



CLIMATE CHANGE AND PHILANTHROPY: IMPLICATIONS FOR FUNDRAISERS

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SUMMARY

This project looks at the influence of philanthropy on the fundraising efforts of nonprofit organizations working to address climate change to identify whether there is a disparity between the needs of and support of these organizations, the consequences of a disparity and new strategies or models to address it. It will provide in its analysis a set of recommendations for more effective fundraising.

Following a Mixed Methods approach: Primary data included interviews with five experts within the environmental nonprofit field and members of one grassroots organization. Secondary data included a review of applicable literature.

Results of the findings indicated a need for nonprofit organizations to embrace collaboration in the form of more partnerships among large and small nonprofits to increase social impact and gain more access to foundations, as well as, the need to leverage the youth movement and technology to innovate fundraising.

PURPOSE

Climate Change is already impacting communities, locally and globally. Climate scientists and activists warn of an event horizon of 12 years remaining to reduce CO2 concentrations in the atmosphere at the levels necessary to stabilize the climate and avoid further devastating and catastrophic consequences. My aim with this project is to shed light on the urgency and need for funding support.

RESEARCH

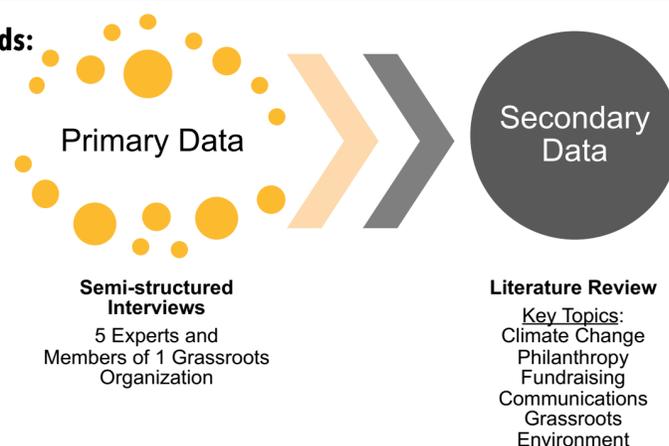
RQ1: Is there a disparity between the needs of nonprofit organizations working to address climate change and the amount of foundation support?

RQ2: A) How does a disparity affect fundraising and organizational capacity for fulfilling mission and making impact? B) How does a lack of funding affect the grassroots organizations?

RQ3: What alternative fundraising strategies or models are needed to address a disparity?

METHODS

Mixed Methods:



DATA AND ANALYSIS

Semi-structured Interviews with 5 Experts within the environmental nonprofit field and members of one grassroots nonprofit included:

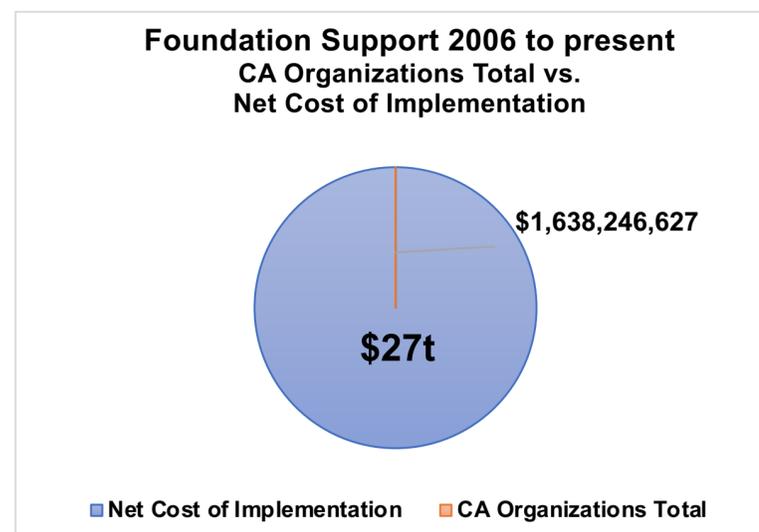


RQ1: "The majority of funding is going toward policy and advocacy."
-Legal Counsel, Sierra Club

"Larger foundations have made grants for human behavior change, transportation i.e. less cars. **There is a disconnect between the type of projects funded and the need.**" -Director, Environmental Action Committee of West Marin

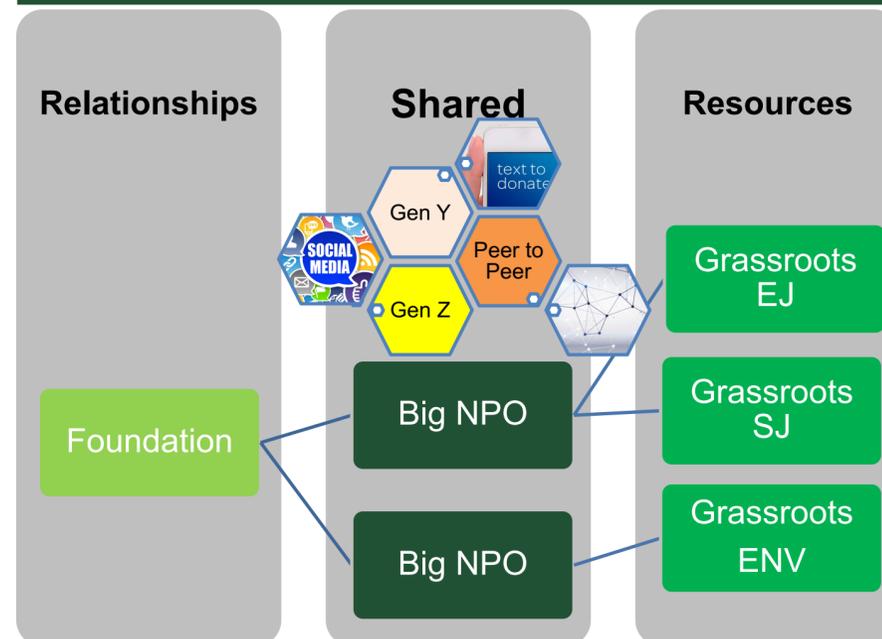
RQ2: "EAC has had three programs and **will now move more toward emphasizing two programs political advocacy and climate adaptation** for seeking funds, in particular from foundations."..."**There is a disconnect - land use planning is not funded by foundations.**"..."**There is no watchdog funding.** EAC does this and its funded by our members. There is no foundation money for it." -Director, Environmental Action Committee of West Marin

RQ3: "A **big trend in philanthropy** is moving resources into **total portfolio activation**, aligning investments with mission, investing corpus to make more money beneficial to the cause. **PRI, MRI, sub-commercial return could be catalytic.** Philanthropy is exploring how to use PRI and MRI to make more investment money. More action is needed. Some **family philanthropies are ahead of the curve.**" -Fellow, Project Drawdown



Source: Foundation Center Foundation Maps and Drawdown The Most Comprehensive Plan Ever Proposed to Reverse Global Warming

RESULTS



RECOMMENDATIONS

- Embrace Collaboration vs. Competition:** Work Together to Gain Access to Foundations and Wealth Managers
 - A.** More Partnerships Among Small NPOs and Large NPOs to Increase Social Impact. Be a "Node" not a "Hub".
 - B.** Form a Connector Group to Strengthen the Movement through Shared Relationships and Resources
- Leverage Youth Movement:** Focus on Engaging Gen Y and Gen Z Peer to Peer
- Double Down on Technology to Innovate Fundraising:** Social Media and Text to Donate Mobile Platforms

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