



Taking Measure

Key Facts on Georgia Grantmaking Trends

2015 edition



\$932 million

Giving by Georgia foundations in 2012

1,533

Number of grantmaking foundations
in Georgia in 2012



In 2014, Foundation Center again partnered with the Georgia Grantmakers Alliance and the Georgia Center for Nonprofits to assess current trends in giving by the state's foundations and to further examine the relationship between Georgia's foundations and nonprofits. Separate surveys were conducted of Georgia Grantmakers Alliance and Georgia Center for Nonprofits members, with a total of 61 grantmaking foundations and 426 nonprofits submitting responses. This report includes selected findings from these surveys, along with key statistics on Georgia funders, in order to present a current picture of the state's foundations and their grantmaking practices.

38%

Share of Georgia foundations reporting
more than \$1 million in assets in 2012

Education

Top-ranked field by share of 2012 grant
dollars for Georgia grantmakers

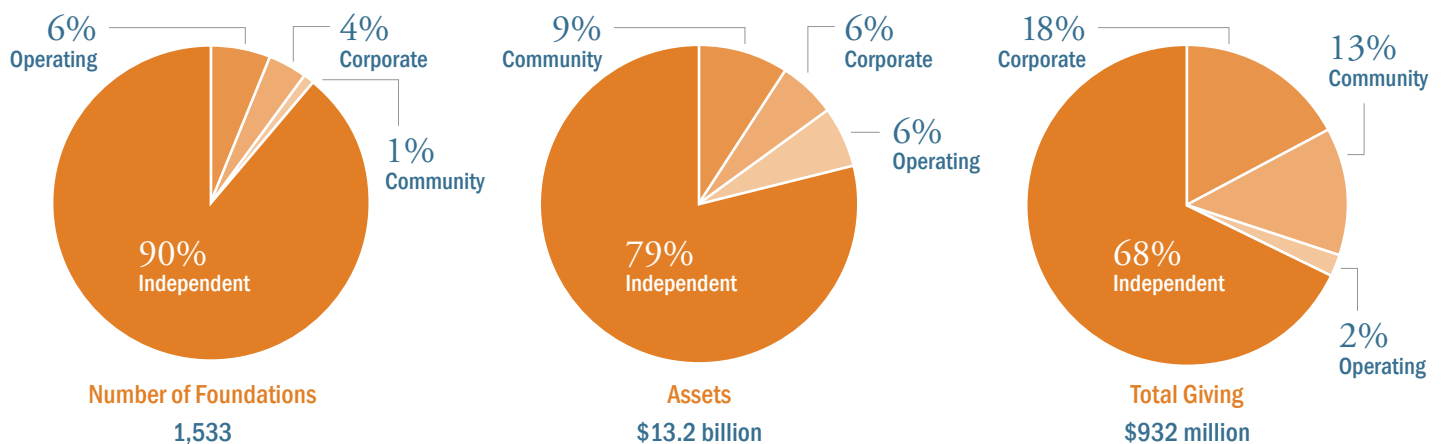
Summary Statistics

Georgia Foundations

Circa 2012

Foundation Type	No. of Foundations (%)	Assets (%)	Total Giving ¹ (%)
Independent	1,373 (89.6)	\$10,407,548,988 (78.8)	\$632,362,856 (67.9)
Operating	87 (5.7)	\$835,274,863 (6.3)	\$18,082,790 (1.9)
Corporate	59 (3.9)	\$747,326,105 (5.7)	\$162,738,043 (17.5)
Community	14 (0.9)	\$1,210,753,271 (9.2)	\$118,657,888 (12.7)
Total	1,533	\$13,200,903,227	\$931,841,577

