Stanford PACS
Center on **Philanthropy**
and Civil Society

A Brief Landscape of Philanthropy and Social Innovation Trends

Stanford University

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NORRAG: Philanthropy in Education

International Research Symposium

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STANFORD CENTER ON PHILANTHROPY AND CIVIL SOCIETY

STANFORD SOCIAL INNOVATION REVIEW

About Stanford PACS

- Expand research in the field of philanthropy and social innovation

- Increase the talent pipeline of scholars, practitioners and leaders

- Improve practice and effectiveness of philanthropy and social innovation

About NORRAG: Philanthropy in Education

- Research and knowledge production
- Policy dialogue and knowledge dissemination
- Capacity development

LEADING TO . . . . a global membership-based network of international policies and cooperation in education

Global Themes: Let's Explore!

- Movement to build the field, create rigor and knowledge in the social sector

- Develop, recruit and retain top talent

- Desire to collect better data and information

- Interest to measure outcomes and impact

- Interdisciplinary partnerships and cross sector opportunities

Promise of Philanthropy

- Realization that political and economic stability depends on satisfying social needs

- Opportunities for public-private partnerships

- Philanthropy as society's "risk" capital

- Philanthropy has a role to play left by under-funded and over-extended government agencies
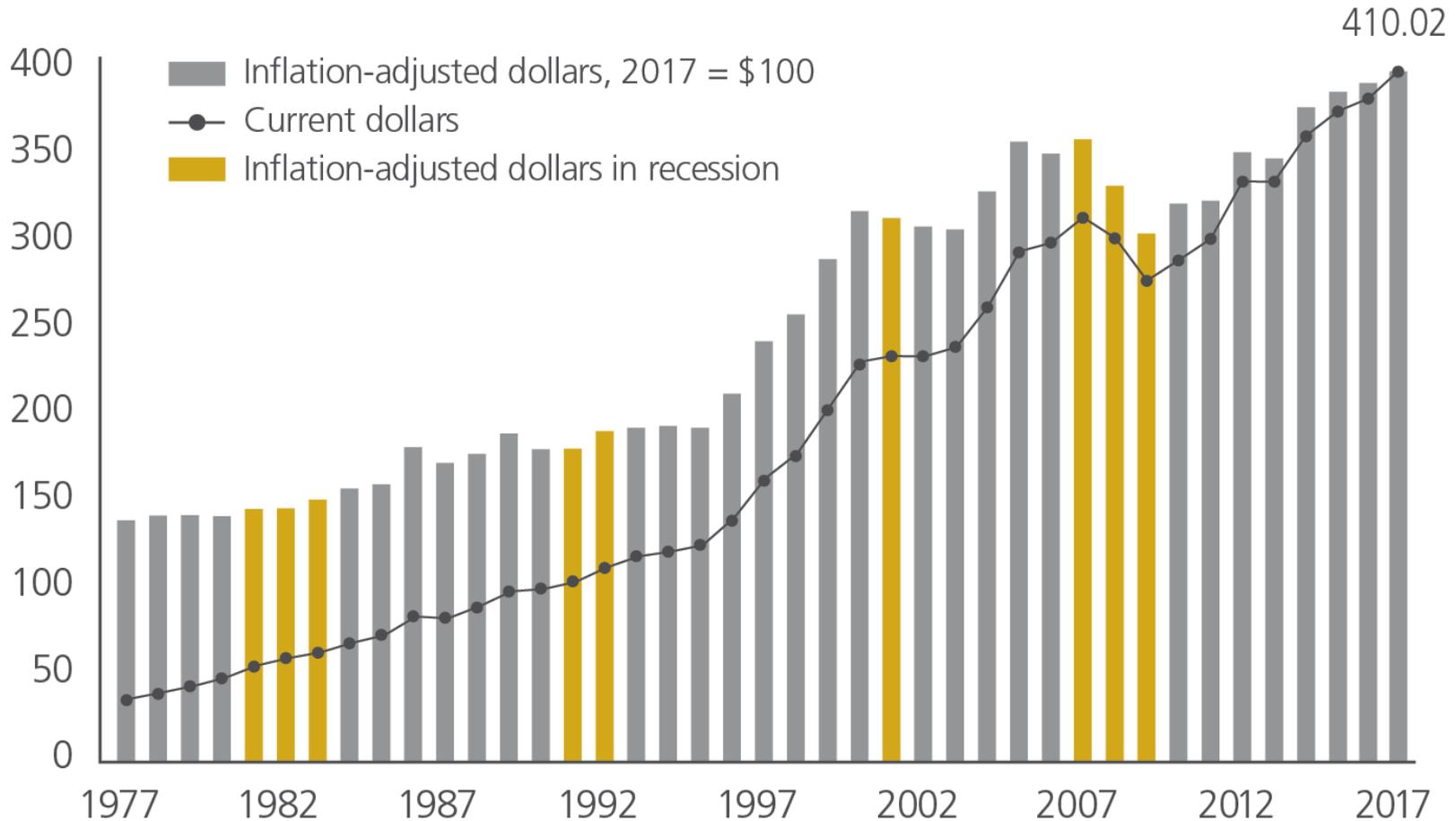
Leveraging Philanthropy: Social Innovation

