



Advancing Philanthropy Worldwide

CARTER



Your Funding Ecosystem

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Who are you?

- ▶ Welcome and introductions!





Ecosystem...

- ▶ An ecosystem is a geographic area where plants, animals, and other organisms, as well as weather and landscape, work together to form a bubble of life.
- ▶ A Funding ecosystem is a system of multiple revenue streams working together to support an organization.





Museum Revenue Streams

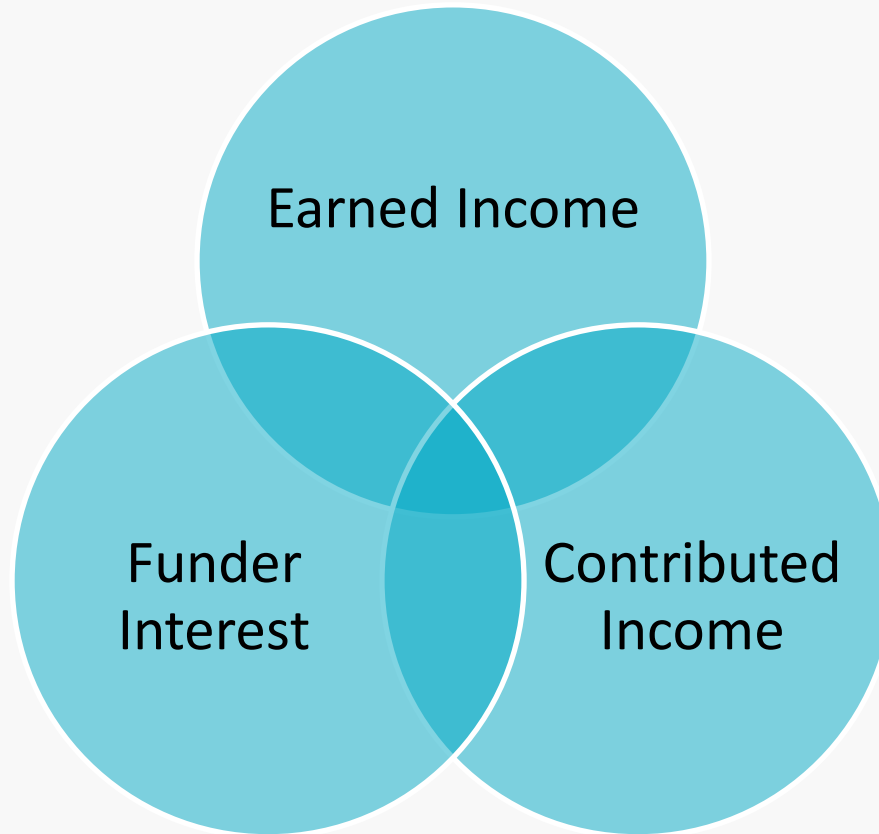
OR the 1/3rd rule...

- ▶ Earned Income (average 28%)
- ▶ Contributions (average 36%)
- ▶ Grants (average 24%)
- ▶ Investments (also endowments) (average 12%)

Your turn

- ▶ Where are your organizations in this picture?

Funding Ecosystem



\$499.33 billion

In 2022, Americans gave \$499.33 billion to charity, a 3.4% decline compared to 2021. Adjusted for inflation, total giving declined 10.5%.

Where did the generosity come from?

