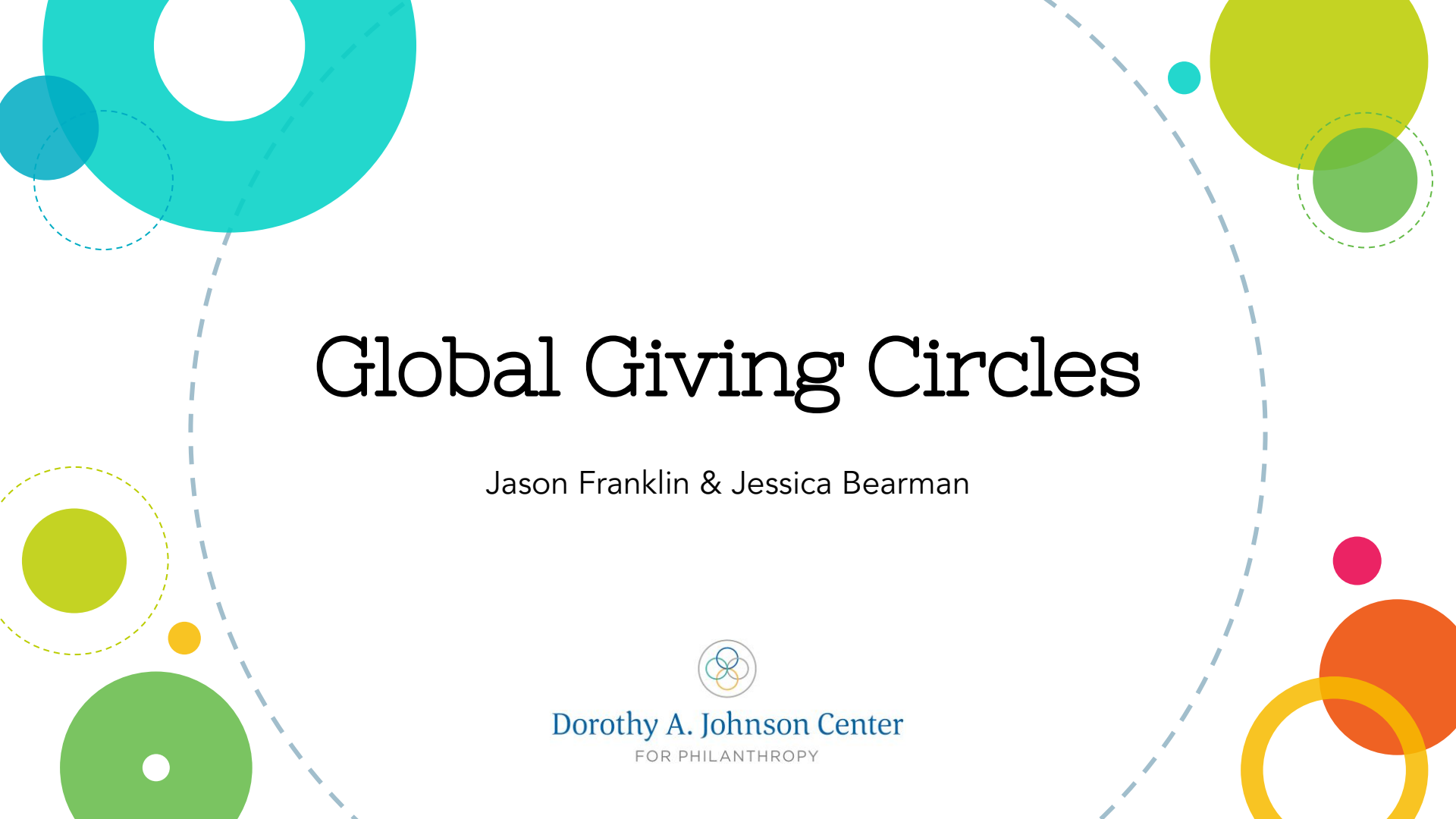


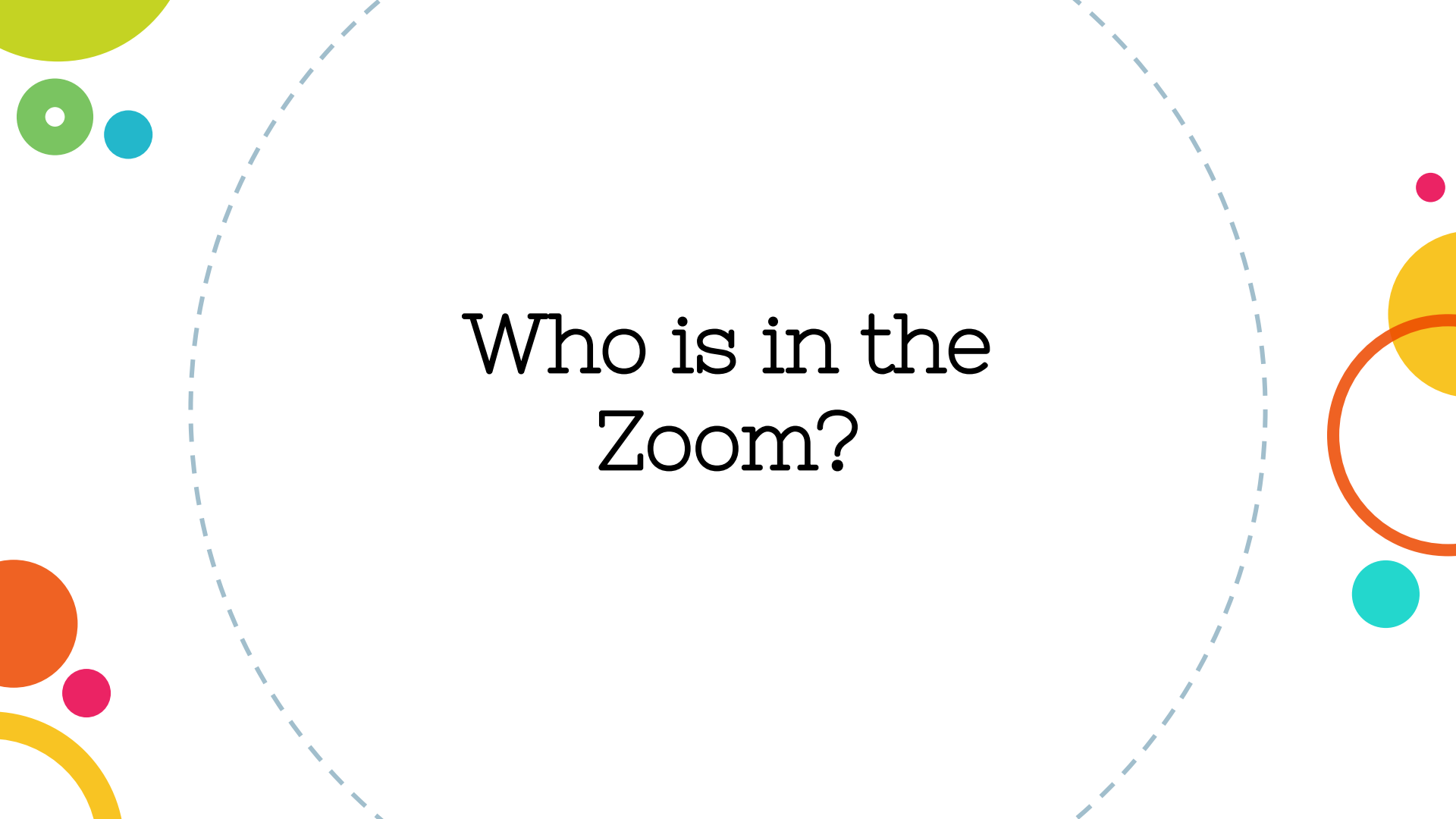


Global Giving Circles

Jason Franklin & Jessica Bearman



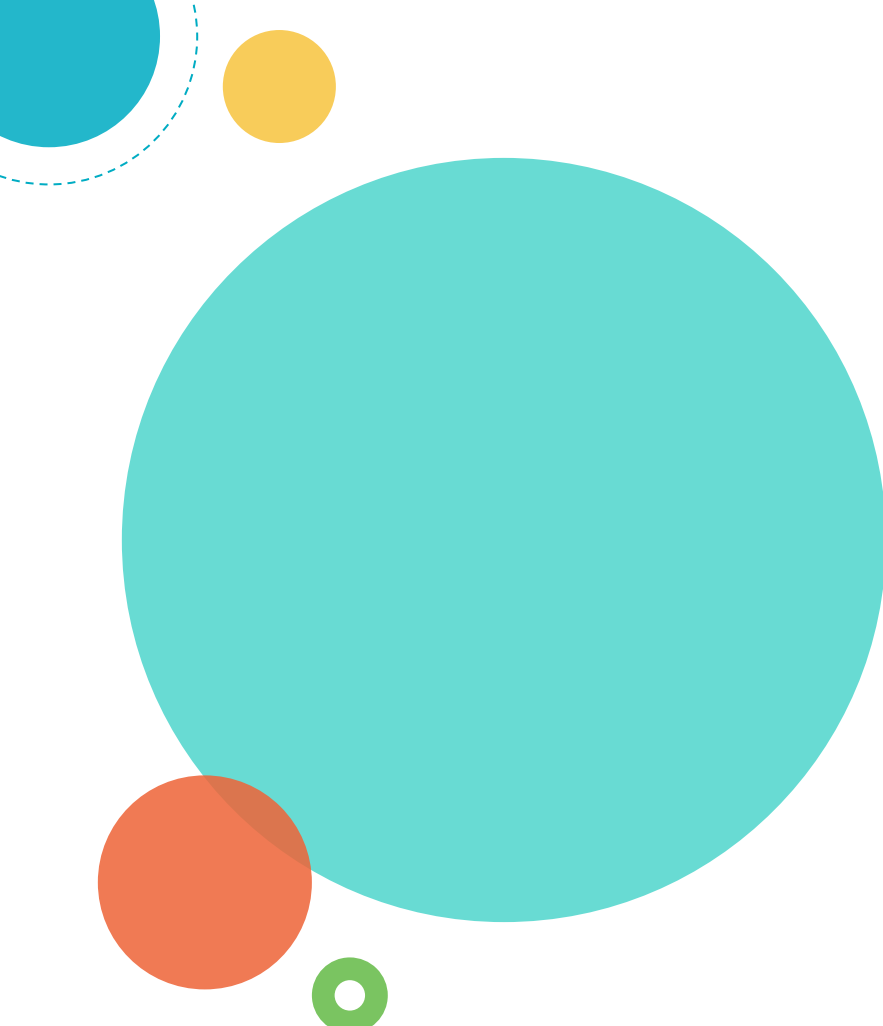
Dorothy A. Johnson Center
FOR PHILANTHROPY

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Who is in the
Zoom?

