

# Our Philanthropic Community



## How the COVID-19 Pandemic Impacts Philanthropic Giving in Nevada

Produced by Moonridge Group on behalf of the Nevada  
Corporate Giving Council and the Greater Good Council



# OVERALL THEMES

## HOPE

The data from this survey suggests there are some implications of hope and optimism that funders will continue supporting non-profit agencies, despite the global health and economic crises.

## STABILITY

Overall, funding will mostly remain the same compared to last year. Slight differences exist as family foundations/individual philanthropists plan to expand in several different ways, whereas corporations might need to do more with less over the next year.

## AGILITY

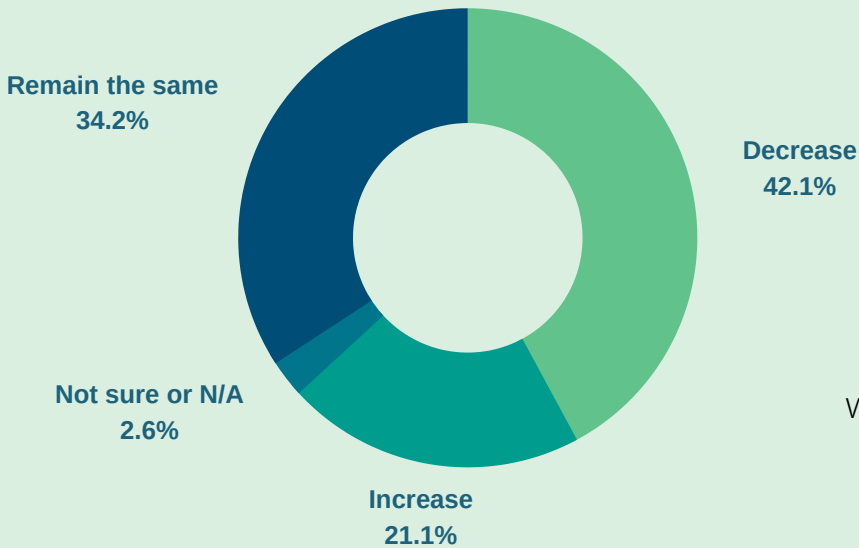
Funders expressed a willingness to be flexible and adjust several aspects of their giving to meet the evolving needs in our state including the amount of funding, number of organizations to support and expansion of giving pillars.

## STRATEGY

Even when the economy is thriving, implementing practices that maximize contributions are valuable for funders to apply to their giving plans. These lessons are crucial, especially during a crisis.

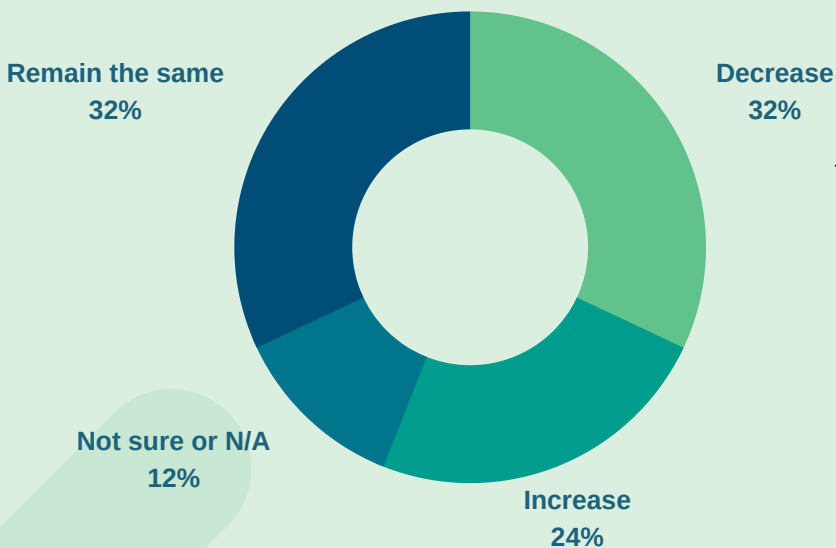
# QUESTION 1 GIVING BUDGET: WILL IT BE DECREASED, INCREASED OR REMAIN THE SAME?

