

# Speaking the Language of Philanthropy:

Tapping into the Transformative Power  
of Private Funding



100



Vancouver  
Public Library



University  
of Victoria



GREATER VICTORIA  
PUBLIC LIBRARY

# What can Philanthropy Provide?

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life.

“ Fund raising is at its best when it strives to match the needs of non profits with donors’ need and desire to give”

» **Henry (Hank) Rosso’s, Achieving Excellence in Fund Raising**

# Sponsorship vs. Philanthropy

## Sponsorship

- Marketing/advertising budget
- Highly public
- Written off as business expense

## Charitable Gift

- Donations or philanthropy budget
- Less fanfare
- Write-off limited by CRA



# CHARITABLE GIVING IN CANADA

WWW.STATCAN.GC.CA

Total amount of donations in 2013



Number of donors  
**24,051,000**



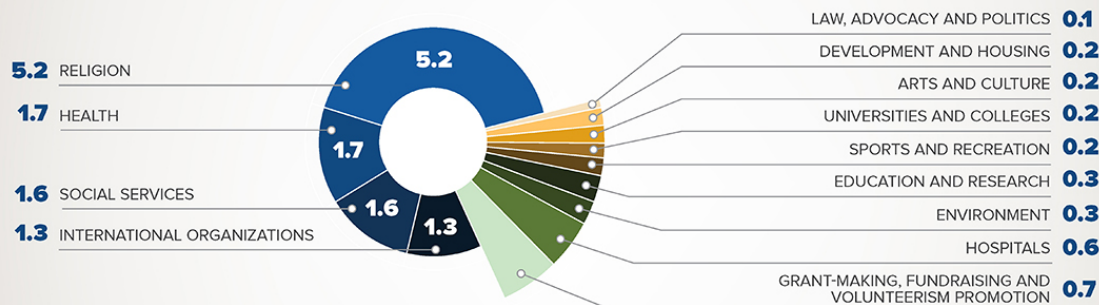
Average annual amount per donor



Proportion of donors (%)

## Survey done every 5 years

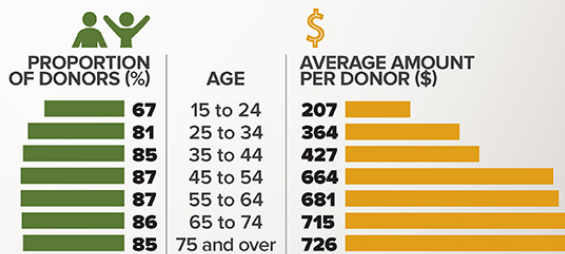
### AMOUNTS DONATED TO DIFFERENT TYPES OF ORGANIZATIONS (BILLIONS OF DOLLARS)



