

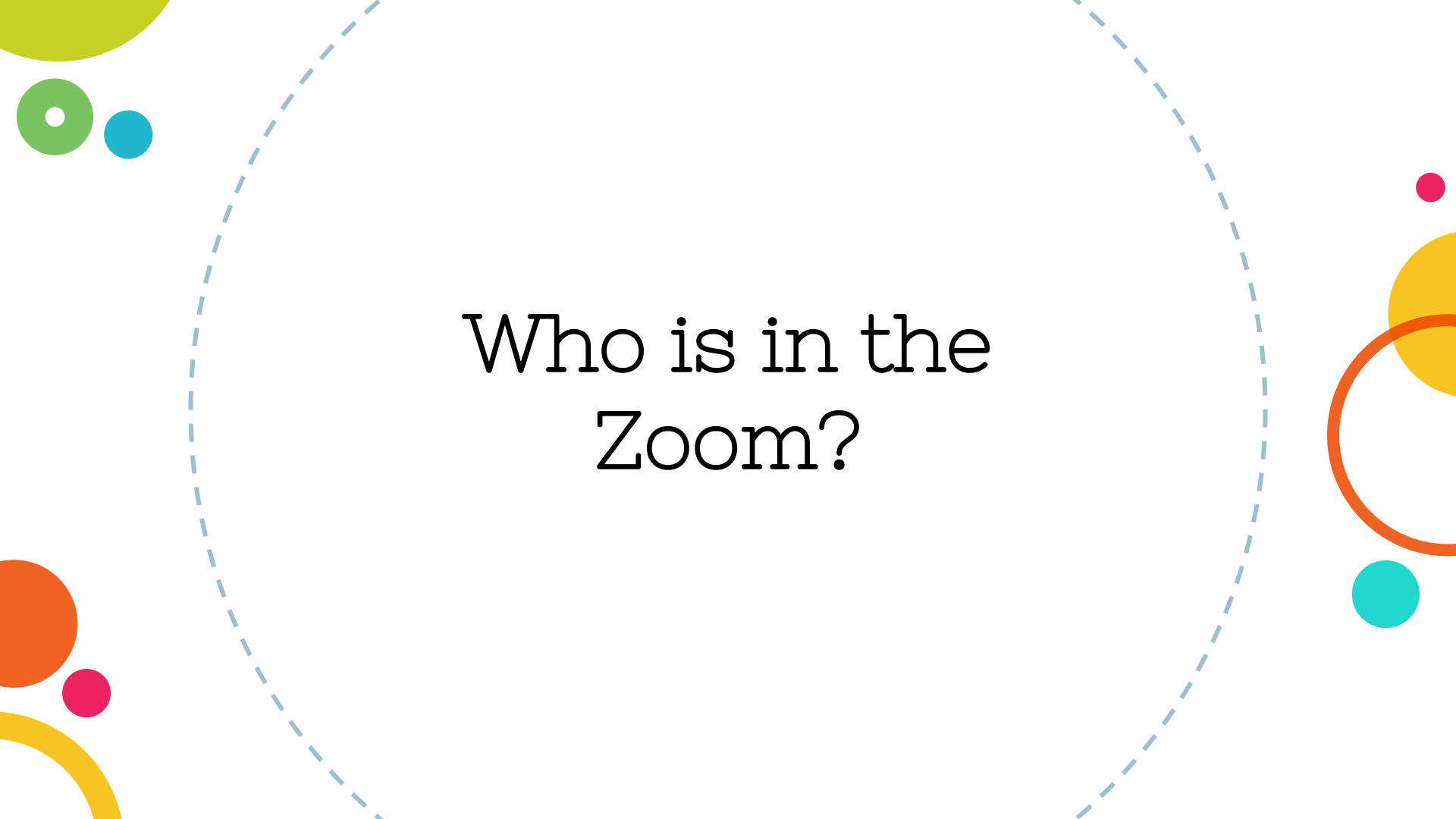


Global Giving Circles


Jason Franklin & Jessica Bearman



Dorothy A. Johnson Center
FOR PHILANTHROPY

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Who is in the
Zoom?

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Why are you
interested in this
research?



What is a Giving Circle?

- Members pool their donations
- Donors decide where the money goes
- Social and/or learning aspect

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Overview & Methodology

Thank you to our advisors!



- Alison Taylor, Centre for Social Impact
- Andrés Thompson, CEDES - Center for the Study of State & Society
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- Pamala Wiepking, Lilly Family School, Indiana University
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- Sondra Shaw Hardy, Women's Giving Circles International
- Susan Phillips, Carleton University
- Traci Richards, 100 Who Care Alliance
- Vera Dakova, Mott Foundation
- Wendy Scaife, AU Centre for Philanthropy & Nonprofit Studies

Thank you also to the
Charles Stewart Mott Foundation!



How was the research conducted?

- Global advisory group helped frame research approach
- Review of network lists, GC reports, and web research (English & Spanish) to establish master list of global GCs
- Survey distributed to 426 identified GCs and networks (84 responses, 63 included sufficient data for analysis, final sample = 14.8%)
- Semi-structured interviews with select GCs to develop in-depth profiles

Thank you to Leena Mangrulkar, Aaron Yore-VanOosterhout, & Aaron Scheffler for your invaluable help with this report!