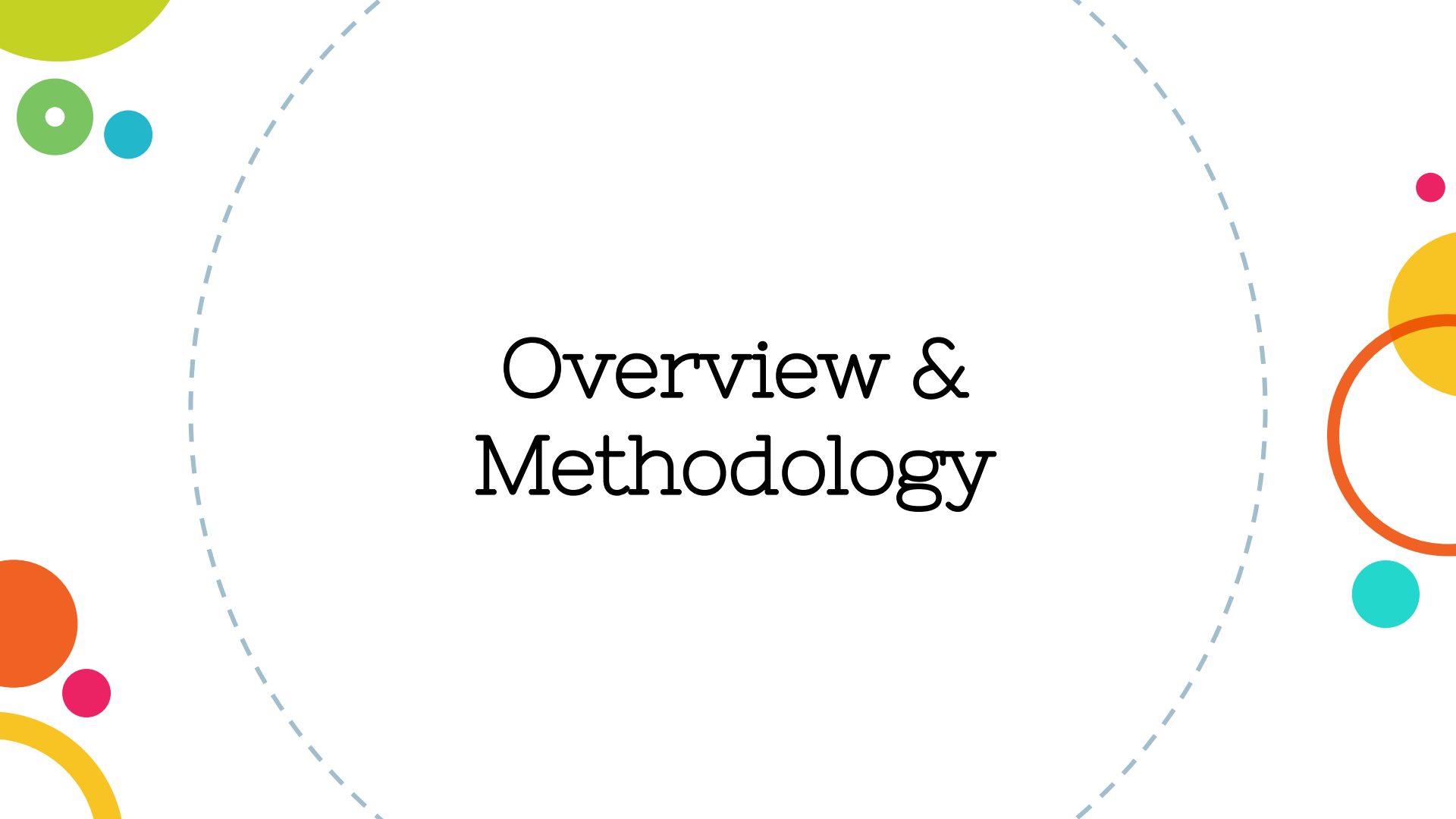
A decorative graphic featuring a light blue dashed line that curves around the central text. Various colored circles and rings are scattered around the line: a large cyan ring in the top left, a small cyan circle near the top right, a large lime green circle and a smaller green circle with a dashed outline in the top right, a small yellow circle and a larger green circle with a white center in the bottom left, and a small pink circle, a large orange circle, and a yellow ring in the bottom right.

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



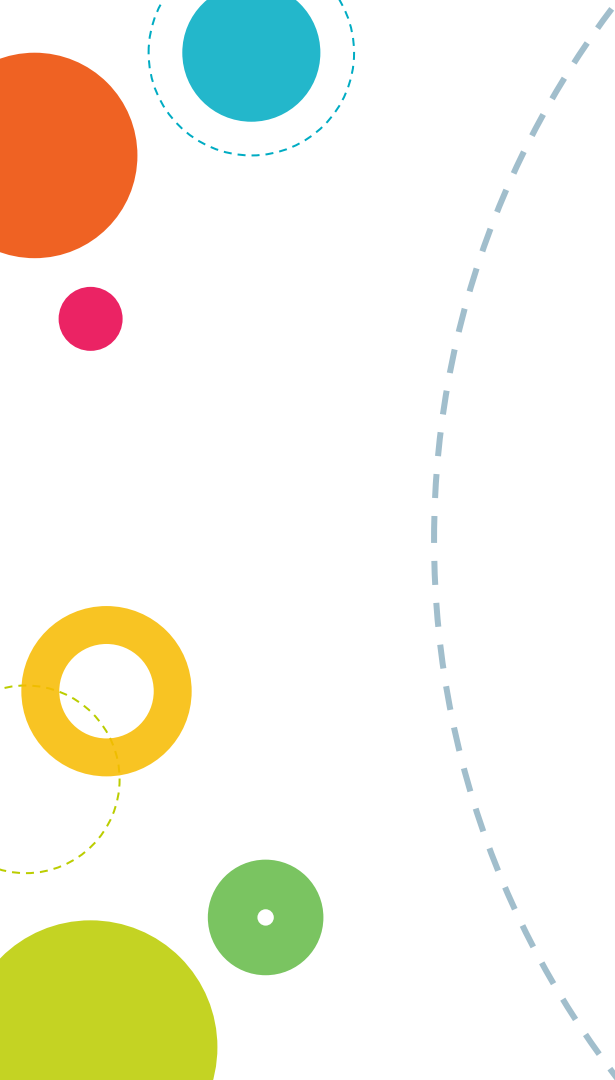
Overview & Methodology

Thank you to our advisors!



- Alison Taylor, Centre for Social Impact
- Andrés Thompson, CEDES - Center for the Study of State & Society
- Angela Eikenberry, University of Nebraska, Omaha
- Atallah Kuttub, SAANED
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- Benjamin Bellegy, WINGS
- Eugenie Harvey, The Funding Network
- Galia Feit, Institute for Law and Philanthropy at Tel Aviv
- James Boyd, Creative Partnerships Australia
- Jenny Hodgson, Global Fund for Community Foundations
- Julia Carboni, Syracuse University
- Krystian Seibert, Centre for Social Impact Swinburne
- Laurie Paarlberg, Lilly Family School, Indiana University
- Maria Chertok, CAF Russia
- Mariana Sandoval Ulloa, Comunalia
- Megha Jain, Dasra
- 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!



