



MINNESOTA COUNCIL
ON FOUNDATIONS

100 Portland Avenue South, Suite 225
Minneapolis, Minnesota 55401-2575

t 612.338.1989
f 612.337.5089

info@mcf.org
www.mcf.org

MEDIA KIT 2011

***Giving Forum* Publication and *MCF Notes* and *Giving Memo* E-Newsletters**

Where Nonprofits and Foundations Turn for Minnesota Grantmaking Insights

As our communities face challenges – and opportunities – unlike any experienced for decades, it is crucial that grantmakers and nonprofits join forces.

Publications of the Minnesota Council on Foundations (MCF) are the sought-after sources that nonprofits, foundations and corporate grantmakers turn to for perspectives, news and research on charitable giving in Minnesota.

MCF is a regional association of grantmakers whose members give \$900 million in grants annually, about three-quarters of all grantmaking in Minnesota. Members include family and private independent foundations, community and other public foundations, and corporate foundations and giving programs. Established in 1969, MCF is nationally recognized for its work to actively strengthen and expand philanthropy.

MCF's grantmaker connections fuel the content of our publications, providing timely, relevant, insightful and useful news valued by nonprofits and grantmakers.

Giving Forum

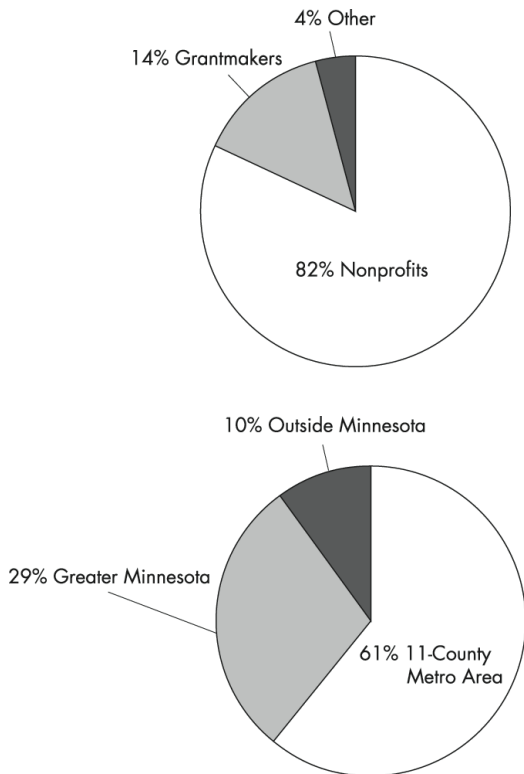
Giving Forum is a unique source of information on a topic essential to nonprofits: grantmaking. Published quarterly, *Giving Forum* features original in-depth articles that explore current giving issues, perspectives of Minnesota funders, and research conducted by MCF.

Popular sections in each issue include: online resources, funding trends, staffing changes, professional development opportunities for nonprofits, recent grant awards, and grantmaking news.

Wide Readership

Giving Forum's 16,500 recipients include managers and staff of a wide range of nonprofits, including education, youth, health and human services, public policy, arts and culture, the environment, international affairs and religious organizations; all leaders and staff of Minnesota's top foundations and corporate giving programs; nonprofit sector consultants; government officials; and other community leaders.

Giving Forum Circulation



GIVING FORUM

Spring 2011
Volume 27 # 4

Public Policy and Philanthropy: Many Roads Lead to the Same Destination – Change

BY CHRISTINE MICHALSKI NOLAN

In its most common usage, the word “foundation” is equated with nonprofits, firm structures. There’s a reason, after all, why many foundations are built of concrete. While we don’t want these structural foundations to cause changes and shifts over time, that is exactly what we expect of our philanthropic foundations.

Public Policy is Essential to Foundation Impact
As more foundations strive to analyze and sustain systems change, they are doing more than writing checks. Public policy engagement is the new buzz for pursuing mission with unprecedented impact.

“Whether you’re a small foundation like us, or a very large foundation, we all need shifts in public policy in order to achieve really significant social change.” – John Larsen, John Larsen Foundation

“Ultimately, the work of our foundation is about creating real, systemic change, and that can only happen when we start talking to government,” says John Larsen, trustee and administrator of the John Larsen Foundation. “Whether you’re a small family foundation like us, or a very large foundation, we all need shifts in public policy in order to achieve really significant social change.”

