OVERVIEW OF WISCONSIN GRANTMAKING:

The Donors Forum of Wisconsin proudly presents this brief assessment of Wisconsin philanthropy and its statewide economic and social impact. Based on the results of a statewide survey of Wisconsin grantmakers, available membership data and charitable giving trends, the report summarizes Wisconsin grantmaking in 2012. As a catalyst for effective dialogue on the charitable sector, DFW serves as a resource for the most current information and research available that supports the field of philanthropy and promotes shared awareness of charitable trends among private grantmakers, business and government.

This review assesses funding data from FY2009 and FY2010 (and FY2011 where available) while incorporating the latest research and survey information available. Last year’s report reflected an unsettling scenario experienced nationwide—declines in foundation and individual giving along with increasing demands on nonprofit service providers. However, this report’s findings indicate a gradual recovery as statewide survey responses indicate anticipated increases in both assets and giving levels by the end of 2012. Above all, this report illustrates that Wisconsin is home to a resilient and vibrant charitable sector that continues to play a significant role in supporting essential community needs.

WISCONSIN GIVING INFO

<table>
<thead>
<tr>
<th>Foundations (#)</th>
<th>1,324</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets (billion)</td>
<td>$6.2</td>
</tr>
<tr>
<td>Grants (million)</td>
<td>$458</td>
</tr>
<tr>
<td>Median Assets:</td>
<td>$534,219</td>
</tr>
</tbody>
</table>

AREAS OF GIVING

- Education
- Health
- Arts & Culture
- Environment
- Sports & Recreation
- Economic Development
- Social & Human Services
- International

Assets

Grants Paid

(Amounts in millions)

Sources: Marquette University’s Funding Information Center, 2011 • Foundation Center Directory Online, 2012 • Donors Forum of Wisconsin, 2012
According to the 2010 data, which is the latest available for accurate & comparative analysis, total grants paid in Wisconsin amounted to $458 million, a 3 percent decline from the previous year. The total value of foundation assets, however, rose 10 percent and amounted to $6.2 billion. The number of active grantmaking foundations and corporate giving programs in the state continued to grow, reaching an all-time high of 1,324. The fifty largest grantmaking organizations accounted for 62% of total grants paid.

### LARGEST COUNTIES BY FOUNDATION GIVING IN 2010

<table>
<thead>
<tr>
<th>County</th>
<th>Assets (in millions)</th>
<th>Total Grants (in millions)</th>
<th>Foundations #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee</td>
<td>$2.5b</td>
<td>$214.1</td>
<td>334</td>
</tr>
<tr>
<td>Waukesha</td>
<td>$739.3</td>
<td>$51.3</td>
<td>116</td>
</tr>
<tr>
<td>Dane</td>
<td>$589.4</td>
<td>$40.6</td>
<td>136</td>
</tr>
<tr>
<td>Outagamie</td>
<td>$219.0</td>
<td>$17.9</td>
<td>31</td>
</tr>
<tr>
<td>Brown</td>
<td>$242.7</td>
<td>$17.2</td>
<td>82</td>
</tr>
<tr>
<td>Racine</td>
<td>$82.3</td>
<td>$11.3</td>
<td>24</td>
</tr>
<tr>
<td>Rock</td>
<td>$138.6</td>
<td>$10.2</td>
<td>31</td>
</tr>
<tr>
<td>Winnebago</td>
<td>$174.6</td>
<td>$9.7</td>
<td>26</td>
</tr>
<tr>
<td>Ozaukee</td>
<td>$95.1</td>
<td>$9.0</td>
<td>50</td>
</tr>
<tr>
<td>La Crosse</td>
<td>$93.9</td>
<td>$7.4</td>
<td>28</td>
</tr>
</tbody>
</table>

Source: Funding Information Center, 2011

### TEN LARGEST WI FOUNDATIONS by Total Grants (in millions), 2010

1. Lynde and Harry Bradley Foundation $44.4
2. Greater Milwaukee Foundation $23.5
3. Kern Family Foundation $20.5
4. Rowland (Pleasant T.) Foundation $15.4
5. Northwestern Mutual Foundation $14.9
6. Community Foundation for the Fox Valley Region $10.4
7. Helen Bader Foundation $9.8
8. Wisconsin Energy Corp. Foundation $8.0
9. S.C. Johnson Fund $7.9
10. Johnson Controls Foundation $6.7

Source: Funding Information Center, 2011

### CHARITABLE CONTRIBUTIONS

- **$2.7 Billion**
  - Total charitable giving in Wisconsin

- **$2 Billion**
  - Given by individuals in Wisconsin

- **15% decrease in charitable giving**

### GIVING SNAPSHOT: PRIVATE FOUNDATIONS

The vast majority (nearly 80 percent) of Wisconsin’s foundations are private foundations, which include family foundations, operational and individual foundations. Private foundations can be found in every region of the state, and contribute vital funding to the communities they reside in, and across the state, country, and even internationally. Private foundations are instrumental in creating livable communities through their contributions, and often inspire other organizations to generate public support for projects and community initiatives. This category of foundations makes up the majority of giving in Wisconsin, accounting for over two-thirds of all foundation grants. Family and independent foundations also hold nearly 75 percent of the foundation assets in Wisconsin. Though family and independent foundations hold most of the state’s philanthropic assets, only four are family philanthropies by grants paid. The remaining six are corporate or community philanthropies. Of the 50 largest foundations in Wisconsin by assets, 31 are private foundations.