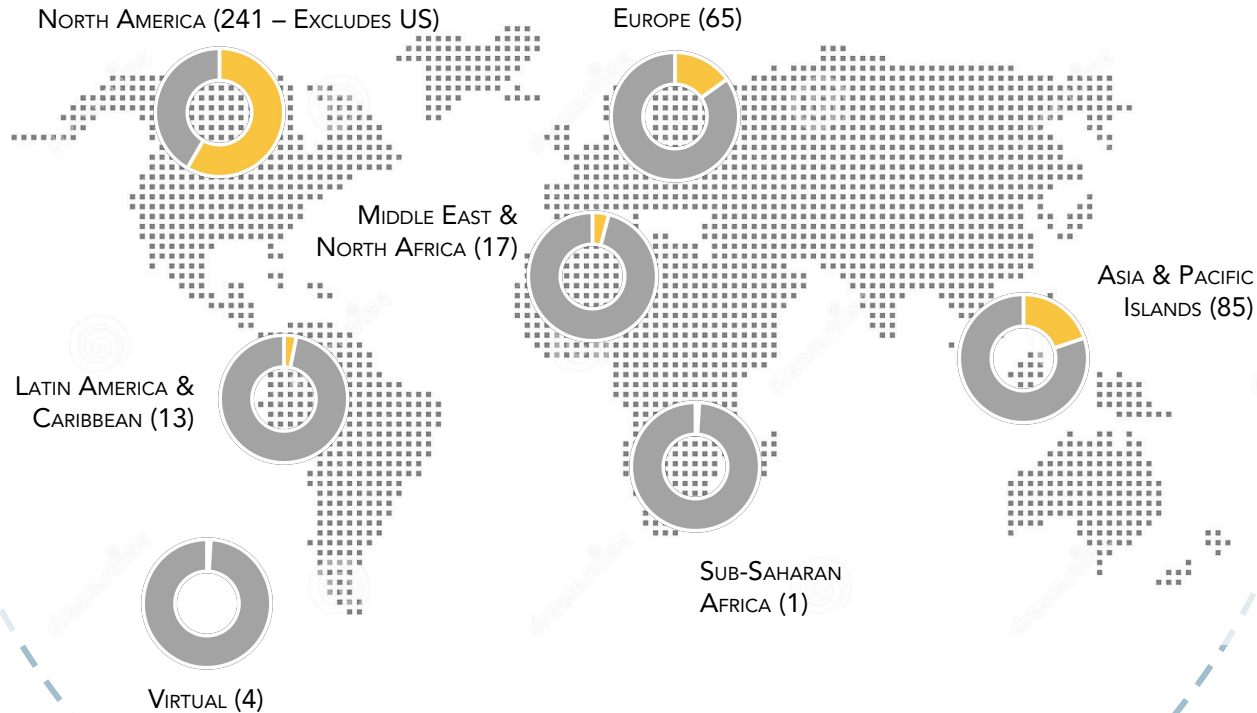
2018 Global Estimates

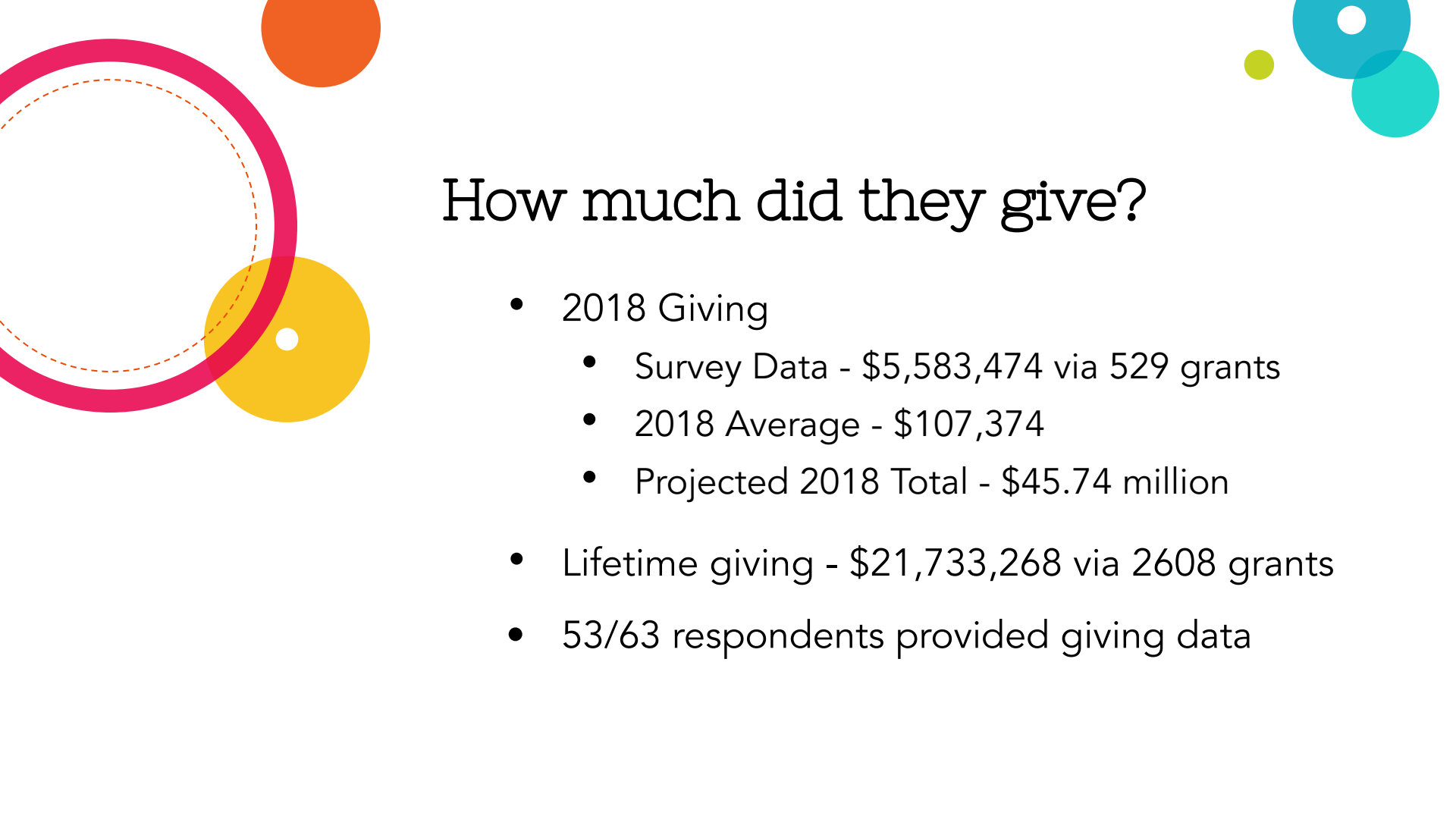
426 circles outside the US

\$45.74 million in grants

42,200 members

Where are global GCs located?





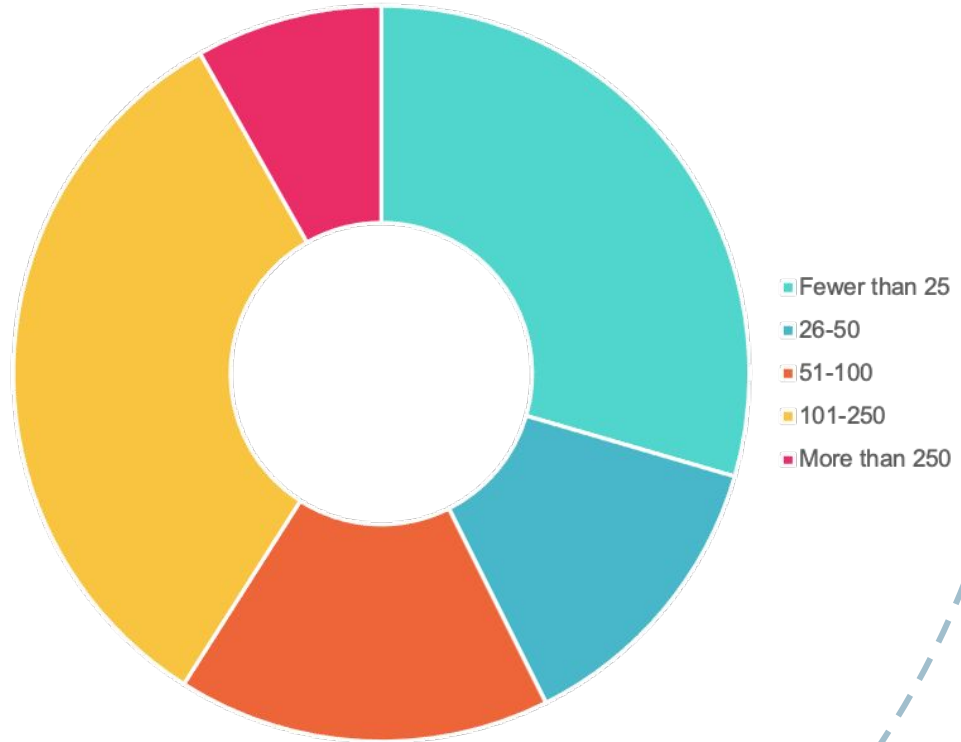
How much did they give?

- 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

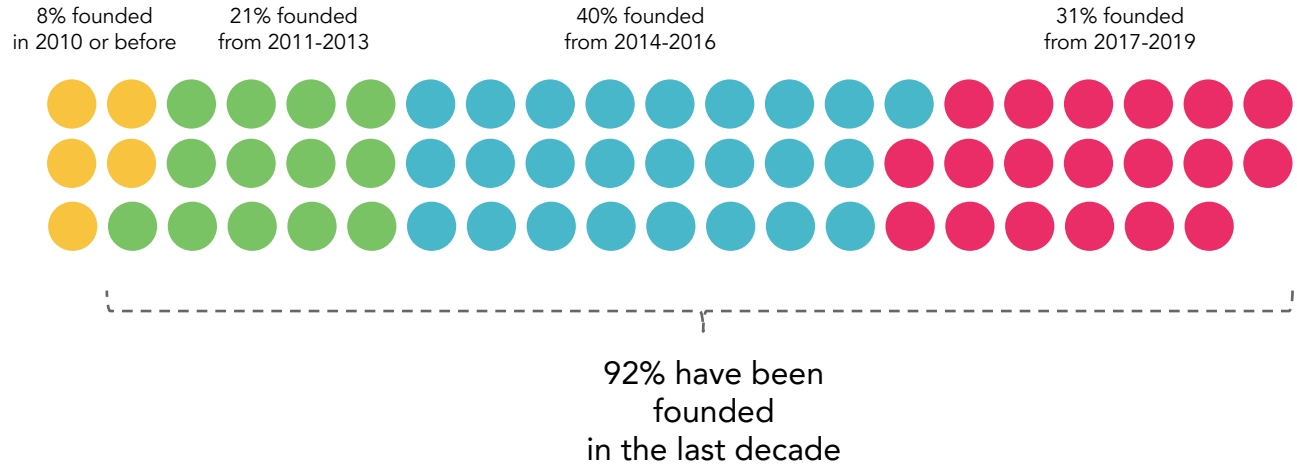
How many members do global GC's generally have?