The John Larsen Foundation, Indian Land Equestrian Foundation, the Minneapolis Foundation, Southern Minnesota Initiative Foundation and Women’s Foundation of Minnesota are several MCF members that have chosen distinct strategies to impact public decision making. Their work – launching social media campaigns, funding advocacy organizations, establishing leader coalitions, sharing expertise and research with government officials, shaping public school curricula, writing and advocating legislative hearings, bringing diverse perspectives for dialogue, identifying existing laws that hinder a foundation’s pursuit of mission – clearly contradicts the myth that lobbying is the sole avenue to influence public decision making and advance for causes.

Look Beyond Lobbying and Find Strategies that Fit Your Organization
Lobbying is narrowly defined under federal tax law as attempting to influence specific legislation by communicating directly with legislators and government officials. Although it is the most recognized public policy engagement tactic, lobbying is only one of 18 distinct policy strategies that Julia Colburn outlines in “A User’s Guide to Advocacy Evaluation Planning,” published by the Harvard Family Research Project. (See table.)

An organization can engage anywhere along this continuum, pursuing those activities that fit its capacity, culture, commitment and comfort level. Many foundations choose a combination of

Framework of Public Policy Activities

Electronic Outreach/ Social Media	Using email, websites, blogs, podcasts, self phrases, Facebook or Twitter to reach a large audience.
Special Media	Pushing the media to get visibility for an issue.
Public Media	Pushing for media coverage through advertisements and “open letters.”
Media Partnerships	Getting a media company to promote a cause.
Coalition and Network Building	Uniting advocacy voices by bringing together individuals, groups or organizations.
Grassroots Organizing and Mobilization	Building a grassroots of support for an issue, often by helping people advocate on their own behalf.
Studies and Metrics	Gathering a group of people for synthetic events that raise awareness and visibility.
Voter Education	Conveying an issue to voters in advance of an election.
Relief/ Fundraising	Making an advocacy case in person through one-on-one or group meetings.
Public Service Announcements	Placing a noncommercial advertisement to promote a social issue.
Polling	Surveying the public to collect data for use in advocacy messages.
Democratization Process or Plan	Implementing a policy proposal on a small scale to show how it can work.
Issue/Policy Analysis and Research	Systematically investigating an issue to define it or identify solutions.
Policy Proposal Development	Developing a specific policy solution for an issue or problem.
Policyholder and Candidate Education	Helping policymakers and candidates understand an issue and its broad or long-term impact.
Relationship Building with Decision Makers	Interacting with those who have the authority to put change in motion.
Legislation	Using the legislative system to move policy by filing lawsuits and civil actions.
Lobbying	Attempting to influence legislation by communicating with legislators or government members, employees or officials who help with legislation.

Source: Harvard Family Research Project

strategies, leveraging their resources to raise awareness of where the public stands on particular issues, bringing together divergent points of view to create new coalitions, empowering community members to advocate on their own behalf by providing technical assistance, increasing the capacity of nonprofits to mobilize others, identifying messages that resonate

with policymakers and the public, determining what would happen if the status quo was allowed to prevail, aggregating what is known already about an issue and putting that to work to further disseminate, or identifying possible solutions and best practices.

Public Policy continued on Page 7

Thanks to Our Sponsor!



This issue is sponsored by The Minneapolis Foundation, which helps individuals, families, businesses and organizations make a positive impact in our community and create a meaningful charitable legacy.

FEATURES	Page 7: Executive
Page 2: Commentary: A Philanthropist's Perspective on Philanthropy	Page 10: Giving Stories
Page 3: Giving Trends: Increasing Transparency Through Information	DEPARTMENTS
Page 4: News in Philanthropy: Gates Foundation, Solvita Foundation, MCF Public Policy and Diversity Fellows	People
	News in Brief
	Contributors
	Calendar

GIVING FORUM

Spring 2011
Volume 27 # 4

Family Philanthropy: Deepening Connections, Building Legacies, Strengthening Shared Values

BY CHRISTINE MICHALSKI NOLAN

The clinic says, “You can choose your friends, but you can’t choose your family,” sometimes complex or negative emotions. But, families engaged together in philanthropy often see the opposite. Because they are family, their collective commitment to making a difference is not only positive – albeit challenging – experience, but it yields impact that strongly underwrites family assets, traditions and values and in deeper and more enduring than giving individually.

