



Leveraging Impact

Supporting Advocacy, Organizing, and Civic Engagement

National Committee for Responsive Philanthropy
Council on Foundations Family Philanthropy
Conference

Indianapolis, IN

February 1, 2009 4:00 - 6:00 PM



National Committee for Responsive Philanthropy

- Founded in 1976
- The nation's only independent watchdog of foundations
- Track record of impact



Family Foundations and Advocacy

- “We don’t have the resources.”
 - Families pursue advocacy as they can, lending their name, their relationships and connections, and their voice to a lasting legacy.
- “We don’t fund advocacy.”
 - Chances are, you already do.
 - Consider removing grant restrictions.

Family Foundations and Advocacy

- “It’s illegal!”
 - There are laws, but funding advocacy is by no means illegal.
 - Discuss the possibilities.
- “Politics can get...complicated.”
 - Politics is easy compared to family.
 - You may have to walk a fine line, but it’s one worth walking.

Family Foundations and Advocacy

- “These discussions always end up hurting families.”
 - Discuss values first. Concentrate on what you share.
 - It’s about acting together as a family on behalf of something you all care about.
- We don’t want to get “political.”
 - Effectiveness and impact call for getting “political”

Grantmaking for Community Impact Project (GCIP)

Increase philanthropic resources for advocacy, community organizing, and civic engagement work.

- Document positive impact that communities have seen through funder-supported nonprofit advocacy and organizing
- Measure impact using quantitative and qualitative methods
- Place-based research and outreach



Why New Mexico?

- Diverse area and active policy environment
- Prominent, engaged out-of-state and institutional funders
- Small family foundations are vital to New Mexico's nonprofit landscape

GCIP New Mexico

- Chronicle the impact of investing in advocacy, organizing, and civic engagement strategies
- Sample of 14 organizations' activity over a five-year period (2003-2007)

The Impact of Advocacy

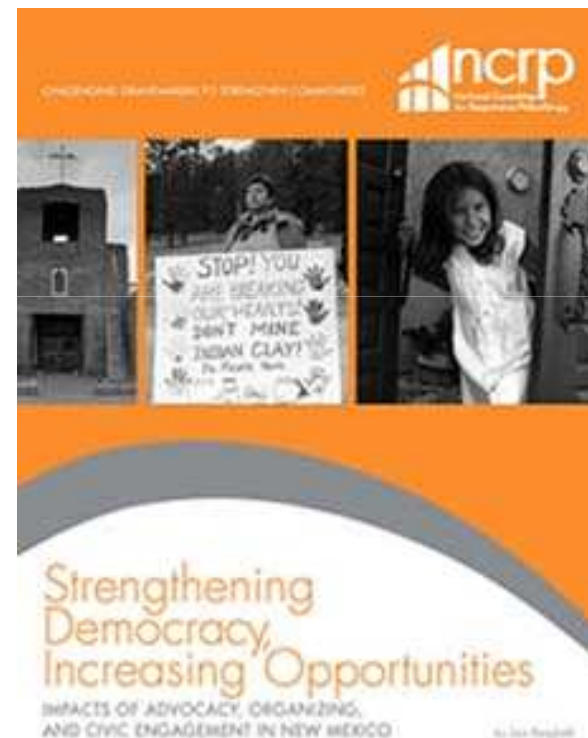
- Minimum wage increase
- Clean air, soil, and water
- Flood prevention
- Medicaid multiplier effect
- All New Mexicans benefit

The Impact of Advocacy

- 300,000 informed and educated
- 57,341 attended public actions
- 16,935 joined as members
- 8,295 attended leadership training
- 1,903 registered and mobilized voters
- 707 became core leaders

The Impact of Advocacy

- **\$16.6 million** invested for advocacy and organizing resulted in **\$2.6 billion** in public benefit.
- That's **\$157** in public benefits for every grant dollar!



Recommendations for Foundations

- Multi-year funding
- General Operating Support
- Capacity building grants
- Interim progress
- Learn from and share failures and success

Giving Families as Advocates

“We got into advocacy as part of our early childhood initiative in response to what we heard from our grantees, the people in community organizations directly connected to babies and families. And they convinced us that investing in advocacy would mean more bang for our buck in expressing our shared passion, and in promoting the efforts to help those families prosper.”

– Brindle Foundation

Giving Families as Advocates

Economic development

- Long-standing sewer and flooding issues, Martineztown, New Mexico
- Series of community meetings for all residents
- Development of infrastructure funding proposal to local government
- \$11 million of funding secured

Giving Families as Advocates

- Family funds have unique value and opportunity
 - Commitment
 - Flexibility
 - Higher impact, direct benefit
 - Connection to the communities

National Committee for Responsive Philanthropy

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