Projected total =
42,200 members

Average
membership
per circle =
99 people



How new are global GCs?



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Membership

Who are involved in GCs?

Gender Identity

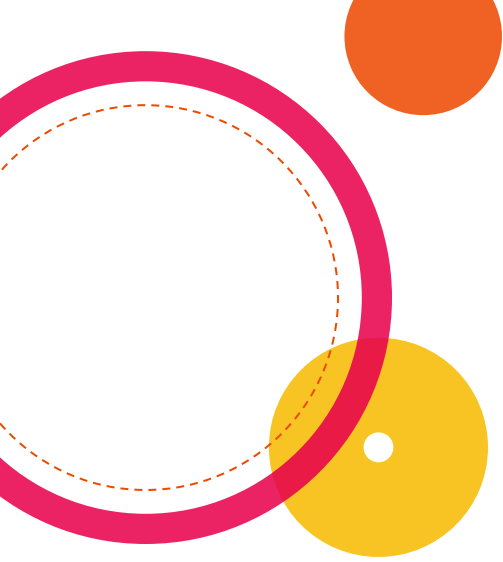


Ethnicity



Age



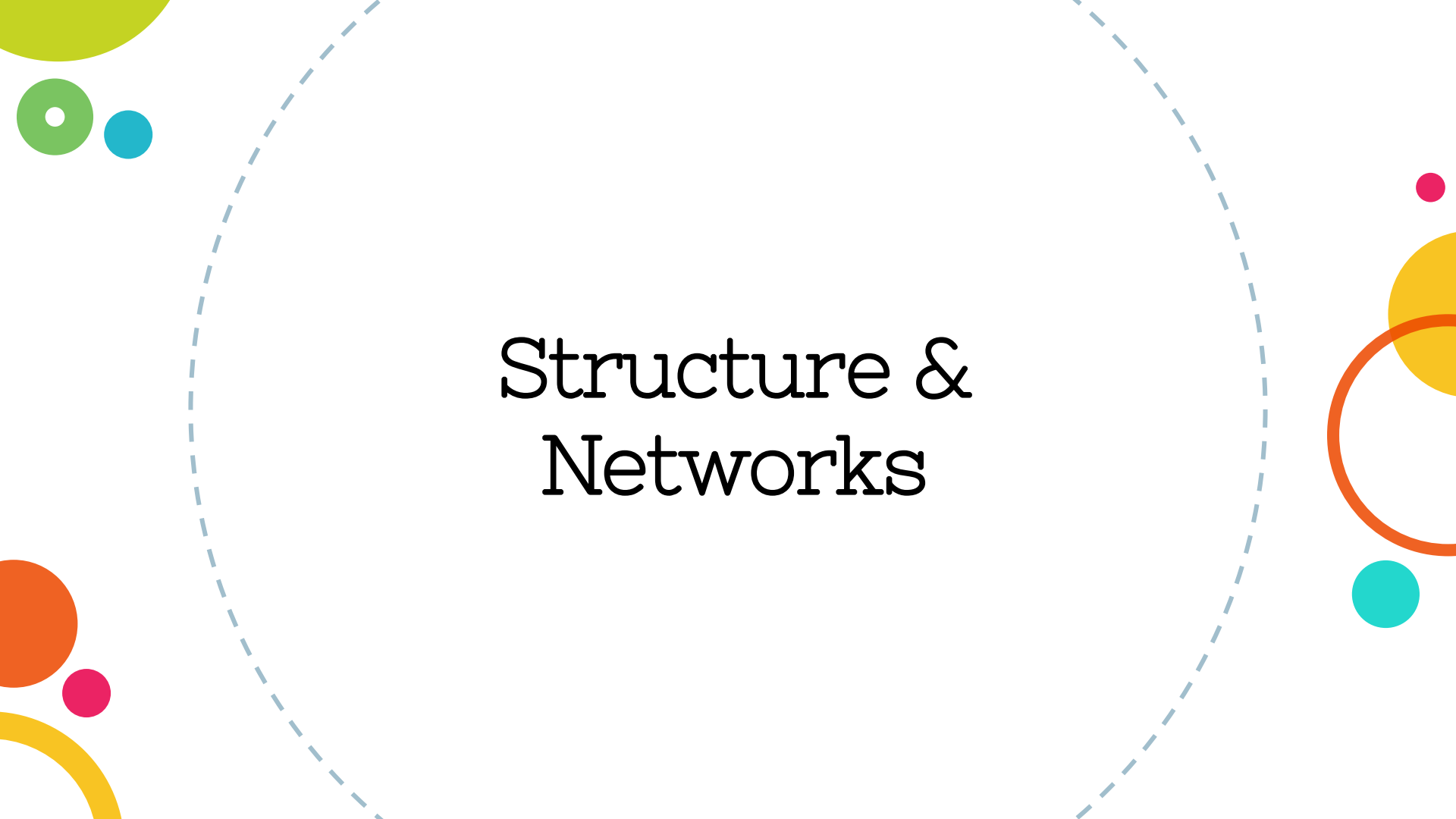


- 44% formed around a shared identity, most often women's circles
- 80% drew their membership from their local community
- Religion not a major factor
- Identity beyond gender not a major driver



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

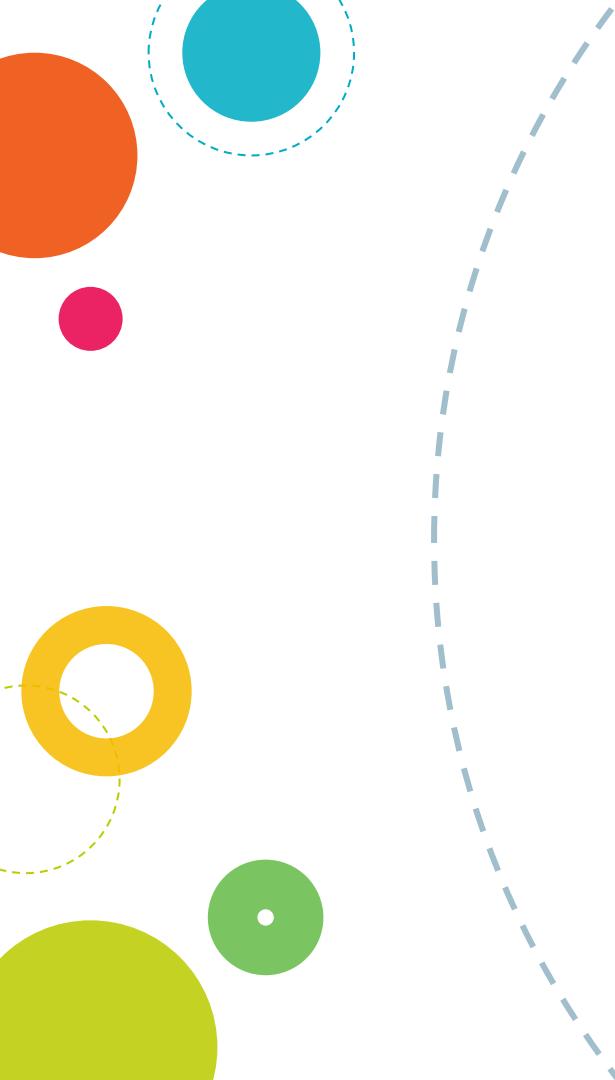
Yizhong Fund
Shanghai, China

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Structure & Networks

How are GCs structured?





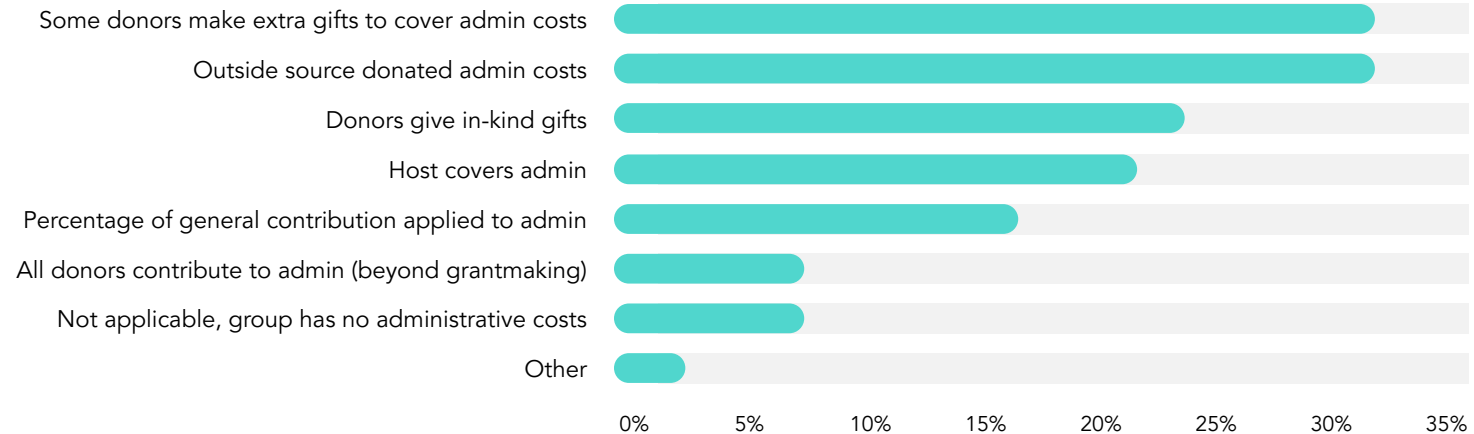
How are they networked?