Family philanthropy usually starts with one or two relatives intentionally choosing to do more with their assets that solely enrich their own family. They then seek the help and involvement of those who are closest to them, who best understand the family, and who have the biggest stake in ensuring their interests are carried out.

Here in Minnesota, family members and staff from the Carlson Foundation, the George Family Foundation, the Krohn Foundation, The Jay and Rose Phillips Family Foundation, and the J and L Foundation. “Yackel Foundation say giving together elevates their relationships beyond the everyday details of family life. It helps them clarify what they value, revisits their place in the broader community, and extend their ability to create positive, lasting change beyond the branches of the family tree and on into the wider world.

Writing Checks Was Just the Beginning: The George Family Foundation
With two grandfathers who were ministers, Penny George grew up understanding the importance of giving to others. As her husband, Bill, continued to do the same in 1992, the beginning, Penny George, the foundation’s president, says they wrote checks without giving much thought to what the impact would or could be. “It wasn’t until I got most cancer in 1995 and we started working with professional advisors, that we started to think more strategically. “If we could do anything and be successful, what would we want to accomplish?”

“At the same time,” adds Jackie Oles, the foundation’s executive director, “we’re given and the responsibility became greater. The Georges would have just written big checks to their favorite charities, but the reality of what they had to give away led them to look strategically at addressing community needs. Otherwise we don’t realize what these needs are and we really dig in.”

At the foundation transformed, so did George’s self-image. “I never would have

Extraordinary Growth of Family Foundations

Family foundations are private foundations in which the original donor or the donor’s family members have a substantial role in governance. Here is a snapshot of the field nationally, as reported in “Key Facts on Family Foundations,” published by the Foundation Center in April 2010.

- More than 38,000 governing family foundations existed in the U.S. in 2008.
- Of those, 28 percent were created since 2002, 42 percent in the 1990s, 13 percent in the 1970s, and 17 percent in the 1950s and earlier.
- Between 2007 and 2008, giving by U.S. family foundations rose 14.4 percent, compared to a 3.4 percent increase for all foundations. (Excluding the Bill and Melinda Gates Foundation, by far the largest family foundation, giving rose 11.4 percent.)
- Giving by U.S. family foundations in 2008 totaled \$11.1 billion.
- Only four percent of U.S. family foundations reported less than \$1 million in assets in 2008.
- The largest family foundation in Minnesota was The McLaughlin Foundation, which totaled 118 nationally in total family foundation giving in 2008, according to \$95.2 million in assets.

See “Giving Trends” on Page 3 for data on Minnesota family foundations.

applied the word “philanthropist” to myself when we began,” she reflects. “It was giving money away, but now we’re really thinking about what we want to change in society and doing our best to steward resources for the common good.”

In 2009, the George Family Foundation granted nearly \$2.6 million. Its primary interest areas are: integrative health and healing, leadership, spirituality and community.

“We didn’t move away from our traditional five pillars of support – arts, education, environment, service and body mind spirit,” she continues. “But in 2009, we began to look at organizations, both familiar and new to us, through a new lens. How does each program or proposal help create equal opportunities for all? Integrate and integrate communities?”

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Family Philanthropy continued on Page 7


Recalibrating to Address Today’s Greatest Needs: The Marbrook Foundation
After 26 years led by Carolyn Branda Jr., the Marbrook Foundation used its leadership transition not only to educate a new generation of family members on how the foundation operates, but to examine if its programming was as effective as it could be.

“We’re a relatively small foundation,” notes Julie Zilly, chair of the board of trustees, “so we need to get the biggest bang for our buck.” The trustees spent months asking Trust Circle leaders about current and future community needs. “We kept hearing the same thing: The face of the Twin Cities is changing, the number of immigrants and refugees is increasing, and schools, social services and other areas are not equipped,” Zilly explains. “This national handbook really defined our new focus.”

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Family Philanthropy continued on Page 7

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FEATURES	DEPARTMENTS
Page 2: Commentary: Family Philanthropy’s Role in a Diverse Economy	Executive
Page 3: Giving Trends: Private Family and Independent Foundations	People
Page 4: News in Philanthropy: The McLaughlin Foundation, George Family Foundation	News in Brief
Page 10: Giving Stories	Contributors
	Calendar



Giving Forum 2011 Editorial Calendar

Winter 2011: Disparities in Minnesota: Philanthropy's Role in Closing the Gaps

Minnesota enters the second decade of the 21st century in the midst of wide-ranging and deep challenges in education, employment, housing, the environment and health. And these only scratch the surface. All of us – from our new governor and the legislature to the nonprofit and private sectors – are facing painfully tough choices. What does philanthropy bring to the table? What is the role of grantmakers in shaping solutions to the mounting disparities in our state?