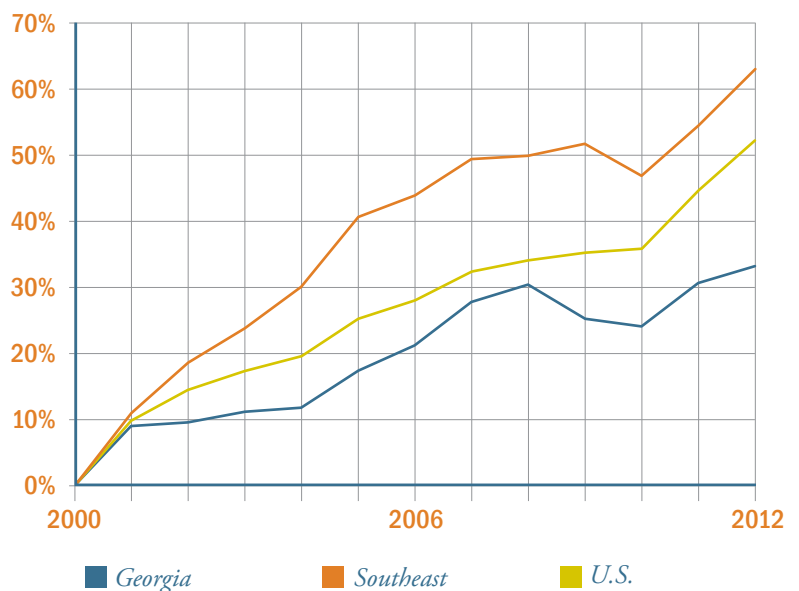
¹Includes grants, scholarships, and employee matching gifts.



Growth in the Number of Foundations

Since 2000

Despite several economic downturns and the emergence of a range of alternative giving vehicles, the number of grantmaking foundations in Georgia has increased by about a third since 2000. The rapid rate of growth for foundations during the late 1990s was curbed slightly by the downturn experienced in the early 2000s and then again, much more noticeably, during the 2007-2009 recession. Between 2008 and 2010, the number of foundations in Georgia and the Southeast declined slightly, but both have since recovered and surpassed pre-recession levels.



SOURCE FOR THIS PAGE: Foundation Center, 2015. Due to rounding, percentages may not total 100. Only grantmaking operating foundations are included.

Foundation Giving & Nonprofit Needs

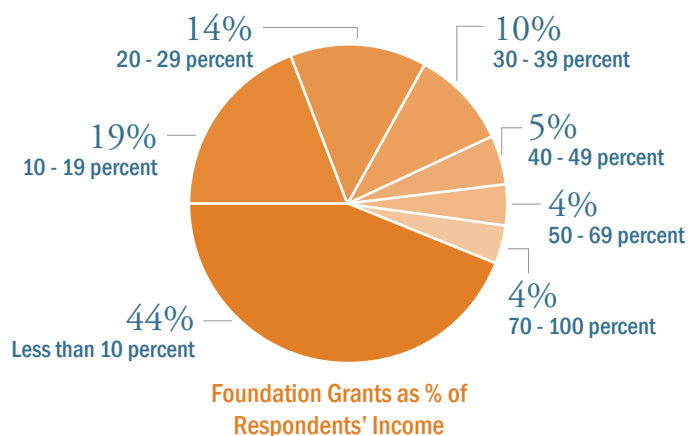
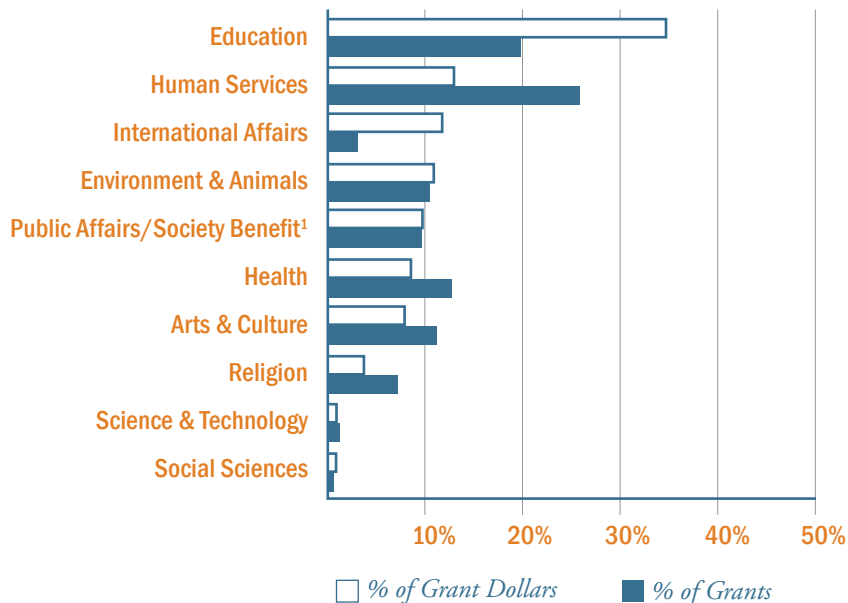
Georgia Foundation Giving