- New strategies, concepts, and ideas to strengthen civil society and society as a whole

- Opportunities to explore social enterprise, social entrepreneurs, and corporate social responsibility

- Novel solutions that are more effective, efficient, sustainable or just than existing solutions

- Social innovation can take place within government, business or the nonprofit sector
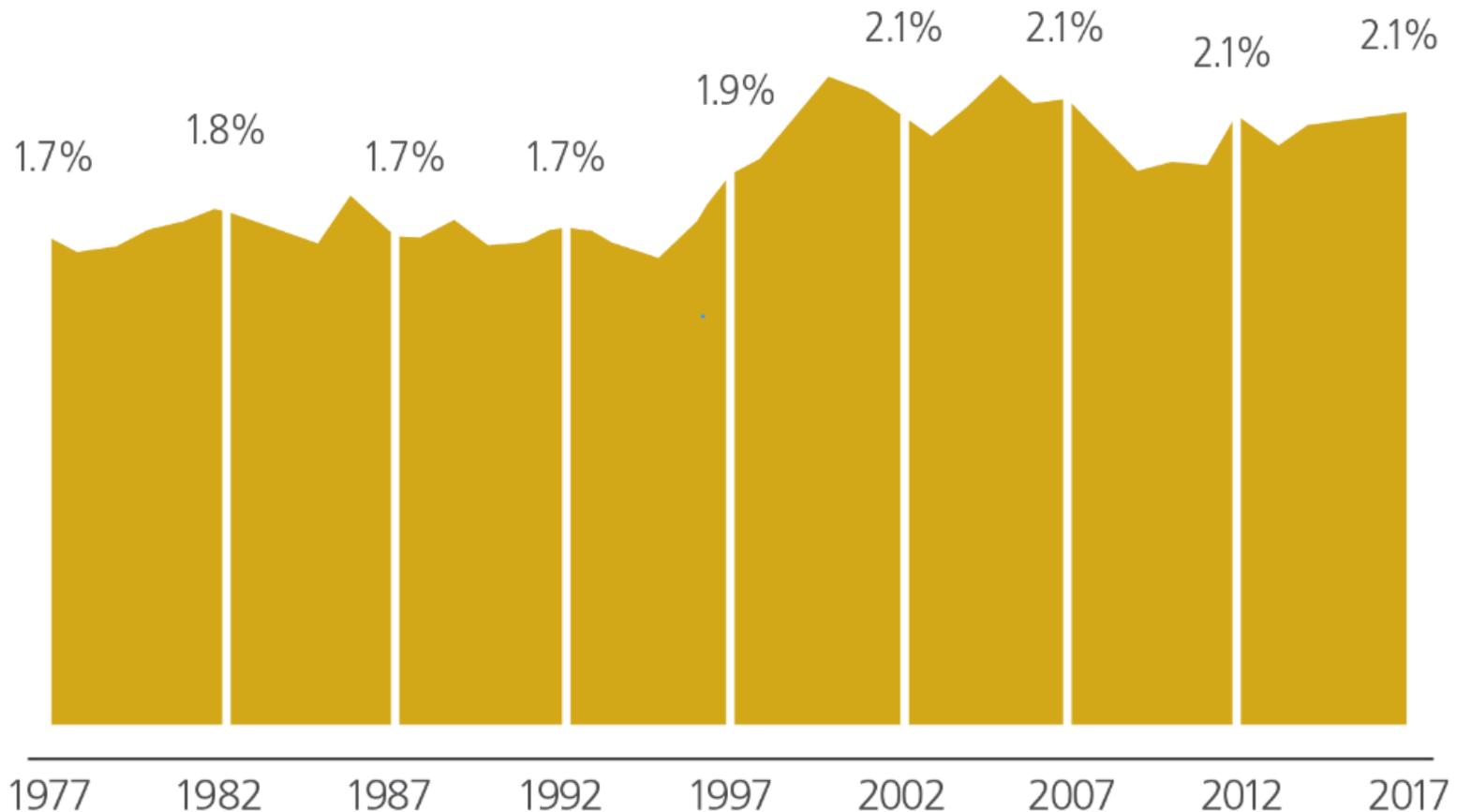
2017 Data: $410 Billion