This issue of *Giving Forum* will highlight how Minnesota funders are drawing on their resources, creativity and boldness to help resolve these daunting issues. Also featured will be MCF's just-released research on grantmakers' 2011 outlook, examining how they anticipate their giving and other activities will be affected by the slow economic turn-around and the challenging nonprofit landscape.

Spring 2011: Diversity and Inclusion in Philanthropy

Above all, grantmakers want to be effective. Striving for and – more importantly – achieving diversity and inclusion in philanthropy has been heralded nationally and locally as key to more effective grantmaking. But what does this mean, and what does it look like?

This issue of *Giving Forum* will feature MCF's highly anticipated five-year research study "Working Toward Diversity and Inclusion" and focus on perceptions, realities and best practices of Minnesota grantmakers. Research findings and grantmaker interviews will reveal where the sector has been, is now and wants to be, and how grantmakers envision reaching their and the community's goals.

The issue also will highlight insights from grantmakers who model inclusive practices and have had real success in actively leveraging diversity and inclusion to build strong organizations and ultimately achieve better outcomes in the community.

Summer 2011: Impactful Giving and Getting: How To's for Grantmakers and Grantseekers

Giving away money is easy – NOT! Determining values, establishing effective processes, and making strategic, impactful grantmaking decisions are extremely challenging. And as resources become increasingly tighter while societal needs grow, grantmaking absolutely needs to more effective, more efficient and more intentional.

This issue of *Giving Forum* will examine all the nuts and bolts of effective grantmaking. From establishing clear, meaningful grant guidelines to adopting new mission-related investment tools that capitalize on the other 95 percent of their assets, grantmakers need to reassess every method to maximize outcomes. The issue also will feature strategies that funders and nonprofits can engage in together to expand the reach of grant dollars. Readers will find answers to nonprofits' most-pressing questions, access first-person accounts from program officers and other funding decision makers, and look behind-the-scenes at Minnesota grantmaking.

Fall 2011: Private Independent Foundations: Grantmaking Movers and Shakers

Of the nearly 1,500 foundations in Minnesota, about 85 percent are private family and independent foundations. Of these, most are family grantmakers – organizations in which the original donor or donor's family is still involved. So the number of private independent foundations is small, but their philanthropic impact is huge.

The largest foundation in Minnesota is now the newly formed Margaret A. Cargill Foundation, a private independent foundation with assets exceeding \$1.9 billion. Other notable independent grantmakers are the Bush, Otto Bremer, Northwest Area, Blandin, F.R. Bigelow, Jerome and Hardenbergh foundations, which are all among the largest Minnesota grantmakers ranked by assets. The W.K. Kellogg and John S. and James L. Knight foundations, also MCF members, are examples of private national foundations.

This issue of *Giving Forum* will delve into what inspired the creation of these and other private foundations, how their missions are relevant today, the recent impact of their work, the legacy they hope to create, and what differentiates them from other grantmakers.



Giving Forum Calendar

Issue Date	Materials Deadline	Publication Date
Winter	December 1	January
Spring	March 1	April
Summer	June 1	July
Fall	September 1	October

Giving Forum Display Ad Rates and Specifications

Size	Width	Height	1x	4x
Full Page	10 ¼"	15 5/8"	\$1,040	\$935
3/4 Page V	7 ½"	15 5/8"	\$780	\$700
1/2 Page V	5"	15"	\$575	\$520
1/2 Page H	10 ¼"	7 ½"	\$575	\$520
1/4 Page V	5"	7 ½"	\$375	\$340
1/4 Page H	10 ¼"	3 ¾"	\$375	\$340
Square	5"	5"	\$305	\$270
1/8 Page V	2 3/8"	7 ½"	\$225	\$205
1/8 Page H	5"	3 ½"	\$225	\$205
Business Card	3 ¼"	1 7/8"	\$100	\$90

11/10

Minnesota Council on Foundations Giving Forum Advertising Contact

Betsy Pierre
952.903.0505, ext. 1
betsy@pierreproductions.com

Opportunities to Add Color

- \$75 for Blue (PMS 279U) or Orange (PMS 137U).
- \$150 for one spot color of advertiser's choice; number of spot color ads available per issue is limited

Giving Forum Advertising Production

All ads must be submitted camera-ready and require no changes or additional preparation.