by Major Subject, 2012

Education received the largest share of grant dollars awarded by Georgia foundations in Foundation Center's 2012 grants sample. The largest grant in this category was a \$50 million endowment provided by the Robert W. Woodruff Foundation to Emory University to grow and enhance the Woodruff Scholars Program in Emory College. Human services continued to be the recipient of the largest number of grants, although most awards in this category were smaller in size. Following a number of multi-million dollar grants awarded to Grady Health System from 2009-2011, the share of funding for health fell to just over 8 percent in 2012.

SOURCE: Foundation Center, 2015. Based on grants of \$10,000 or more awarded by a sample of larger Georgia foundations.

¹Public affairs/society benefit includes civil rights and social action, community improvement and development, philanthropy and voluntarism, and public affairs.



Georgia Nonprofits' Reliance on Foundation Grants

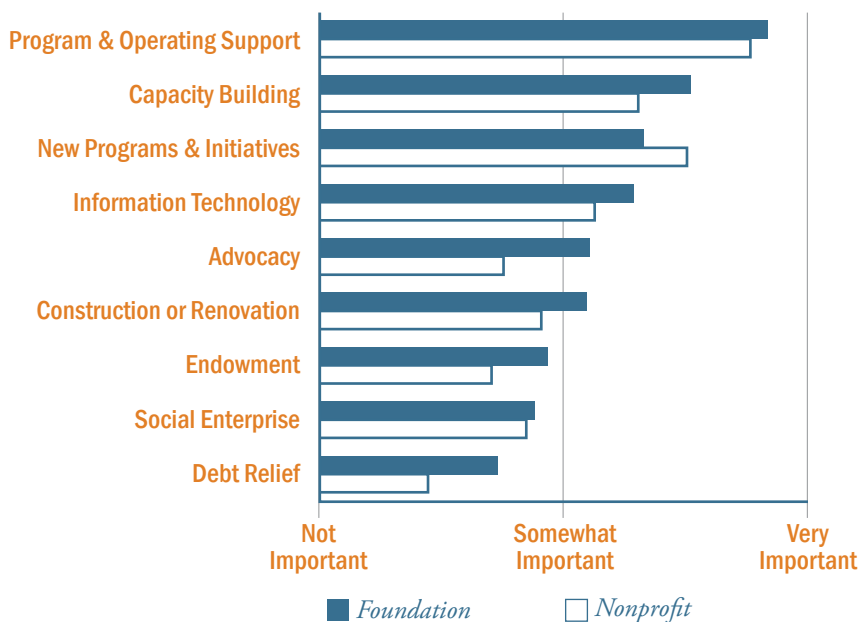
When asked to report the percentage of their annual income received from foundations, more than three quarters of nonprofit survey respondents stated that less than 30 percent of their funding came in the form of private grants. This reflects national trends, where foundation giving accounted for just 12.9 percent of income for U.S. nonprofit sector organizations in 2012.¹ Although one of many potential sources of revenue, foundation grants remain an important source of funding for nonprofits, especially for program development and capital support.

¹Urban Institute, *The Nonprofit Sector in Brief 2014*.

Funding Needs

by Type of Support

In their respective surveys, both grantmakers and nonprofits were asked to rank the importance of specified types of support in meeting the needs of Georgia's nonprofit sector. For most categories, the average responses from grantmaker and nonprofit respondents were closely aligned, suggesting that the two groups share similar funding priorities. As a whole, nonprofit respondents ranked support for new programs and initiatives slightly higher, while grantmakers showed greater interest in support for advocacy and for debt relief.