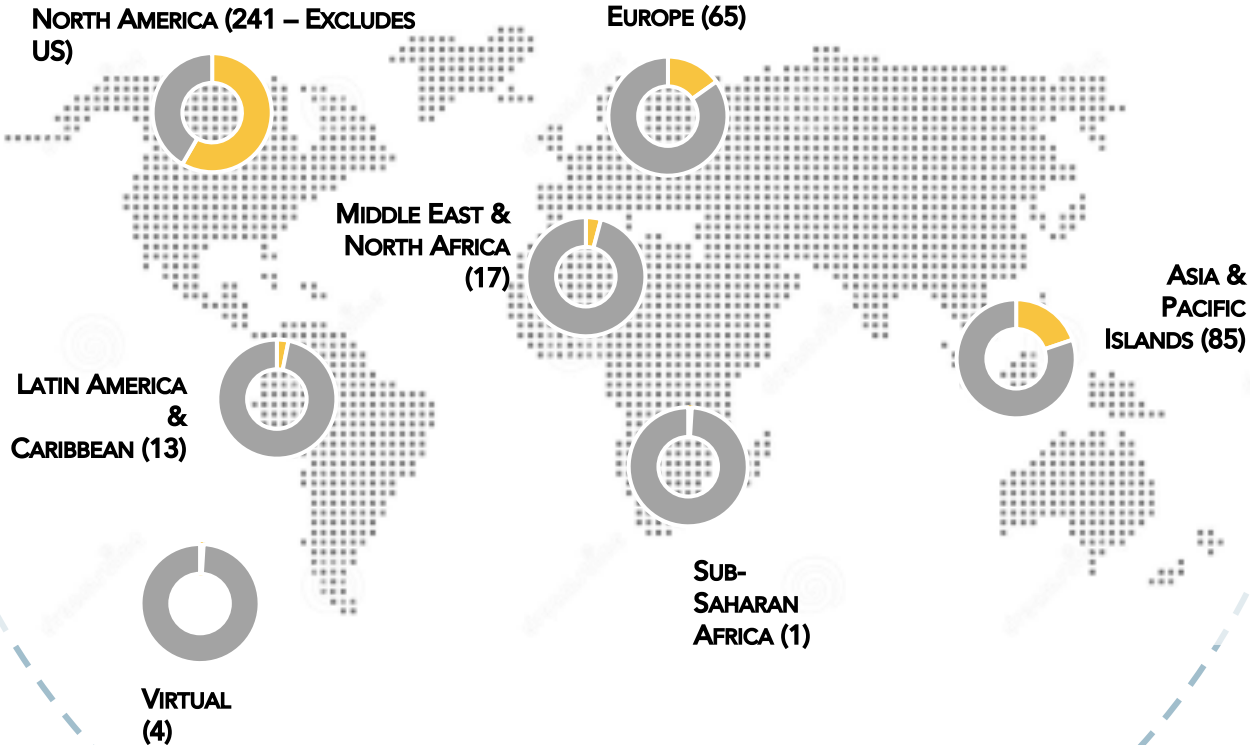
2018 Global Estimates

426 circles outside the US

\$45.74 million in grants

42,200 members

Where are global GCs located?





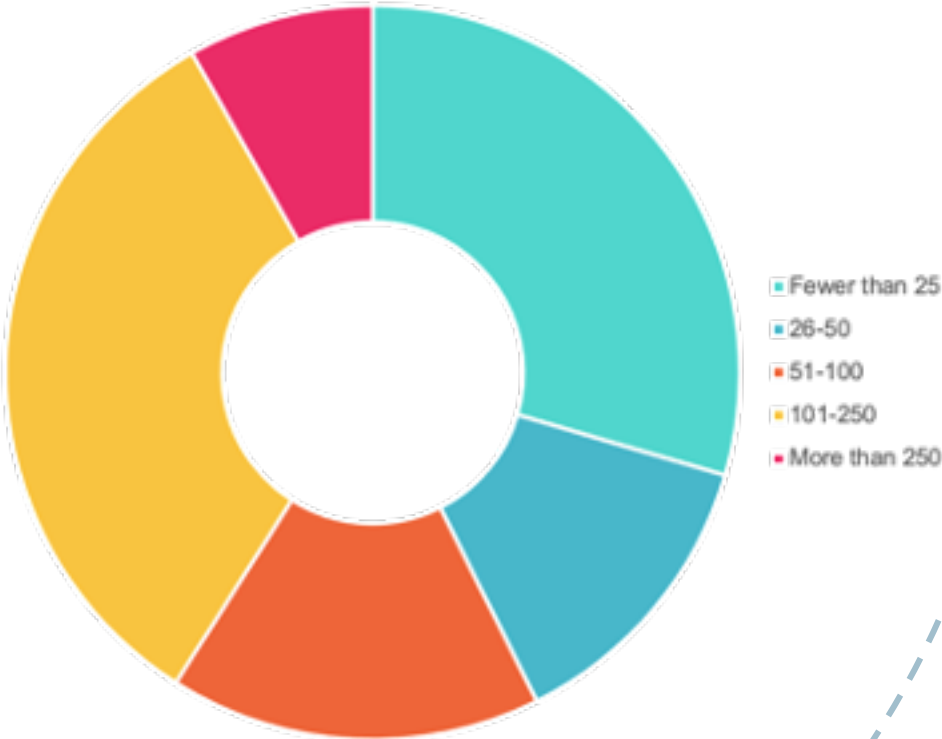
How much did they give?

- 2018 Giving
 - Survey Data - \$5,583,474 via 529 grants
 - 2018 Average - \$107,374
 - Projected 2018 Total - \$45.74 million
- Lifetime giving - \$21,733,268 via 2608 grants
- 53/63 respondents provided giving data

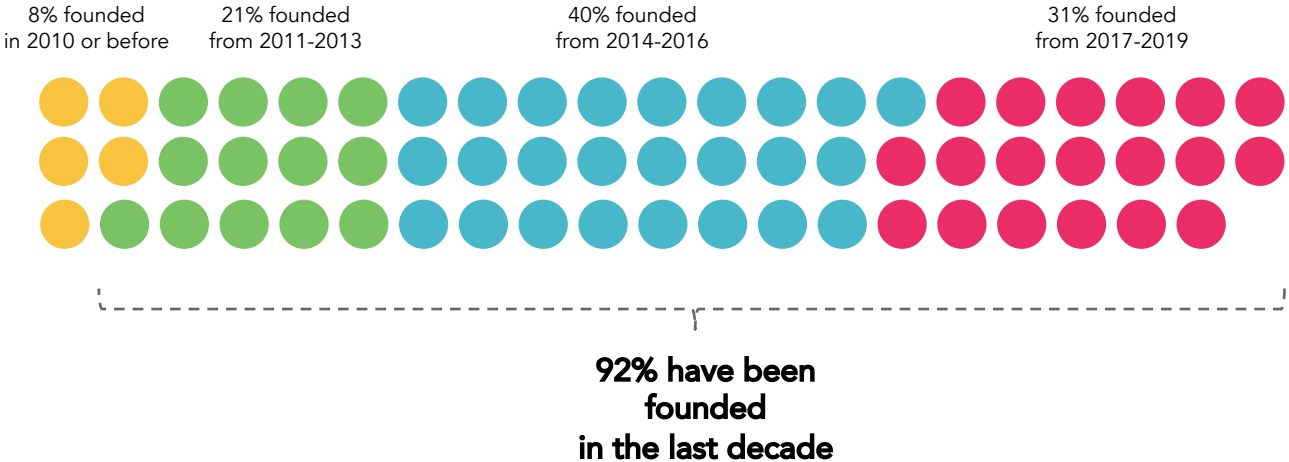
How many members do global GC's generally have?

