

Washington Regional Association of Grantmakers



OUR REGION, OUR GIVING 2017

Giving in the Greater Washington Region



Our Region, Our Giving is a snapshot of 2016 giving by members of the Washington Regional Association of Grantmakers in the Greater Washington region.

The Greater Washington region consists of suburban Maryland, the District of Columbia, and Northern Virginia.



Giving

\$146,521,457

2016 giving in the Greater Washington region.

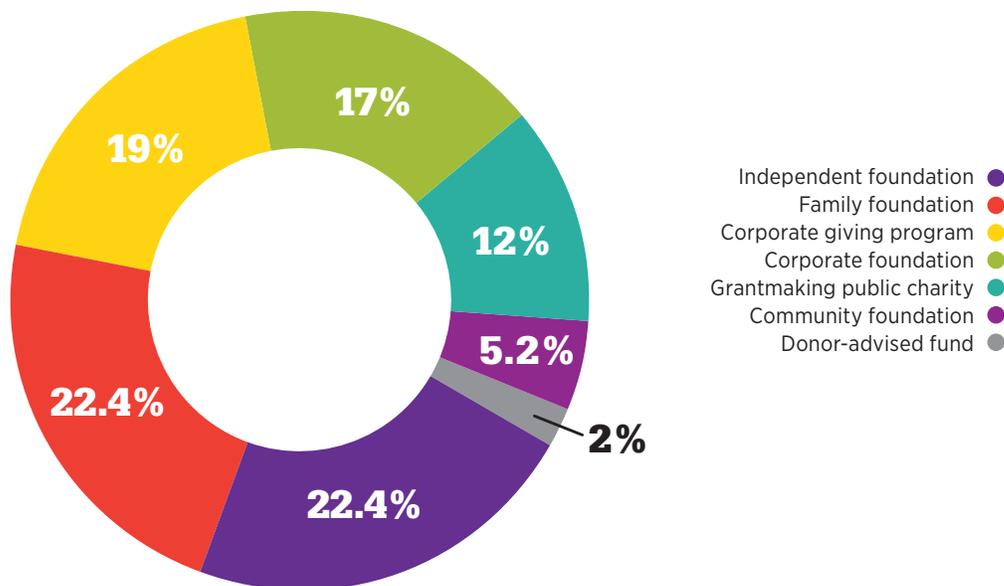
Assets

\$3,528,799,577

Total assets at the end of 2016 as reported by funders surveyed for this report.*

Types of Funders

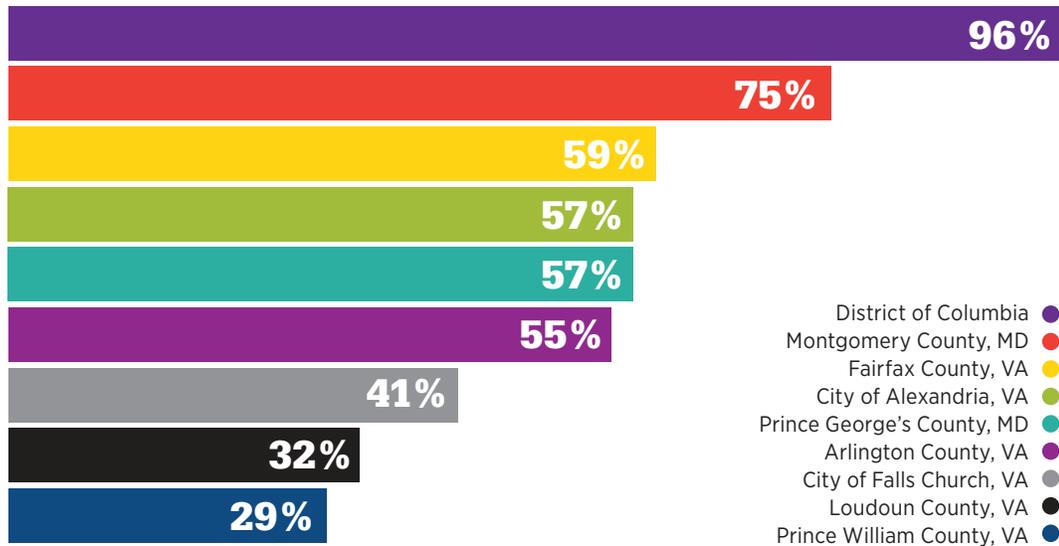
WRAG's membership consists of a diverse range of grantmaking organizations. This snapshot represents the following types of funders:



**Some respondents declined to provide information on their assets. This figure also excludes corporate giving programs and other entities that don't have traditional endowments. See page 12 for the list of funders included in this report.*

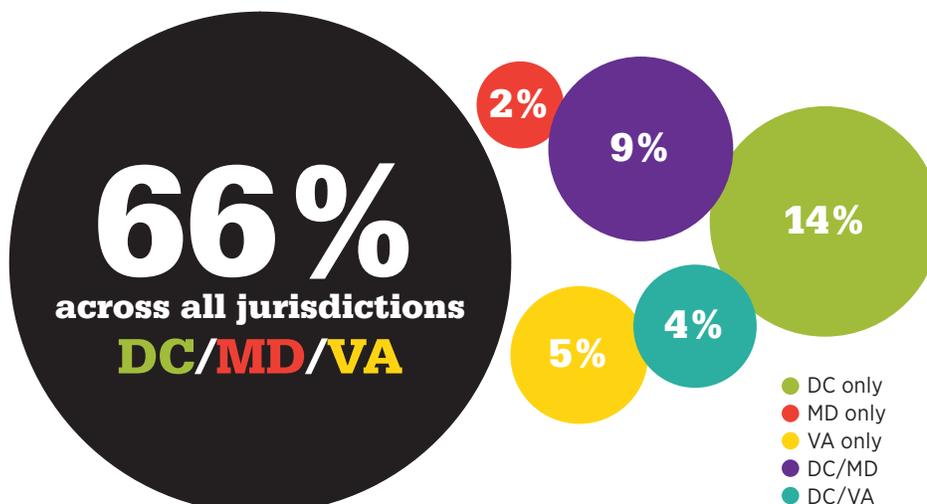
Giving by Local Jurisdiction

WRAG members give throughout the Greater Washington region. In 2016, although nearly all funders represented in this report gave grants to organizations in DC, many gave in other local jurisdictions as well:



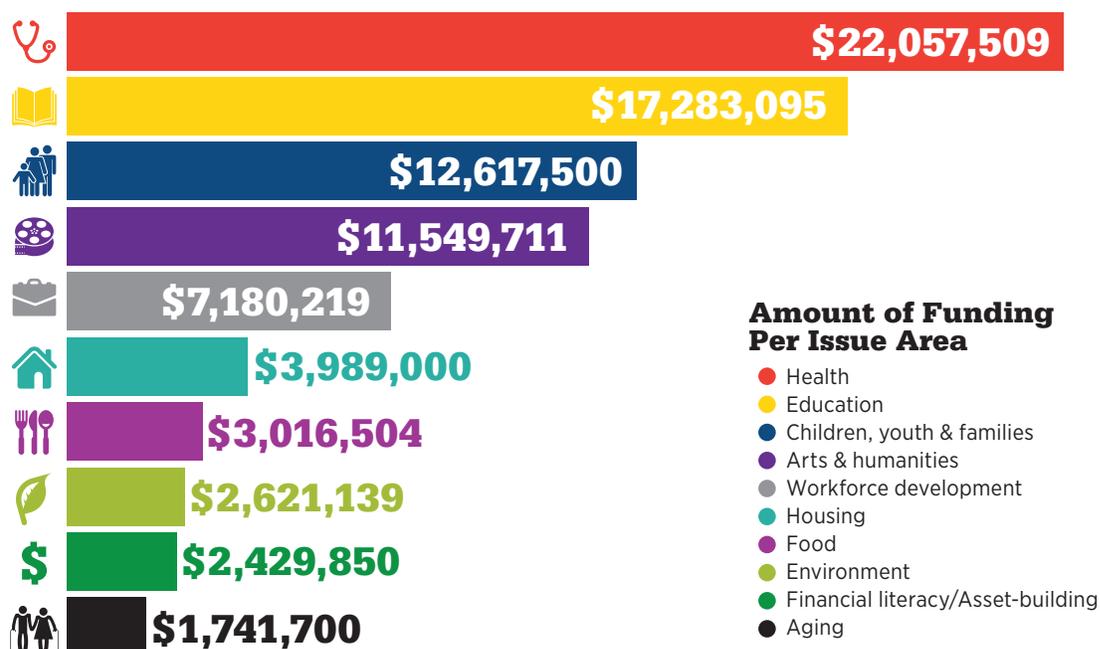
Giving by "State"

WRAG members fund regionally, recognizing that challenges and opportunities are not constrained by political borders. Two-thirds of funders reported giving across all three "states" that comprise our region.



