

**The Fund for 2025:
A Vision for the Next Decade (Executive Summary)**



In 2005, Philanthropy New York raised \$1.67M in a campaign for increasing its capacity that coincided with a move to a new space, which resulted in a decade of remarkable organizational progress. Today, we recognize that that our community is in a new era of increased visibility and expectations for the philanthropic sector. Philanthropy New York is embarking on a new campaign to meet the philanthropic community's needs for the decade to come.

Philanthropy New York members, Board and staff completed a new [Strategic Plan for 2014-2016](#). It represents a continuation of our existing vision, mission, core values and goals around (1) strategic member engagement, (2) informative public policy and (3) institutional sustainability. But it substantially revises our strategies in ways that reflects new sectorial context and organizational imperatives described in our full case statement. If our members are to be fully positioned to tackle the complex issues our city, nation and international communities face, we must be able to provide the appropriate level of educational programming and convening that undergirds their work. We will add important new programs, increase member engagement options and grow our public policy work; improve our technological capacity and broadcast (live-streaming, etc.) interactions with existing and expanded audiences; and develop fee-based business lines that will further diversify our revenue beyond membership dues and increase our institutional sustainability. Additionally, in June 2015, PNY's current office lease will expire and staying in our existing space is not an option. The need to move presents a particularly well-timed opportunity to create the physical space that will support the ambitious elements of our new strategic plan, and position PNY to respond to the demands of the growing foundation community.

The Fund for 2025 will direct investments toward the execution of the entire 2014-2016 Strategic Plan. At the heart of the Campaign, is the recognition that collaboration is critical. The vision for both the strategic plan, and this fund, is to ensure that the physical space, staff knowledge and capacity, and member involvement are all intertwined threads that lead to our sector valuing and using community tools to tackle systemic issues. The full case statement delineates five areas that donors to the Fund for 2025 can direct their contributions according to their own specific interests:

- Creating "the hub" for the philanthropic community at 1500 Broadway (\$935,300)
- Investing in technology and improved communications capacity (\$300,000)
- Creating the public policy fellows program (\$816,000)
- Expanding programming capacity (\$351,000)
- Development of new lines of fee-based services (\$106,000)

In this case statement, we have identified \$2.5M in funding needs that would be dedicated to creating the Philanthropy Information & Networking Center at Philanthropy New York, fully developing our technological capacity to serve members, establishing a public policy fellowship program, deepening our program offerings and developing fee-based services to enhance our organization's long-term sustainability. It is our goal to raise at least \$2.5M over the course of the Fund for 2025, which will conclude in 2016.