SOURCE FOR ABOVE & BOTTOM: Based on responses to separate surveys conducted in 2014 of member organizations belonging to the Georgia Grantmakers Alliance and Georgia Center for Nonprofits. A total of 327 nonprofits provided responses regarding their reliance on foundation grants. A total of 313 nonprofits and 61 grantmakers provided information on anticipated funding needs.

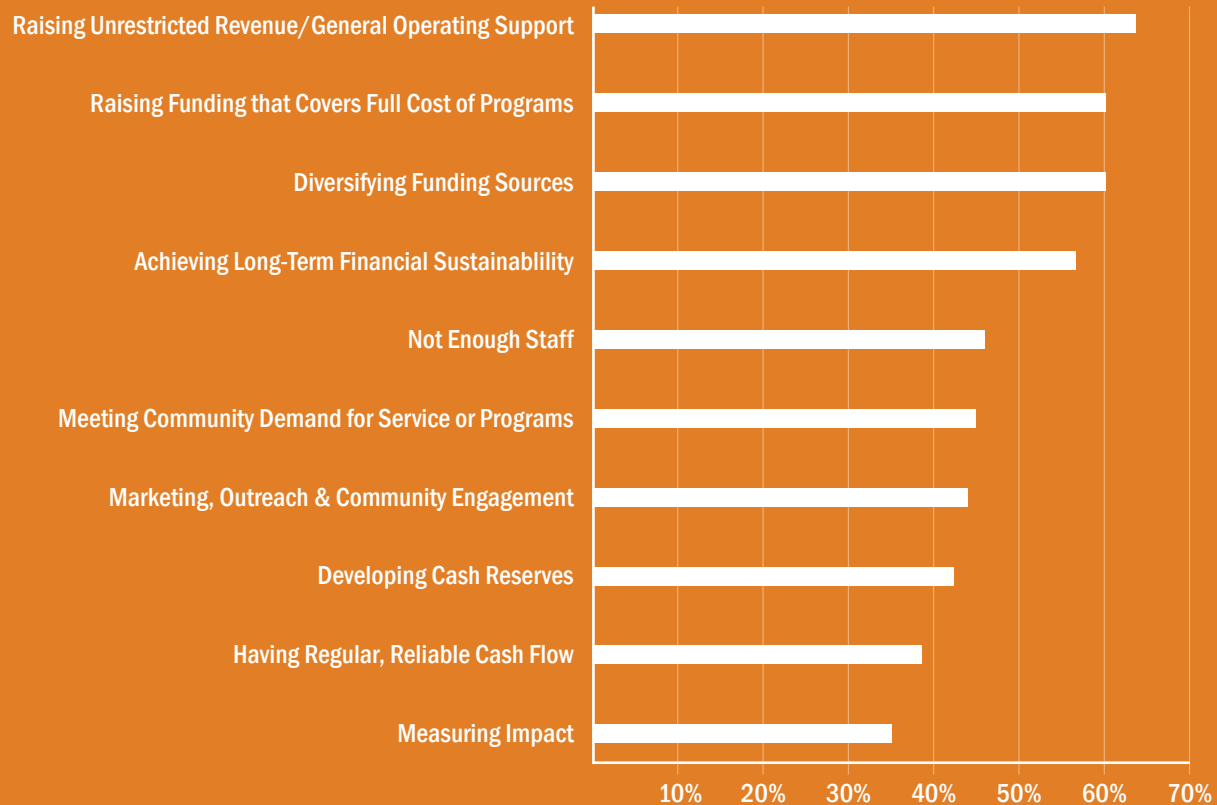
Top 5 Leading Priority Issues for Georgia Foundations

1. Secondary & Primary Education Effectiveness
2. Early Childhood Education Availability & Quality
3. Healthcare Access & Affordability
4. Child Welfare
5. Higher Education Access & Affordability

Respondents to the Georgia Grantmakers Alliance survey were asked to rank a listing of community issue areas in order of urgency. Education was a common theme among three out of the top five, and a fourth category, child welfare, was also directly related to improving opportunities for Georgia's children. Access to quality, affordable health care completed the listing of top issue areas. Job training and economic development were also highly-ranked, but fell just outside the top five.