**Projected total =
42,200 members**

**Average
membership
per circle =
99 people**



How new are global GCs?



n=62 for this question in our survey

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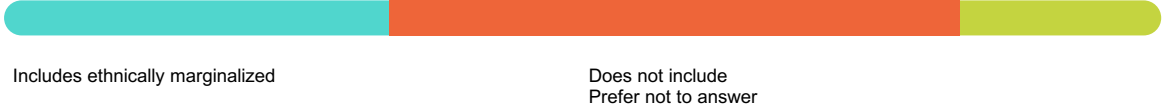
Membership

Who are involved in GCs?

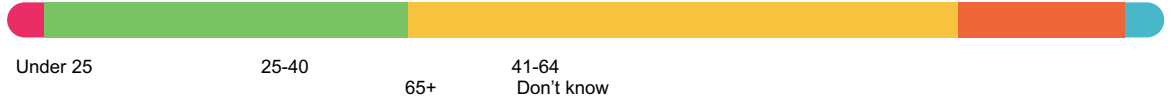
Gender Identity

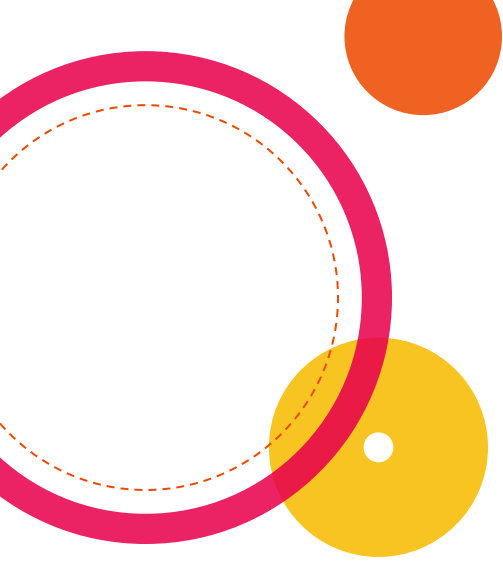


Ethnicity




Age



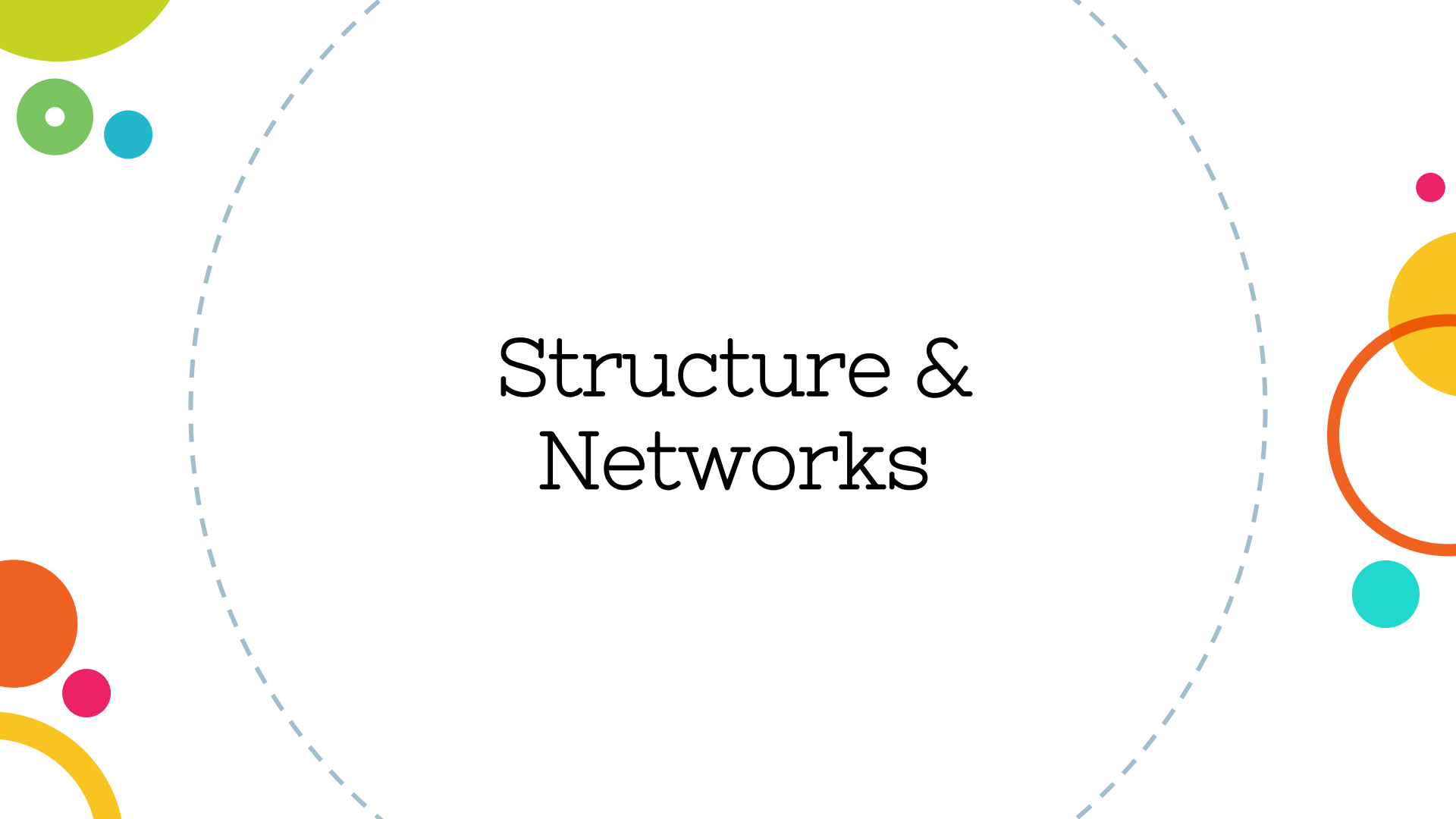


- 44% formed around a shared identity, most often women's circles
- 80% drew their membership from their local community
- Religion not a major factor
- Identity beyond gender not a major driver