Contributions by source

By percentage of the total

64% \$319.04 billion

Giving by Individuals

↓ declined by 6.4% over 2021

21% \$105.21 billion

Giving by Foundations

↑ increased 2.5% over 2021

9% \$45.60 billion

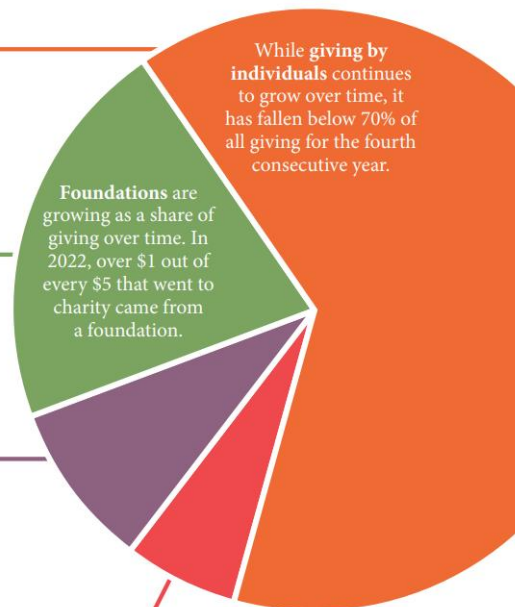
Giving by Bequest

↑ increased 2.3% over 2021

6% \$21.08 billion

Giving by Corporations

↑ increased 3.4% over 2021

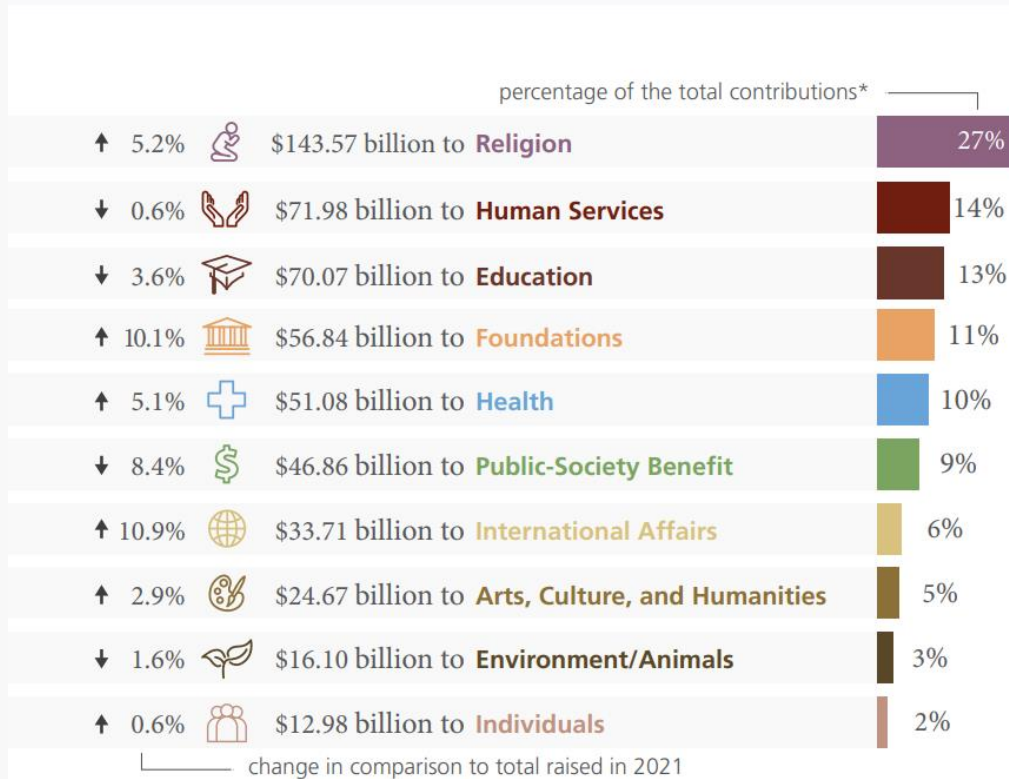


While giving by individuals continues to grow over time, it has fallen below 70% of all giving for the fourth consecutive year.

Foundations are growing as a share of giving over time. In 2022, over \$1 out of every \$5 that went to charity came from a foundation.

*All figures on this infographic are reported in current dollars unless otherwise noted. Inflation was especially high in 2022, at 8.0%, and results may differ when adjusted for inflation. Learn more in the chapters.

Where did the charitable dollars go? Contributions by destination



*Percentages for recipient categories do not include unallocated giving, which totaled -\$28.54 billion in 2022.

Donor-advised funds are among the fastest growing forms of giving. Learn more about where grants from DAFs go in the chapter on donor-advised funds.