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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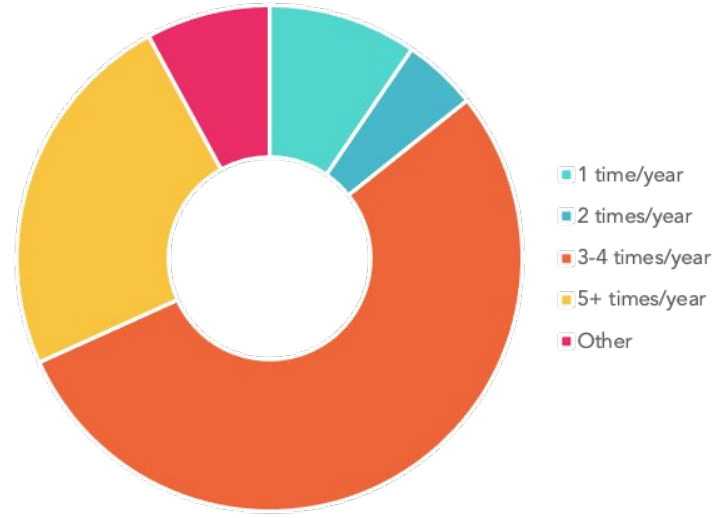
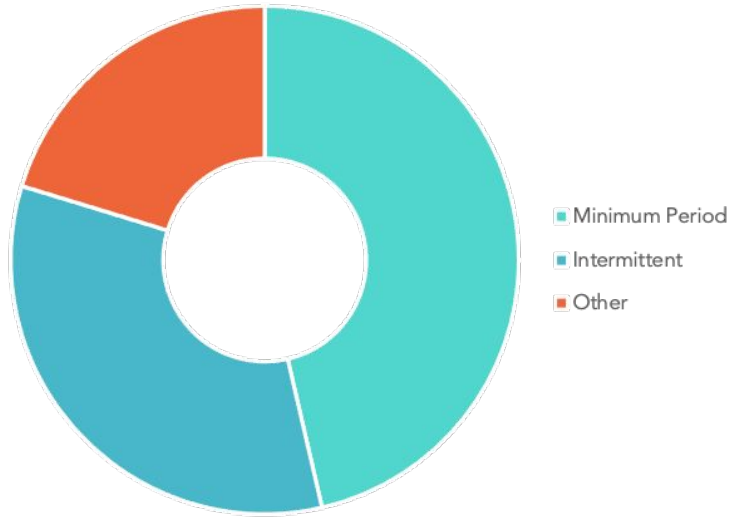
Giving & Engagement



How do GCs structure giving?

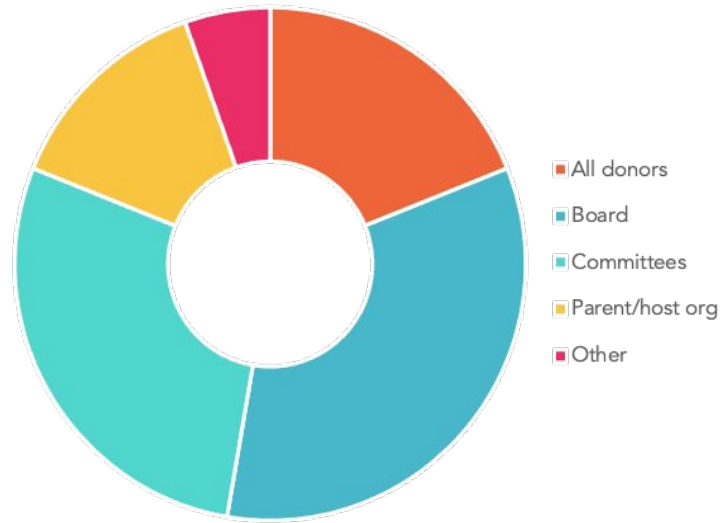
- 80% have a minimum donation to participate
- Average minimum donation = \$322
- Nearly half had a minimum donation level of 100 units of local currency
- Only about 35% asked for donations above \$100 and only 4% above \$1,000
- Almost two thirds have a single standard giving amount
- 32% raise funds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

How does commitment & meeting frequency vary?

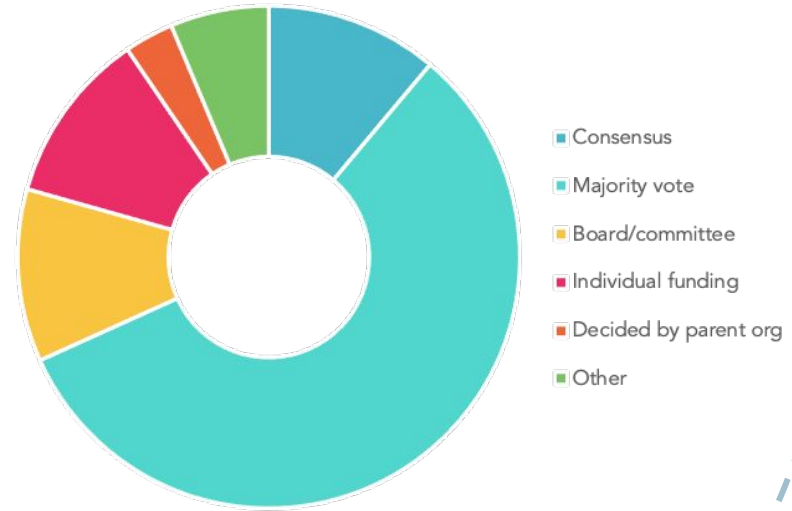


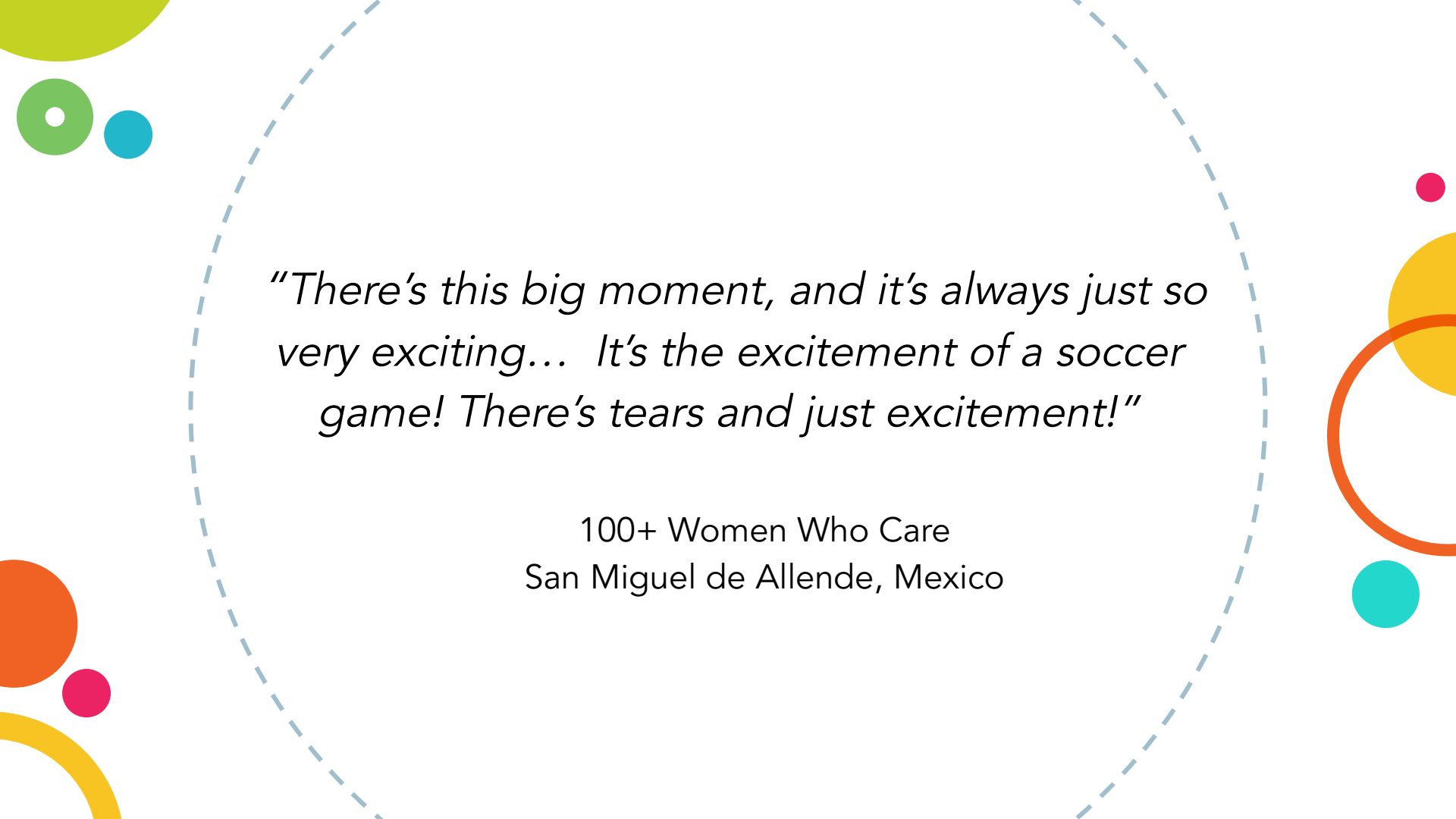
How are decisions made?

