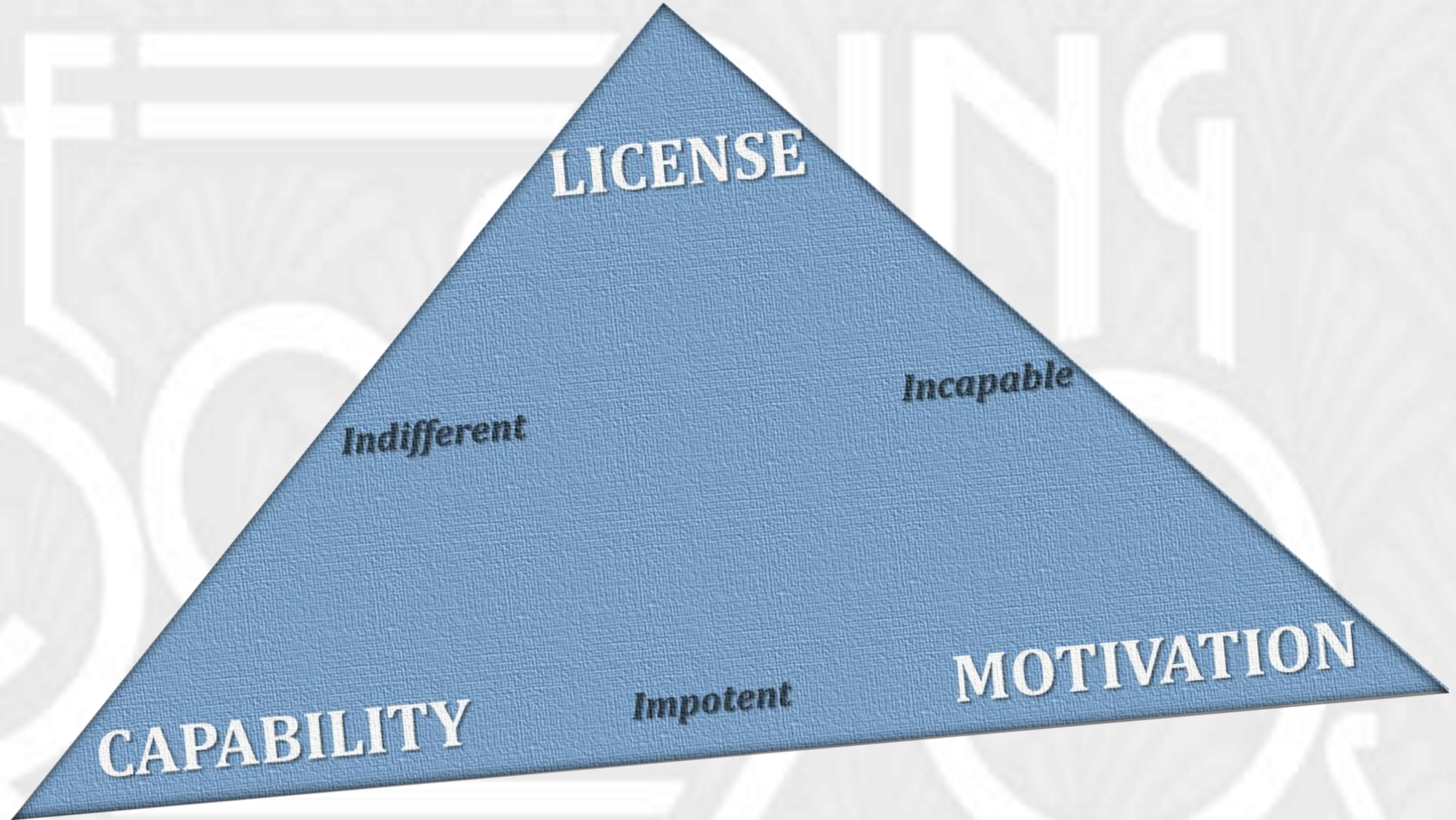
fit for purpose:
people and culture.



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PEOPLE & CULTURE.

RE-ENERGIZE.



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creating YOUR future.

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**WHAT ARE YOU
BEGINNING?**

landscape.

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Thank you!

Nicole Nakoneshny
Partner

nnakoneshny@kciphilanthropy.com