Giving by Issue Area

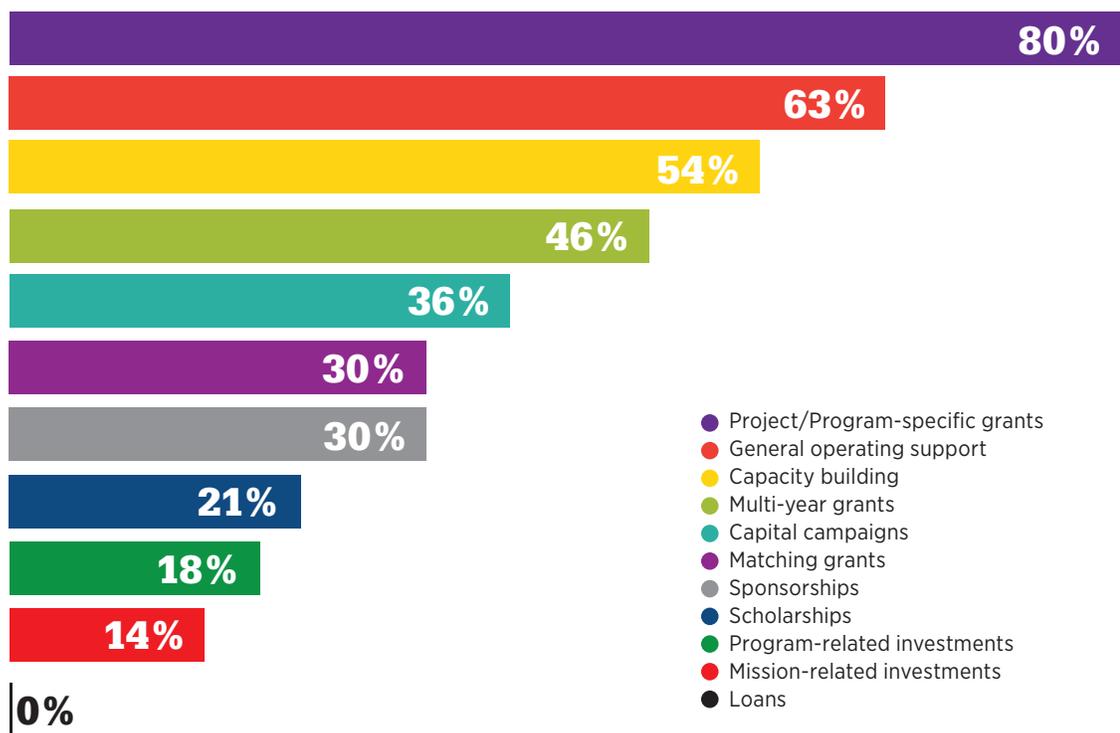
WRAG members fund across a wide range of issue areas. In 2016, these were some – though certainly not all – of the major funding priorities*:



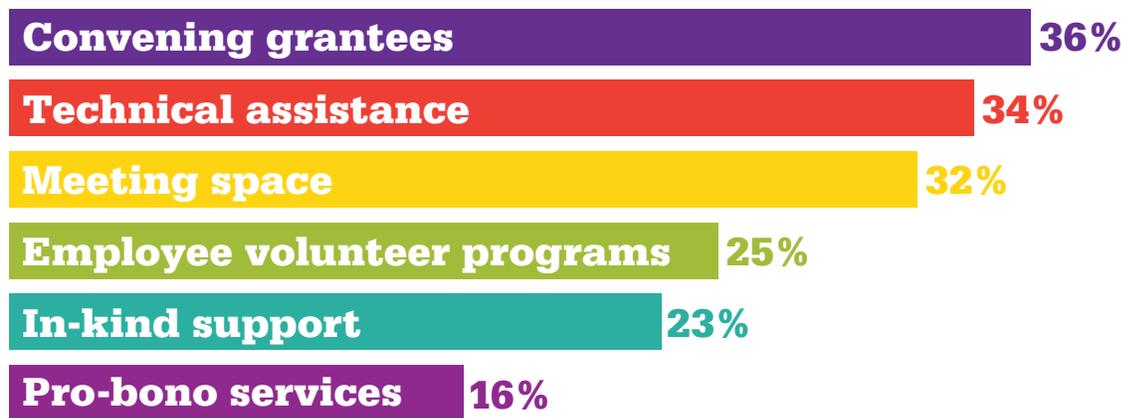
**Not all survey respondents reported on their giving by issue area. Because a single grant can impact different issue areas, there is some duplication across subjects.*