“Our members come from all walks of life, and introduce and recommend each other through connections,”

Yizhong Fund
Shanghai, China

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Structure & Networks

How are GCs structured?





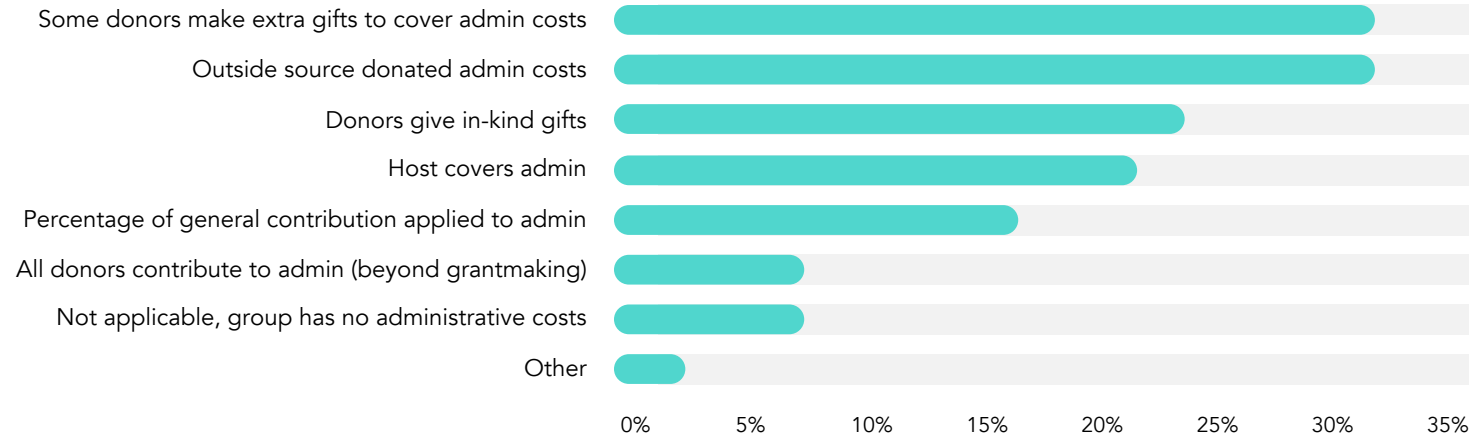
How are they networked?

75% were connected to one of five global GC networks

- 100 Who Care Alliance
- Awesome Foundation
- Impact 100
- Social Venture Partners
- The Funding Network

Other networks including Amplifier & Philanos have some non-US affiliates, but none completed this survey

How are admin costs paid for?





When it comes to admin costs...

“We’ve got no money, so how shall we do this?”

Bath Women’s Fund
Bath, England

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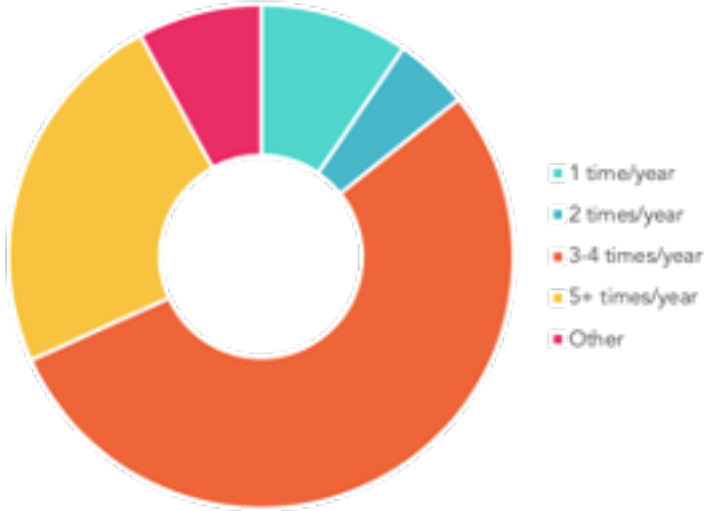
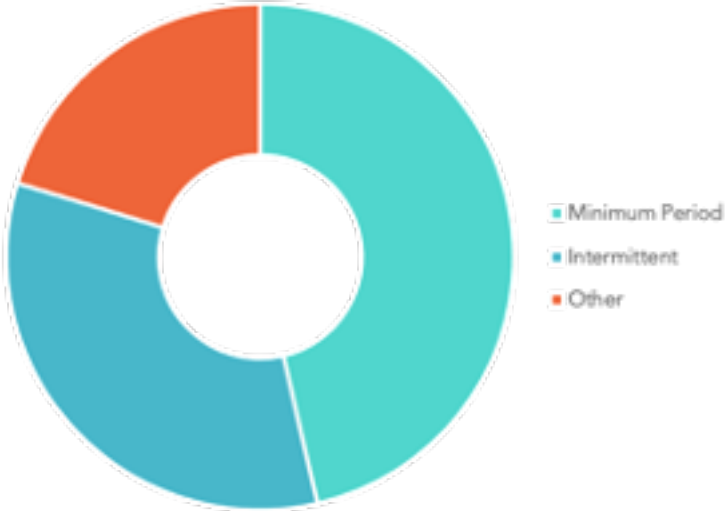
Giving & Engagement



How do GCs structure giving?