## CORPORATE FUNDERS



Although 42.11% of corporate funders plan to decrease funding, 55.26% of corporate funders will either increase their funding or their funding will remain the same. This could illustrate that while many companies will decrease their charitable giving, there is hope that over half of companies who responded will continue to be committed to giving at the same level as last year or more.

## INDIVIDUAL FUNDERS/ FAMILY FOUNDATIONS

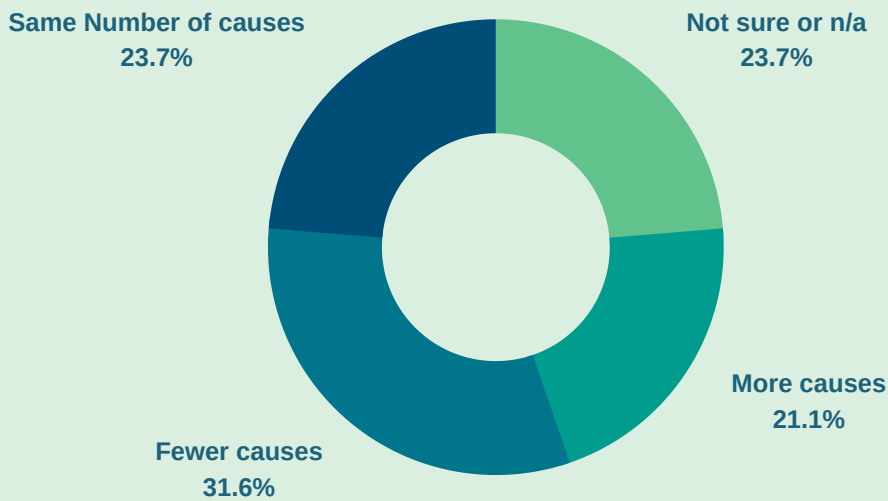


On a similar note for family foundations and individual philanthropists, 32.00% of family foundations/individual philanthropists plan to decrease funding, but 55.00% reported they will either increase their funding or their funding will remain the same.

10% more corporate funders will decrease their giving compared to family foundations/individual philanthropists (42.11% and 32%). This could be due to the control over finances that individuals have versus companies, who rely more heavily on revenue streams to build their giving budgets.

# QUESTION 2 GRANTS: DO YOU EXPECT TO PROVIDE SUPPORT TO MORE CAUSES, FEWER CAUSES, OR THE SAME NUMBER OF CAUSES THIS YEAR AS YOU DID LAST YEAR?

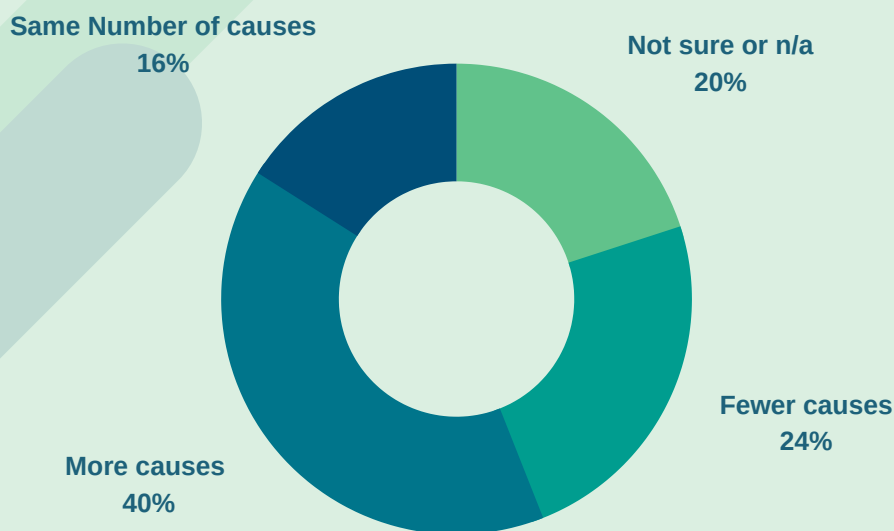
## CORPORATE FUNDERS



In most of the data collected in this survey, family foundations/individual philanthropists and corporate funders were similar in responses, but in Question 2, their responses were mostly different.

