

**Proposal Summary**  
**Meeting Date: 8/23/2017**

**Forefront**  
**Request # 115473**

<b>Project Title:</b>	#ILGive
<b>Duration:</b>	12 months
<b>Request Date:</b>	7/28/2017
<b>Request Amount:</b>	\$130,000
<b>Recommended Amount:</b>	\$130,000
<b>Program Area:</b>	Public Affairs / Society Benefit
<b>Population Served:</b>	General Public
<b>Type of Support:</b>	Program Support
<b>Grantee Location:</b>	Chicago, IL
<b>Primary Contact:</b>	Mr. Eric Weinheimer

**Project Abstract**

The proposal is to deliver an expanded #ILGive campaign, comprised of multiple fundraising events across the year as well as capacity building trainings to help nonprofits gain necessary skills.

**Organizational Background**

Forefront is the only regional association in the U.S. that represents grantmakers, nonprofits, advisors, and their allies. Currently, Forefront has 1,100 members – 1) nonprofits working in 26 issue areas across the state; 2) grantmakers like family and independent foundations, corporations, donor-advised funds, charitable trusts, and individual philanthropists; and 3) advisors such as consultants, attorneys, investment managers, and other professionals. Forefront works to build a vibrant social sector in Illinois and during its 2018 fiscal year will amplify, accelerate, and advance key strategic initiatives that achieve at least one of the following goals: a) more money to nonprofits from public and private sources, particularly through charitable giving and impact investing; b) a trained and prepared nonprofit workforce, delivered through more than 70 classes which educate 5,000 nonprofit and foundation professionals; c) enhanced impact through strategic partnerships and collective action; and d) a powerful and influential voice in Springfield and Washington, D.C.

**Annual Revenue Sources**

Grants	42%	Government	0%	Earned Income	13%
Fees	8%	Private Support	0%	Other (dues)	39%

**Finances**

	<b>Budget</b>	<b>Actual</b>	<b>Actual</b>
	06/30/2018	06/30/2017	06/30/2016
<b>Revenues</b>	\$3,890,000	\$3,353,983	\$3,245,857
<b>Expenses</b>	3,690,000	3,029,659	3,269,845
<b>Surplus (Deficit)</b>	200,000	324,324	(23,988)
<b>Net Assets</b>		\$1,992,206	1,667,882

## Program Description

According to Giving USA Foundation, giving by individuals grew nearly 4% in 2016, driving the rise in total contributions to nonprofits to a new high of \$390 billion dollars. Dr. Patrick Rooney, associate dean for academic affairs and research at the Lilly Family School of Philanthropy, noted “The strong growth in individual giving may be less attributable to the largest of the large gifts, which were not as robust as we have seen in some prior years, suggesting that more of that growth in 2016 may have come from giving by donors among the general population compared to recent years.” He suggests that we are now seeing a ‘democratization of philanthropy’ with more individuals giving smaller amounts of money. Of the \$390 billion donated in 2016, an estimated \$282 billion came from individuals.

As in the past, individual giving continues to hold the greatest potential for nonprofits to increase their fundraising from private sources. Taking place the Tuesday after Thanksgiving, *#ILGive for Giving Tuesday* uses the power of social media to create a statewide movement around the holidays dedicated to giving – similar to how Black Friday and Cyber Monday have become days that are synonymous with holiday shopping. With the inspiration and encouragement of The Coleman Foundation, Forefront quickly launched the inaugural *#ILGive for Giving Tuesday* three years ago. Last year, more than \$11 million was raised by over 800 participating nonprofits, making the event one of the nation’s largest days of giving and the second largest of the 85 occurring on Giving Tuesday (*#NYGivesDay*).

In May of this year, Forefront held the *#ILGive Community* mini-campaign which served as a beta test of a smaller, local day of giving. With very limited resources, *#ILGive Community* galvanized 5 community foundations from across Illinois (Springfield, Lake County, Macon County, Champaign) to participate in the first-ever, Spring day of giving. The campaign engaged 108 nonprofits that raised \$127,000 from more than 1,000 donors.