Mechanical Requirements

PDF files (press optimized with at least 200 dpi) are accepted via e-mail or mail (on CD or Macintosh-formatted diskettes only). All fonts and graphics (EPS and TIF files) must be embedded in the file. MCF will not accept responsibility for font problems or low-resolution bitmapping in ads submitted in PDF file format. MCF does not accept native QuarkXPress, PageMaker, InDesign, Photoshop or Illustrator files. Halftones and shaded areas must be at least 65-to-85-line screens (lpi); 100 lpi preferred.

Terms

1. Net 30 days following invoice date. Ads are billed upon publication. The Minnesota Council on Foundations reserves the right to request payment for ads prior to publication. Past-due ads will be charged an additional 5% of rate for each 30 days late.
2. Cancellations are not accepted after closing date.
3. A 15% commission is paid only to recognized advertising agencies and only when they perform all regular agency functions, including furnishing camera-ready ads. No commissions on accounts 60 days past due.
4. Advertising rates subject to change. All rates guaranteed for the duration of original contract. Advertising must be inserted within one year of first insertion to earn frequency rates. An advertiser who does not complete a committed schedule will be subject to a one-time rate.
5. All advertising subject to publisher approval and agreement by advertiser to indemnify and protect the publisher from loss or expense on suits or claims based upon the subject matter of such advertisement.

Giving Forum Advertising Specifications

Giving Forum is a quarterly newspaper, published by the Minnesota Council on Foundations, that provides readers with a wide range of news and information on Minnesota grantmaking and philanthropy.

Camera-Ready Display Ad Sizes & Rates

Size		Width	Height	1x Rate	4x Rate
Full Page		10 1/4"	15 5/8"	\$1,040	\$935
3/4 Page	Vertical	7 1/2"	15 5/8"	\$780	\$700
1/2 Page	Vertical	5"	15"	\$575	\$520
	Horizontal	10 1/4"	7 1/2"		
1/4 Page	Vertical	5"	7 1/2"	\$375	\$340
	Horizontal	10 1/4"	3 3/4"		
Square		5"	5"	\$305	\$270
1/8 Page	Vertical	2 3/8"	7 1/2"	\$225	\$205
	Horizontal	5"	3 1/2"		
Business Card		3 1/4"	1 7/8"	\$100	\$90

Ad Deadlines

Issue Date	Reservation & Materials Deadline
Winter	December 1
Spring	March 1
Summer	June 1
Fall	September 1

Additional Charges for Color

- \$75 for blue (PMS 179U) or orange (PMS 137U).
- \$150 for one spot color of advertiser's choice; number of color ads available is limited

Production

All ads must be submitted camera-ready and require no changes or additional preparation.

Mechanical Requirements

- PDF files (press optimized with at least 200 dpi) are accepted via e-mail or mail (on CD or Mactintosh-formatted diskettes only). All fonts and graphics (EPS and TIF files) must be embedded in the file. You must also send a hardcopy of the advertisement to MCF for proofing. MCF will not accept responsibility for font problems or low-resolution bitmapping in ads submitted in PDF file format. We do not accept native Quark XPress, PageMaker, InDesign, Photoshop or Illustrator files.

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5. All advertising subject to publisher approval and agreement by advertiser to indemnify and protect the publisher from loss or expense on suits or claims based upon the subject matter of such advertisement.

For ad reservations or more information, call Betsy Pierre at 952.903.0505, ext. 1



Giving Forum Advertising Order Form

Giving Forum Publication

	<u>Width</u>	<u>Height</u>	<input type="checkbox"/> <u>1x Rate</u>	<input type="checkbox"/> <u>4x Rate</u>
<input type="checkbox"/> Full Page	10 1/4"	15 5/8"	\$1040	\$935
<input type="checkbox"/> 3/4 Page Vertical	7 1/2"	15 5/8"	\$780	\$700
<input type="checkbox"/> 1/2 Page Vertical	5"	15"	\$575	\$520
<input type="checkbox"/> 1/2 Page Horizontal	10 1/4"	7 1/2"	\$575	\$520
<input type="checkbox"/> 1/4 Page Vertical	5"	7 1/2"	\$375	\$340
<input type="checkbox"/> 1/4 Page Horizontal	10 1/4"	3 3/4"	\$375	\$340
<input type="checkbox"/> Square	5"	5"	\$305	\$270
<input type="checkbox"/> 1/8 Page Vertical	2 3/8"	7 1/2"	\$225	\$205
<input type="checkbox"/> 1/8 Page Horizontal	5"	3 1/2"	\$225	\$205
<input type="checkbox"/> Business Card	3 1/4"	1 7/8"	\$100	\$90