Types of Cash Support

WRAG members recognize that it takes a variety of strategies to effect meaningful change in our communities. In 2016, WRAG members provided the following types of financial and “beyond dollars” support to grantees:



Types of Non-Cash Support



Checking in: Two years of prioritizing race

For the past two years, WRAG has elevated racism and racial equity as a major organizational priority. Through the 2016 “Putting Racism on the Table” learning and training series, over half of WRAG’s membership gained new knowledge and understanding of how structural racism, white privilege, and implicit bias undergird the disparities we see in housing, health, education, and so many other areas of life.

As WRAG has continued its focus on race, through our communications as well as our Racial Equity Working Group that launched this year, many funders are beginning to openly talk about race and consider how it affects their organizations, how it relates to their grantmaking priorities, as well as how they would envision a racially equitable region.

We surveyed our members to find out what actions they have taken or changes they have made to address racial equity in their grantmaking and non-grantmaking work:

30% Sought additional learning and training opportunities for staff and leadership around racial equity

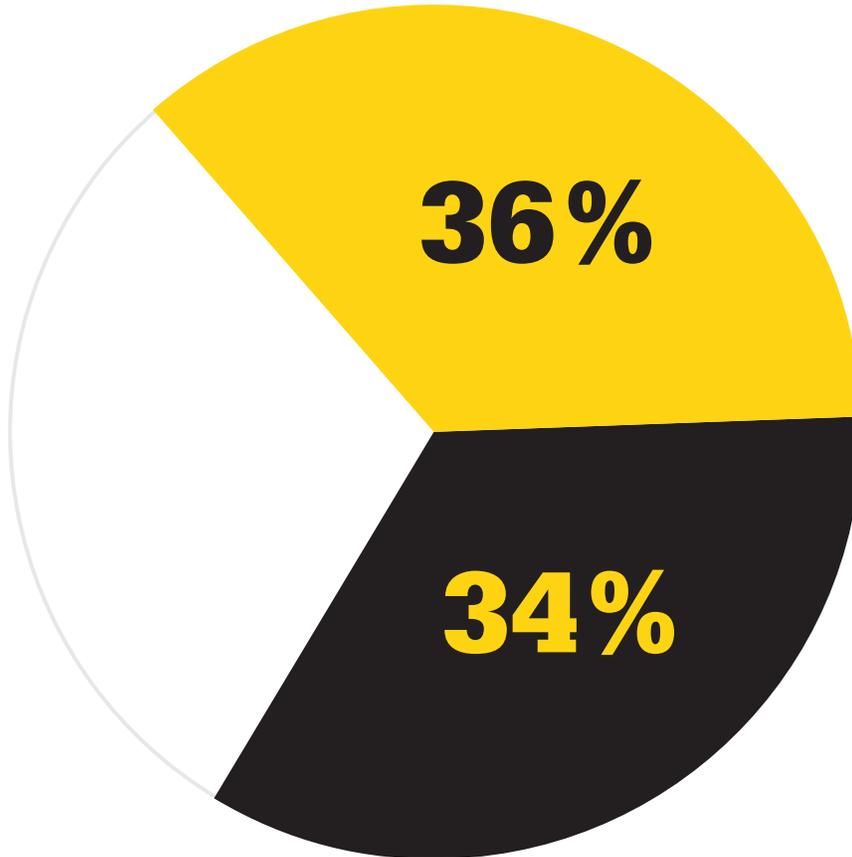
22% Engaged trustees in conversations about race and how it relates to the work of their organization

18% Engaged grantees in conversations about racial equity

16% Changed grantmaking priorities

16% Changed internal operations, policies, procedures and/or organizational culture

One of the messages that we have consistently shared over the past two years is that, even if funders are not specifically funding “racial equity work,” they can still apply a racial equity lens across their grantmaking portfolio. By this, we mean intentionally examining how race impacts the issues they focus on by analyzing patterns of racial inequity and seeking to understand and address the root causes of racial disparities. It is promising that:



36%

of respondents reported applying a racial equity lens to their grantmaking

34%

of respondents are considering incorporating this lens into their work

2017: A Special Focus on Advocacy

In the past few editions of this report, we have featured a special look at giving toward particular issues of importance to the local philanthropic community. This year, instead of looking at a specific issue, we are highlighting a tool in the philanthropic toolbox: advocacy.