Family foundations/individual philanthropists responded that they would support “More causes than last year” at nearly double the rate of corporate funders (40% vs. 21.05%).

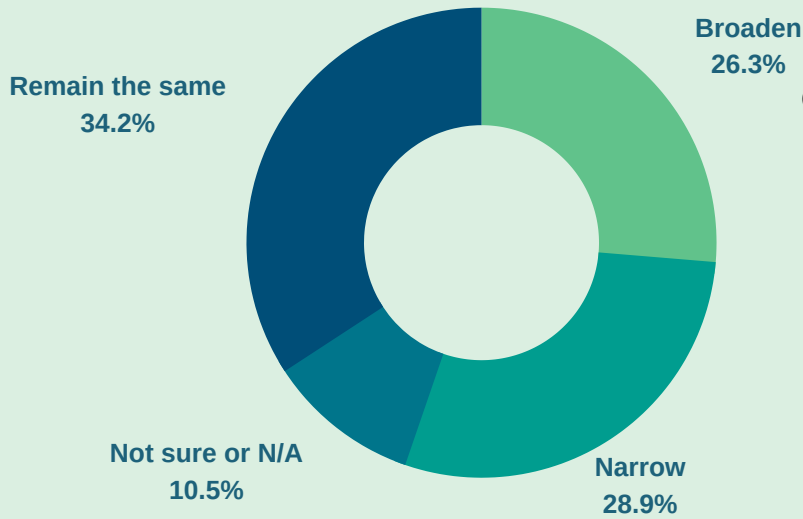
## INDIVIDUAL FUNDERS/ FAMILY FOUNDATIONS



The stark differences between family foundations/individual philanthropists and corporate funders in responses to this question could also reflect increased flexibility that comes from an individual’s control over personal finances, noted first in the insights of Question 1.

# QUESTION 3 AREAS OF FOCUS (I.E. GIVING PILLARS): DO YOU EXPECT THEM TO BROADEN, NARROW OR STAY ABOUT THE SAME THIS YEAR COMPARED TO LAST YEAR?

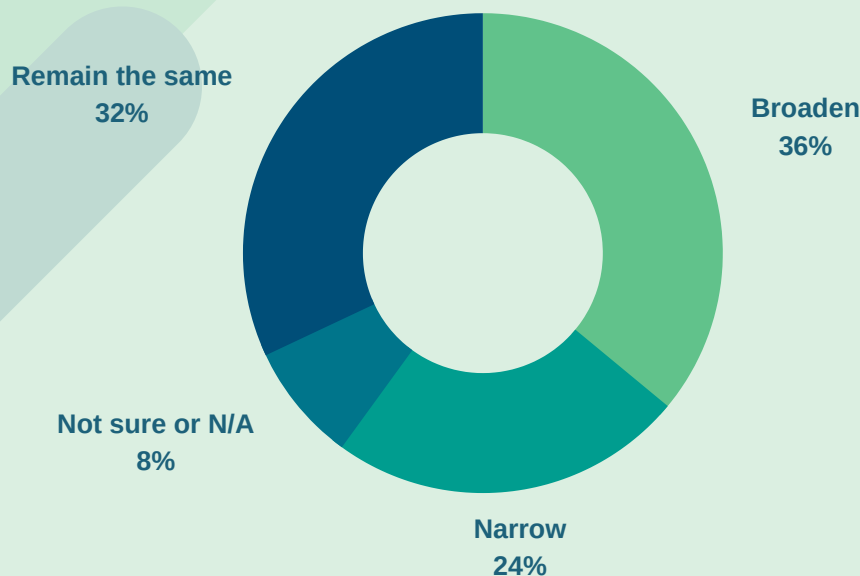
## CORPORATE FUNDERS



The top response for corporate funders to this question was, “Remain the same”. This could suggest that regardless if a company can give more or less dollars overall to organizations, they will continue to support many of the same causes and agencies they have in the past.

