The State of Funding for Tutoring and Mentoring Programs and Non-Profits

Presented by:
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Overview

• Non-profit sector challenges
• Drivers of change
• Giving USA 2008 summary
• Predictions for 2010
• 12 Recommendations for 2010
6 Challenges Facing the Not-For-Profit Sector

1. Fiscal Challenge
2. Competitive Challenge
3. Effectiveness Challenge
4. Infrastructure/Capacity Building/Technology Challenge
5. Legitimacy or Trustworthiness Challenge
6. Growth Challenge
The Number of 501(c)(3) Organizations, 1999–2008

Source: Giving USA Foundation™ / Giving USA 2009
Drivers of Change

1. Distribution of wealth is changing nationally and globally
2. America is aging
3. Stakeholders’ time and attention are fragmenting
4. The promise and perils of new information and communication technologies challenge us
5. New governance and business models are emerging
6. Economic environment will dictate new sector conditions
2008 Contributions: $307.65 Billion
By Source of Contribution

- **Individuals**: $229.28 (74.5%)
- **Foundations**: $41.21 (13.4%)
- **Bequests**: $22.66 (7.4%)
- **Corporations**: $14.50 (4.7%)

Source: Giving USA Foundation™ / Giving USA 2009
2008 Contributions: $307.65 Billion
By Recipient

- Religion: $106.89 (34.7%)
- Education: $40.94 (13.3%)
- Gifts to Foundations: $32.65 (10.6%)
- International Affairs: $13.30 (4.3%)
- Health: $21.64 (7.0%)
- Human Services: $25.88 (8.4%)
- Public-Society Benefit: $23.88 (7.8%)
- Environment and Animals: $6.58 (2.1%)
- Arts, Culture, and Humanities: $12.79 (4.2%)
- Grants to Individuals*: $3.71 (1.2%)
- Unallocated Giving: $19.39 (6.3%)

*Foundation grants awarded to individuals

Source: Giving USA Foundation™ / Giving USA 2009
Total Giving and Trends for Total Giving: 1968-2008

($ in billions)


Inflation-adjusted dollars
Current dollars

Source: Giving USA Foundation™ / Giving USA 2009
Giving by Individuals, 1968–2008

($ in billions)

Source: Giving USA Foundation™ / Giving USA 2009

($ in billions)

Data: The Foundation Center
Source: Giving USA Foundation™ / Giving USA 2009
<table>
<thead>
<tr>
<th>Year</th>
<th>Inflation-adjusted dollars</th>
<th>Current dollars</th>
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<tbody>
<tr>
<td>1968</td>
<td>2.31</td>
<td>4.22</td>
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<tr>
<td>1973</td>
<td>14.29</td>
<td>3.07</td>
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<td>1978</td>
<td>14.89</td>
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<td>1983</td>
<td>13.94</td>
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<td>1988</td>
<td>10.19</td>
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<td>1993</td>
<td>13.02</td>
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<td>1998</td>
<td>15.55</td>
<td>8.74</td>
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<td>2003</td>
<td>20.54</td>
<td>27.46</td>
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<tr>
<td>2008</td>
<td>23.47</td>
<td>25.88</td>
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Source: Giving USA Foundation™ / Giving USA 2009

(Adjusted for inflation)

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<tr>
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<tr>
<td>Religion</td>
<td>+1.6%</td>
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<tr>
<td>Education</td>
<td>-9.0%</td>
<td>+3.4%</td>
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<td>Human services</td>
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<td>Environment/animals</td>
<td>-9.0%</td>
<td>+7.7%</td>
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Source: Giving USA Foundation™ / Giving USA 2009
Funding Predictions for 2009-10

• Government support is unreliable
• Foundation giving will be down at least 10% in 2009
• Corporate giving is increasingly tied to marketing and creating a big splash
• Current donors are evaluating their donations and the impact of their gifts
• Donors are more selective in adding new organizations to support
Direction for 2010?

• Leadership is moving forward in uncertain times.
• Be positive, it creates positive momentum.
• Our recommendations are in four areas:
  – Board
  – People
  – Development
  – Marketing
Board & Executive Leadership

1. Seriously consider effective use of collaboration.
2. Engage Board members’ and staff leadership’s creativity.
3. Motivate board members to reach out to their networks.
4. Communicate regularly – all news is important!
   – Your staff and current volunteers are your best advocates.

5. Increase staff and volunteer involvement in relationship-building.

6. Include all levels in problem solving – the best ideas don’t always come from the top.
Development

7. Start by saying, “Thank you.”
   – Get all board and staff involved in personal thank you calls or notes.

8. Identify the top 25 donors for 2009 and over the last 5 years.
   – GO SEE THEM – Thank them.
   – Go to the next 5, then the next 5, then the next 5.
   – More time out of the office than in the office.

9. Create ways to bring your donors to your operation.
   – Don’t do what you did in the past.
Marketing

10. Create or recreate your 3 – 5 key messages.

11. Capture your organization’s stories.
   – Record them (use photos and audiovisual, too), write about them, and publish them.

12. Be obsessive about building and exercising your network.
   – Capture email and address information at every opportunity.
   – Provide cause-related and just-in-time updates.