US Total Giving, 1977–2017
(in billions of dollars)

Source: Giving USA Foundation l *Giving USA 2017*

8

2.1% Ignites the Nonprofit Sector
Total Giving as a % of GDP
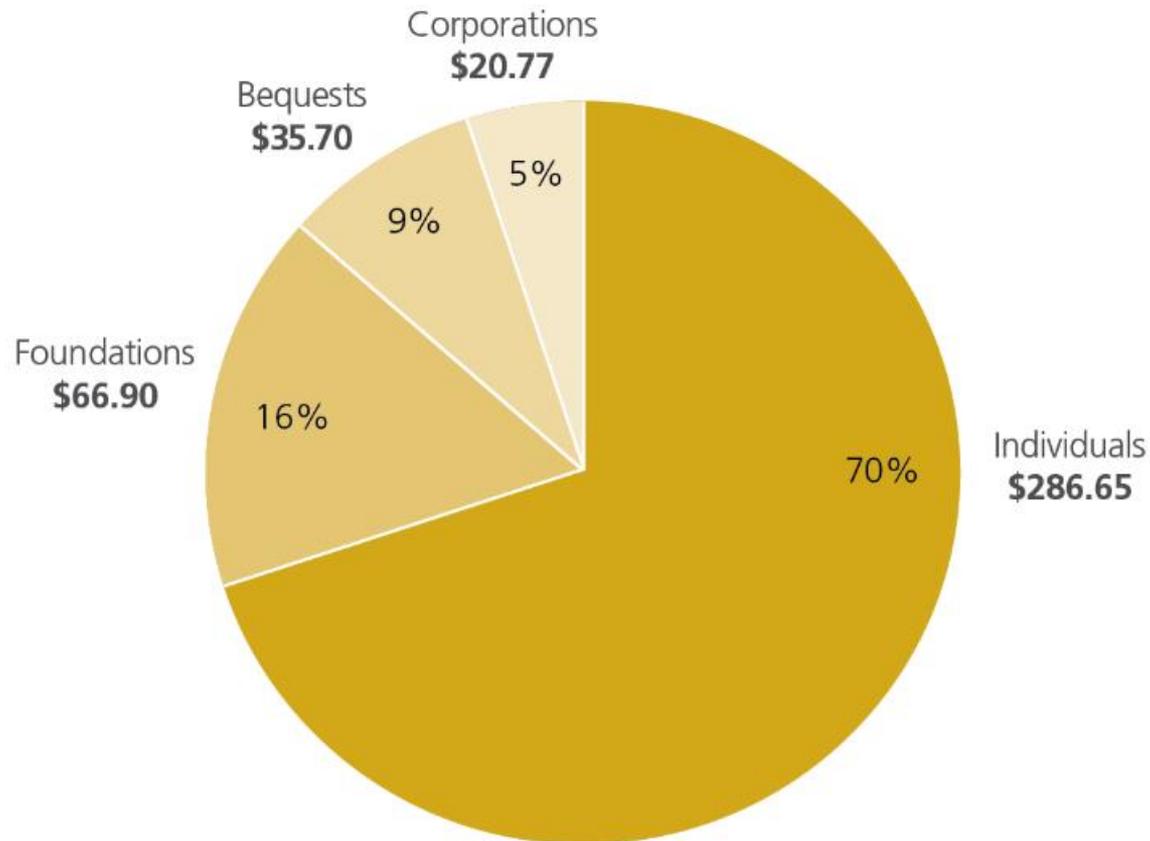### 1977- 2017
(Giving USA)