Top 10 Challenges for Georgia Nonprofits

Funding and financial sustainability were key issues identified among the challenges anticipated by respondents to the Georgia Center for Nonprofits' member survey. The top concern shared by respondents was raising funds for general operating support. While some funders, including the Community Foundation for Greater Atlanta, have made general operating support a priority in recent years, this remains the leading challenge for the state's nonprofits.



SOURCE FOR THIS PAGE: Based on responses to separate surveys conducted in 2014 of member organizations belonging to the Georgia Grantmakers Alliance and Georgia Center for Nonprofits. A total of 61 grantmakers responded with rankings of their leading priority issues. A total of 294 nonprofits provided responses regarding their top challenges.

Grantmaker-Grantee Communications

Nonprofit Perceptions of Grantmaker Communications

When asked to evaluate the overall communication practices of Georgia foundations, almost three quarters of respondents to the Georgia Center for Nonprofits survey rated the state's grantmakers as either very approachable or moderately approachable. Georgia grantmakers also received positive ratings more specifically for their communication of grantmaking priorities, application procedures, and funding decisions. Understandably, the one instance where respondents saw Georgia foundations as fairly unresponsive concerned grantmakers' reception of unsolicited proposals.

How would you evaluate the foundation community's communication about grant making priorities in Georgia? (e.g. mission, types of organizations supported, types of grants made, grant restrictions, geographic focus, etc)



Clearly Stated
33%



Moderately Clear
41%



Varies Widely
17%



Unclear
9%

How would you evaluate the foundation community's communication about grant making procedures in Georgia? (e.g. proposal deadline, proposal format, decision time frame, etc.)



Clearly Stated
37%



Moderately Clear
44%



Varies Widely
15%



Unclear
4%

How would you evaluate the foundation community's responsiveness to unsolicited inquiries in Georgia?



Very Responsive
8%



Moderately Responsive
30%



Varies Widely
21%



Unresponsive
41%

How would you evaluate the foundation community's communication about grant decisions in Georgia?