With more corporate funders looking to narrow rather than broaden their areas of focus, this could indicate that companies are attempting to be more strategic with where they will be giving.

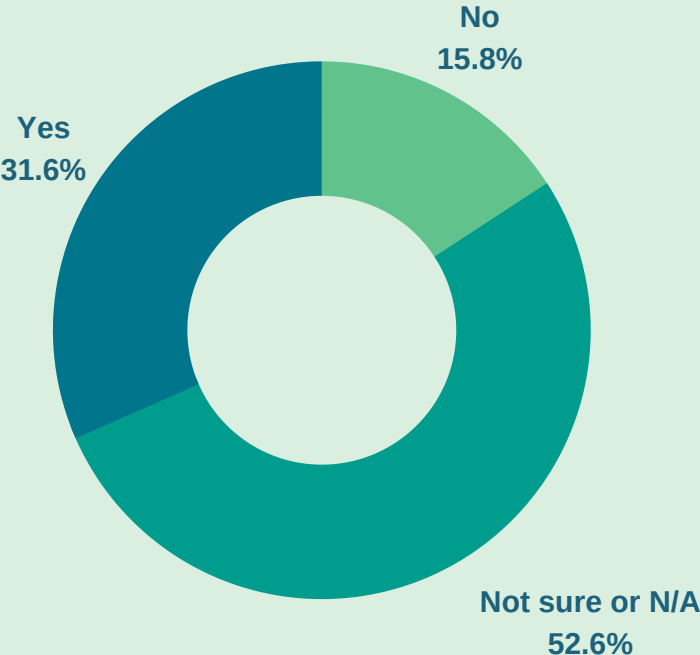
## INDIVIDUAL FUNDERS/ FAMILY FOUNDATIONS



As our state’s demand for several types of non-profit programming is expected to increase, family foundations/ individual philanthropists demonstrate their flexibility to give outside of their normal giving pillars. 36% reported that they will be broadening their areas of focus and 32% plan to remain the same, while only 24% said they will narrow their giving pillars.

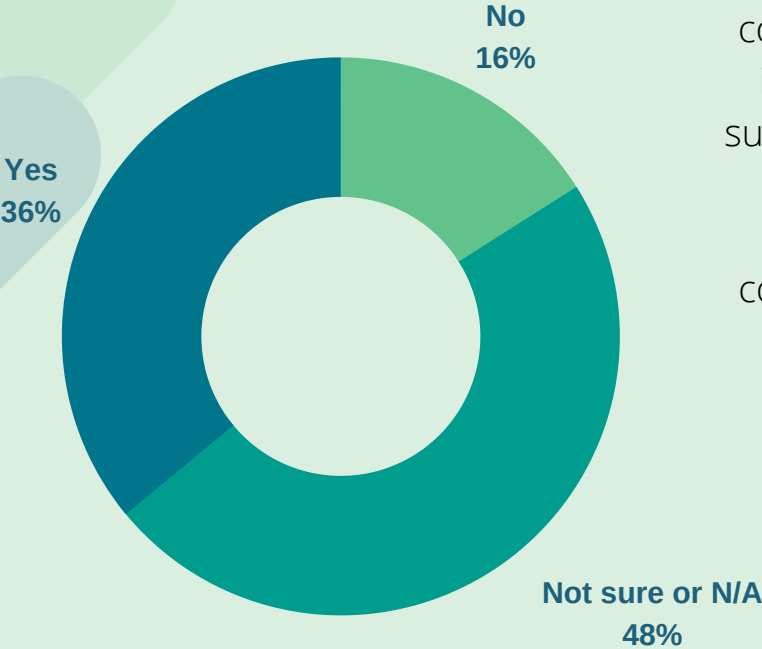
# QUESTION 4 RESTRICTIONS: HAVE YOU LIFTED RESTRICTIONS ON PAST GRANTS AWARDED TO ALLOW FOR UNRESTRICTED USE OF FUNDING?

