



Collective Giving - A Model for Community Philanthropy

*Susan Heikkala, Member, Washington Women's Foundation
Advisor, Global Women—Partners in Philanthropy*

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What Is Collective Giving?

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- **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

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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

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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

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- 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

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- **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

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- **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

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- **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

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- **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

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- 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!