Clear & Helpful
18%



Moderately Clear & Helpful
47%



Varies Widely
20%

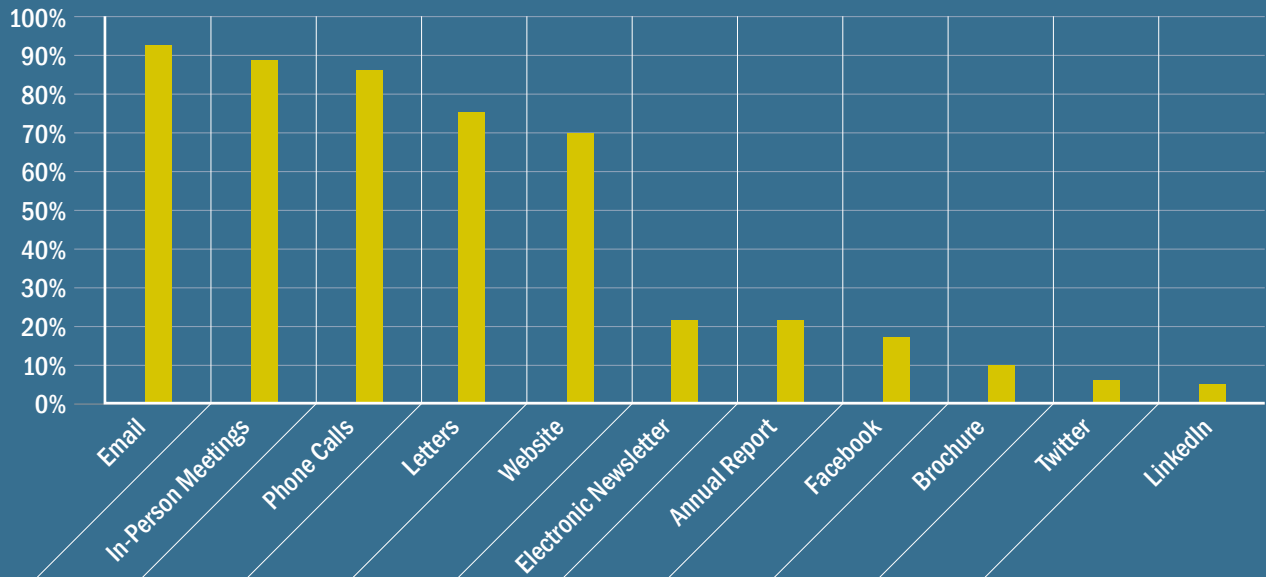


Unclear & Not Helpful
15%

SOURCE FOR THIS PAGE: Based on responses to separate surveys conducted in 2014 of member organizations belonging to the Georgia Grantmakers Alliance and Georgia Center for Nonprofits. A total of 294 nonprofits provided responses to the questions above.

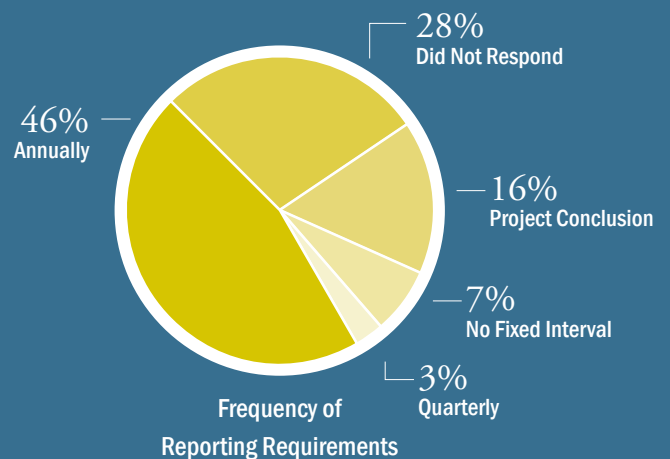
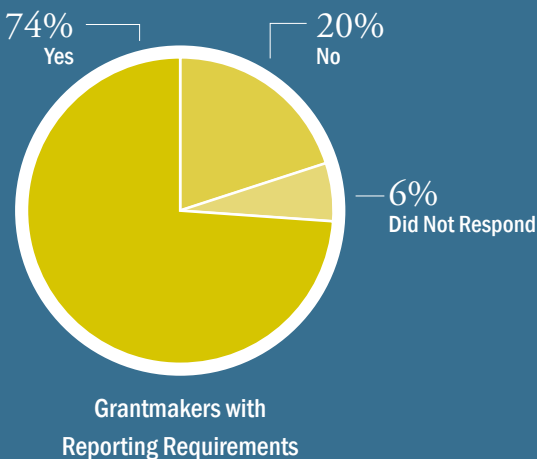
How Grantmakers Communicate with Grantees

Respondents to the Georgia Grantmakers Alliance survey identified email as the most frequently-used method of communicating with grantees or prospective grantees. This was closely followed by in-person meetings and telephone conversations, suggesting that direct personal interaction still plays a large part in building funding relationships. Written communication (i.e. letters) and use of the foundation's website completed the top five. Other methods of online communication, including e-newsletters and social media, were much less popular among grantmakers.



Grant Reporting Requirements

Nearly three quarters of foundations in the Georgia Grantmakers Alliance survey attested to having some type of written reporting requirement for grantees. Of those funders, the largest share (46 percent) indicated that grantees needed to submit reports annually. Another 16 percent required reports at the conclusion of a project, and 3 percent expected reports to be filed quarterly.



SOURCE FOR THIS PAGE: Based on responses to separate surveys conducted in 2014 of member organizations belonging to the Georgia Grantmakers Alliance and Georgia Center for Nonprofits. A total of 61 grantmakers responded to the questions above.

