



2023 Funding Trends

How to Maximize Your Efforts

Alice Ruhnke, President



Agenda

Grantmaker Trends: Areas of Interest

- Building Movements
- Developing Leaders
- Shifting Cultures
- Creating an Inclusive Economy
- Defending Democracy
- Placed-Based Philanthropy
- Collective Impact/Collective Action
- True Diversity

Questions and Answers



Building Movements

Grantmakers are interested in movements, especially those that result in local change

Organizing and motivating people to work towards a collective vision or causes that are important for a community.
--The Solutions Project

Developing Leaders

Grantmakers are interested in

- Developing leaders that reflect the community
- Reaching deep into communities to find unlikely leaders
- Encouraging new and exciting ways of using technology to both identify and training potential leaders



Shifting Cultures

Grantmakers are interested in

- Changing beliefs, behaviors, and outcomes
- Supporting internal as well as external cultural shifts



Developing an Inclusive Economy

Grantmakers are interested in working toward economies which are truly inclusive, which means:

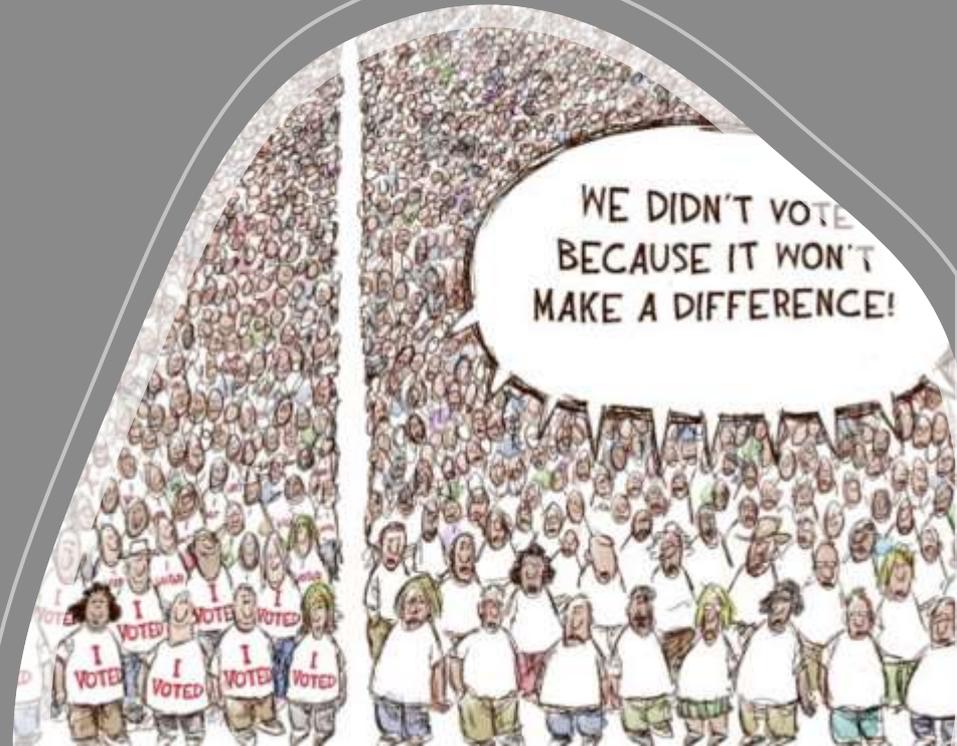
- equitable, participatory, and sustainable
- demonstrate respect for and preserve the environment



Defending Democracy

Grantmakers are interested in

- Building a broad-based, multistranded, prodemocracy movement around a positive vision rooted in local action
- Enabling responsible conservatives to vote for democracy
- Engaging the left in defending democracy by making it deliver



Place-Based Philanthropy

Grantmakers are interested in

- Breaking down the complexities and tackle root cause(s) of an issue
- Identifying a comprehensive approach to tackling those issues
- Generate lasting, transformative change within the chosen community



"An approach that targets a specific location—be it a neighborhood, municipality, or even multiple counties—upon which to focus charitable resources and make a transformative impact."

--The Milken Institute

Collective Impact/Collective Action

Grantmakers are interested in

- Adopting a common agenda
- Sharing measurements
- Mutually reinforcing activities
- Continuous communications amongst the partners
- Demonstrating strong leadership

"A structured partnership that brings together government, business, nonprofits, and philanthropy to tackle complex social issues."
--Collective Impact Forum



True Diversity

Grantmakers are interested in

- Demonstrating that you value each individual
- Advancing your organization's mission
- Seeking diverse perspectives on how to address an issue
- Embracing conversations that discuss and debate the issue(s)
- Cultivating empowerment by fostering a sense of agency



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**Questions
and
Answers**

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General Operating Support

Grantmakers are interested in

- Building trusting relationships with grantees
- Hearing an honest evaluation of your current situation
- Knowing how general support will help you achieve your mission
- Learning how you will demonstrate and measure impact





Capacity Building

Grantmakers are interested in

- Either short-term or long-term capacity building - know which one before you apply!
- Building networks, coalitions, and movements
- Multi-year funding