Issue

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Additional charges for color: \$75 for PMS 279U or 137U (please check one)

\$150 for one spot color of advertiser's choice; number of color ads available is limited
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Name _____ Signature _____

CC # _____ Expiration date ____ / ____ 3-digit security code _____

Charge options for 4x Ads (mark choice) Charge full amount (4x) _____ Charge each issue (1x) _____

If you are placing a display ad in *Giving Forum*, you must provide a camera-ready ad or PDF file by the deadline listed above (see the "Giving Forum Advertising Specifications" sheet for more details). Mail your completed order form and payment to: Pierre Productions, PO Box 1583, Monticello, MN 55362. In signing, advertiser agrees to abide by terms as stated in the current rate card. All advertising is subject to publisher approval.

Authorized signature

Date

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	SPONSOR \$5,000	PARTNER \$3,000	SUPPORTER \$1,000
Front-page recognition in sponsored issue	Name, logo & brief description	Name & logo	Name only
Complimentary <i>Giving Forum</i> ad	1/4 page (with one spot color or orange or blue)	1/8 page (with added orange or blue)	Business card ad
Complimentary copies of <i>Giving Forum</i> issue	50 copies	30 copies	10 copies
Web recognition on <i>Giving Forum</i> pages on mcf.org	Logo	Logo	Name only
E-newsletter recognition in <i>MCF Notes</i> and <i>Giving Memo</i> issues that highlight <i>Giving Forum</i>	Logo	Name only	

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GIVING FORUM

Corporate Philanthropy: Unwavering Commitment and Focused Strategies in Stormy Times

BY CHRISTINE MURAKAMI NOONAN

John D. Rockefeller III, writer Joe Nocera in *The New York Times* (Dec. 22, 2007), once referred to the Minneapolis-St. Paul area as the "Financial City," noting that the public spirit of the business community made him feel "a bit like Dorothy in the Land of Oz. I had to come (here) myself to see if it really exists."

For decades, if not generations, we in Minnesota have taken great pride in the philanthropic spirit demonstrated by the corporate sector. A snapshot of corporate giving statistics shown on this page illustrates why. Corporate grantmakers are major players in supporting all aspects of community betterment by first supporting the needs of nonprofit organizations.

As we tinker on the brink of economic crisis, we're all holding our breath, knowing that how the corporate philanthropic community responds will have long-lasting ramifications.

National Corporate Giving News is Unsettling

In February 2009, The Conference Board, a national nonprofit that researches management and marketplace-related issues, surveyed 158 companies on planned changes to their corporate giving programs. The results are worrisome:

- 41 percent said they had already reduced how much they plan to donate in 2009.
- 35 percent will make fewer grants this year, with an additional 22 percent considering doing so.
- 48 percent have decided to make or are considering making smaller grants.

Snapshot of Corporate Giving in Minnesota

- **\$482 million:** Cash grants given by Minnesota corporate grantmakers in 2008.
- **10.8%** increase in corporate grant-making in Minnesota from 2007 to 2008.
- **12%** increase of corporate grant-making in the state.
- **9%** share of grantmakers in the state who are corporate.
- **42%** share of the \$1.16 billion grant-maker dollars in Minnesota that come from corporate funders.
- **33%** share of Minnesota corporate grant dollars that go to education.
- Top five states for corporate giving as a share of all giving by foundations in the state: Arkansas, Oregon, Minnesota, Alabama, Iowa, Georgia.
- The Foundation Center's *Foundation Handbook: Facts and Figures on Private and Community Foundations, 2008 Edition*.
- Home of the **Minnesota Keystone Program**,¹ recognizing 227 companies that have committed to donating at least 2 percent of their pre-tax earnings to the community (these 85 percent of MCF corporate members are also members of the Keystone Program).
- From MCF's *Giving in Minnesota, 2008 Edition*. For a full survey visit www.mcf.org.

