

## **Anticipating Your Questions**

When you think about the vision we've laid out for the next decade of Philanthropy New York and the Fund for 2025 that will make it happen, are there certain questions that come to mind?

We've listed a few here that we anticipate members may be wondering, along with our answers to those questions.

### **Are you aiming for big gifts?**

The commitments we have received so far range from \$100 to \$750,000 and have been pledged by individual philanthropic professionals, small family foundations, corporate giving programs and large foundations. We welcome pledges of any size and from individuals and organizations alike.

### **Must payments on pledges occur in this year in one lump sum?**

We can work with donors to accept gifts on whatever schedule works for you. We can accept gifts in 2014, 2015 and 2016 and can space out payments on a single commitment over those three years in whatever way is most logical for you or your organization. We also have many members who have not made formal pledges but have invited us to submit proposals that will require board approval. Again, we are happy to submit proposals in multiple years – in whatever way makes sense for the foundation.

### **What if my organization needs a grant proposal to make a gift?**

For many philanthropic organizations, our extensive case statement for the Fund for 2025 will not fit neatly into their specific grantmaking processes. We understand. We're happy to craft a grant proposal focusing on all or parts of the Fund for 2025 goals that are best suited to your organization's priorities.

### **How can I provide specific ideas on the various elements of your Fund for 2025 case statement?**

As we've talked to early pledging organizations about the five main areas of the Fund for 2025 – the space build out, technology upgrades, expanded programming, public policy fellowships and institutional sustainability – we've heard lots of great ideas about what exactly we should be doing in the coming decade. We want to hear from as many of our members as possible. After reading the case statement, if you have ideas you want to share, please reach out to Ronna Brown at [rbrown@philanthropynewyork.org](mailto:rbrown@philanthropynewyork.org).

### **Are you only seeking donations from PNY member organizations?**

We have been hearing interest in the new Philanthropy Center and the rest of the ideas in the Fund for 2025 case statement from folks outside of our membership, and we are happy to accept gifts from any institution or individual who cares about the future of the philanthropic sector.

**What will you do if you surpass your goal of raising \$2.5 million?**

When the Fund for 2025 Committee set the \$2.5 million goal, it was based on reasonable estimates of what our membership would likely contribute based on past fundraising efforts and the current nonprofit environment. But those who read the Fund for 2025 case statement closely will see that, because of the constraints of the \$2.5 million overall goal, some objectives are not fully funded over the entire decade. For example, the public policy fellowship is currently budgeted for eight years. The Technology budget is, we've been told by organizations that have recently made big technology upgrades, relatively modest. If we raise more than our \$2.5 million goal, we will fund the plan in its entirety and use any additional sums to supplement both the program expansion and the technology needs we anticipate facing.

**My organization doesn't fund capital campaigns, isn't that what this is?**

The Fund for 2025 is specifically *not* a capital campaign. Capital campaigns usually raise money to fund the acquisition, construction, or renovation of a building. Sometimes, capital campaigns are used to build an endowment for the future. In other cases, capital campaigns fund an extraordinary expenditure such as an expensive piece of equipment. The Fund for 2025, by contrast, is a long-term project to build the capacity of the entire philanthropic sector of the New York region. If there are elements of the Fund for 2025 case statement that are better suited to your organization's priorities than others, let us know and we'll put together a proposal that focuses on those areas.

***Are there other questions that come to mind that we haven't addressed here?***

Please reach out to Ronna (as set out previously) or Kathryn O'Neal Dunham, Chief Operating Officer, at [KDunham@philanthropynewyork.org](mailto:KDunham@philanthropynewyork.org).