Source: Giving USA Foundation | *Giving USA 2017*
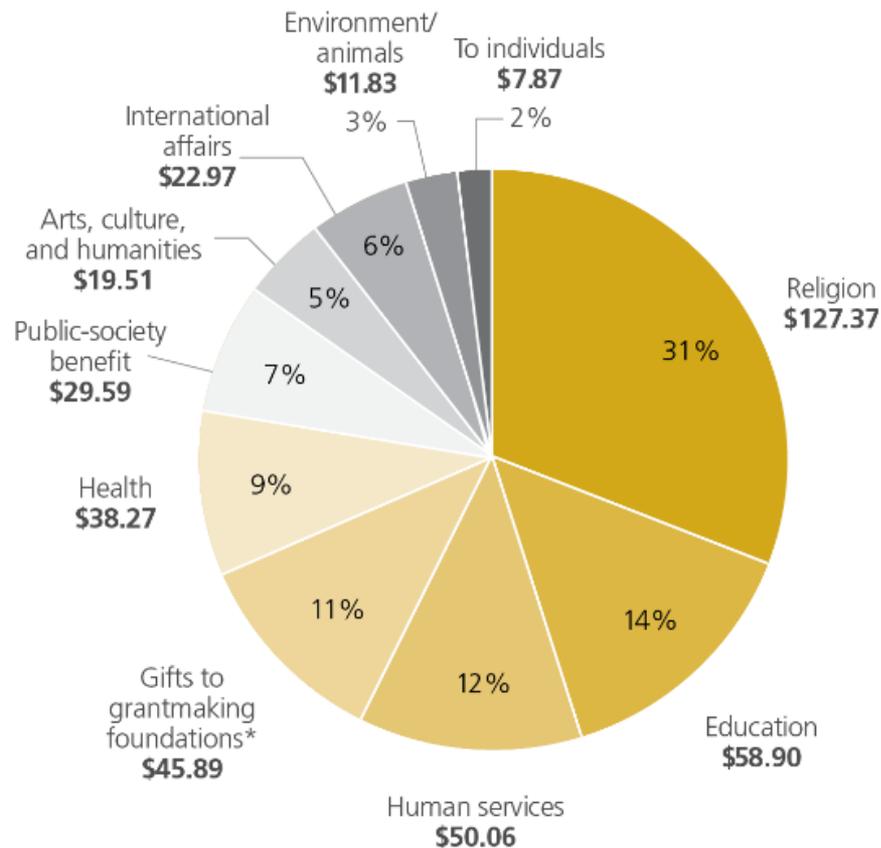
Who Gives?
US 2017 Contributions
$410.02 billion, **by source**
(in billions of dollars – all figures are rounded)

Corporations $20.77 — 5%

Bequests $35.70 — 9%

Foundations $66.90 — 16%

Individuals $286.65 — 70%

Where Does the Money Go?
US 2017 Contributions
$410.02 billion, **by type of recipient organization**
(in billions of dollars – all figures are rounded)

