

CELEBRATING 25 YEARS
THE FABRIC OF FUNDRAISING
MADE WITH 100% PASSION
AFP
FUNDRAISING DAY
MAY 30, 2019
METRO TORONTO CONVENTION CENTRE



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WOMEN and PHILANTHROPY



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FUTURE OF PHILANTHROPY





WOMEN, WEALTH and GIVING

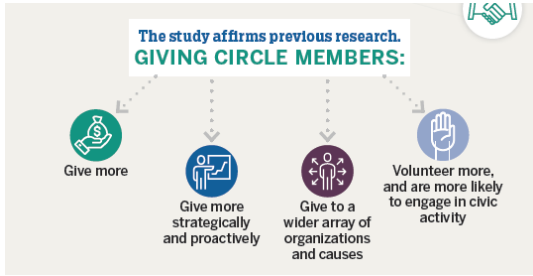
- Women are:
 - Generating their own income at a growing rate
 - Surpassing men in educational attainment
 - Receiving a transfer of wealth twice in their lifetime
 - The decision maker for household spending and investing
 - Twice as likely as men to be interested in social impact investing
 - Supporting no more than 3 causes annually



THE FEMALE PHILANTHROPIST

- Time, Treasure and Talent
- Sense of responsibility to give back
- Motivated by their own experience
- Research and ROI
- Invest in your organization
 - Systems-level change
 - Willing to fund experimental initiatives
 - Giving is relational, not simply transactional
- Sense of community







WHERE DO WE BEGIN?

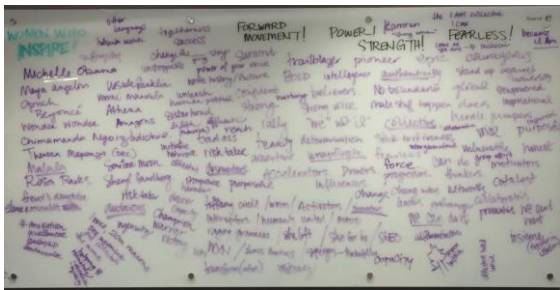


UNDERSTANDING READINESS

- Internal
 - CEO, Board, Leadership
 - Dedicated staff time (~ 1/2 FTE)
 - Data clean-up
- External
 - Competitive landscape
 - Peer consultation
 - Prospective members
 - Community consultation



LANDSCAPE



BUILDING THE FRAMEWORK

- **Prospects**
 - Linkage, Ability, Interest
- **Criteria & Standards**
 - Minimum investment, acceptable methods, designations, seats "earned"
- **Responsibility**
 - Cultivation vs Stewardship
- **Engagement**
 - Balanced learning journey
 - Events, Trips, Advocacy





SUCCESSSES

- 23 donors pledged to date
 - Representing \$3.5M
- Increased giving – from monthly to major gifts
- New donors
- Diversity
- Engagement
 - Advocacy: United Nations General Assembly
 - Program Visit: Senegal
 - Global Conference: Women Deliver



CONSIDERATIONS and CHALLENGES

Internal

- Program Criteria and data
- Communication Strategy
- Relationship Management
- Marketing

External

- Diversity
- Volunteering, Advocacy and Mentorship
- Engaging men







RESOURCES

- <https://www.td.com/ca/document/PDF/tdw-pgf-canadian-women-and-philanthropy-addendum2017.pdf>
- <https://www.td.com/ca/document/PDF/tdw-pgf-canadian-women-and-philanthropy.pdf>
- <https://philanthropy.iupui.edu/institutes/womens-philanthropy-institute/research/giving-by-for-women.html>
- <https://philanthropy.iupui.edu/institutes/womens-philanthropy-institute/research/index.html>
- <https://philanthropy.iupui.edu/doc/institutes/giving-for-women18-infographic.pdf>
- <https://philanthropy.iupui.edu/doc/institutes/womengive18-infographic.pdf>
