

# The Future of Philanthropy: Sector or Movement?

The Prizmah conference  
March 11, 2019 5 – 6:15 p.m.  
Atlanta, Georgia  
Kay Sprinkel Grace, Presenter

What will we be?

- philanthropy.org
- or
- #philanthropy

# No Longer Going it Alone

- “A lot of conversation was about catalyzing innovation at this critical moment in time when needs so outweigh what any of us individually can solve. How can philanthropy work with government and other partners to take risks, to identify solutions, to catalyze change, to pilot innovative ideas?”

- *Jean Case, on the 2016 White House conference*

## And Another Voice...

- “We have seen thousands of people working in nonprofits, and the problems and poverty are bigger. They have not solved anything.”
  - *Carlos Slim Helu, world's richest man, speaking at the Forbes 400 Philanthropy Conference, September, 2012*

## Key Ideas from recent press

- “Sustainable, meaningful, purpose-led.” Only nonprofits? (8/15/18, Kate Adams)
- Corporate promotion of “purpose-led” has had great results: “In 2013, meaningful brands connected to human well-being outperformed the stock market by 120%.” What’s good for the community, is also (apparently) good for the bottom line. (Adams)
- Millennials and Gen-Z’s are demanding corporate responsibility (see Google worker protest, NY Times, 8/16/18)
- They are “living their philanthropy” (Moody, “Generation Impact”)
- Does this make philanthropic organizations redundant?

# What is Frustrating Investors About Our Sector

- Slow pace in solving chronic problems
- Perception of bureaucracy
- Boards and the consensus model
- Lack of measurement in what we do
- Seeming inability to have impact (Carlos Slim Helu's comment)
- Reluctance to partner outside “sector”

Can We Cut Through These  
Perceptions? Can We Attract  
new partners?



# The Signs We Need to Heed

- Big investors in all communities want to solve problems, not just serve them (e.g. homelessness, food scarcity, education)
- People with money and passion are starting their own nonprofits
- Donor advised funds are growing at a faster pace than direct philanthropic giving
- Corporations are extending their work into areas of social responsibility (doing well while doing good)
- One of our sector's difficulties is learning to operate from abundance, not scarcity



## Key ideas we need to discuss

1. Solving social issues is not the responsibility of an isolated “sector” – it is the ignition of passion around changing the world and how we can do it together
2. Education is one of most discussed aspects of our society – and lack of education or poor education is connected to many of the ills of our communities: how does your school use that idea to engage people in your impact?
3. Can we retire the word “charity” – or even “nonprofit” – in favor of “public” or “social benefit corporation?”

## Key ideas - 2

- 4. Because we have relied on scarcity to move people to give, do we spin out an engaging vision of what is possible when people invest in solutions?
- 5. Can we focus on creating solutions instead of more organizations?
- 6. If we (as professionals) are “dream brokers” – what is the dream we are brokering? Is it institutional or community?
- 7. When others operate in “our space” – do we circle the wagons? Or do we lead the charge?

How Can We Do What We Do  
Best And lead others?

**Increasing our Historic Foothold on Social  
Investment**

# Steps in the arc of change

- Inception
- Incubation
- Expansion
- Isolation
- Disruption
- Collaboration
- Identification
- Cooperation
- Expansion
- Reconfiguration
- Solution
- Dissemination



