

Collaborative Giving

Julie Diamond, Executive Director
Oregon Jewish Community Foundation

Northwest Planned Giving Roundtable Annual Conference
September 16, 2016

What is collaborative giving?

- ▶ Collaborative giving...or a “giving circle” is any group of individuals who come together and pool their funds to improve the public good.



“Giving circles are a cross between a book club and an investment group” (Jones 2000)

So what’s the big deal?

- ▶ Giving circles continue to grow dollars, donors and volunteers
- ▶ Giving circles are here to stay and found in every community
- ▶ Giving circles appeal to diverse donors
- ▶ Giving circles provide experiential education to the givers

“The desire to give back is strong.”

Democratization of Philanthropy

Social, educational, engaging, grassroots

- ▶ Most giving circles have started since 2000
- ▶ First research documented emerging trend in 2000 with additional studies showing continued growth
- ▶ Reflect ancient traditions of collective social action
- ▶ Giving circles lower the barriers to philanthropy
- ▶ Appeal to diverse age groups, including Millennials. Nearly 40 percent of all giving-circle donors are under 40.
- ▶ Giving circles can offer the transparency, flexibility, autonomy, and the social, network-based experience that many people seek

A Powerful Philanthropic Force

- ▶ A 2006 New Ventures study found 400 circles, 160 of which had given away about \$65 million and engaged more than 11,700 donors. Today, Amplifier, a network of Jewish Giving Circles counts over 3,400 members in 100 circles
- ▶ Giving circles attract donors of all wealth levels and serve as a social network
- ▶ Giving circles offer a philanthropic vehicle that appeals to diverse racial and ethnic groups
- ▶ About one in eight American donors are now participating in a giving circle

Who joins a Giving Circle?

People who....

Passion for community
Share Values
Have funds to give
Want to learn
Want control
Value
Value
friends
Want to leverage giving

WHAT, WHERE, WHEN, HOW MUCH, HOW OFTEN??

Case Study: OJCF Giving Council

- ▶ Launched January 2016
- ▶ Hosted by Oregon Jewish Community Foundation (OJCF)
- ▶ OJCF provides professional facilitator, working with volunteer co-chairs
- ▶ OJCF decided age group: 21-40 year olds
- ▶ Individual gift to common pool, minimum \$500
- ▶ Funded in part by the OJCF Community Endowment Fund
- ▶ Total pooled grant funds: \$20,000
- ▶ Number of participants: 20
- ▶ Participants identified by word of mouth, networking

Connecting as a group

- ▶ Early discussion -- personal values, communal values, values of the "circle"
- ▶ What does "giving through a Jewish lens" mean?
- ▶ What community needs are we most passionate about?

Decisions:

- ▶ The Giving Council agreed to fund organizations that exemplify the values of *Community, Education, Equity*
- ▶ The Council invited 15 nonprofits to submit proposals

Giving Council Grants

- ▶ Girl Scouts of Oregon and SW Washington, \$5,000
Girls Scouts Beyond Bars
- ▶ Sunshine Pantry \$10,000
Construction of bath and shower on site
- ▶ Portland Jewish Academy, \$5,000
Preschool exchange program with Headstart

What's interesting about all this?

- ▶ Engages new donors outside of traditional giving structures
- ▶ Develops new volunteers and leaders
- ▶ New financial resources for nonprofits
- ▶ New networks of informed community members that encourage collaboration
- ▶ Ownership of grant-making outcomes
- ▶ Contributions to nonprofits of time and expertise
- ▶ Deepens social and communal connections and feeling of responsibility

"The biggest success of the Giving Council, in my opinion, was not the funds that were granted but the thoughtful conversations between the members and their analysis of the potential grantees through a Jewish lens."

-Sonia Marie Leikam, OJCF Collaborative Giving Program Coordinator