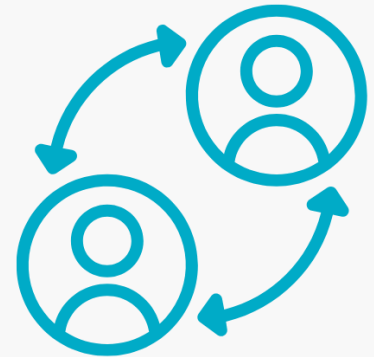
Giving to international affairs organizations grew by 10.9% in 2022, in part due to donors responding to world events. Despite uneven results in 2022, six of nine subsectors continue to exceed pre-pandemic levels, even when adjusted for inflation.



Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.



Individuals





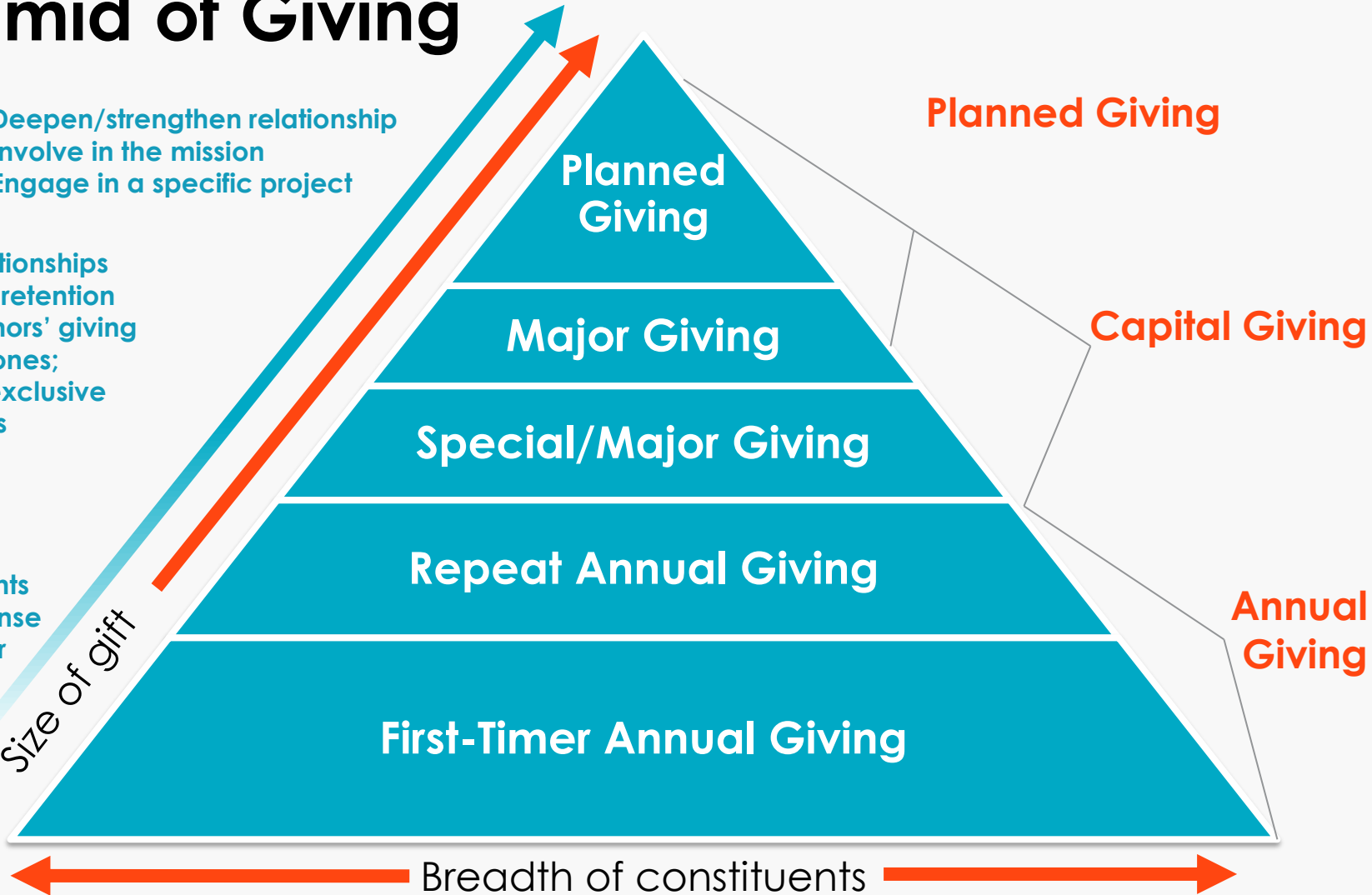
Pyramid of Giving

- Deepen/strengthen relationship
