



**PHILANTHROPY'S
PROMISE**

Higher Impact, Stronger Communities

Philanthropy's Promise *Higher Impact, Stronger Communities*

Talking Points

What is Philanthropy's Promise?

- This initiative celebrates foundations that intentionally 1) target the bulk of their grant dollars to benefit underserved communities, and 2) invest substantially in advocacy, community organizing and civic engagement to address the root causes of social problems and promote equity, opportunity and justice.
- Participating grantmakers voluntarily offer public statements affirming and explaining their commitment to these two high impact strategies at the center of the initiative. These statements are the highlight of a positive and deliberate effort to focus the attention of the philanthropic community on this type of intentionality in grantmaking, which the experience of these funders as well as research show best leverage limited philanthropic resources.

The Need for High Impact Strategies

- The problems that philanthropy tackles – such as improving our education and health systems, fighting poverty and protecting the environment – are immense and philanthropic resources are small, especially compared to the enormity and complexity of these challenges.
- The strategies offered by Philanthropy's Promise will help foundations and institutional grantmakers – regardless of size, focus and approach – to:
 - Maximize the impact of their limited grant dollars.
 - Strategically and effectively achieve goals.
 - Make sustainable improvements in people's lives and our communities, and advance a more equitable, just and democratic world.

What is NCRP trying to accomplish through Philanthropy's Promise?

- Through this positive initiative:
 - Publicly acknowledge the many and varied grantmakers that already are supporting systemic change efforts that benefit marginalized communities with ripple effects that benefit all of us.

- Encourage other grantmakers to consider how the strategies offered by Philanthropy's Promise represent strategic grantmaking that leads to effective, positive and lasting impact.
- Accelerate learning, spark dialogue and inspire other philanthropies to consider how these high impact strategies might work for their own institutions.

What foundations have signed on to Philanthropy's Promise?

- As of early June, more than 50 grantmakers have submitted their public statements. NCRP looks forward to additional foundations signing on in the coming months.
- These grantmakers represent a diverse group including big and small private foundations, corporate foundations, community foundations and other public grantmaking charities.
- A complete list of grantmakers that have submitted their statements is available at www.philanthropypromise.org.

What do we mean by "underserved communities" and by "advocacy, organizing, and civic engagement"?

- NCRP encourages broad and inclusive definitions for the purposes of this initiative.
- The term "underserved communities" includes economically disadvantaged communities, communities of color, women and girls, rural populations, LGBTQ, disabled individuals and other marginalized groups.
- "Advocacy, organizing and civic engagement" includes policy research, advocacy, community organizing, litigation and other systemic reform strategies that can address the root causes of social problems, not just their symptoms.
 - One can give a person some fish, or you can teach that person how to fish and help him/her become a leader who mobilizes other community members to help many more people to fish.
 - Giving to a soup kitchen may feed thousands, but supporting advocacy work to increase the minimum wage could help feed millions.
 - Specific examples of concrete and lasting impact from the advocacy and community organizing work of nonprofits: (pick one or two to highlight in your conversations/interviews)
 - In 2003, Albuquerque Interfaith and their allies secured a state amendment that provided funding for a tiered teachers' salary structure, which increased earnings, addressed teacher shortages and improved retention in New Mexico public schools.

- The Raise the Minimum Wage Coalition won a \$2 per hour increase in the Pennsylvania minimum wage in 2006, giving 89,000 minimum wage workers a \$3,000 annual raise and also benefiting 410,000 workers earning just above minimum wage.
 - In Los Angeles, the Coalition for Safe and Clean Ports, won replacement of old, dirty diesel trucks that compromised the health of truck drivers, residents and business people along transport corridors. The use of clean trucks will improve health outcomes, reduce deaths and lower medical costs – to the tune of \$2.2 billion.
 - The North Carolina Justice Center and their allies campaigned together to secure enactment of a statewide earned income tax credit in 2007, putting \$59 million per year back into low-income taxpayers' pockets.
 - In 2008, the Transit Partners Coalition won a long-term commitment of state funding for road and transit infrastructure improvements. Conservative estimates are \$85 million per year in new tax revenue for transit.
 - Last year, Our Oregon won passage of a ballot measure that increased corporate income taxes and the marginal tax rate on the wealthiest taxpayers, generating \$727 million for the state in just one biennium.
- Many grantmakers that sign on to Philanthropy's Promise explain in their statements what they mean when they use these terms. Others express the same concepts using different terms. Philanthropy's Promise highlights this powerful range of philosophies and strategies demonstrated in a deep and broad discourse that can lead foundations to prioritize intentionally the empowerment of underserved communities and the lasting potential of investing in social justice efforts.