



# Collective Giving – A Model for Community Philanthropy

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# What Is Collective Giving?

2

- **Collective giving allows like-minded people to pool their money, research community needs and decide as a group where to give grants. Giving together magnifies the power of philanthropy.**
- **Unlike solitary charitable giving, being part of a collective giving group can enrich the philanthropic experience. Collective giving is a participatory process that includes educational activities, proposal review, collective decision-making, volunteerism and site visits to nonprofit organizations.**
- **Groups can be organized in a variety of ways: from informal giving circles to foundations.**

# Washington Women's Foundation

3

## **Vision**

- To change the course of women's philanthropy through the power of collective giving.

## **Mission**

- Washington Women's Foundation educates, inspires and increases the number of women committed to philanthropy in order to strengthen community and demonstrate the impact that can result from informed, focused grantmaking.

# Founders' Inspirations 1993/1994

4

## **More women were:**

- Inheriting wealth
- Earning more
- Able to give to their communities, but were not very confident

## **WWF Founders saw a need for:**

- Philanthropy education
- A vehicle for women's leadership
- Accomplishing more than was possible by volunteering time alone--Create large grants to make a significant impact in the community

# Initial Goals

5

- Educate women in philanthropy and leadership
- Pool resources to create a new significant funding source for the community
- Develop an innovative grant making model
- Make large grants that would have a BIG impact

**The motto:**

- *“Act confident. Think smart. Dream big.”*

# How It Works

6

- **Any woman can become a member**
- **Each contributes the same amount each year**
  - ▣ **Commits to remain a member for 5 years**
- **All members can participate in educational programs and on grant making and evaluation committees**
- **Foundation is governed by a Board of Directors and run by a small, paid staff**
  - ▣ **In early years the staff was all volunteer**
- **Foundation is inclusive, participatory, collaborative and flexible**

# How Members Do Grant Making

7

- **Members attend education programs about current community & philanthropic issues**
- **NPOs apply to WWF for annual grants**
- **Grant Committees are run by members**
  - ▣ About 10 to 12 members per committee
  - ▣ Members are trained in how to review grant applications and proposals
  - ▣ Committees conduct research & due diligence, review proposals and conduct site visits
- **Committee review & evaluation process determines the final ballot**
  - ▣ Two final candidates in each of 5 grant categories
- **All foundation members vote to select final grantees**

# WWF Today

8

- **Duration: 19 years**
- **Membership:**
  - ▣ 100 members in first year
  - ▣ Now 500+ members
- **Total Grants Made: USD 13 million+**
- **Annual Grants: 5 pooled grants of USD 100,000 each, plus additional USD 500,000 in small, individual grants of USD 1,000 each**
  - ▣ Art & Culture, Education, Environment, Health & Human Services
- **Individual Annual Contribution: USD 2,500**



# Future

9

- **Inspired 30 similar foundations across the US**
  - All connected by Women's Collective Giving Grant Makers Network
  - Share experience and lessons learned
  
- **Model is a 'blueprint'—can be easily adapted**
  
- **Now expanding globally**
  - Global Women-Partners in Philanthropy is working in China and Australia

# Benefits of Collective Giving

10

- **All communities have aspirations and unmet needs that can benefit from philanthropic giving**
- **Shared local knowledge is most attuned to greatest community needs**
- **Local support is more sustainable**
- **Local philanthropists working together can achieve greater impact and build community**

# Thank You!