### WOMEN ARE MORE LIKELY TO GIVE TO A CHARITABLE OR NON-PROFIT ORGANIZATION



### OLDER CANADIANS GIVE MORE ON AVERAGE



<http://www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&SDDS=4430>

# Our Libraries 2015



Total Raised: \$8,650,836

Number of Donations: 3734

Gift in Kind: \$2,688,142

# The Donor Pyramid



# Building a Case for Support

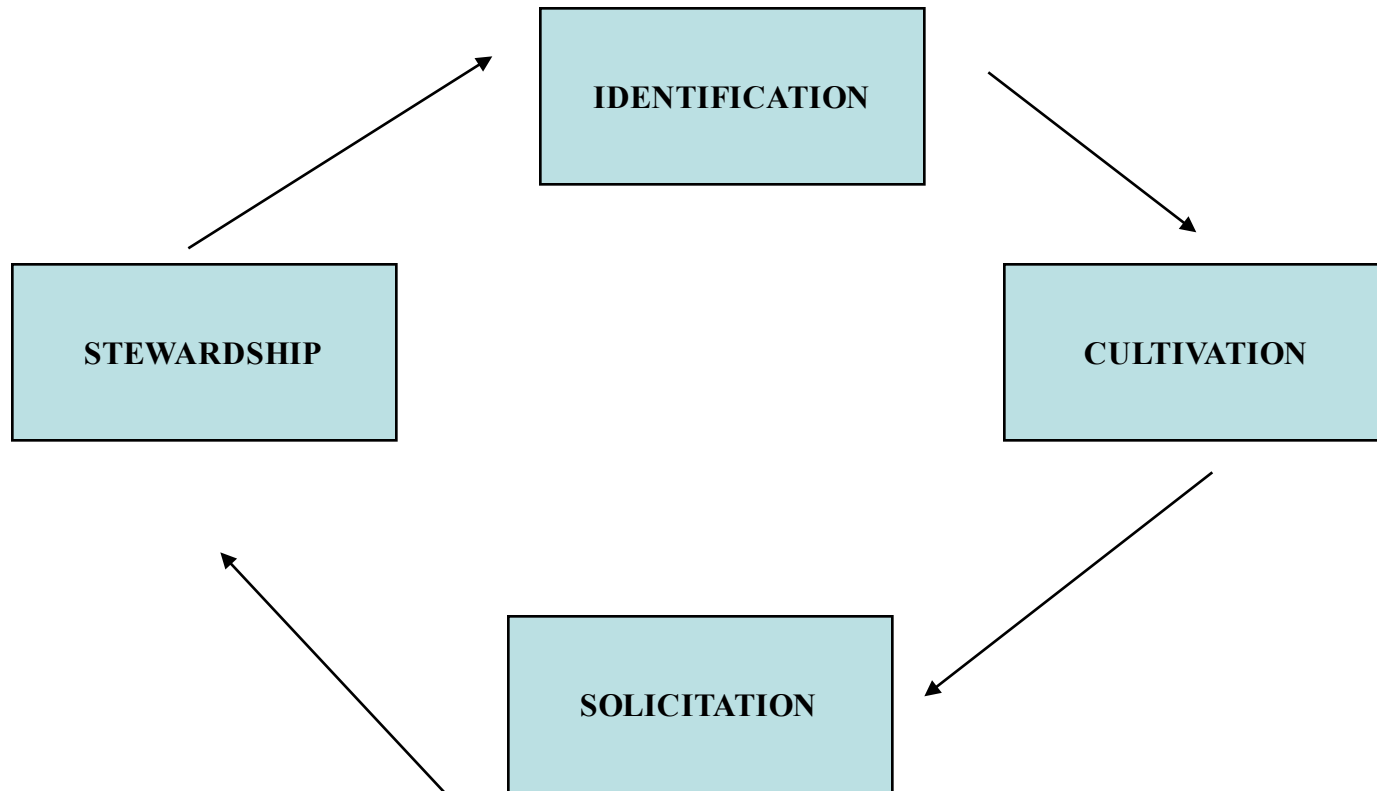


## Gift Range Chart: \$100,000

| Gift Type               | Prospects needed | Gifts needed | Gift Size          | Total            | % of Goal      |
|-------------------------|------------------|--------------|--------------------|------------------|----------------|
| Lead gifts              | 3<br>(1:3)       | 2            | \$10,000           | \$20,000         | 55%<br>55,000  |
|                         | 9                | 3            | \$5,000            | \$15,000         |                |
|                         | 24               | 8            | \$2,500            | \$20,000         |                |
| Major gifts             | 80<br>(1:4)      | 20           | \$1,000 to \$2,499 | \$20,000         | 35%<br>35,000  |
|                         | 160              | 40           | \$250 to \$999     | \$15,000         |                |
| General Gifts           | 250<br>(1:5)     | 50           | Under \$249        | \$10,000         | 10%<br>100,000 |
|                         |                  |              |                    |                  |                |
| <b>Projected Totals</b> | <b>526</b>       | <b>123</b>   |                    | <b>\$100,000</b> | <b>100%</b>    |