Minnesota Grantmakers Cautiously Hold Steady

Minnesota corporate grantmakers, though, are more optimistic. MCF conducted a survey in November 2008, and 39 corporate foundations and giving programs representing about 50 percent of annual grant dollars in Minnesota responded. The results, published in January in the MCF 2009 *Charity Report*, show:

- 59 percent believe they will not make any changes in grants paid compared to 2008.
- 13 percent expect to increase their grantmaking.
- Of all grantmaker types, corporate foundations and giving programs anticipate the least amount of change in their giving levels in 2009.



As part of thoughtful, well-rounded philanthropic strategies, corporate giving means more than cash contributions. Through Delta Dental's in-kind product donations and oral health education efforts, the young boy received advanced dental preventive dental care as part of the Smiles Across Minnesota initiative.

"As a corporate citizen, we have an obligation to help our communities thrive. Our main purpose is to create successful, sustainable businesses that provide good jobs. In so far as our business is healthy and allows us to do so, we will continue to serve our communities."

— Alex Cirillo, vice president, 3M Foundation and Community Affairs

This spring, despite the almost daily barrage of debilitating economic reports, corporate funders in Minnesota maintain they are still hopeful, albeit cautious. 3M's corporate giving in 2008 totaled \$48 million (up from \$42.5 million the year prior). This included \$26 million in cash and \$22 million in in-kind donations. According to Alex Cirillo, vice president, 3M Foundation and Community Affairs, "At this point, we expect our cash donations in 2009 will be flat with '08. Our

product donations vary from year to year depending on availability and need. We have a commitment of support from the company to the foundation for the first six months of the year. At our June board meeting, we'll look at the second half and decide if we need to make changes. I expect that the total members will be the same, but the internal mix could change." How? 3M may consider reallocating funds from long-term international environmental projects to meet short-term basic health and human service needs in communities where 3M plants are facing tough times.

Chris Foundation President William Nelson explains the strategy enabling his organization to hold funding levels steady: "Typically we invest the company's contributions to the foundation. But this year, we kept as much cash on hand as we could to pay bills and keep giving."

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FEATURES

- Page 2: Commentary: Diversity and Inclusiveness in Corporate Philanthropy
- Page 3: Giving Trends
- Page 4: News in Philanthropy
- Page 5: Corporate Grantmakers Overview
- Resource Beyond Cash

Page 6: Giving Stories

Page 10: Corporate Giving Resources

DEPARTMENTS

- News in Brief 11
- People 13
- Contributors 14
- Calendar 18

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betsy@pierreproductions.com



E-Newsletters: *Giving Memo* and *MCF Notes*

MCF publishes two bi-weekly e-newsletters that give readers up-to-date, need-to-know information on grantmaking in Minnesota.

The open and click-through rates for MCF's e-newsletters are well above the nonprofit industry average – proof that MCF is providing reliable, valued content for end-users. Subscriber lists for both e-newsletters are carefully maintained and updated for each issue.

To maximize advertising exposure, MCF limits advertising opportunities to two ads per e-newsletter issue.

Giving Memo targets the nonprofit community and gives up-to-date details on grantmaker deadlines and funding changes, links to recently released research and publications, latest news about grantmakers, job postings and personnel changes, and professional development opportunities.

- 3,400 subscribers – primarily nonprofit leaders and staff encompassing a robust array of sectors, including education, health, media, the arts, corporate giving, and consulting.
- 31.5% open rate (well above the nonprofit industry average of 17.5%*)

Readers can't resist our content!

MCF's e-newsletters are opened at a rate well above the national nonprofit industry average.

MCF Notes, written exclusively for MCF members, provides resources and tools funders need, including research on top-of-mind issues in grantmaking, the latest media coverage of foundations, program announcements, job postings and personnel changes, and professional development and networking opportunities.

- Distributed to 1,300 executives and staff at MCF member foundations and corporate giving programs, which award \$900 million in grants annually and include the top grantmakers in the state.
- 29.3% open rate (well above the nonprofit industry average of 17.5%*)

* *The Nonprofit Times*, Oct. 22, 2009

2011 E-Newsletter Publication Calendar

Giving Memo and *MCF Notes*, MCF's two e-newsletters, are published every other Tuesday.