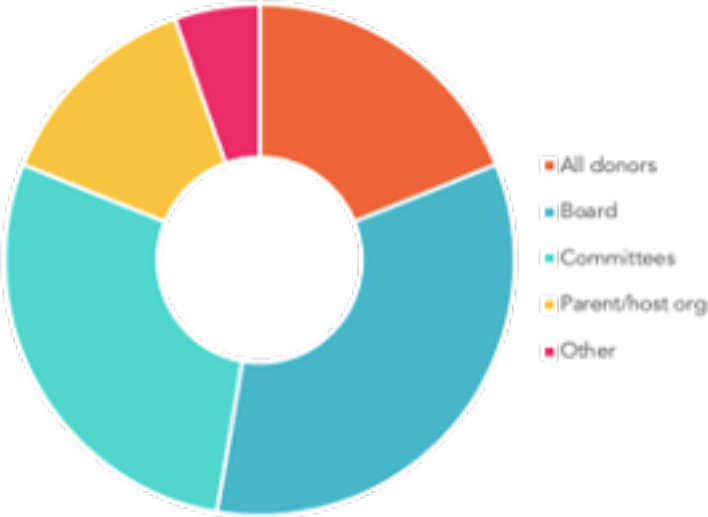
- 80% have a minimum donation to participate
- Average minimum donation = \$322
- Nearly half had a minimum donation level of 100 units of local currency
- Only about 35% asked for donations above \$100 and only 4% above \$1,000
- Almost two thirds have a single standard giving amount
- 32% raise funds beyond their membership

How does commitment & meeting frequency vary?

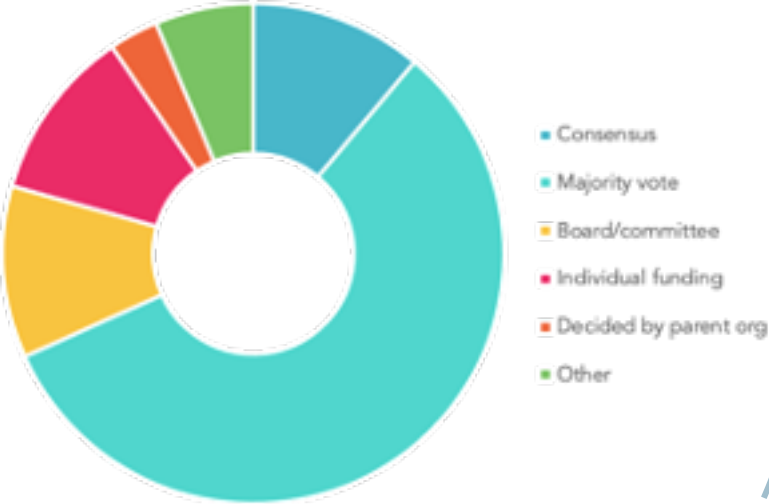


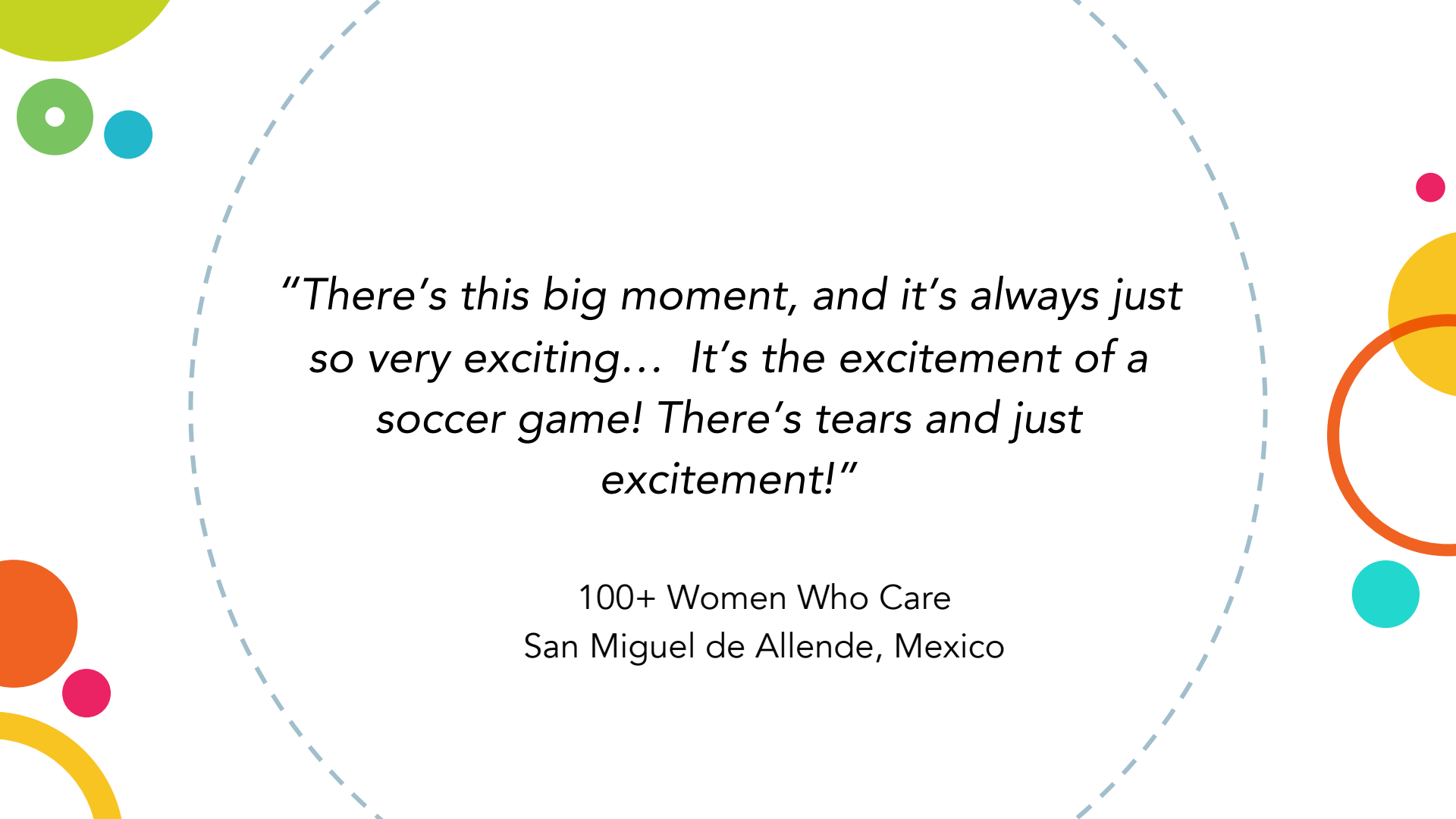
How are decisions made?