# Fund Raising Process



Or the donor cycle

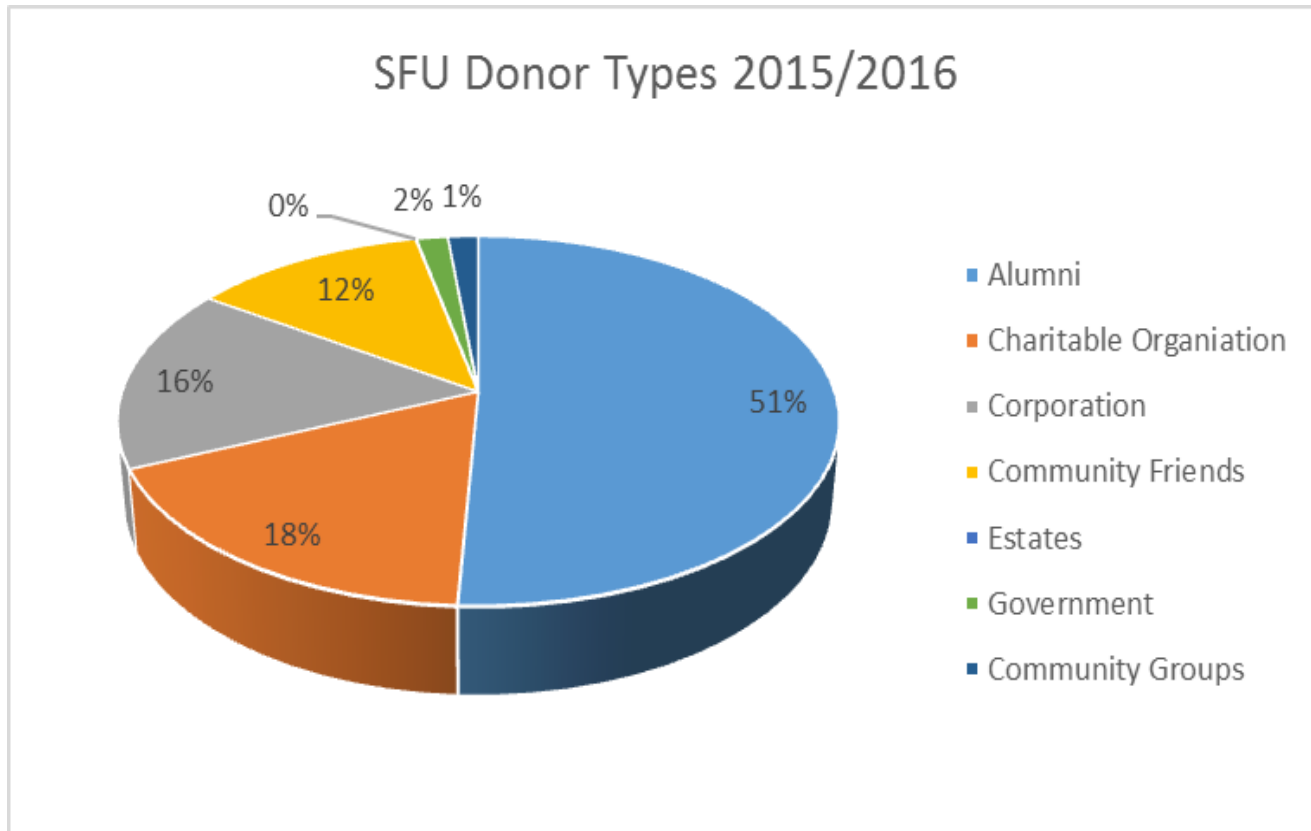
# Stewardship saying thank you 7 times in 7 different ways



# Donor Expectation

- Organizations with integrity, longevity, and who are having demonstrable impact are judged trustworthy.
- Decisions based on **personal experience** or that of a family member with the organization.
- More **restrictive** of their gifts to ensure funds are spent as intended.
- **Multiple revenue sources**, grants and sponsorships, cash, insurance policies, gift of securities, gifts of property.....
- Looking at **impact** and the quality of the organizations performance and leadership.
- **Benefits** are both intangible and tangible.

