

The graphic features a central white shield with a brown border. The shield is set against a background of stylized, overlapping American flag patterns in red, white, and blue. A dark blue banner with a white outline wraps around the middle of the shield. The text 'PROSPECT DEVELOPMENT' is written in a distressed, brown, serif font at the top of the shield. The year '2016' is written in a large, bold, white sans-serif font on the dark blue banner. Below the banner, the text '29TH ANNUAL INTERNATIONAL CONFERENCE' is in a teal sans-serif font. Below that, the location and dates are in a smaller, black sans-serif font. At the bottom of the shield is the APRA logo, which consists of the letters 'APRA' in a bold, black sans-serif font, with a small triangle made of three colored segments (red, yellow, blue) below it. Underneath the logo is the tagline 'Partners in Fundraising' in a smaller, black sans-serif font.

PROSPECT DEVELOPMENT

29TH ANNUAL INTERNATIONAL CONFERENCE

GAYLORD OPRYLAND RESORT
AND CONVENTION CENTER
JULY 27-30, 2016 NASHVILLE, TENNESSEE



Partners in Fundraising

Session 201

20/20: Strategic Vision for Today's Philanthropic Realities

Elizabeth Roma, HBG Senior Researcher

Rachel Dakarian, HBG Research Associate

Learning Objectives

- Apply knowledge of current events and trend in philanthropy to recognize the impact on prospect development.
- Discuss the ethical and strategic ways to navigate the changing landscape of wealth and philanthropy.

Researchers as Strategists

- Ever-changing philanthropic landscape = job security.
- Researchers are stewards of institutional knowledge and internal data.
- The Internet as we now know it will be considered a “gold rush” of free information.
- Cresting on the tide of current sources of public information and gift reporting.

#UHNWI = Ultra high-net-worth Individuals

UHNWI = “investable assets of at least US\$30 million, excluding personal assets and property such as one’s primary residence, collectibles and consumer durables.”

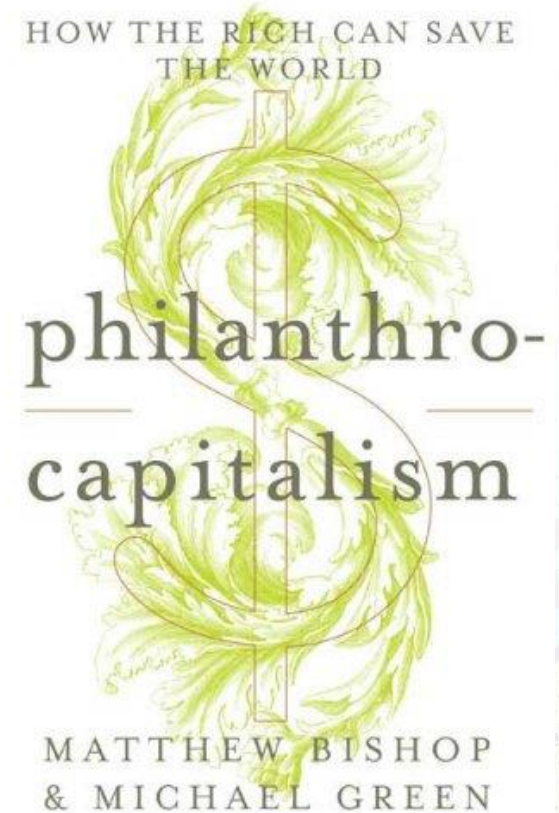
-- Investopedia <http://www.investopedia.com/terms/u/ultra-high-net-worth-individuals-uhnwi.asp#ixzz47j2hqrwX>

UHNWI = “net assets above US\$50 million”

-- Statista <http://www.statista.com/statistics/204072/distribution-of-ultra-high-net-worth-individuals-by-world-region>

Megagifts & Philanthrocapitalism

- **Megagifts** = donations of \$50 million or more.
- **The Giving Pledge.**
- **Uptrend:** Support for innovative research.
- **Downtrend:** Support for capital campaigns and naming gifts.
- **The rise of the family office.**