Administration



Grantmaking





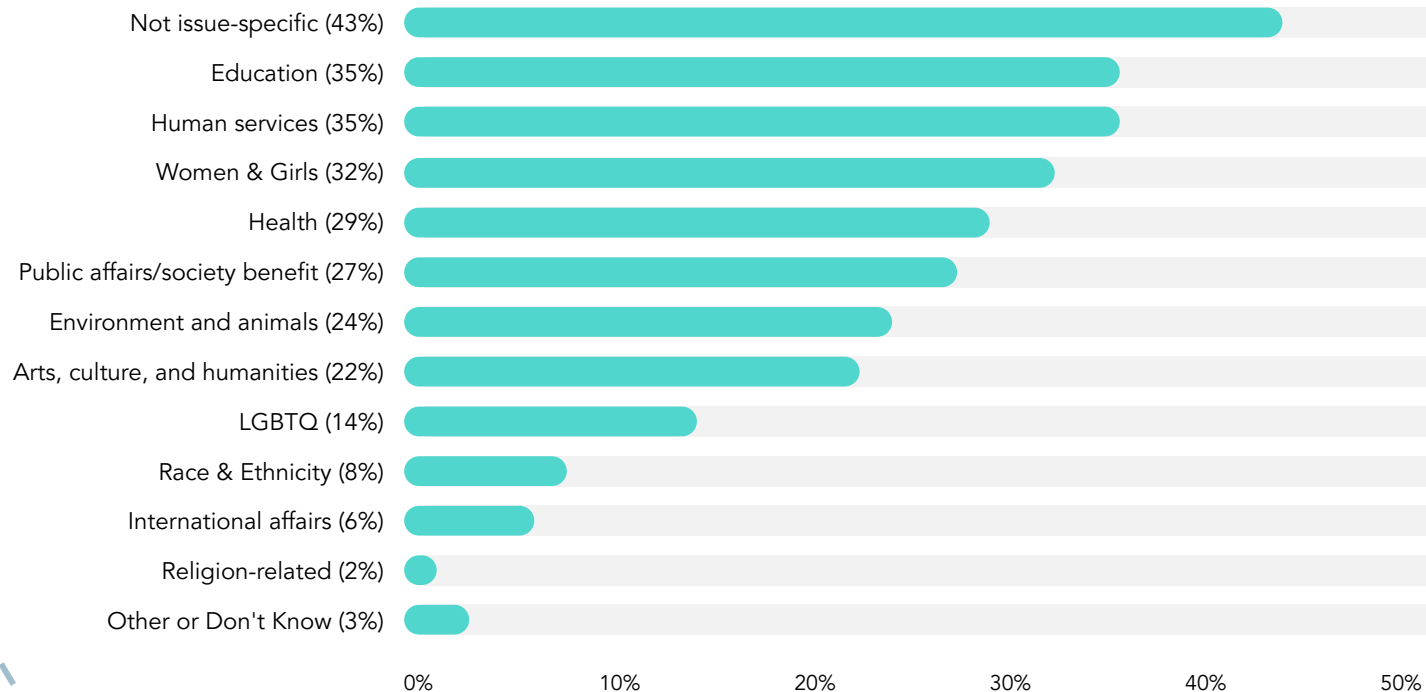
"There's this big moment, and it's always just so very exciting... It's the excitement of a soccer game! There's tears and just excitement!"

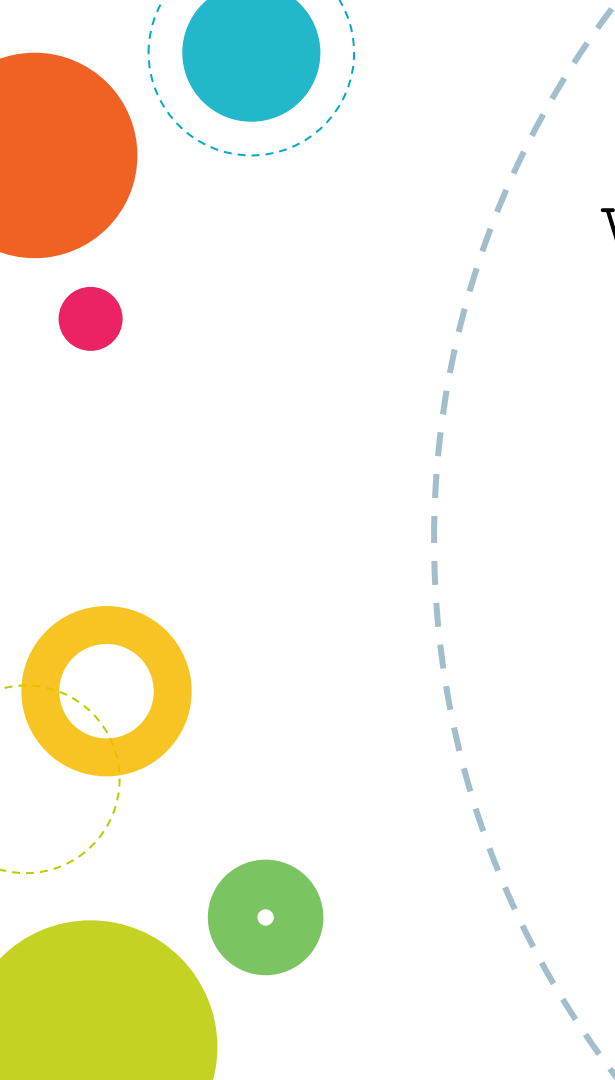
100+ Women Who Care
San Miguel de Allende, Mexico

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Grantmaking

What issues do GCs fund?

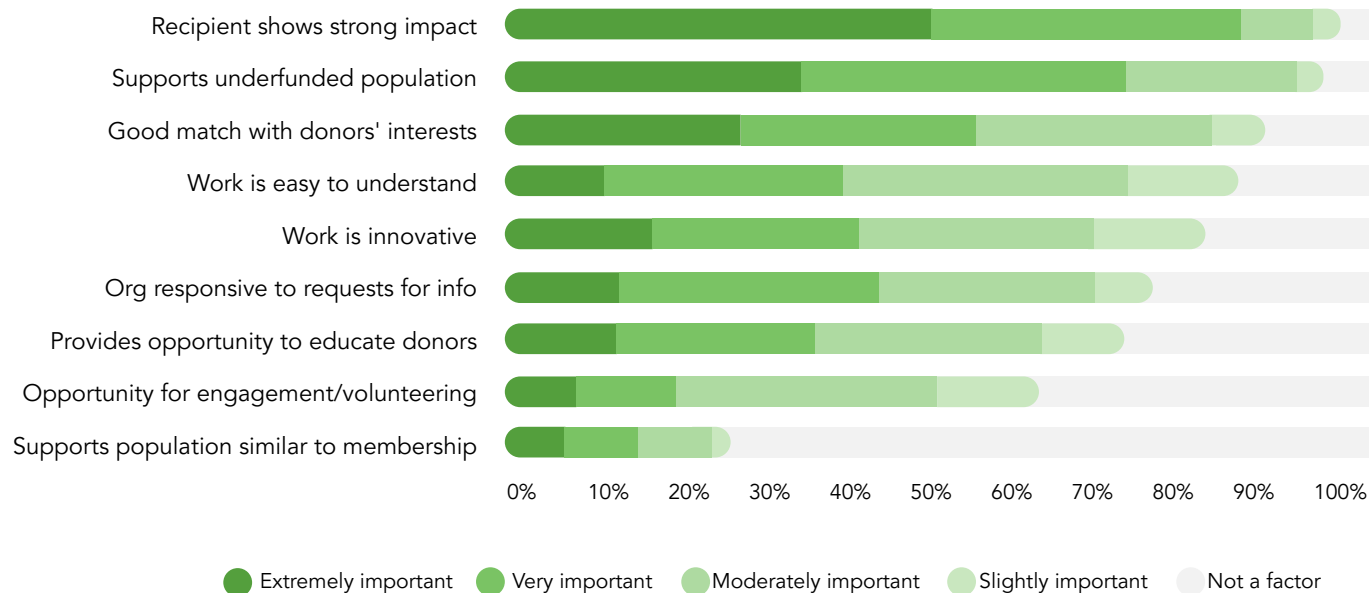




What else do GCs prioritize in their giving?

- 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?





“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



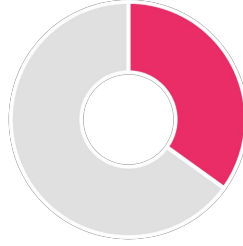
Beyond Grantmaking

How else do Giving Circles support groups?

