

Date: May 25, 1999

Tab 14 Page 62

Memo to: Board of Trustees

From: Dorothy A. Johnson

Re: Increasing Philanthropy - Update

Resolved: Expand Increasing Philanthropy Committee.

CMF has had numerous initiatives, member committees and task forces to expedite each activity. It is proposed that staff work with interested board members, Members, and cooperating partners to focus activities and explore new options.

Opportunity: As I have reported at other board meetings, the Forum of Regional Associations is sponsoring the National Initiative to Promote Philanthropy, a project to expand philanthropy at the local level. Launched in 1998, Russ Mawby is a member of the Advisory Board, and I chair the Initiative. The project is in the process of raising \$10 million to fund projects supported, not only by RAGS, but community foundations, NSFRE Chapters, United Ways, nonprofit associations, etc. The first round of grants has been completed (the Community Foundation for Southeastern Michigan African-American project, with CMF's partnership) received funding. CMF purposely did not apply because of the numerous activities we already had underway and my role as Chair of the Initiative. There may be an opportunity to apply for support for one of the numerous projects CMF has undertaken including, the community foundation marketing and positioning project which identifies four categories -- women with hidden wealth, blue collar wealthy, entrepreneurs, advisors, as well as many others.

Background: In 1984 the CMF Board formally changed CMF's mission to include the word "increase." It was logical to expand the mission "to enhance, to improve, and to increase philanthropy in the state of Michigan," as CMF has had a long history of working with individuals, foundations and corporations to accomplish their charitable goals. Russell G. Mawby chairs the Increasing Philanthropy Committee. A summary of CMF increasing philanthropy activities includes:

- Michigan Community Foundation's Youth Project.
(To date has resulted in creation and expansion of 56 community foundations and 39 affiliate funds with assets in excess of \$1 billion).
- Increase in number of family foundations.
(For example, between 1996-1998, 257 family foundations were created).
- Expansion and increase in number of corporate foundations and corporate giving programs; not a large number, but CMF has seen an increase in requests for service, particularly from mid-size corporations.
- Work with Advisors to the Wealthy.

(Participated with The Philanthropic Initiative in interviewing 70 Michigan advisors; CMF committee of ten advisors formed).

- Publications.

(CMF has numerous publications supporting this effort. Revised versions of "So You Want to Give-Options for Giving," and "The Basics of an Organized Corporate Giving Program," will be distributed at the board meeting).

- Education Programs.
- Technical Assistance.
- K-12 Education & Philanthropy Project.
- Michigan AIDS Fund.

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