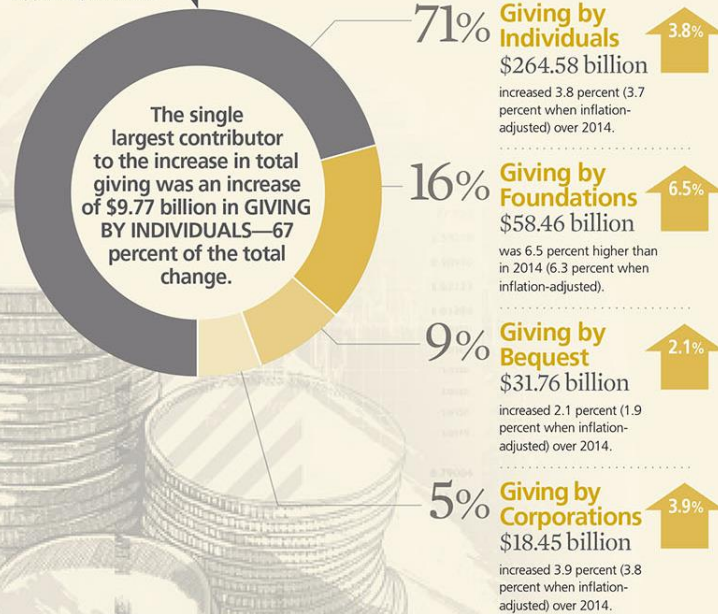
PROSPECT DEVELOPMENT 2016

2015 was America's most-generous year ever!

\$373.25 billion

Where did the generosity come from?

Contributions
by source
(by percentage of the total)



Giving to international affairs increased 17.5 percent in 2015 after two consecutive years of decline. That large increase may be attributable to growth in the number of active international charitable organizations; use of more strategic fundraising methods; and increased focus on international issues among foundations.



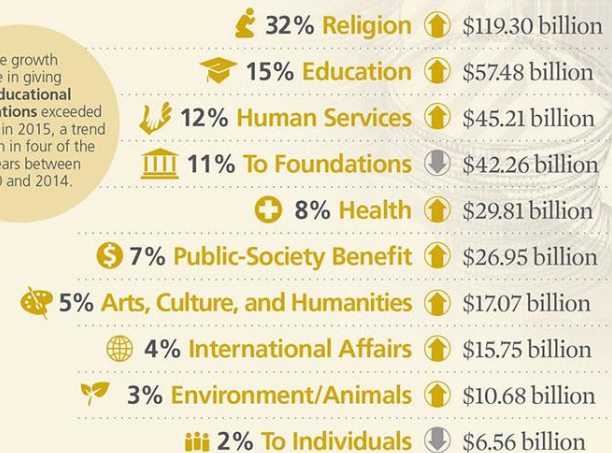
While the percentage of total charitable contributions given to religion has steadily shrunk for decades, from 2014 to 2015, this subsector held firm at 32% of total giving.

Where are all of the charitable dollars going?

(as a percentage of the total)



The growth rate in giving to educational organizations exceeded 5 percent in 2015, a trend also seen in four of the five years between 2010 and 2014.



Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.

Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2016: The Annual Report on Philanthropy for the Year 2015*.

* All figures on this infographic are reported in current dollars unless otherwise noted.



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For the greater good.



IUPUI
LILLY FAMILY SCHOOL OF PHILANTHROPY

Google.org Thinks It Can Engineer a Solution to the World's Woes

BACKLASH: “Zuckerberg and Chan **pledged 99 percent** of their **Facebook fortune** to philanthropic causes ... if the couple follows through on their plan to **donate \$45 billion** during their lifetimes, they’ll become the world’s most generous donors. But soon, critics were complaining that **Chan Zuckerberg Initiative** is a **private company**, not a **non-profit**.”

A NEW SCALE: Linsey McGoey, author of *No Such Thing as a Free Gift*, notes that “**nearly half of the 85,000 or so private foundations in the US started in the past fifteen years, and about 5,000 more philanthropic foundations are set up each year.**”

<http://www.wired.com/2016/03/giving-google-way/> March 8, 2016

Crazy diamonds

“The most talented billionaires have a genius for combining grand ideas with intense pragmatism ...

... sometimes grandiose ideas can do good even without achieving their ultimate goals ...

You cannot shake up the world without treating what most people regard as facts of life as “problems to be solved”.