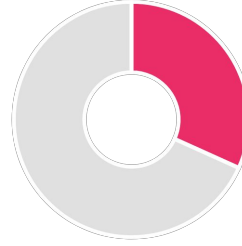
Technical Assistance



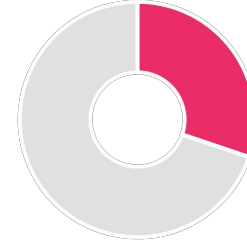
Fundraising Support



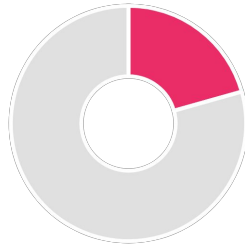
In-Kind Support



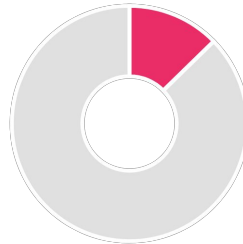
Other Volunteering



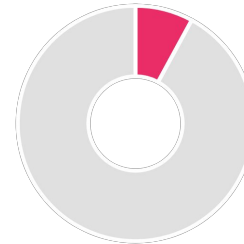
Additional Money



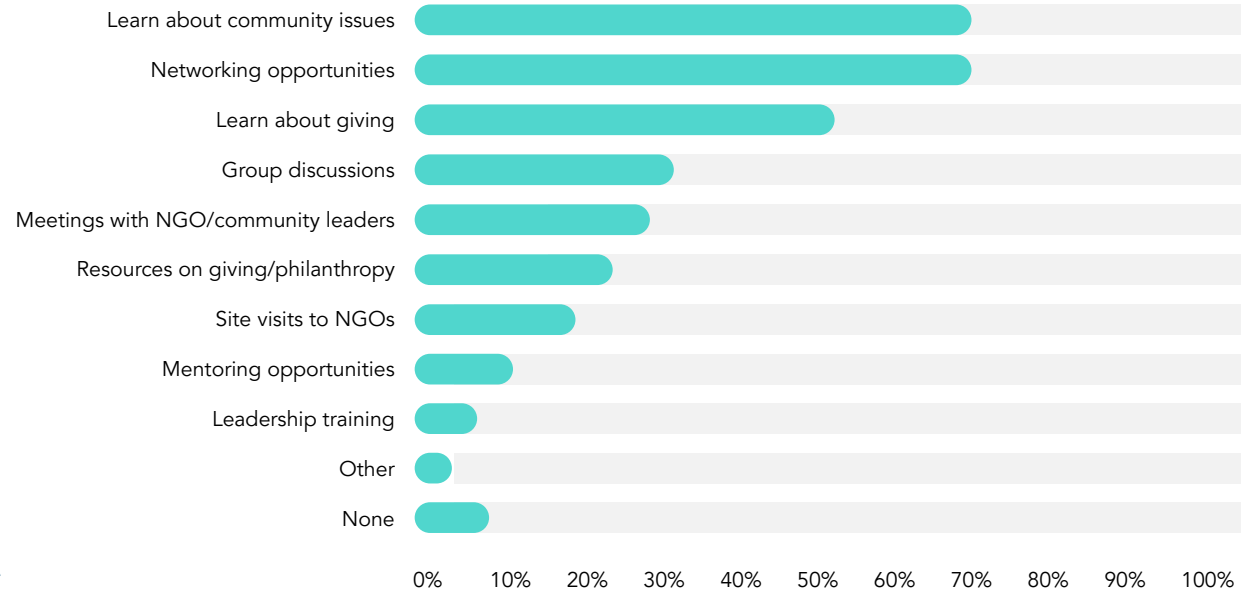
Board Service



Other



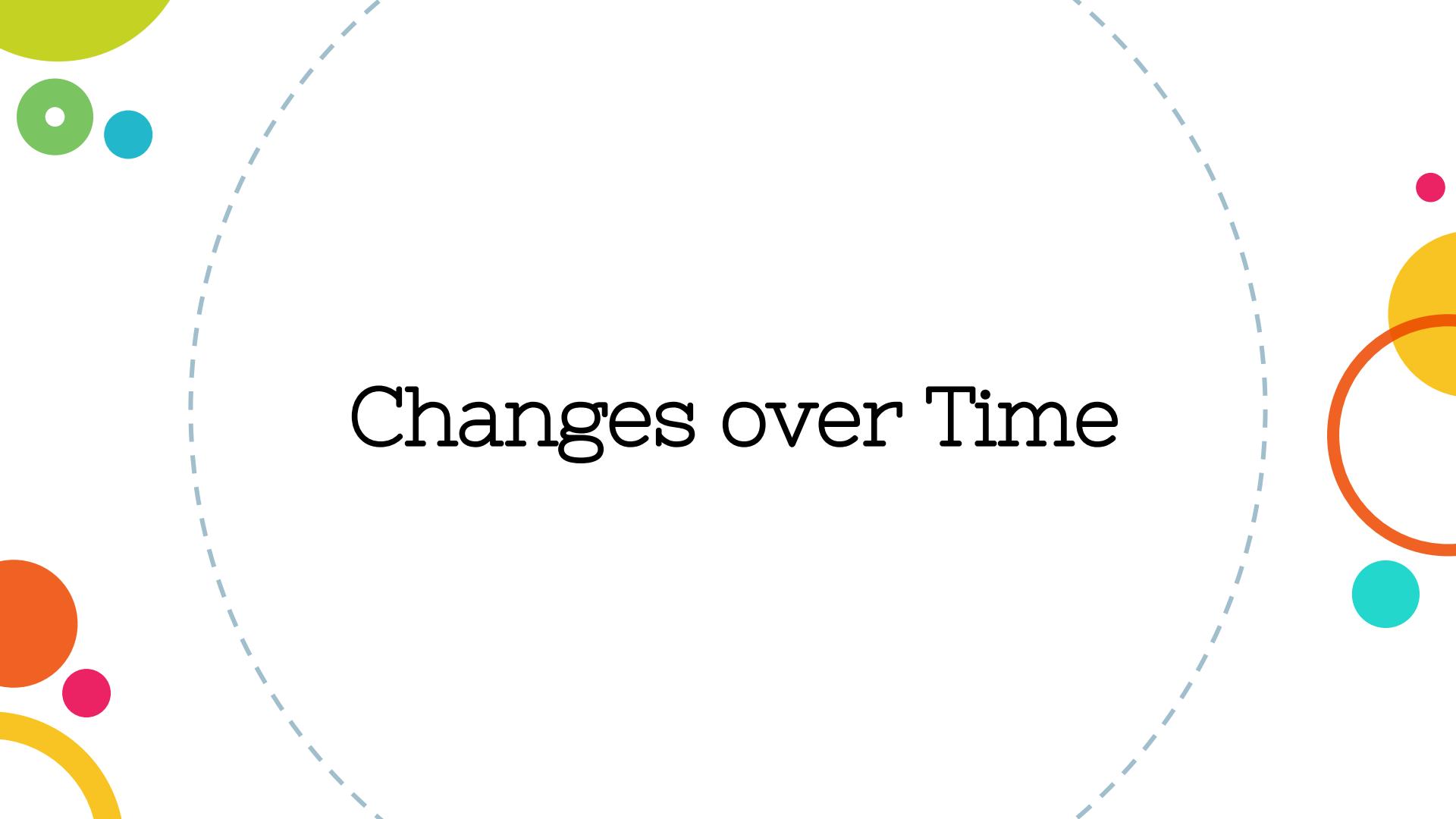
What activities/opportunities are provided?





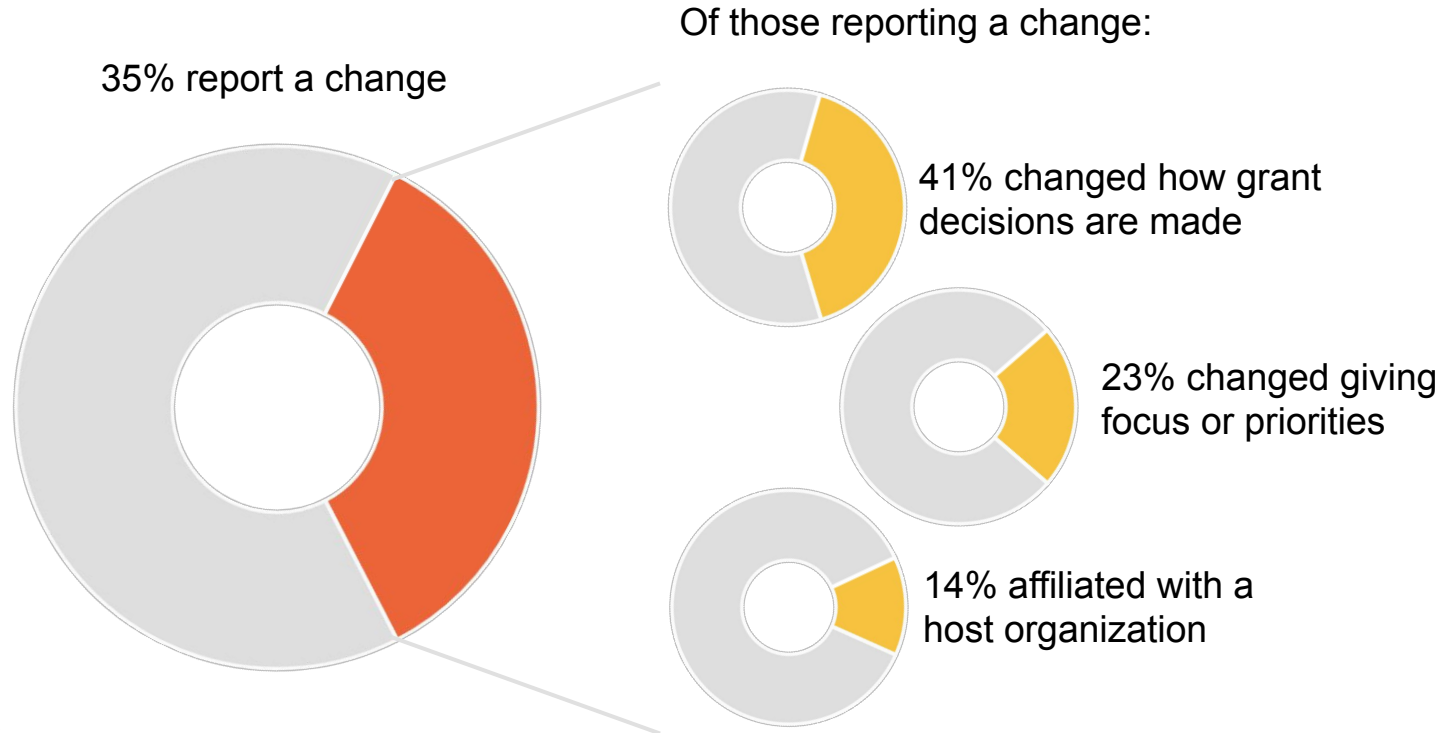
"[GiveOUT Day] gives them the opportunity to give away ten, fifteen thousand dollars... [enabling] them to feel powerful in those moments around the change that they're trying to make."