Total Giving, *Top Ten Georgia Foundations, 2012*

Foundation Name	Type ¹	Total Giving 2012 ²	Total Giving 2011 ²	\$ Change (%)
1. Robert W. Woodruff Foundation	IN	\$133,510,011	\$115,029,892	\$18,480,119 (16.1)
2. The Community Foundation for Greater Atlanta	CM	\$83,044,000	\$71,445,686	\$11,598,314 (16.2)
3. Coca-Cola Foundation	CS	\$69,658,157	\$76,230,474	-\$6,572,317 (-8.6)
4. Turner Global Foundation	IN	\$50,000,000	\$50,000,000	\$0 (0.0)
5. UPS Foundation	CS	\$41,012,492	\$39,833,790	\$1,178,702 (3.0)
6. Marcus Foundation	IN	\$40,881,572	\$37,912,696	\$2,968,876 (7.8)
7. Goizueta Foundation	IN	\$34,758,977	\$28,939,889	\$5,819,088 (20.1)
8. J. Bulow Campbell Foundation	IN	\$25,577,361	\$15,045,151	\$10,532,210 (70.0)
9. O. Wayne Rollins Foundation	IN	\$23,215,500	\$18,411,078	\$4,804,422 (26.1)
10. Turner Foundation	IN	\$10,226,550	\$10,674,957	-\$448,407 (-4.2)

SOURCE: Foundation Center, 2015. Rankings exclude grantmaking public charities.

¹ IN = Independent Foundation; CM = Community Foundation; CS = Corporate Foundation.

² Includes grants, scholarships, and employee matching gifts; excludes set-asides, loans, PRI's and program expenses.

Total Assets, *Top Ten Georgia Foundations, 2012*

Foundation Name	Type ¹	Total Assets 2012	Total Assets 2011	\$ Change (%)
1. Robert W. Woodruff Foundation	IN	\$2,841,725,477	\$2,795,111,909	\$46,613,568 (1.7)
2. The Community Foundation for Greater Atlanta	CM	\$793,327,000	\$723,793,300	\$69,533,700 (9.6)
3. Goizueta Foundation	IN	\$565,374,356	\$558,101,748	\$7,272,608 (1.3)
4. J. Bulow Campbell Foundation	IN	\$504,096,661	\$475,705,687	\$28,390,974 (6.0)
5. O. Wayne Rollins Foundation	IN	\$460,551,326	\$421,157,228	\$39,394,098 (9.4)
6. University Financing Foundation	OP	\$444,185,932	\$434,308,080	\$9,877,852 (2.3)
7. James M. Cox Foundation of Georgia	CS	\$260,080,087	\$171,589,881	\$88,490,206 (51.6)
8. Zeist Foundation	IN	\$230,773,616	\$213,455,981	\$17,317,635 (8.1)
9. Coca-Cola Foundation	CS	\$191,508,505	\$244,016,915	-\$52,508,410 (-21.5)
10. Callaway Foundation	IN	\$186,596,453	\$170,720,835	\$15,875,618 (9.3)

SOURCE: Foundation Center, 2015. Rankings exclude grantmaking public charities.

¹ IN = Independent Foundation; CM = Community Foundation; CS = Corporate Foundation; OP = Operating Foundation.



Established in 1956, Foundation Center is the leading source of information about philanthropy worldwide. Through data, analysis, and training, it connects people who want to change the world to the resources they need to succeed.

For more information, visit foundationcenter.org.



The Georgia Center for Nonprofits builds thriving communities by helping nonprofits succeed. Through a powerful mix of advocacy, solutions for nonprofit effectiveness, and insight building tools, GCN provides nonprofits, board members and donors with the tools they need to strengthen organizations that make a difference on important causes throughout Georgia.

For more information, visit GCN.org.



The Georgia Grantmakers Alliance was formed in partnership with the Southeastern Council of Foundations as a nonpartisan effort to bring Georgia grantmakers of all types together to build stronger statewide connections and explore areas of common interest and concern.

For more information, visit secf.org/georgia-grantmakers-alliance.

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