-- <http://www.economist.com/news/business-and-finance/21697791-billionaires-are-funding-lots-grandiose-plans-welcome-their-ambition> April 30, 2016



Sean Parker: Philanthropy for Hackers

“In the past several decades, there has been a **monumental shift in the distribution of wealth on the planet.**

A new global elite, led by pioneers in telecommunications, personal computing, Internet services and mobile devices, has claimed an **aggregate net worth of almost \$800 billion of the \$7 trillion in assets held by the wealthiest 1,000 people in the world.**”

--- <http://www.wsj.com/articles/sean-parker-philanthropy-for-hackers-1435345787>

June 26, 2015



Why we should stop slamming Mark Zuckerberg and Priscilla Chan's philanthropic plans

“Much of the vitriol directed toward them focuses on the preconceived notion of what charitable giving should look like. What does charitable giving look like, and more importantly, what should it aspire to be?”

-- <https://www.washingtonpost.com/news/acts-of-faith/wp/2015/12/09/why-we-should-stop-slamming-mark-zuckerberg-and-priscilla-chans-philanthropic-plans/> December 9, 2015

In Defense of Philanthrocapitalism

“The backlash is no surprise.”

“The sheer size of Zuckerberg’s grant, currently valued at forty-five billion dollars, shows just how concentrated wealth has become ...”

“The U.S. government spends less on aid to the world’s poor every year than Americans spend on candy.”

“Philanthropies ... have far-reaching time horizons and almost no one they have to please. This can lead them to pour money into controversial causes ...”

Anne Petersen, the president of the Global Philanthropy Alliance: **“American philanthropy used to be all about giving locally. But there’s been a dramatic trend toward international giving, and that’s only going to continue.”**



<http://www.newyorker.com/magazine/2015/12/21/in-defense-of-philanthrocapitalism> December 21, 2015

The Assets of the Ultrarich Come Closer to Earth



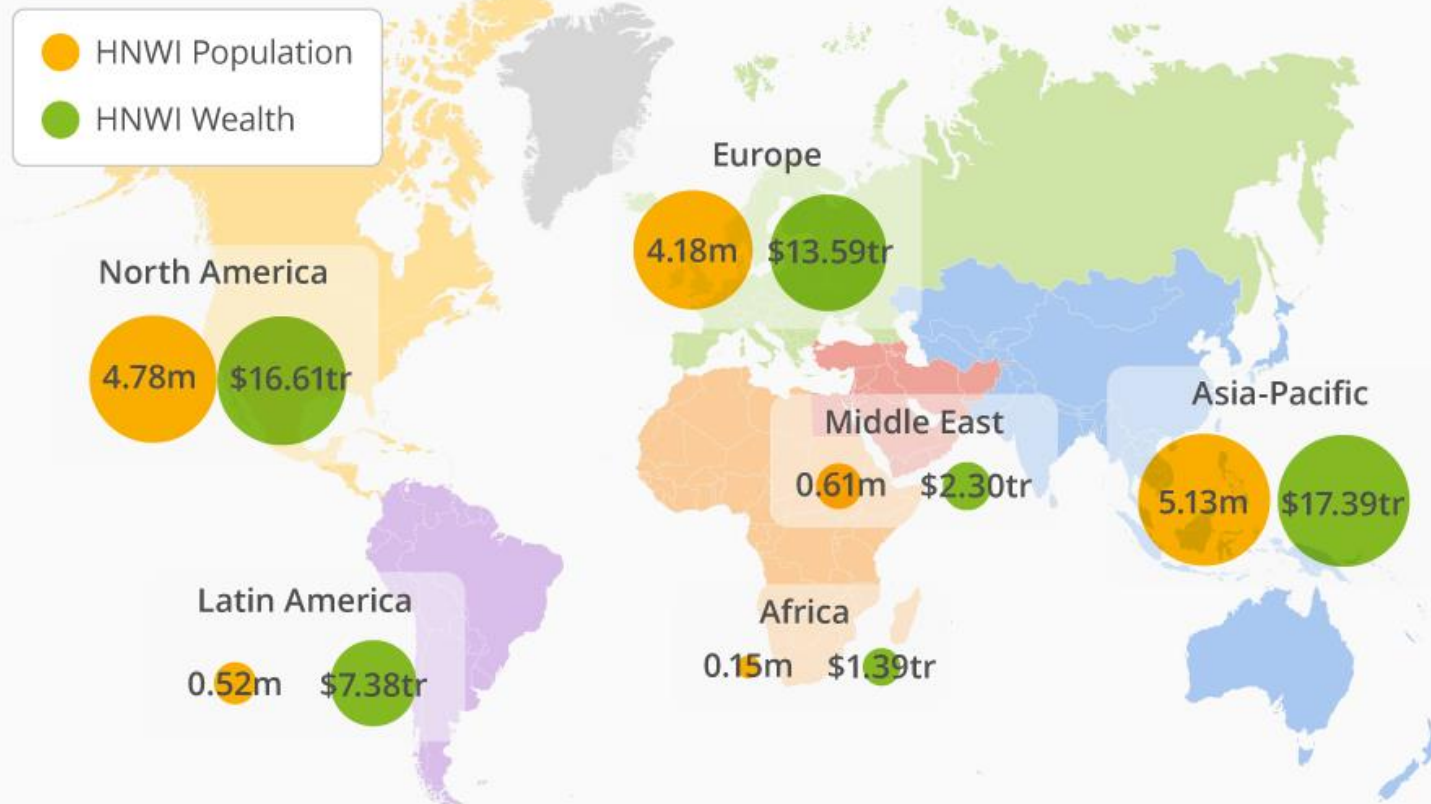
**"After years of dizzying appreciation,
the values of luxury assets are plateauing and in some cases plunging."**