For the past year, WRAG, through its Program and Policy Committee, has been examining how we can have more of a voice on the issues that matter in our region. The committee, comprised of representatives of WRAG's convening groups as well as three at-large members, believes that as an association of funders, WRAG is uniquely positioned to influence public discourse and to alert public officials to policy alternatives. With the guidance of this committee, WRAG seeks to advocate for policies that benefit the social profit sector; utilize the expertise of our working groups to promote issue-based policies that foster equity in the region; and educate WRAG members about their own ability to engage in and fund policy advocacy.

Some WRAG members have long supported the work of advocacy organizations in the region, and some have themselves been vocal advocates for the issues they care about, working to advance policies that create the kind of lasting change that direct service provision alone cannot. Others are considering increasing their funding toward advocacy or beginning to take more of a public stance on important issues, particularly in the past year as federal-level policy proposals have threatened advances that have been made in this region on many issues.

We surveyed our members to get a snapshot of how WRAG members have supported advocacy work in the region over the past two years, as well as how they engage in advocacy themselves.

WRAG members reported supporting their grantees' advocacy efforts in the following ways¹:

50% Making grants to advocacy organizations and/or grassroots organizations

38% Convening grantees with other key constituencies to build support for an issue

30% Providing technical assistance to build grantees' capacity for advocacy

28% Providing support for/commissioning nonpartisan policy analysis

26% Helping grantees build relationships with policymakers

WRAG members reported engaging in advocacy in the following ways:

42% Seeking to build relationships with policymakers

40% Educating policymakers on an issue of importance

36% Educating reporters and journalists on an issue of importance

26% Providing oral or written testimony to a legislative body

26% Sharing information with the public on policy issues

24% Weighing in with public agencies on regulations that impact the community

18% Writing an op-ed or letter to the editor

16% Weighing in on policies of “special purpose bodies”
(e.g., zoning commissions)

6% Signing an amicus brief, filing a lawsuit, or funding litigation

2% Self-defense lobbying (e.g., in support of maintaining the
Johnson Amendment²)

WRAG will continue to use our voice on the issues that matter to philanthropy and the social profit sector in our region, and to facilitate our issue-specific working groups’ efforts to advance equitable policy change. And, we will continue to educate our members about how they can leverage the dollars they invest in the region through various advocacy strategies.

Based on the responses to this year’s survey, there is great untapped potential for funders in the region to use their voices in support of the issues that they are financially supporting. The more voices there are calling for change, the sooner we will achieve the philanthropic community’s vision of an equitable region in which all can participate and prosper.

Advocacy doesn’t always mean lobbying!

Sometimes “policy advocacy” is conflated with “lobbying,” but they are not the same thing. While the IRS limits public foundation lobbying, and prohibits private foundations from lobbying, there are many ways that funders can legally advocate for policy change, including:

- community organizing
- influencing regulations, policies, and budgets of non-legislative government bodies
- nonpartisan voter education
- policy research
- supporting public charities that lobby

For expert guidance on how foundations can legally engage in advocacy – and insights into effective advocacy strategies – check out Alliance for Justice’s Bolder Advocacy initiative at bolderadvocacy.org.

Unleashing the power of general support grants

Supporting or engaging in advocacy may not be the right approach for all funders. But there is one simple thing foundations can do to leverage the impact of their grants. Because public charities are legally permitted to lobby, funders generally do not need to prohibit the use of their general support funds for lobbying. They can simply note in their grant agreements that the grant is not *earmarked* for lobbying.

We asked our members if they include language in their grant agreements forbidding the use of their funds for lobbying. Of the members who provide general support grants, 62 percent reported that they do not place such limits on their funding - thus enabling their grants to be used for potentially high-impact advocacy.

