Reimagining Trusts and Foundations Fundraising

PHILANTHROPY & PARTNERSHIPS TRACK
Manasi Kogekar, Beppie Keane, and Courtney Sullivan
Macquarie University
Acknowledgement of Country

We acknowledge the Turrbal and Jagera peoples of the Meanjin the Traditional Owners and custodians of the lands on which we are meeting today, and pay our respects to their Elders past and present.
## Dispelling common myths

<table>
<thead>
<tr>
<th>Myth</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>T&amp;Fs don’t need their own strategy</td>
<td>Income raised is the only measure of results</td>
</tr>
<tr>
<td>Grants aren’t worth the effort</td>
<td>Individual major donors should be the top priority</td>
</tr>
<tr>
<td>Fundraising is just the job of fundraisers</td>
<td>Relationship development isn't relevant to T&amp;Fs</td>
</tr>
</tbody>
</table>
Introducing the Team and Topics for Today

- **Building a strategy**
  - Strategy design and consultation
  - Using data to track performance

- **Building a culture**
  - Internal capacity building
  - Communicating with purpose

- **Building a pipeline**
  - Stewarding donor relationships
  - Cultivating new opportunities

Manasi Kogekar
Senior Development Manager, Trusts and Foundations

Beppie Keane
Development Manager, Trusts and Foundations

Courtney Sullivan
Development Manager, Trusts and Foundations

FIA CONFERECE
Proof that we know what we’re talking about

- Increased grants from new local and international donors
- New gifts from existing donors
- Increased visibility of philanthropy across the university
- Exceeding income targets
Even more proof that we know what we’re talking about
Myth: Trusts and Foundations don't need their own strategy
Strategy design and consultation

- Analysis of strengths, weaknesses, opportunities and threats
- Historical income analysis
- Review of organisational strategy documents
- Research on trends in philanthropy in Australia and internationally
- Consultation with stakeholders both within and outside the T&F Team
Operationalising the strategy

- Cultivation of local and global prospects
- Growth of existing relationships with T&F donors
- Strengthening the culture of philanthropy across the organisation
- Optimising data and processes to deliver the T&F program
Myth: Income raised is the only metric we should use to measure fundraising results
Operationalising the strategy

Cultivation of local and global prospects

- Identify new prospects
  - # of new prospects identified

- Develop cultivation plans for new prospects
  - # of meaningful touchpoints with new prospects

- Apply for grants from new prospects
  - # of proposals submitted to new prospects

  - $ raised from new prospects
### Using data to track our performance

**Trust & Foundations KPI Tracker Report**

*As at December 8, 2023*

<table>
<thead>
<tr>
<th>Metrics</th>
<th>YTD Q1</th>
<th>YTD Q2</th>
<th>YTD Q3</th>
<th>YTD Q4</th>
<th>YTD Total</th>
<th>Yearly Target</th>
<th>% Achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of new prospects identified</td>
<td>9</td>
<td>7</td>
<td>7</td>
<td>13</td>
<td>36</td>
<td>50</td>
<td>60%</td>
</tr>
<tr>
<td>Number of touchpoints with new prospects</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>11</td>
<td>16</td>
<td>50</td>
<td>20%</td>
</tr>
<tr>
<td>Number of proposals submitted</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- new donors</td>
<td>8</td>
<td>12</td>
<td>7</td>
<td>21</td>
<td>48</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td>- existing donors</td>
<td>14</td>
<td>5</td>
<td>4</td>
<td>6</td>
<td>25</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>- total</td>
<td>22</td>
<td>17</td>
<td>11</td>
<td>27</td>
<td>77</td>
<td>90</td>
<td>98%</td>
</tr>
<tr>
<td>Funds Raised $</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- new donors</td>
<td>$318,060.75</td>
<td>$1,031,901.46</td>
<td>$0.00</td>
<td>$422,756.17</td>
<td>$1,033,231.37</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- existing donors</td>
<td>$1,538,049.47</td>
<td>$4,650,075.36</td>
<td>$96,078.83</td>
<td>$945,545.87</td>
<td>$7,203,447.33</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- total</td>
<td>$1,857,113.22</td>
<td>$5,732,076.81</td>
<td>$96,078.83</td>
<td>$1,368,301.84</td>
<td>$8,025,678.70</td>
<td>$5,000,000.00</td>
<td>150%</td>
</tr>
</tbody>
</table>
Myth: Fundraising is just the job of fundraisers
Building a culture of philanthropy

**Stakeholders**
Non-fundraisers with academic background

**Institutional**
Existing focus on purpose

**Communication**
Multi-level approach

**Engagement**
Starts from within
Myth: Applying for grants is too competitive and not worth the effort.
Building capacity

- Grant scheme insights and guidance
- Advice on donor engagement
- Professional development activities
- Resources
Celebrating success

- Fireside chats
- News stories
- Social media
- Showcases
Myth: Relationship development isn’t relevant to Trust and Foundations fundraising
Building Relationships

Have a conversation

Spontaneous outreach

Bring in the expert

Relevant content to communicate
Myth: Individual major donors should be the top priority
Cancer Biobank and Clinical Trials – Funded by Love Your Sister Foundation

- Met donors needs and reported back
- Listened to their priorities and presented new ideas
- Multiple anchor points across the University
- Incremental growth $750K first gift $1.2m second gift
Inflammatory Bowel Disease (IBS) Clinical Trial - Funded by McCusker Charitable Foundation

- Initial outreach unsuccessful
- Timely response when Foundation made contact 6 months later
- Connection with the cause – identified project and researcher
- Scalable
  - $800K, with strong chance of further funding
Public Health grants—Ian Potter Foundation

- Existing donor and meeting IPF needs
- New project required development
- Community support and stakeholder buy in
- Sustainable once funding ends
Meaningful stewardship
What we would like donors and prospects to say....

I’d love to come!

Thank you for your report

Let’s schedule a meeting

Ooh, that was really interesting!
Bringing it all together – let’s discuss

Building strategy:
- Strategy design and consultation
  - Using data to track performance

Building culture:
- Internal capacity building
  - Creating a pathway for engagement

Building pipeline:
- Stewarding donor relationships
  - Cultivating new opportunities
Thank you