An expanded *#ILGive* effort will include a more extensive Giving Tuesday advertising drive, intended to increase donations but also to establish the campaign as an attractive sponsorship opportunity in future years. Additionally, more mini-campaigns, like *#ILGive Community*, would be run throughout the year. These mini-campaigns may focus on donor identity (e.g. *#ILGIVE Latinx*) or cause (e.g. *#ILGIVE Environment*). Also for the first time, *#ILGive* will partner with 3-4 communities on in-person special events leading up to the day of giving that showcase the nonprofit community. Live events create excellent opportunities for earned media coverage that can significantly boost overall campaign awareness and donations.

In order to harness the growing momentum of individual giving, Forefront uses *#ILGive* to equip nonprofits with the tools and resources to secure new donors and garner increased revenue. The *#ILGive* campaign is the only giving day campaign in the nation that provides year-round training for nonprofits to grow their expertise in online giving generally as well as marketing, storytelling, and new donor stewardship best practices that increase long-term sustainability. These training sessions provide local charities with the opportunity to reach a greater number of potential first time donors. Partnering with its online giving day platform, GiveGab, *#ILGive* provides monthly training opportunities online as well as in-person office hours for one-on-one support of nonprofit campaigns.

One of the most powerful aspects of *#ILGive* is the capacity to engage first time donors. Research completed by 92nd Street Y (one of the founders of Giving Tuesday) indicates that donors engaged through giving day campaigns are actually *more* likely to donate to end-of-year campaigns than donors solicited by email alone. With a new emphasis on attracting first time donors, Forefront intends to expand *#ILGive* to include community focused special events, more media coverage and publicity.

Efforts are underway to secure more foundation and corporate participants who will fund grantees as well as the #ILGive campaign itself.

### Expected Outcome

- #ILGive donations will increase to \$15 million from \$11 million (+36% increase)
- Number of individual donors will increase from 8,038 to 13,000 (+62% increase)
- Number of foundations providing grantee support (usually matching grants) will increase from 12 to 15 (with matched funding increasing from \$1 million to \$3 million)
- Nonprofits participating in educational webinars to increase from 633 to 1,000 (+58% increase)

### Program Budget

Major requested items include:

- Advertising budget deployed against digital, Print media, Billboards, Bus Shelters, Train Wrap, and other like vehicles (up to \$50,000 or 38% of request)
- 1.55 FTE of Forefront's staff time, including 40% of Director, Strategic Initiatives, a new position which will increase the organization's bandwidth to expand #ILGive (\$48,000 or 37% of request)
- Marketing costs, venue fees, and other expenses associated with live events to kickoff giving days (\$20,000 or 15% of request)
- Expense of meetings, supplies and materials (\$7,000 or 5% of request)
- Partial cost of a feasibility study to determine the potential for a shared workspace for nonprofits (\$5,000 or 4% of request)

### Prior Grants

<b>Last Grant Date:</b>	2/2/2017	<b>Number of Prior Grants:</b>	6
<b>Last Grant Amount:</b>	\$12,831	<b>Total Amount Granted:</b>	\$169,654

### Recommendation

Forefront has been a fantastic partner with CFI as we have together launched and grown #ILGive over the past three years. The CEO and board have embraced it as a strategic priority for the organization and the most recent #ILGive for Giving Tuesday proved their operational excellence, both in training nonprofits to succeed but also in managing a partnership with GiveGab, the central donation site vendor.

The opportunity going forward is to expand beyond Giving Tuesday, building on the #ILGive Community beta test. This grant would enable further expansion by providing staff to devise and launch new campaigns as well as create live events which build donor interest in advance of them.

Earnest effort is required to generate additional supporters for #ILGive. Momentum is building across foundations who see the value to their grantees (i.e. Robert R. McCormick Foundation will provide significant support). Corporations who want to be associated with the campaign and reach its donors are viewed as the next promising target. The marketing spending is critical to create the visibility of #ILGIVE to attract corporate sponsors. We recommend continued support for this vehicle to increase individual philanthropic support for our grantees and other nonprofits in Illinois.