## CORPORATE FUNDERS



Nearly half of respondents, both corporate funders and family foundations/individual philanthropists responded, “Not sure or not applicable”. This could illustrate that more information should be shared with funders about how lifting restrictions on funding can help grantees maximize the impact of every dollar.

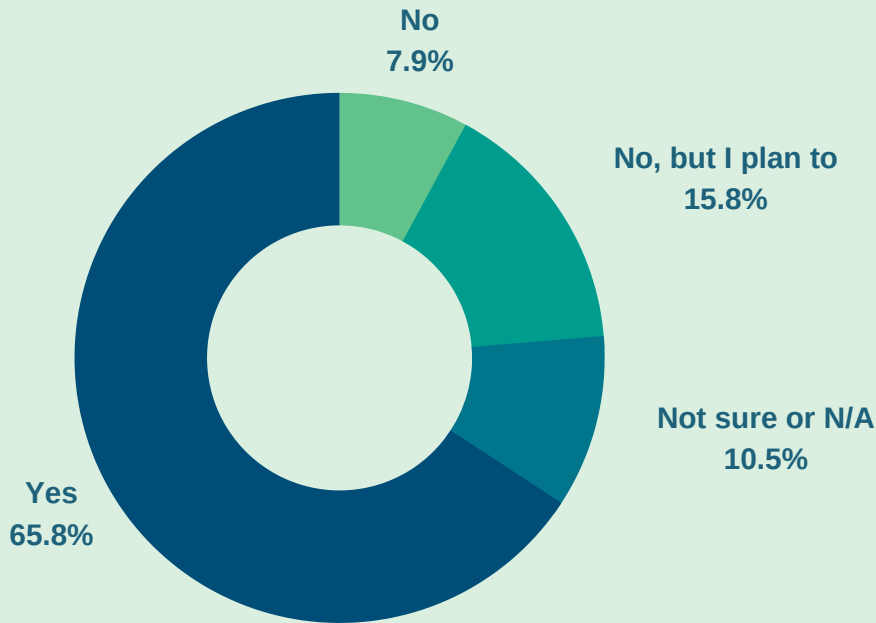
## INDIVIDUAL FUNDERS/ FAMILY FOUNDATIONS



Noted above, the top response for both corporate funders and family foundations/individual philanthropists was by far, “Not sure or not applicable”. For those that were certain, both groups responded, “Yes” at double the rate of “No” responses. This could depict funders' attempt at increased flexibility to accommodate the needs of existing grantees.