# Who Gives



# Who do we have relationships with..

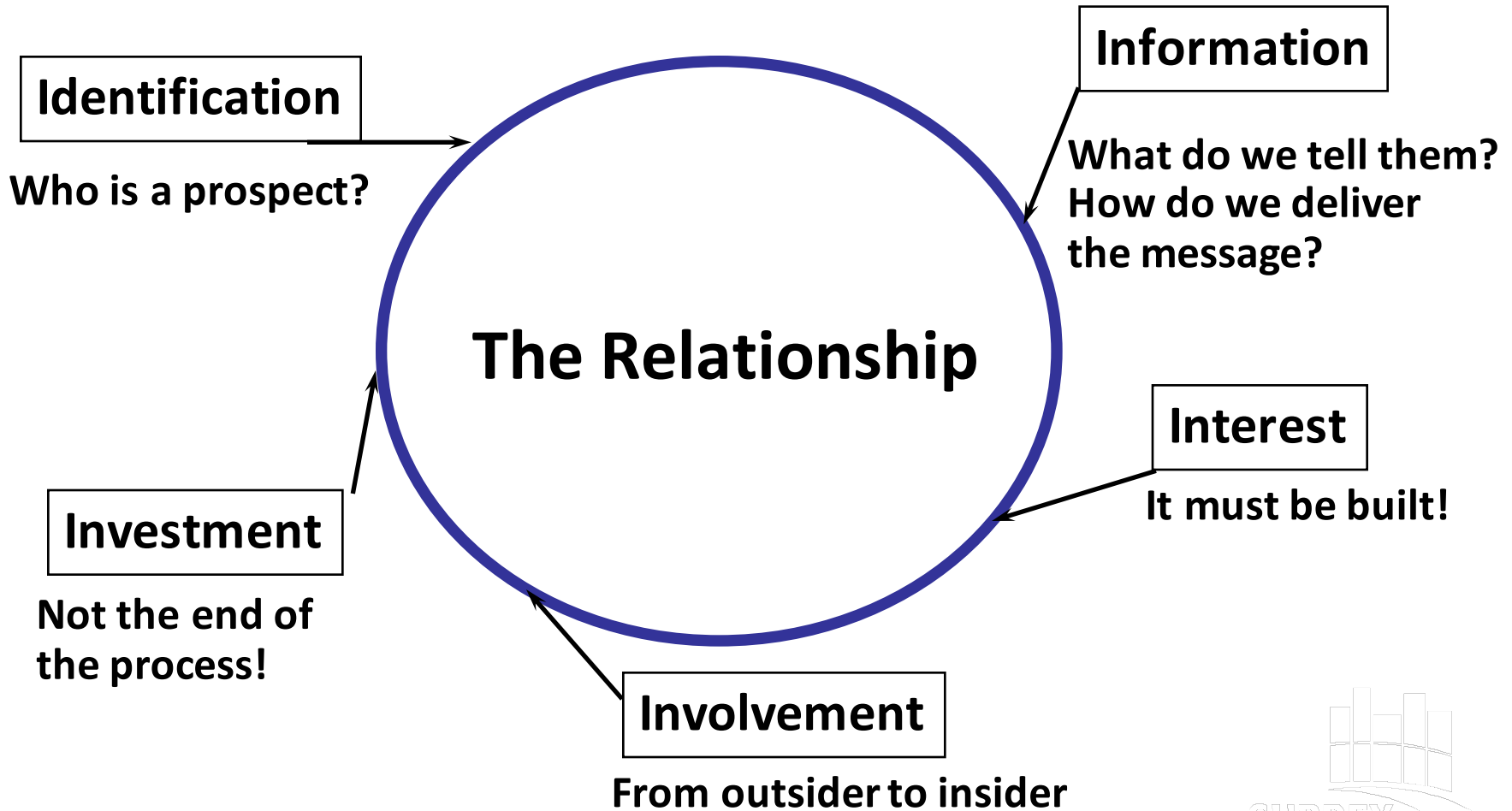




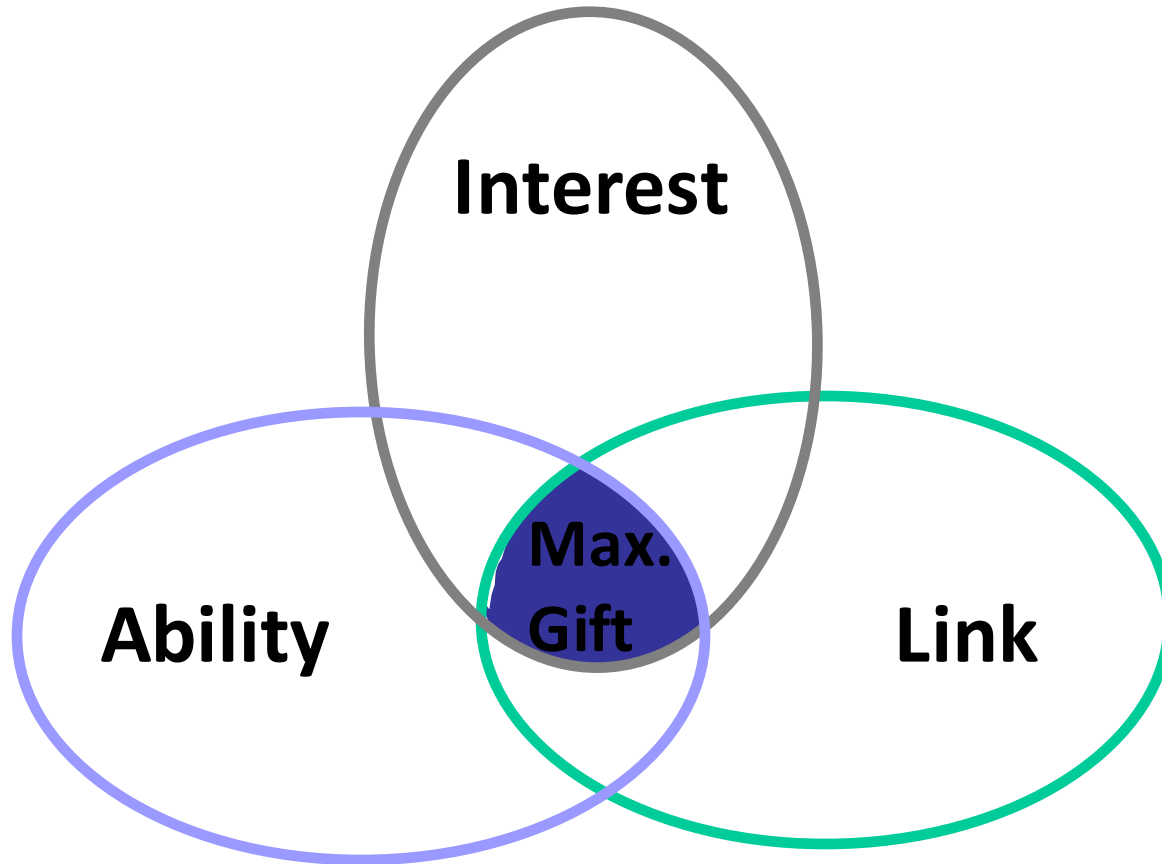
# Everyone is a Fundraiser

- The Library team provides the program expertise, vision and passion, and connections to customers
- Development provides the support and strategic planning to build and strengthen relationship
- Fundraising is about relationships and *authentic relationships* take time to build.
- Before an organization can fundraise they will need to friend-raise.

# Cultivation Cycle



# Identification





# Relationship Building

*Fund development is not  
a silver bullet or a magic wand.*

*It is a strategic and thoughtful building of  
relationships with your supporters.*

# Share your Stories



# Storytelling.... for Fundraising



# Changing perceptions through storytelling...it works!

- Kotter and Deloitte Consulting conducted international research to further explore the concepts identified in *Leading Change* (1996)
- Results:
  - **Seeing-feeling-change** pattern study is the most effective change lever
  - **People retain information through story telling**
  - Change in perception requires more than information and data sharing

I DO  
BELIEVE  
I CAME  
WITH A  
HAT

Confectionary  
Pronunciation  
Guide

**Macaron**  
*mac-a-ron*

I was made  
from angels' tears  
(and almond meal)  
by unicorn foals.



≠

**Macaroon**  
*mac-a-roon*

I was made from  
dissicated coconut by  
your grandmother.





# The story's about the donor



- Fundraising is heart, not head
- Fundraising is about action, not education
- Fundraising is specific, not general



“Research indicates ***transformation, not information,***  
drives financial support.” OCLC Report 2008