Environment/animals **$11.83** — 3%
To individuals **$7.87** — 2%
International affairs **$22.97**
Arts, culture, and humanities **$19.51** — 5%
Public-society benefit **$29.59** — 7%
Health **$38.27** — 9%
Gifts to grantmaking foundations* **$45.89** — 11%
Human services **$50.06** — 12%
Education **$58.90** — 14%
Religion **$127.37** — 31%
6%

* Estimate developed jointly by the Foundation Center and *Giving USA*

Philanthropy Today: Trends & Topics

- Tech for good
- Ethical/responsible data use
- Globalization
- Place-based philanthropy
- Strategic philanthropy
- General operating support
- Multi-year funding
- Generational behavior
- #Giving Tuesday
- Venture philanthropy
- Impact investing

- Public-private partnerships
- Shared value
- Corporate Social Responsibility
- Sustainable Development Goals
- Design thinking
- Collective impact
- Funder collaboratives
- Big bets
- DAF's: Donor Advised Funds
- Direct cash transfers
- Effective altruism

Achieving Impact: New Approaches

- Moving beyond gifts and grants

- Giving while living vs legacy and perpetuity

- Philanthropic risk capital testing "big bets"

- Impact investments to social enterprises

- Political advocacy and giving

- Socially responsible investing

Responding by Creating New Structures and Strategies for Social Impact

- Values-driven private foundations & family offices

- Donor advised funds (DAF's)

- B- Corps

- Limited liability company (LLC)
  - Chan Zuckerberg Initiative (CZI) 2015
  - Omidyar Network (ON) 2004
  - Emerson Collective (2004)

Call to Action: Bridging the Gap

- Global data collection gap

- Knowledge and information gap

- Social network and experience gap

- Mindset and language gap

- Empathy gap

The Giving Code: Silicon Valley Nonprofits and Philanthropy, October 2016
ssir.org/articles/entry/bridging_the_divide_between_nonprofits_and_philanthropy_in_silicon_valley
By Alexa Culwell and Heather McCleod Grant

Thank you!

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Resources – Stanford PACS

- The Stanford Center on Philanthropy and Civil Society:
  http://pacscenter.stanford.edu/

- The Effective Philanthropy Learning Initiative (EPLI):
  https://pacscenter.stanford.edu/research/effective-philanthropy-learning-initiative/

- The Digital Civil Society Lab (digitalimpact.io):
  http://pacscenter.stanford.edu/digital-civil-society/

- Civic Life of Cities: https://pacscenter.stanford.edu/research/civic-life-of-cities-lab/

- Integrating Capacity and Strategy: A Handbook for Next Generation Grantmakers and Grantees:
  http://pacscenter.stanford.edu/2015/09/integrating-capacity-and-strategy-a-handbook-for-next-generation-grantmakers-and-grantees/

- 2015 Survey on Board of Directors of Nonprofit Organizations:
  https://www.gsb.stanford.edu/faculty-research/publications/2015-survey-board-directors-nonprofit-organizations

Stanford Social Innovation Review

- *Stanford Social Innovation Review (SSIR):* http://ssir.org/

- The Giving Code webinar series: https://ssir.org/webinars/series/the_giving_code_series?utm_source=Enews&utm_medium=Email&utm_campaign=SSIR_Live

- Philanthropy's New Release: https://ssir.org/articles/entry/philanthropys_new_release

- A Decade of Outcome-Oriented Philanthropy: http://ssir.org/articles/entry/a_decade_of_outcome_oriented_philanthropy

- The Nonprofit Starvation Cycle: http://ssir.org/articles/entry/the_nonprofit_starvation_cycle

- The Power of Theories of Change: http://ssir.org/articles/entry/the_power_of_theories_of_change

- Fundraising is Fundamental: http://ssir.org/articles/entry/fundraising_is_fundamental_if_not_always_fun

- Collective Impact: https://ssir.org/articles/entry/collective_impact

- When Can Impact Investing Have Real Impact: https://ssir.org/up_for_debate/article/impact_investing

- The Unfinished Social Entrepreneur: https://ssir.org/articles/entry/the_unfinished_social_entrepreneur