# QUESTION 5 NON-PROFITS: HAVE YOU CHECKED IN WITH YOUR NON-PROFIT GRANTEES TO ASK HOW TO BEST HELP?

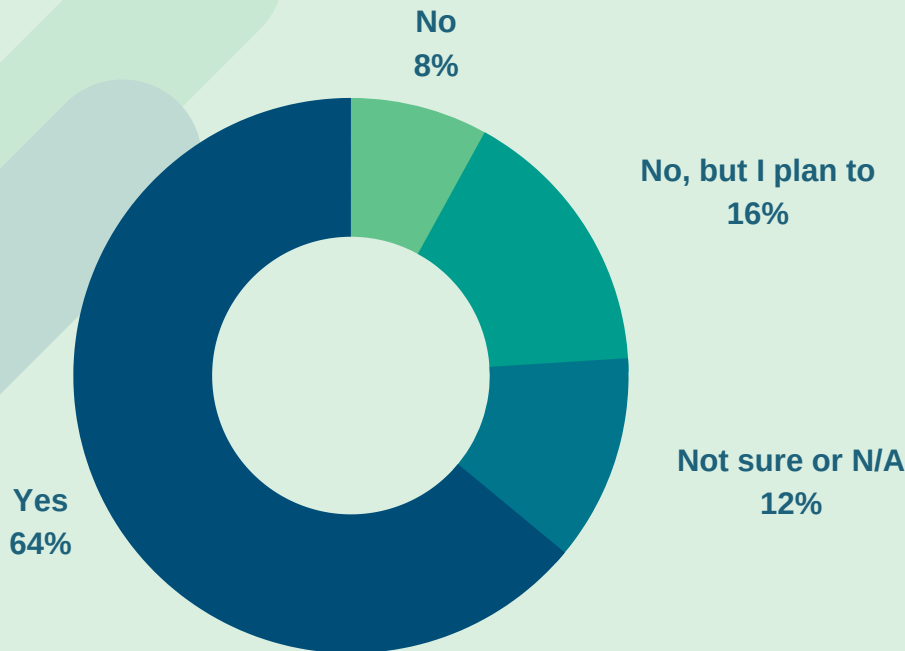
## CORPORATE FUNDERS



Corporate funders and family foundations/individual philanthropists had similar responses to this question. Approximately 80% of all respondents had checked in with their non-profit grantees or planned to.

The high response of funders who already have or plan to check in with their non-profit grantees could indicate in Nevada, typically, the culture of communication between funders and the non-profits they give to is strong.

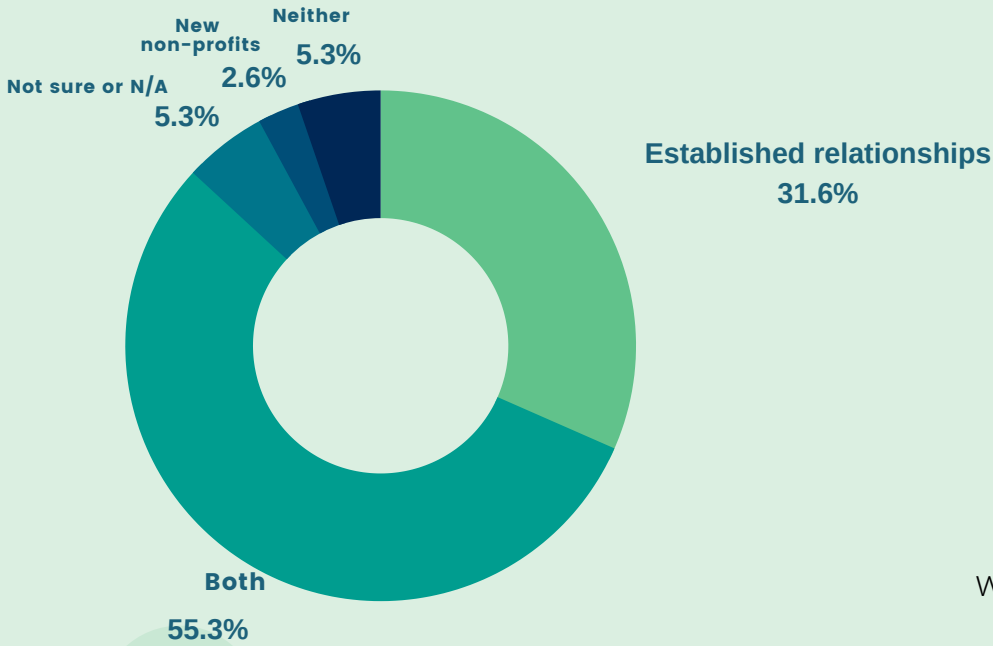
## INDIVIDUAL FUNDERS/ FAMILY FOUNDATIONS



Although those respondents who have checked in or plan to made up approximately 80% of responses, 10.5% of corporate funders and 12% family foundations/individual philanthropists responded "Not sure or N/A". When contrasting this with Question 4 on the previous page, the uncertainty could suggest that even if funders are checking in with their non-profits, the non-profit agencies might need to be more communicative about their needs.

