Welcome!

Meet 1-2 people you don’t know and, after introductions, discuss:

What is an example of an effective strategy you have used to engage new wealth donors in Silicon Valley?

Join us on twitter at #GivingCodeSV
Join the Conversation

Have your cell phone ready to answer our poll questions throughout the presentation.

Text **SOBRATO** to **22333** to join the conversation. You will receive text confirmation that you’ve joined the session and can then respond to multiple polling questions.

You may also reply via web at PollEv.com/sobrato

Join us on twitter at #GivingCodeSV
WHAT IS YOUR ROLE IN YOUR ORGANIZATION?

- Executive Director or Member of Executive Director Team: 50%
- Other Staff Member of Organization: 50%
- Board Member: -
ARE YOU A COMMUNITY-BASED ORGANIZATION (I.E., A NONPROFIT FOCUSED ON SERVING NEEDS IN THIS COMMUNITY)?

Yes 81%
No 19%
HOW WOULD YOU RATE YOUR ORGANIZATION'S CURRENT CAPACITY TO ATTRACT DONATIONS FROM HIGH NET WORTH INDIVIDUALS?

- High: 7%
- Medium: 45%
- Low: 48%
THE GIVING CODE
SILICON VALLEY NONPROFITS AND PHILANTHROPY

By Alexa Cortes Culwell & Heather McLeod Grant
DOWNLOAD THE FULL REPORT AND SUMMARY

WWW.OPENIMPACT.IO/GIVING-CODE

#GIVINGCODESV  @OPENIMPACTTEAM
OUR PARTNERS, ADVISORS & FUNDER

This report was generously funded by The David and Lucile Packard Foundation.
Why haven’t these two groups leveraged their collective strengths to meet community challenges?
WE GATHERED LOTS OF DATA THANKS TO 13 PARTNERS

**QUANTITATIVE**

**EXISTING**
- Local foundations
- Nonprofit Finance Fund
- Foundation Center

**NEW**
- Nonprofit survey
- Donor Advised Funds

**QUALITATIVE**

300 stakeholders conversations
ECONOMIC GROWTH IN SILICON VALLEY

21 Unicorns

$833B in annual sales

76K Millionaires and Billionaires in SV

California global economic status driven by SV
5 KEY VEHICLES FOR GIVING, A QUANTITATIVE LOOK

- individual
- private foundations
- donor advised funds
- family offices and other
- corporate giving
INDIVIDUAL SV GIVING IS INCREASING
CHARITABLE GIVING AS % OF ADJUSTED GROSS INCOME, 2008-2013

Source: IRS Statement of Income Datasets, 2008-2013 Giving USA/Chronicle of Philanthropy “How America Gives” Methodology. [Itemized Contributions as % of AGI. Approximately 80% of donations by individuals in US made by itemizers]
NUMBER OF PRIVATE FOUNDATIONS WITH MORE THAN $10M IN ASSETS HAS DOUBLED SINCE 2000
SV-BASED DAFS
GROWTH IN NUMBER AND AVERAGE ASSETS OF SV-BASED DONOR-ADVISED FUNDS, 2005-2015
GROWTH IN SV CORPORATE CONTRIBUTIONS TO LOCALLY BASED NONPROFITS, 2007-2015

- 2007: $47M
- 2008: $70M
- 2009: $56M
- 2010: $57M
- 2011: $83M
- 2012: $79M
- 2013: $103M
- 2014: $114M
- 2015: $117M
THE PROSPERITY PARADOX

1 in 3 SV kids hungry

Low income families earn less than ‘89

30% residents rely on assistance

17% earn <$35,000/year

Middle class is declining: ~11%
RISING COST OF LIVING IS DISRUPTING QUALITY OF LIFE

<table>
<thead>
<tr>
<th>Median house costs $830,361</th>
<th>94k income required to rent an apartment</th>
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<tr>
<td>Rent is 227% higher than national average</td>
<td>7500 residents moved away in 2015</td>
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Only 27% of first-time home buyers in SMC can afford a home
RISING COSTS ARE IMPACTING COMMUNITY-BASED ORGS

46% say doing business in SV is hard

Rent, wages, and talent

"Housing, transportation costs, and the relatively low salaries v. for-profit businesses makes it very hard to carry a staff turnover rate of less than 40%."

– Nonprofit Leader
AND DEMAND FOR CBO SERVICES IS INCREASING

80% CBOs report increased demand

54% have a waitlist for their services

60% specifically serve non-white populations
AND MANY CBOS ARE STRUGGLING FINANCIALLY

30% are running deficits

47% had less than 3 months cash on hand

53% carried a deficit for at least 1 of 5 years

“If our staff can’t afford to live in the same area as the people that we serve and our offices are located elsewhere; we can’t respond to the needs of our kids in a timely fashion”

– Nonprofit Leader
LARGE NPOS CAPTURE MAJORITY OF RESOURCES
3,145 ACTIVE PUBLIC CHARITIES REPORTED REVENUES OF $20.5B

While hospitals and higher education institutions represent a relatively small portion of the total public charities, they command the largest share of revenue.
WHERE IS THE MONEY GOING?

$1.19B Foundation Money

$341M Donor Advised Fund Money

$54M Corporate Money

Community Based Organizations

$45M $61M $4M

$48M $30M $5M

Non-Community Based Organizations

Out of Region
PERFECT STORM FOR SV NONPROFITS

Displacement
Fragmentation
Rising demand
Rising costs
No capacity
No capital
THE GIVING CODE

WHAT DOES ALL THIS MEAN?

How did we get here?
THE EMERGING GIVING CODE DIFFERS FROM TRADITIONAL PHILANTHROPY

1. High-impact
2. Innovative
3. Connected
4. Diversified

INSUFFICIENT TO MEET LOCAL CHALLENGES
THE BARRIERS TO CONNECTION

knowledge and information | social network and experience | mindsets and language | empathy
MORE/NEW INTERMEDIARIES ARE NEEDED TO FILL GAPS
BRIDGING THE GAPS: 5-STEPS

1. Connect
2. Educate
3. Coordinate
4. Build capacity
5. Celebrate success
TODAY’S PANELISTS

Rick Williams, Sobrato Family Foundation

Patricia Gardner, Silicon Valley Council of Nonprofits

Kwok Lau, SV2 Partner

Camille Llanes Fontanilla, Somos Mayfair
CONTINUE THE CONVERSATION

<table>
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<th>We welcome your feedback and insights</th>
<th>Please stay connected!</th>
<th>Join the conversation online!</th>
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<td>Use your response card for comments.</td>
<td>Fill out the card, or sign up on our website: <a href="http://www.OpenImpact.io">www.OpenImpact.io</a> /giving-code</td>
<td>#GivingCodeSV @openimpactteam</td>
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DOWNLOAD THE FULL REPORT AND SUMMARY

WWW.OPENIMPACT.IO/GIVING-CODE
Thank you for joining us!

Presentation deck & video of today’s session will be available within a week

Sobrato.org/Speaker-Series

SFF’s **Building Blocks Resource Guide** available

*Dozens of high-level resources, sortable by Building Block topic and resource type*

Sobrato.org/Speaker-Series/Resource-Guide

Stay tuned for information about future sessions!