Jan. 4	May 24	Oct. 11
Jan. 18	June 7	Oct. 25
Feb. 1	June 21	Nov. 8
Feb. 15	July 5	Nov. 22
Mar. 1	July 19	Dec. 6
Mar. 15	Aug. 2	Dec. 20
Mar. 29	Aug. 16	
Apr. 12	Aug. 30	
Apr. 26	Sept. 13	
May 10	Sept. 27	



E-Newsletter Advertising Rates

	Giving Memo (nonprofits; 3,400 subscribers)	MCF Notes (member grantmakers; 1,300 subscribers)	Giving Memo and MCF Notes (4,700 subscribers)
1x rate	\$125	\$100	\$200
4x rate	\$110 (\$440 total)	\$85 (\$340 total)	\$175 (\$700 total)
13x rate (1/2 year)	\$100 (\$1,300 total)	\$75 (\$975 total)	\$150 (\$1,950 total)

E-Newsletter Advertising Specifications

Image format:

- 130 pixels x 220 pixels
- .jpg or .gif (max. 3 loops)
- One link (please provide URL)
- Maximum 3 frames

Text format:

- Maximum 5 lines
- Up to 65 characters per line (including spaces)

Ads are accepted on a first-come, first-served basis. Space is limited.

**Minnesota Council on Foundations
Giving Forum Advertising Contact**

**Betsy Pierre
952.903.0505, ext. 1
betsy@pierreproductions.com**

MCF E-Newsletter Advertising Order Form

Ad Specifications

MCF's e-mail newsletters are published bi-weekly on Tuesdays.
Copy and images are due by noon the Thursday before publication.

Image format:

- 130 pixels x 220 pixels
- #333333, 1 px border
- .jpg or .gif (max. 3 loops)
- One link (please provide URL)

Text format:

- Maximum 5 lines
- Up to 65 characters per line (including spaces)

Ads are accepted on a first-come, first-served basis. Space is limited.

All advertising is subject to publisher approval and agreement by advertiser to indemnify and protect the publisher from loss or expense on suits or claims based upon the subject matter of such advertisement.

2011 Date(s) Requested:

- | | | |
|----------------------------------|----------------------------------|-----------------------------------|
| <input type="checkbox"/> Jan. 4 | <input type="checkbox"/> May 10 | <input type="checkbox"/> Sept. 13 |
| <input type="checkbox"/> Jan. 18 | <input type="checkbox"/> May 24 | <input type="checkbox"/> Sept. 27 |
| <input type="checkbox"/> Feb. 1 | <input type="checkbox"/> June 7 | <input type="checkbox"/> Oct. 11 |
| <input type="checkbox"/> Feb. 15 | <input type="checkbox"/> June 21 | <input type="checkbox"/> Oct. 25 |
| <input type="checkbox"/> Mar. 1 | <input type="checkbox"/> July 5 | <input type="checkbox"/> Nov. 8 |
| <input type="checkbox"/> Mar. 15 | <input type="checkbox"/> July 19 | <input type="checkbox"/> Nov. 22 |
| <input type="checkbox"/> Mar. 29 | <input type="checkbox"/> Aug. 2 | <input type="checkbox"/> Dec. 6 |
| <input type="checkbox"/> Apr. 12 | <input type="checkbox"/> Aug. 16 | <input type="checkbox"/> Dec. 20 |
| <input type="checkbox"/> Apr. 26 | <input type="checkbox"/> Aug. 30 | |

Payment (Pre-payment required)

Giving Memo

(nonprofits; 3,400 subscribers)

MCF Notes

(member grantmakers; 1,300 subscribers)

Both e-newsletters

(4,700 total)

1x rate: _____ \$125

_____ \$100

_____ \$200

4x rate: _____ \$110 (\$440 total)

_____ \$85 (\$340 total)

_____ \$175 (\$700 total)

13x rate: _____ \$100 (\$1,300 total)

_____ \$75 (\$975 total)

_____ \$150 (\$1,950 total)

_____ Text Ad _____ Image Ad

_____ Text Ad _____ Image Ad

_____ Text Ad _____ Image Ad

TOTAL PAYMENT AMOUNT

\$ _____

Check enclosed (payable to Minnesota Council on Foundations)

Credit card (check one): _____ Visa _____ MasterCard

Billing information for credit card orders (please print your billing address as it appears on your credit card statement):

Name _____

CC # _____

Expiration Date _____ / _____

Authorized signature _____

Date _____

Contact Information

Name _____ Organization _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Website _____

E-mail ad files (with link URL) to betsy@pierreproductions.com. Fax your completed order form and payment to 763.295.2550.

Questions? Call Betsy Pierre at 952.903.0505, ext. 1.