- Involve in the mission
- Engage in a specific project

- Build relationships
- Focus on retention
- Grow donors' giving
- One-on-ones; special/exclusive invitations

- Acquisition
- Special events
- Direct response
- Peer-to-peer

Size of gift





Immerse donors in your mission

Create unique experiences that:

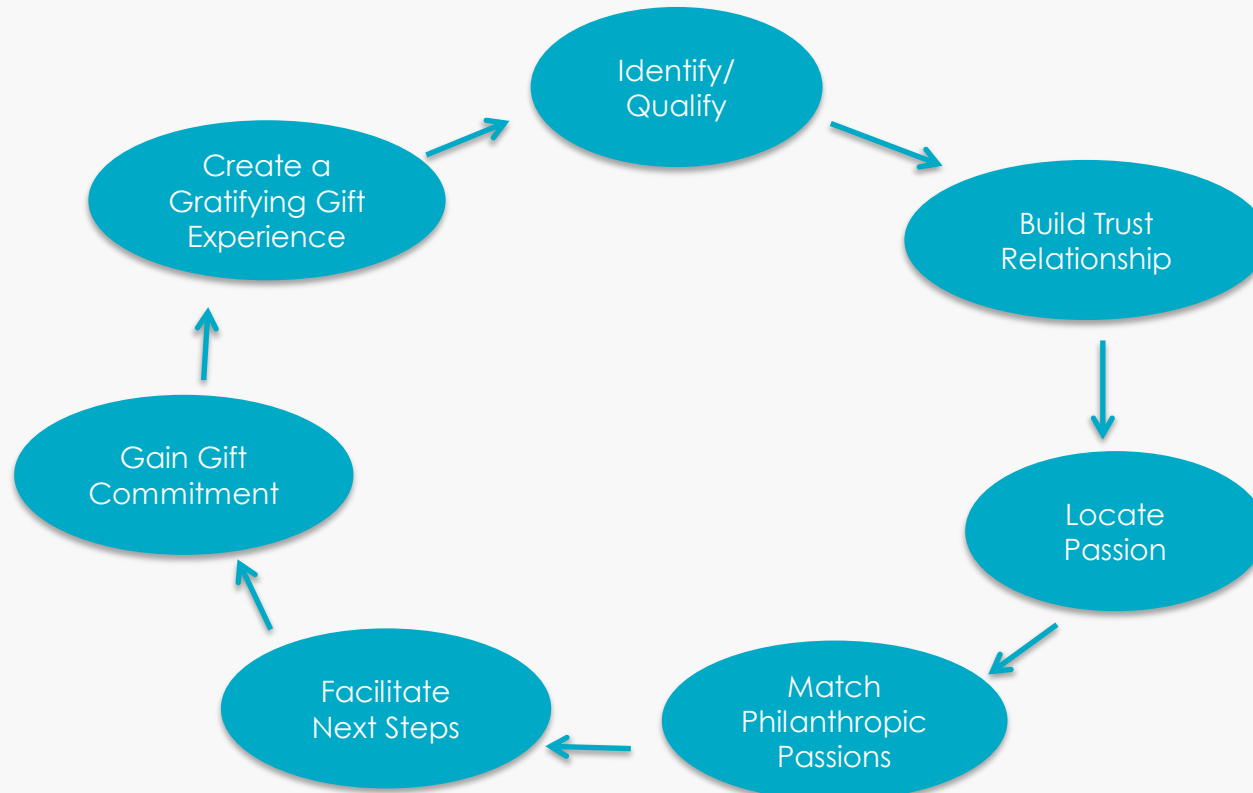
- ▶ Facilitate social experiences
- ▶ Touch head and heart
- ▶ Make them feel like they belong-Be their

Cheers!