-- http://www.nytimes.com/2016/03/11/business/the-assets-of-the-ultrarich-come-closer-to-earth.html?_r=0

March 10, 2016

Asia's Millionaires Control The Most Wealth

Global HNWI population and wealth in 2015*



@StatistaCharts

* HNWI - high net worth individuals defined as having \$1 million in assets

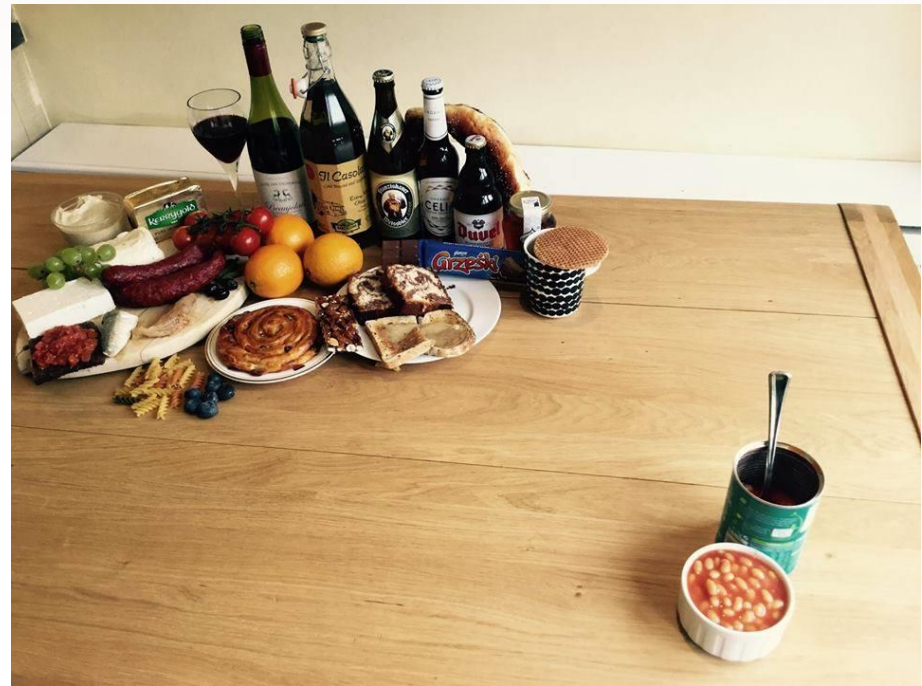
Source: Capgemini

statista

BREXIT

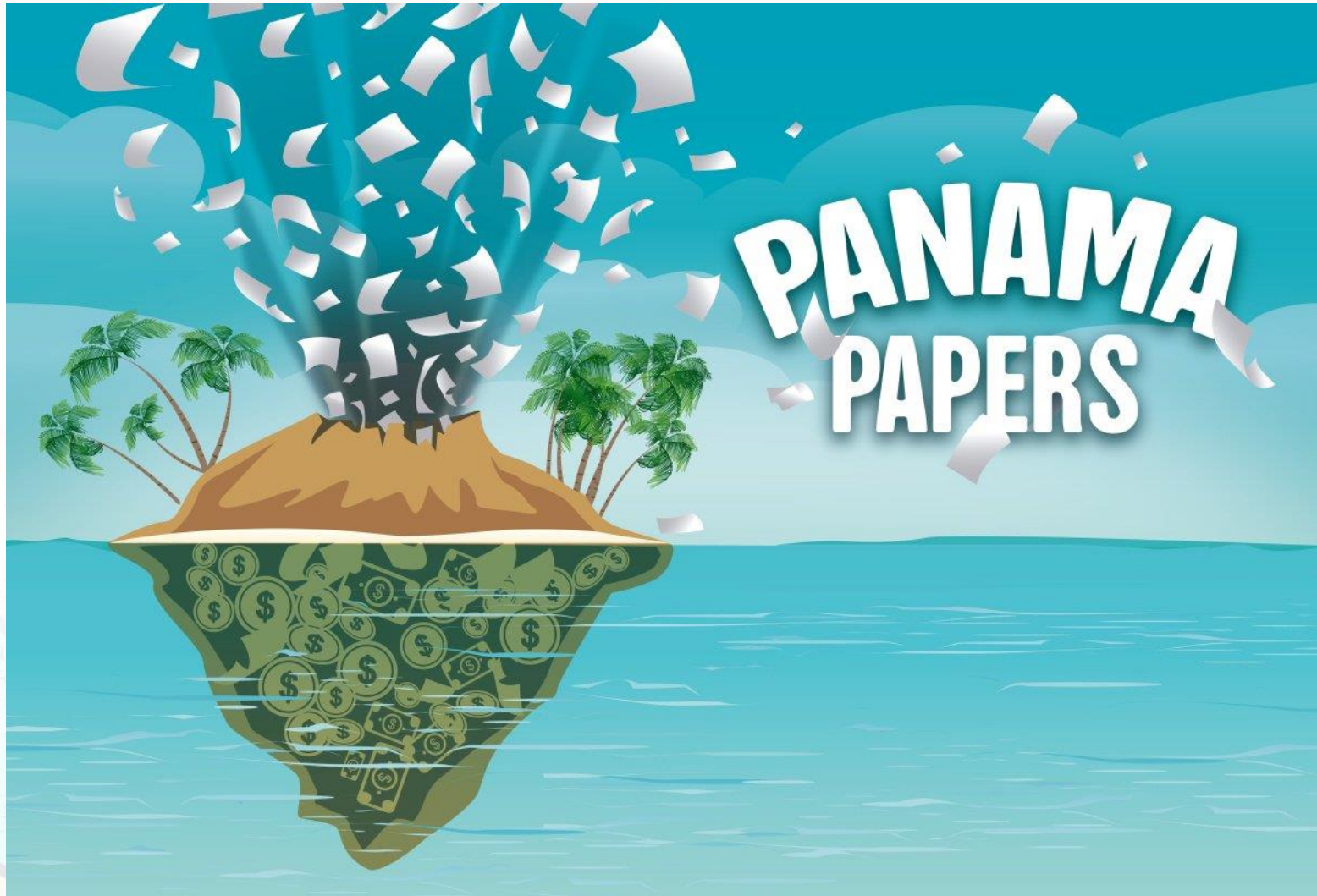


StockCats
@StockCats



"How will Brexit affect your portfolio? After the break, we'll ask one expert that read a lot about it on the Internet over the weekend"

PROSPECT DEVELOPMENT 2016



The World's Favorite New Tax Haven is the United States

“By resisting new global disclosure standards, the U.S. is creating a hot new market, **becoming the go-to place to stash foreign wealth.** Everyone from London lawyers to Swiss trust companies is getting in on the act, **helping the world's rich move accounts** from places like the Bahamas and the British Virgin Islands to Nevada, Wyoming, and South Dakota.”

<http://www.bloomberg.com/news/articles/2016-01-27/the-world-s-favorite-new-tax-haven-is-the-united-states> January 26, 2016



PROSPECT DEVELOPMENT 2016

U.S. Elections



Illustrations by Marc O'Brien

Questions?

Follow us on Twitter to continue this conversation:

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@ElizabethHRoma

@AskHelenBrown

Visit *www.helenbrowngroup.com* for links to some of our favorite free and fee-based resources.

Thank You!

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app by selecting the bar
graph icon.