# Every Library *Has* Great Stories:





# Surrey Libraries - Jeannie





# Great Media Coverage ≠ A Compelling Pitch

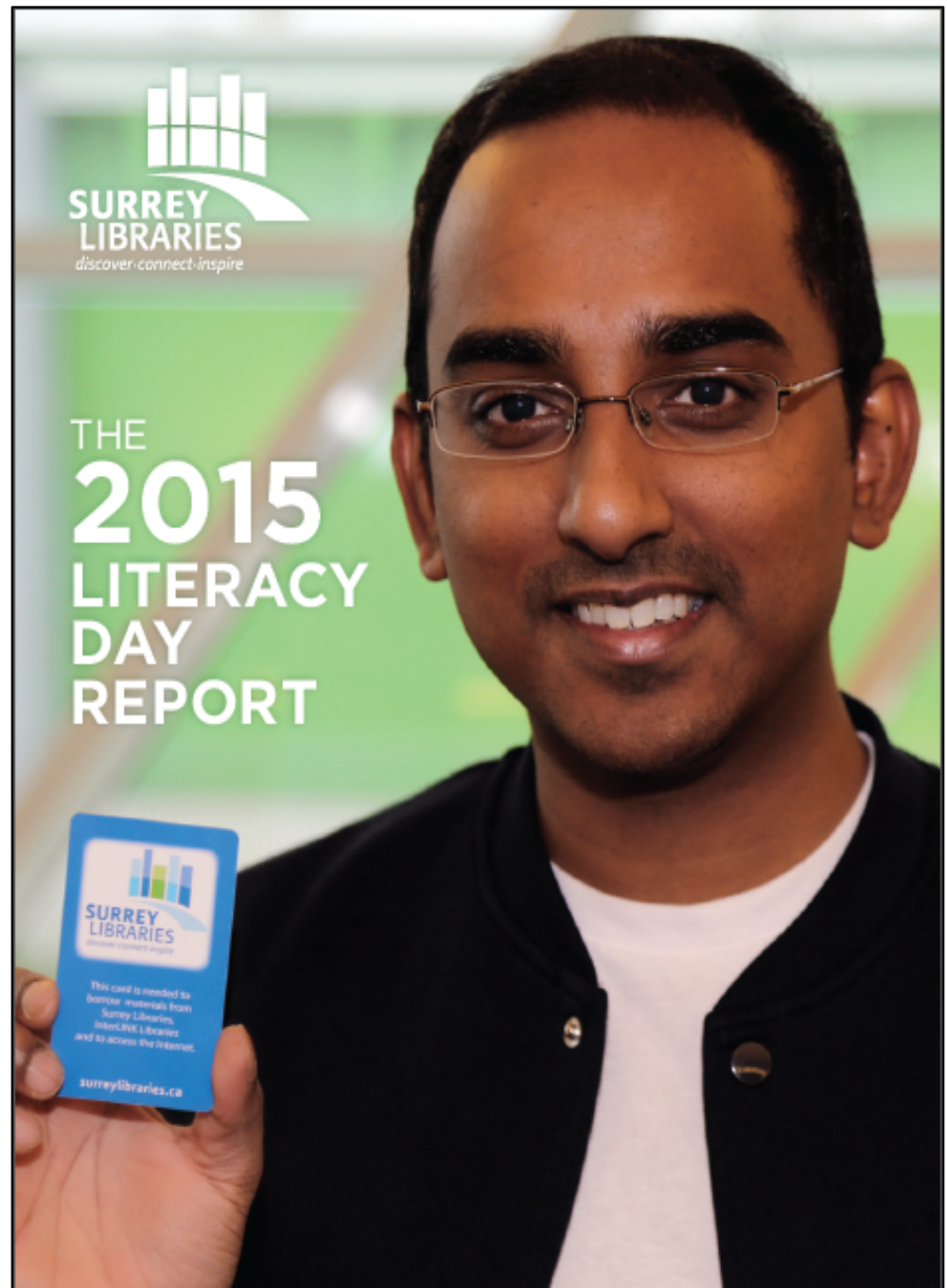
the “Pixar Pitch” leverages storytelling to demonstrate a transformation that inspires a prospective donor to give.

[www.spacesworks.com/the-pixar-pitch/](http://www.spacesworks.com/the-pixar-pitch/)



PHOTO: DAN TOULGOET/WESTENDER

# Creating Meaningful Stories







# Supporting Development from a Grants and Awards Librarian perspective

The screenshot shows the University of Victoria Libraries website. The header includes the university logo and name, and the University Librarian's Office support link. The navigation menu features categories like Home, Search & find, Research help, Hours & locations, Use the libraries, and Featured collections & initiatives. Under Research help, there are sub-links for Ask us, Citation help, Subject guides, Subject librarians, Workshops, Help videos, Research tips, and Research help de.

The main content area shows a breadcrumb trail: home > research help > subject librarians. The profile for Christine Walde is displayed, including a photo and a bio. The bio states: "Christine Walde is the Grants and Awards Librarian at the University of Victoria Libraries, where she supports and enhances the research activities, advancement and community engagement priorities of UVic Libraries, specifically in the areas of grants funding and awards, as well as special projects related to community engagement." Navigation tabs for Contact, Subject, and CV are visible below the bio.



# VICTORIA TO VIMY



  
University  
of Victoria  
Libraries





# Building a Culture of Philanthropy



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# Thank you!