Opportunities for Philanthropic Advocacy

We asked our members what issue or challenge in the Greater Washington region they think would especially benefit from advocacy by philanthropy. Among many suggestions, several inter-related issues were raised repeatedly, including housing affordability and gentrification; immigrants' rights; and racial equity:

“Issues that impact the rights of low-income workers and immigrant communities. Regardless of the issue, what is important is how to use a racial equity lens in the advocacy work.”

“Creating pathways for our community members to attain documented resident status... Members of our community are becoming increasingly isolated due to fear, which is having a dramatic impact with increased violence, reluctance to access programs and services, and greater health and academic disparities.”

“Gentrification and displacement. Neighborhoods are changing rapidly and families who have lived in DC for generations are being priced out of neighborhoods and being pushed out of the city as developers are creating high priced apartments and condos.”

“The region would benefit from philanthropic advocacy on how our region has benefited from diversity, the positive contributions and impact of immigrants on this region, the economic value of a fully educated and trained workforce - from an asset-based approach rather than a deficit approach.”

¹ These strategies were adapted from the Alliance for Justice's Philanthropy Advocacy Playbook. Visit <https://bolderadvocacy.org> to download the publication.

² The Johnson Amendment prohibits nonprofit organizations from engaging in partisan campaign activities. In March, WRAG signed on to a Community Letter in Support of Nonpartisanship, expressing the social sector's opposition to the proposed repeal of the amendment. To learn more, visit <https://dailywrag.com/2017/03/29/adding-your-voice-to-the-choir>.

About This Report

This year's edition of *Our Region, Our Giving* was based on two sources of information: WRAG's Foundation Map, an online tool populated with grants data from WRAG members who submit their data to the Foundation Center, and a member survey. The following WRAG members' giving is reflected in this report:

The Advisory Board Company	Hill-Snowdon Foundation
Association of American Medical Colleges	Horning Family Fund
BB&T	IBM
Diane & Norman Bernstein Foundation	International Monetary Fund
The Morton K. & Jane Blaustein Foundation	Jack and Jill of America Foundation
The Herb Block Foundation	JPMorgan Chase & Co.
The Boeing Company	Kaiser Permanente of the Mid-Atlantic States
Booz Allen Hamilton	The Lever Fund
BrightFocus Foundation	MARPAT Foundation
The Butler Family Fund	The J. Willard and Alice S. Marriott Foundation
Carter and Melissa Cafritz Charitable Trust	Nancy Peery Marriott Foundation
The Morris & Gwendolyn Cafritz Foundation	Eugene & Agnes E. Meyer Foundation
Capital One	The Claude Moore Charitable Foundation
Citi Community Development & Citi Foundation	Northern Virginia Health Foundation
A. James and Alice B. Clark Foundation	Northrop Grumman Corporation
Naomi and Nehemiah Cohen Foundation	William J. and Dorothy K. O'Neill Foundation
Community Foundation for Loudoun & Northern Fauquier Counties	PNC Financial Services Group & PNC Foundation
Community Foundation for Northern Virginia	Potomac Health Foundation
Consumer Health Foundation	Prince Charitable Trusts
The Crimsonbridge Foundation	Public Welfare Foundation
DC Trust	Alexander and Margaret Stewart Trust
Deloitte	TEGNA Foundation
The Lois & Richard England Family Foundation	United Way of the National Capital Area
Gannett Foundation	Washington Area Women's Foundation
Greater Washington Community Foundation	Washington Gas
Healthcare Initiative Foundation	Weissberg Foundation
Corina Higginson Trust	Wells Fargo
	Tiger Woods Foundation
	World Bank Group



About the Washington Regional Association of Grantmakers

The Washington Regional Association of Grantmakers (WRAG) is a membership association of grantmakers in the Greater Washington region – the District of Columbia, Northern Virginia, and suburban Maryland. Our members represent a vibrant cross-section of philanthropy, including family, community, corporate, and independent foundations, as well as corporate giving programs, governmental grantmakers, grantmaking public charities, and individual philanthropists. We provide a variety of services to our members to facilitate more effective, strategic, and responsible philanthropy to improve the health and vitality of the region and all who live here.



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1400 16th St. NW, Suite 740 | Washington, DC 20036 | washingtongrantmakers.org