GiveOUT
Australia

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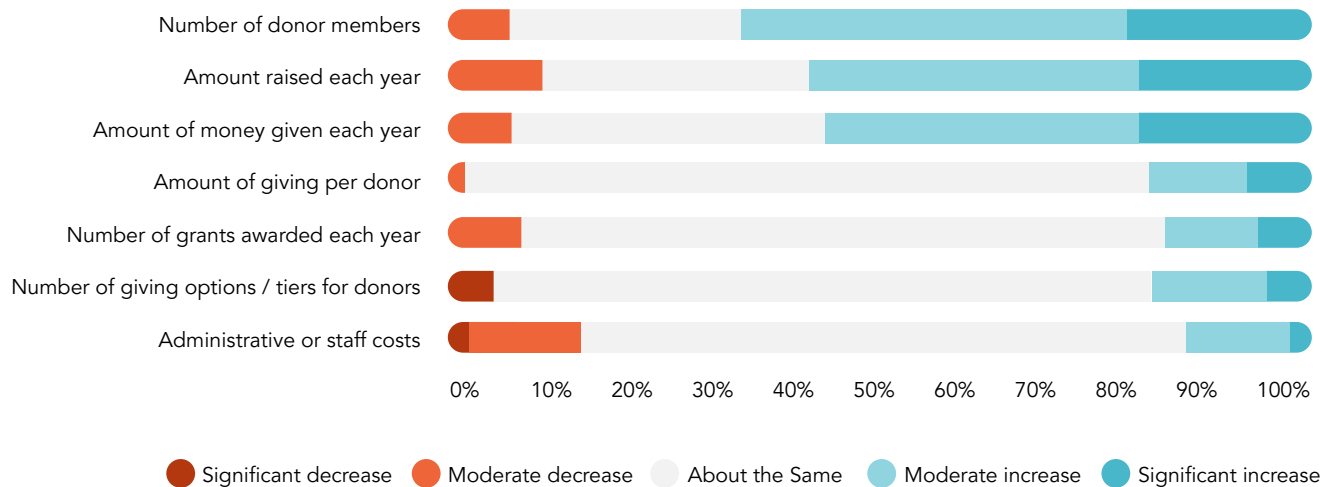
Changes over Time

How have GCs changed in the last 3 years?



* 23% reported various other types of changes

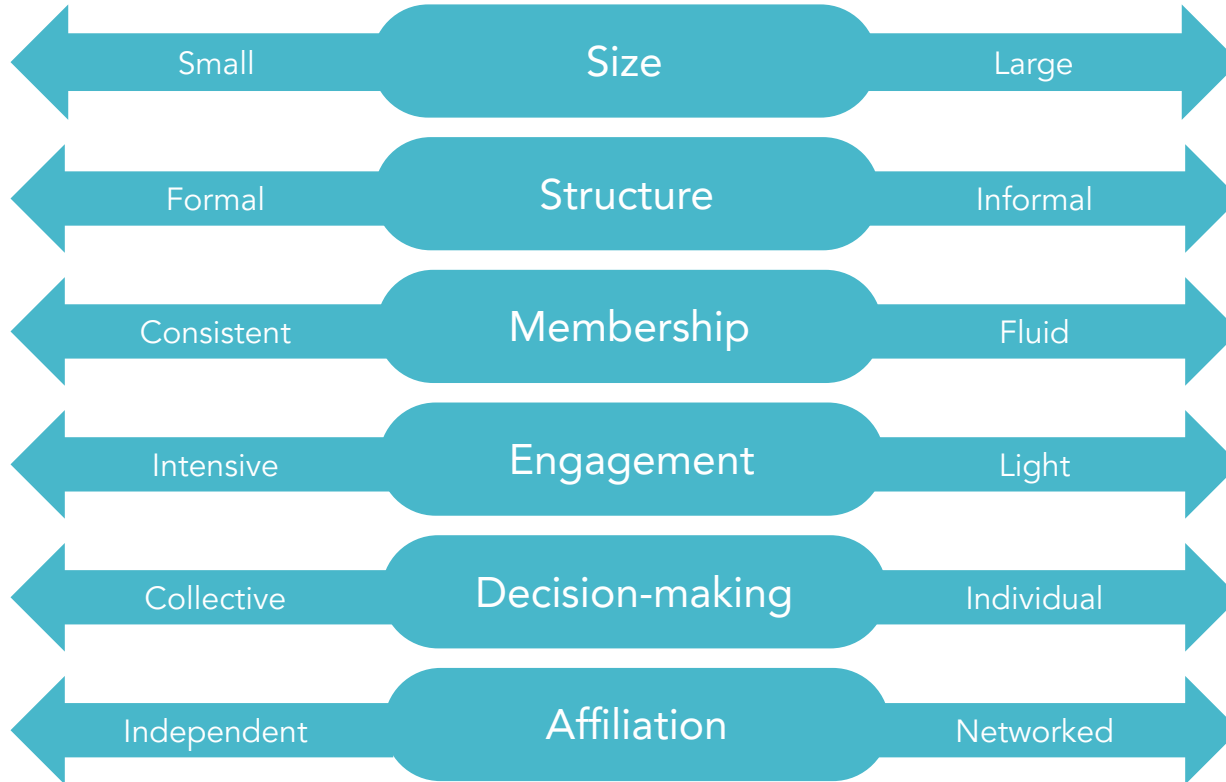
What has changed over the life of a GC?

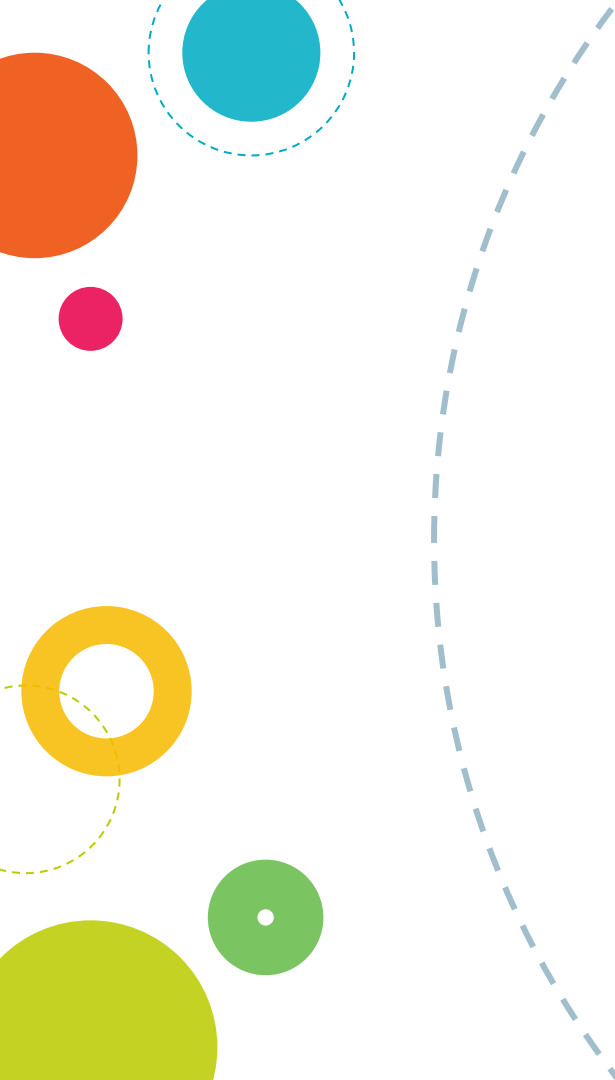


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Reflections & Implications

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



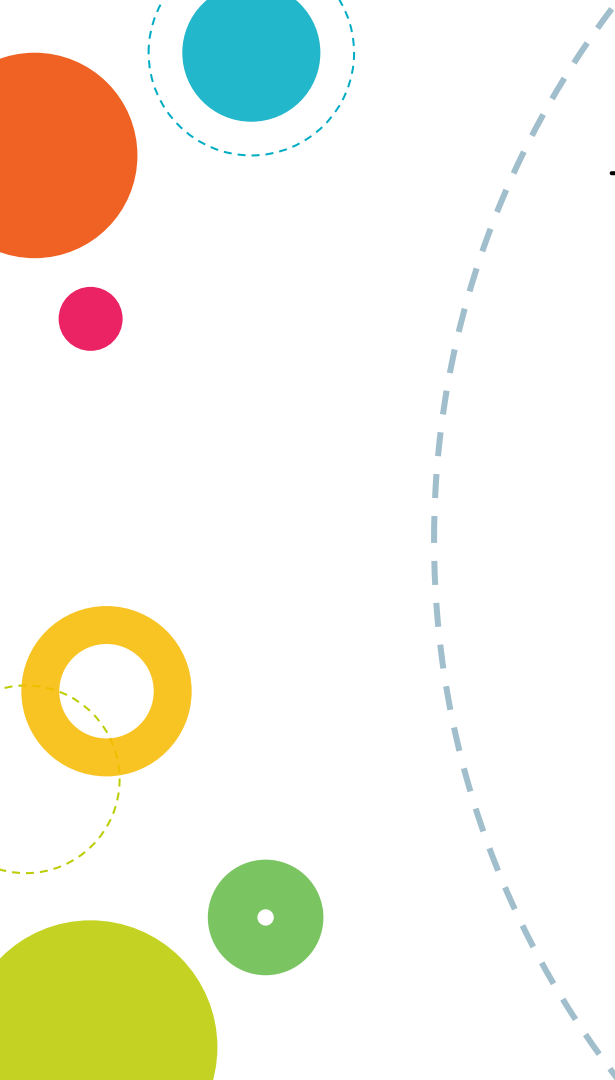
What challenges do these GCs face?

- 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](#)

A decorative graphic featuring a light blue dashed line that curves around the central text. Various colored circles and rings are scattered around the line: a large cyan ring in the top left, a small cyan circle near the top right, a large lime green circle and a smaller green circle with a dashed outline in the top right, a small yellow circle and a large green circle with a white center in the bottom left, and a small pink circle, a large orange circle, and a yellow ring in the bottom right.

Thank You!