# Implementing Change

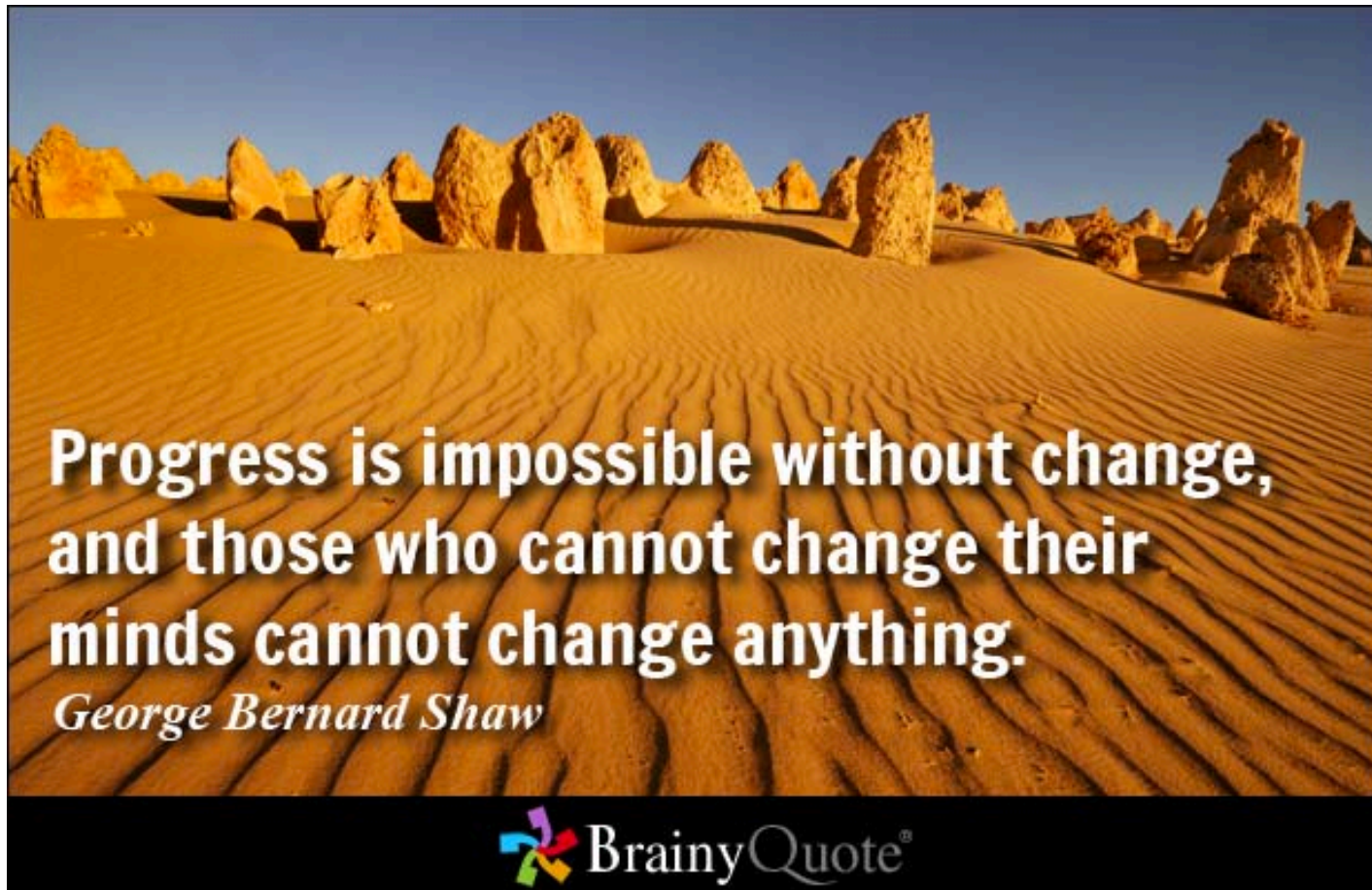
Steps to partnering for true change

# Seven Ways to Ensure the “movement” begins

1. Be leaders of innovation, above all
2. Become impatient with clunky practices
3. Forge and sustain partnerships
4. Listen
5. Risk
6. Dream
7. Engage your community – beginning with your boards -- more deeply than ever



Never More True Than Now



# What will you Do?

1. Inside your schools
2. In your communities
3. How can you convey to your boards and staff the importance and nature of their most powerful role – to be the change they want to see in the world?
4. Write down 3 ideas so you will remember this discussion



An aerial photograph of a tropical island. In the center is a large, flat-topped mountain with a dark, rocky peak. The island is surrounded by shallow turquoise water with visible coral reefs, transitioning into deeper blue ocean waters. The sky is bright blue with scattered white clouds. The quote is overlaid on the right side of the image.

**When you are  
through changing,  
you are through.**

*Bruce Barton*

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