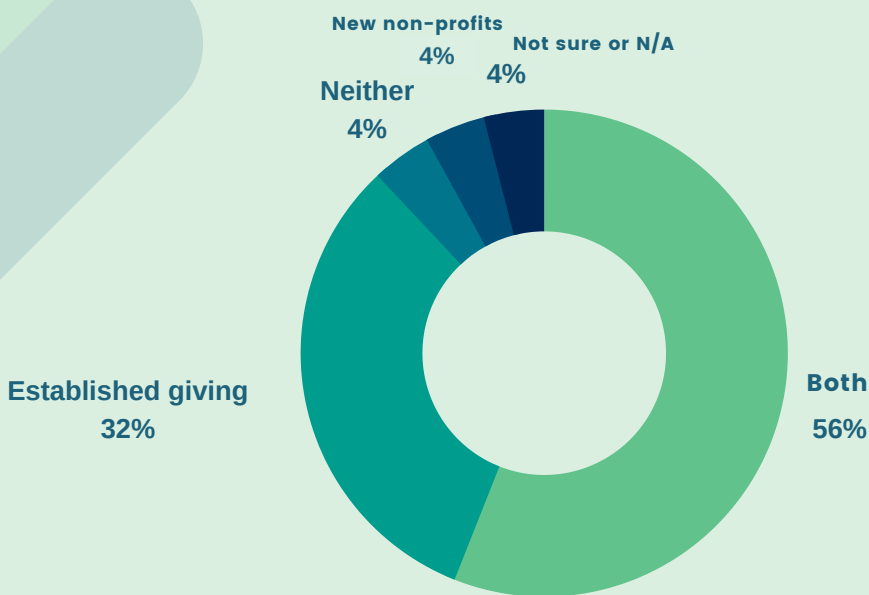
# QUESTION 6 RELATIONSHIPS: WILL YOU BE GIVING TO NEW NON-PROFIT ORGANIZATIONS, FOCUSING ON ONES WITH WHOM YOU HAVE AN ESTABLISHED GIVING HISTORY, OR BOTH?

## CORPORATE FUNDERS



Over half of the funders surveyed responded that they plan to fund both new non-profit organizations as well as ones they have established relationships with (corporate funders at 55.26%; family foundations/ individual philanthropists at 56%). This could suggest that funders are taking a blended approach to which organizations they choose to fund.

## INDIVIDUAL FUNDERS/ FAMILY FOUNDATIONS



86.84% of corporate funders and 88% of family foundations/individual philanthropists will either focus on established relationships or give to both new organizations and ones with whom funders already have established relationships. This high rate of responses that funders will continue giving to organizations with whom they have established history illustrates impressive loyalty to the organizations funders already give to.



## A MESSAGE FROM OUR CEO & PRINCIPAL, JULIE MURRAY

Nevada's philanthropists became the safety net to our communities as we were overwhelmed by the COVID crisis. Rising to the occasion by providing essential funding for basic human services, the communities we all know and love slowly began to embark on the road to recovery. Now that businesses across the State have started the re-opening process, the next wave of philanthropy can address social inequity.

While we lack government funding to solve the many crises our great state faces, where we go from here is up to us. Nevada has been known to embody the "can-do" spirit unlike any other, and this resiliency has been demonstrated by philanthropists time and time again. Holding true to our motto "Be The Change", join us this Summer and Fall as we continue to uphold our commitment of providing timely news about funding opportunities and trends in giving to aid in making your funding decisions as impactful as possible.

### **ABOUT THE GREATER GOOD COUNCIL**

The Greater Good Council (GGC) is a group of philanthropists and family foundations determined to make a social impact. This collective impact group convenes quarterly to discuss trends in giving and the current needs of Nevada's most vulnerable.

### **ABOUT THE NEVADA CORPORATE GIVING COUNCIL**

The Nevada Corporate Giving Council (NCGC) is a 501c6 organization comprised of corporate leaders focused on transforming our State through community engagement and corporate philanthropy with diverse representation across all sectors in Northern and Southern Nevada.

### **ABOUT MOONRIDGE GROUP**

Moonridge Group, a philanthropy consulting firm, advises corporate funders, individual philanthropists, family foundations, and public/private partnerships who are seeking to strengthen their philanthropic impact. With years of experience Moonridge Group empowers funders to achieve the greatest return on impact for their charitable investments. Moonridge Group facilitates both the Greater Good Council and Nevada Corporate Giving Council.

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