A Brief Landscape of Philanthropy and Social Innovation Trends

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NORRAG: Philanthropy in Education International Research Symposium

KIM MEREDITH, EXECUTIVE DIRECTOR
STANFORD CENTER ON PHILANTHROPY AND CIVIL SOCIETY
STANFORD SOCIAL INNOVATION REVIEW
About Stanford PACS

• Expand research in the field of philanthropy and social innovation
• Increase the talent pipeline of scholars, practitioners and leaders
• Improve practice and effectiveness of philanthropy and social innovation
About NORRAG: Philanthropy in Education

• Research and knowledge production
• Policy dialogue and knowledge dissemination
• Capacity development

LEADING TO . . . . a global membership-based network of international policies and cooperation in education
Global Themes: Let’s Explore!

• Movement to build the field, create rigor and knowledge in the social sector
• Develop, recruit and retain top talent
• Desire to collect better data and information
• Interest to measure outcomes and impact
• Interdisciplinary partnerships and cross sector opportunities
Promise of Philanthropy

• Realization that political and economic stability depends on satisfying social needs
• Opportunities for public-private partnerships
• Philanthropy as society’s “risk” capital
• Philanthropy has a role to play left by under-funded and over-extended government agencies
Leveraging Philanthropy: Social Innovation

• New strategies, concepts, and ideas to strengthen civil society and society as a whole

• Opportunities to explore social enterprise, social entrepreneurs, and corporate social responsibility

• Novel solutions that are more effective, efficient, sustainable or just than existing solutions

• Social innovation can take place within government, business or the nonprofit sector
2017 Data: $410 Billion
US Total Giving, 1977–2017
(in billions of dollars)

Source: Giving USA Foundation | Giving USA 2017
2.1% Ignites the Nonprofit Sector Total Giving as a % of GDP
1977-2017 (Giving USA)
Who Gives?
US 2017 Contributions
$410.02 billion, by source
(in billions of dollars – all figures are rounded)

Source: Giving USA Foundation | Giving USA 2017
Where Does the Money Go?  
US 2017 Contributions

$410.02 billion, by type of recipient organization  
(in billions of dollars – all figures are rounded)

- Religion $127.37
- Human services $50.06
- Education $58.90
- Gifts to grantmaking foundations* $45.89
- Health $38.27
- Public-society benefit $29.59
- Arts, culture, and humanities $19.51
- International affairs $22.97
- Environment/animals $11.83
- To individuals $7.87

* Estimate developed jointly by the Foundation Center and Giving USA
Philanthropy Today: Trends & Topics

• Tech for good
• Ethical/responsible data use
• Globalization
• Place-based philanthropy
• Strategic philanthropy
• General operating support
• Multi-year funding
• Generational behavior
• #Giving Tuesday
• Venture philanthropy
• Impact investing

• Public-private partnerships
• Shared value
• Corporate Social Responsibility
• Sustainable Development Goals
• Design thinking
• Collective impact
• Funder collaboratives
• Big bets
• DAF’s: Donor Advised Funds
• Direct cash transfers
• Effective altruism
Achieving Impact: New Approaches

- Moving beyond gifts and grants
- Giving while living vs legacy and perpetuity
- Philanthropic risk capital testing “big bets”
- Impact investments to social enterprises
- Political advocacy and giving
- Socially responsible investing
Responding by Creating New Structures and Strategies for Social Impact

- Values-driven private foundations & family offices
- Donor advised funds (DAF’s)
- B- Corps
- Limited liability company (LLC)
  - Chan Zuckerberg Initiative (CZI) 2015
  - Omidyar Network (ON) 2004
  - Emerson Collective (2004)
Call to Action: Bridging the Gap

- Global data collection gap
- Knowledge and information gap
- Social network and experience gap
- Mindset and language gap
- Empathy gap

The Giving Code: Silicon Valley Nonprofits and Philanthropy, October 2016
ssir.org/articles/entry/bridging_the_divide_between_nonprofits_and_philanthropy_in_silicon_valley
By Alexa Culwell and Heather McCleod Grant
Thank you!

kim.meredith@stanford.edu
Resources – Stanford PACS


Stanford Social Innovation Review

- Philanthropy’s New Release: [https://ssir.org/articles/entry/philanthropys_new_release](https://ssir.org/articles/entry/philanthropys_new_release)
- The Nonprofit Starvation Cycle: [http://ssir.org/articles/entry/the_nonprofit_starvation_cycle](http://ssir.org/articles/entry/the_nonprofit_starvation_cycle)
- Fundraising is Fundamental: [http://ssir.org/articles/entry/fundraising_is_fundamental_if_not_always_fun](http://ssir.org/articles/entry/fundraising_is_fundamental_if_not_always_fun)
- Collective Impact: [https://ssir.org/articles/entry/collective_impact](https://ssir.org/articles/entry/collective_impact)
- When Can Impact Investing Have Real Impact: [https://ssir.org/up_for_debate/article/impact_investing](https://ssir.org/up_for_debate/article/impact_investing)
- The Unfinished Social Entrepreneur: [https://ssir.org/articles/entry/the_unfinished_social_entrepreneur](https://ssir.org/articles/entry/the_unfinished_social_entrepreneur)