Administration



Grantmaking





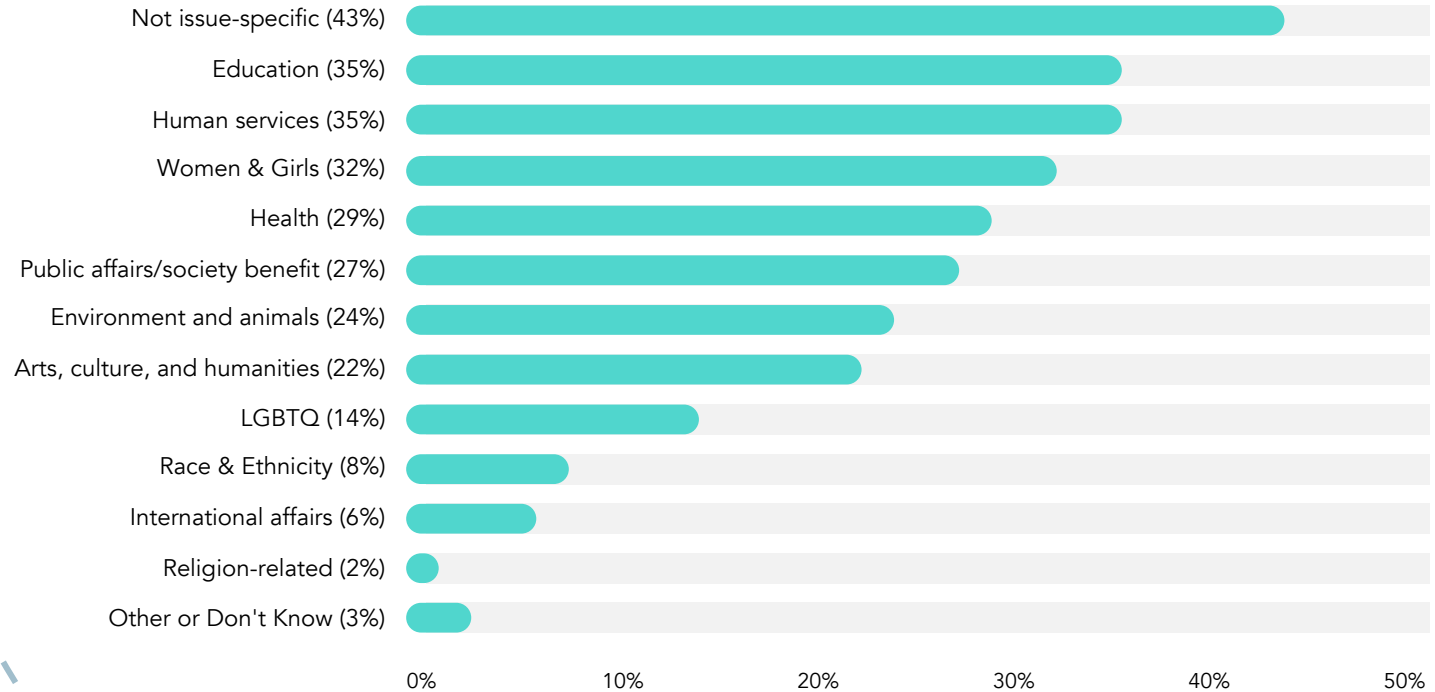
“There’s this big moment, and it’s always just so very exciting... It’s the excitement of a soccer game! There’s tears and just excitement!”

100+ Women Who Care
San Miguel de Allende, Mexico

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Grantmaking

What issues do GCs fund?