The Donor Continuum



It is not about the **money**; it is about what is meaningful to the **donor**!



Donor Engagement and Cultivation Examples

- ▶ Visit with Curators, behind the scenes
 - ▶ Unique program experience
 - ▶ Members Only programs
 - ▶ Ask for feedback on plan for new program
 - ▶ Lunch with the CEO (or program staff)
- Follow up is important

Listen, ask questions, observe



Earned Income



What is Earned Income?

Revenue from:

- ▶ Admissions
- ▶ Programs
- ▶ Retail
- ▶ Food service/Liquor (percentage or commission on food provided rentals)
- ▶ Facility Rentals
- ▶ Landlord/tenant relationships
- ▶ Licensing
- ▶ Traveling exhibitions/Intellectual property
- ▶ Travel programs
- ▶ Community program of some sort (Corporate training)



Why Earned Income?

- ▶ A diverse revenue stream is critical for sustainability.
- ▶ You can make use of your assets for more than just mission delivery to support mission delivery
- ▶ It can be marketing-community gets exposure to your facility and will return!



Programs

▶ Public

- Camps
- Lectures
- Workshops
- Tours
- Mission related trips-Paleontology digs, art tours





Programs

- ▶ Student
 - Toddler
 - VPK
 - Florida Standard based programs
 - Internships





Program Tools

- ▶ Audio tours
- ▶ Gallery Guides
- ▶ Topic related books
- ▶ Kids activities in your retail store



Space Usage

Make your space work for you-rent it out!

- ▶ Weddings
- ▶ Corporate meetings
- ▶ Corporate parties
- ▶ Fundraisers for other non profits
- ▶ Private Parties

Price w/r to surrounding venues



Add value to rentals

- ▶ Rent equipment such as table, chairs, podium, AV
- ▶ Provide mission programming for an upcharge
- ▶ Provide event planning
- ▶ Secure commission from caterers-preferred list



Hire out Intellectual Property

- Travel your exhibits
- Create corporate/team building programs to use in your space for a fee-
Escape Room concept
- Create a “guide” with your staff expertise for your region-i.e. a Shell Guide



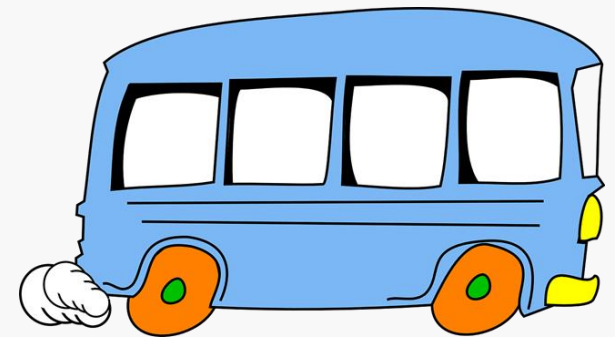
Other ideas...

- ▶ Secure your Liquor License for beer and wine
- ▶ Is your property of value to others for long term use? Can you host a wind or solar farm? Cell tower? Rent out a space to another group?
- ▶ Do you have a recreation space that can be used by the community (i.e. a pool or park/courtyard)?



Education Opportunities

- Tourism
- Program in local hotels
- Beach walks- Be the local nature guides
- Art trips
- Workshops-master artist, your museum's expertise here...





Keep in mind...

Tax! Unrelated income can be taxable.

Areas to look at include:

- ▶ Store merchandise-what is non mission related?
- ▶ Rentals

- ▶ New Inspiration or Ideas?
- ▶ Past Successes?





THANK YOU!