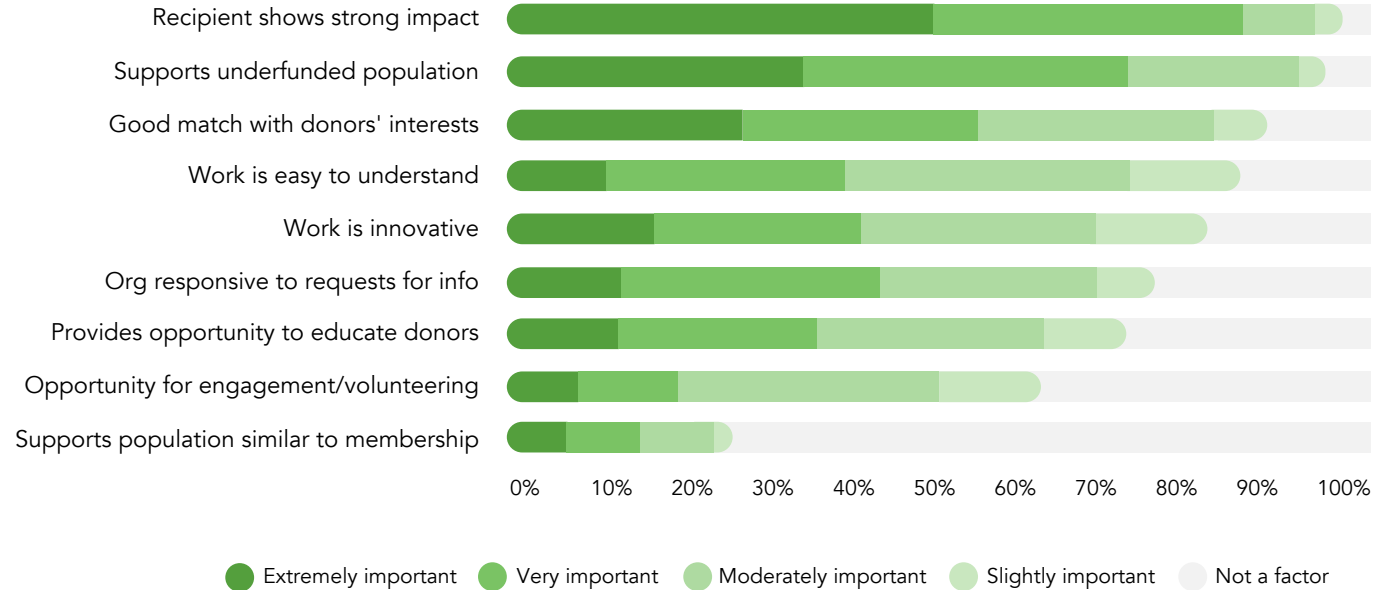





What else do GCs prioritize in their giving?

- Two thirds support local grassroots/community groups
- Almost 20% provide support directly to individuals
- GCs most commonly provide grants for specific programs or services (73%) followed by general operating or unrestricted support (44%)
- Over 70% make grants to groups in their local community

What factors impact GC donor decisions?



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“One of the things that NGO’s are excited about is that we fund problems that a traditional corporate fund or family foundation will not.”

Social Venture Partners
Bangalore, India



Beyond Grantmaking

How else do Giving Circles support groups?

Technical Assistance



Fundraising Support



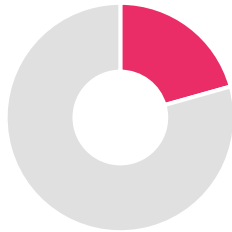
In-Kind Support



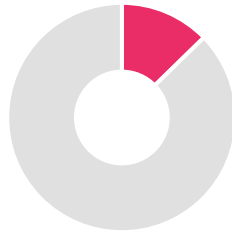
Other Volunteering



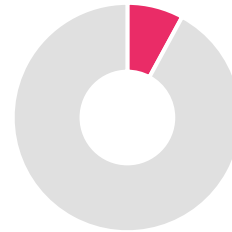
Additional Money



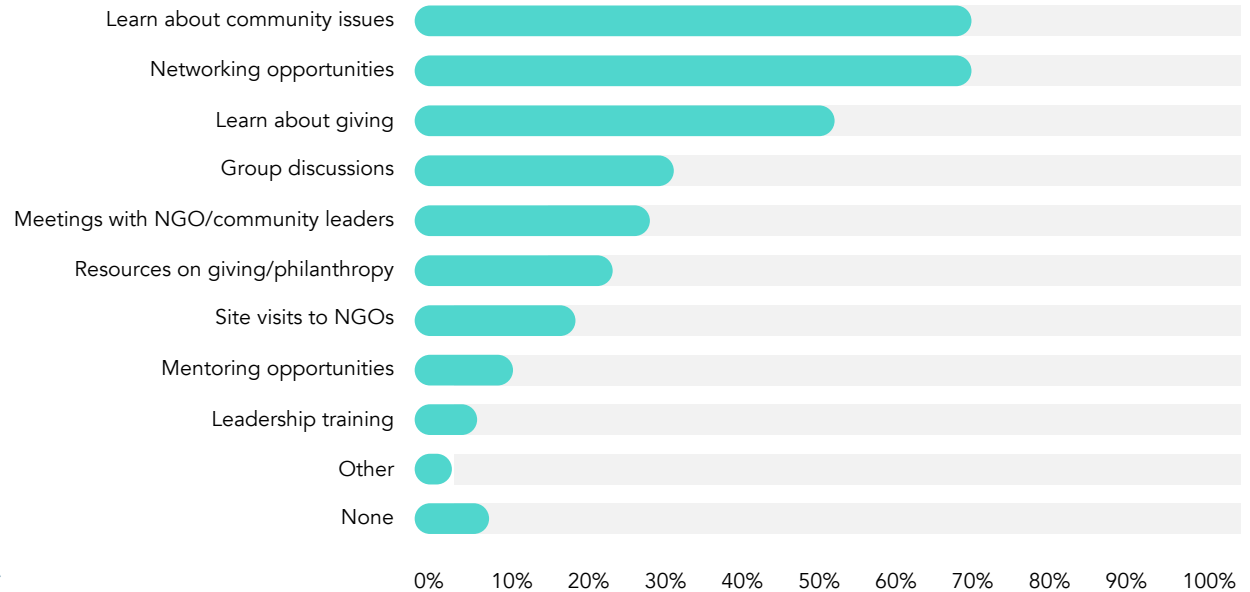
Board Service




Other



What activities/opportunities are provided?





“[GiveOUT Day] gives them the opportunity to give away ten, fifteen thousand dollars... [enabling] them to feel powerful in those moments around the change that they’re trying to make.”

GiveOUT
Australia

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Changes over Time

How have GCs changed in the last 3 years?

35% report a change



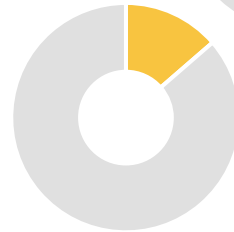
Of those reporting a change:



41% changed how grant decisions are made



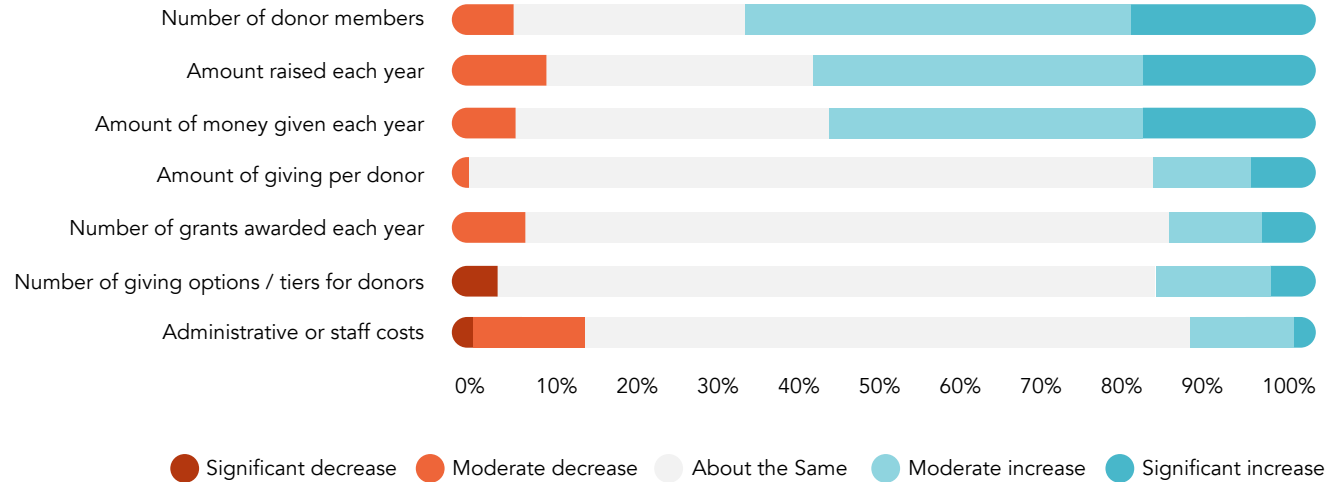
23% changed giving focus or priorities




14% affiliated with a host organization

* 23% reported various other types of changes

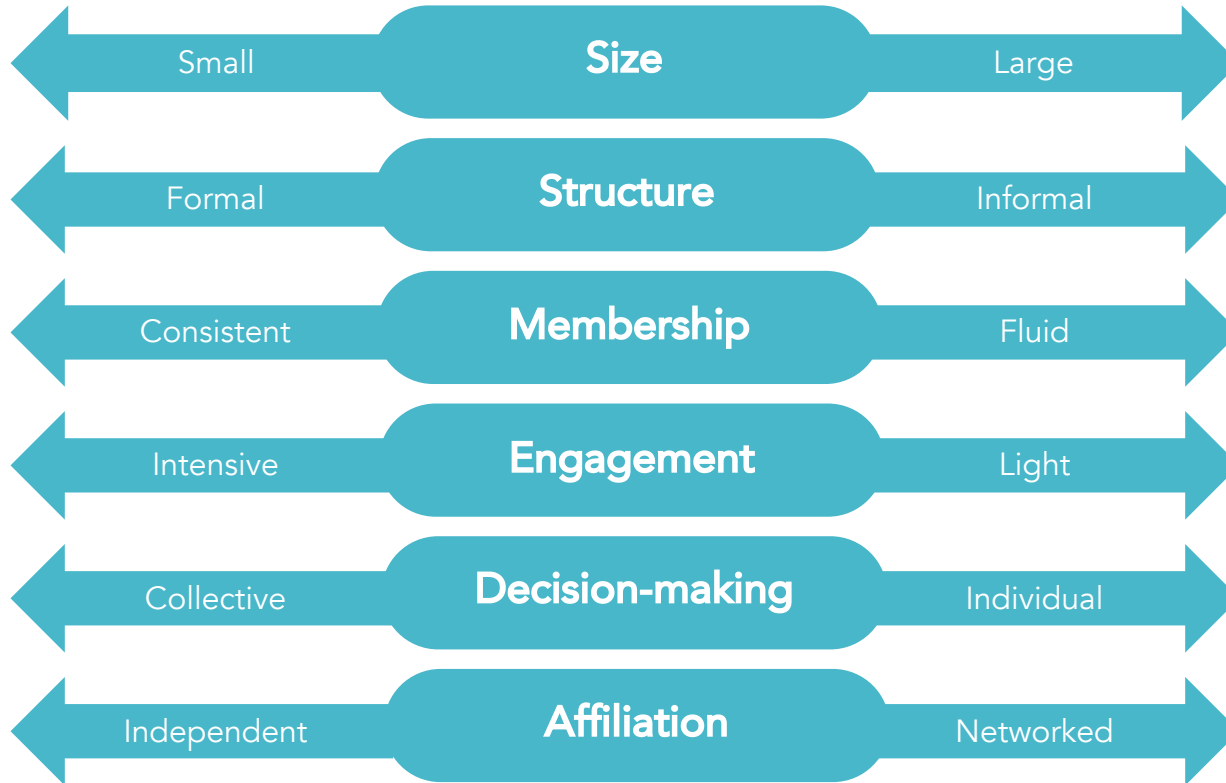
What has changed over the life of a GC?



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Reflections & Implications

Operational Models: Six Key Dynamics





Getting Started

- Individual champions play a significant role
- GC networks and exemplars based in US and UK provide inspiration, support, and connection
- Hosts are crucial for starting or sustaining many GCs
- Transitions from founding leaders is a key inflection point and challenge



What challenges do these GCs face?

- Building a philanthropic mindset
- Lack of time for busy professionals
- Balancing visibility/accessibility and “specialness”
- Building membership that reflects full community
- Maintaining momentum
- NGOs inexperience in raising funds



*"...unless you're pulling new people in,
the groups aren't able to grow."*

100+ Women Who Care
Halifax, Canada



What are opportunities for new research?

- Additional baseline research, especially in languages beyond English and among non-networks GCs
- Explore other collective giving models rooted in different traditions and approaches
- Understand dynamics of capitalism & colonialism in promoting western philanthropic models
- Deeper analysis of differences in GCs in parts of the world with different philanthropic traditions
- Study the impact of participation in GCs on donor giving and civic engagement
- Examine the impact of COVID on GCs and collective giving



Resources Going Forward

[Philanthropy Together](#)

- Global Giving Circle Directory (forthcoming 2021)
- [Launchpad](#) - Start a new GC
- [Directory of GC Networks](#) - Overview of 15 networks (& growing) including networks with a major global presence like 100 Who Care Alliance, Awesome Foundation, Impact 100, Social Venture Partners

Connect with other global GC Networks

- [Women's Giving Circles International](#)
- [The Funding Network](#)

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Thank You!