### FOUNDATION FACTS

- **1,324**
  - Wisconsin Foundations

- **$6.2 Billion**
  - Wisconsin foundation assets

- **$458 million**
  - Wisconsin foundation grantmaking

Sources: Funding Information Center, 2011
Foundation Center Directory Online, 2012
GIVING BY REGION

(Foundation Giving)

Southeast:
- Total Giving: $310.7 million
- Giving Per Capita: $126

Northeast:
- Total Giving: $49.7 million
- Giving Per Capita: $58.5

Northcentral:
- Total Giving: $20.0 million
- Giving Per Capita: $33.8

Northwest:
- Total Giving: $16.7 million
- Giving Per Capita: $29

Southwest:
- Total Giving: $60.0 million
- Giving Per Capita: $53.5

Top 10 Corporate Foundations in Wisconsin by Total Grants (in millions), 2010

1. Northwestern Mutual Foundation $14.9
2. Wisconsin Energy Corp. Foundation $8
3. SC Johnson Fund $7.9
4. Johnson Controls Foundation $6.7
5. Windhover Foundation $5.3
6. M&I Foundation $4.0
7. Rockwell Automation Charitable Corporation $3.9
8. Alliant Energy Foundation $4.5
9. Sentry Insurance Foundation $4.4
10. Baird Foundation $4.2

GIVING SNAPSHOT: CORPORATE FOUNDATIONS

Wisconsin’s vibrant corporate philanthropies encompass a variety of sizes and forms of giving. Corporate giving often goes beyond the support of nonprofits to include civic organizations, community initiatives and special projects that help in the promotion of the community they work and live in. Their influence is critical in building awareness of key community needs, and more optimistically, opportunities for social and economic change. Wisconsin corporate foundations report combined assets of over $730 million, which accounts for about 10 percent of all the foundation assets in Wisconsin. Corporate foundations, excluding giving programs or employee matches, gave out over $108 million in grants in 2009. Considering that the majority of corporations in Wisconsin making charitable contributions do so through corporate giving programs and therefore are not subject to the same reporting requirements as corporate foundations, it is harder to track and measure their giving. As a result, the true level of grantmaking by corporations is difficult to capture, and is likely much higher than the level indicated by the data in this report.

Total Foundation Giving in Wisconsin (by Foundation Type)

Source: Funding Information Center, 2011

Source: Foundation Center Directory Online, 2012
Wisconsin is home to over 30 recognized community foundations across the state. This strong network of community philanthropy is the cornerstone of Wisconsin’s charitable giving landscape. Their impact in our state is expansive and vital to many of our communities. It is through their work that we benefit from having substantial endowments in communities as large as Milwaukee and as small as New Richmond, Wisconsin. These permanent endowments provide needed philanthropic resources well into the future. Nearly every part of Wisconsin is served by community foundations located in more than 22 counties. Wisconsin’s community foundations provide a significant amount of grant support for Wisconsin nonprofits. In many areas of Wisconsin, community foundations are the only measurable forms of philanthropic support. Community foundations’ assets total more than $1 billion, and they contributed more than $82 million in grants. Community foundations are an especially vital source of support outside the southeastern region of the state, where the majority of foundation giving is concentrated.

**Top 10 Community Foundations in Wisconsin by Total Grants (in millions), 2010**

1. Greater Milwaukee Foundation $23.5
2. Community Foundation for the Fox Valley Region $10.5
3. Greater Green Bay Community Foundation $3.1
4. Oshkosh Area Community Foundation $3
5. Community Foundation of North Central WI $2.3
6. Community Foundation of Southern WI $2.3
7. Waukesha County Community Foundation $1.7
8. Madison Community Foundation $1.6
9. Duluth-Superior Area Community Foundation $1.5
10. St. Croix Valley Foundation $1.5

Source: Funding Information Center, 2011

**SURVEY METHODOLOGY**

This report is based on a 2012 Outlook Survey of Wisconsin grantmakers conducted by the Donors Forum of Wisconsin from April to early June 2012. DFW received survey responses from 57 of its members, representing a significant percentage of Wisconsin’s total annual grant dollars from foundations and corporate givers. Survey respondents vary greatly in the size of their annual grantmaking, from less than $100,000 to more than $20 million. A majority of respondents, 53 percent, have annual grantmaking levels of less than $1 million. Finally, staff compiled data from numerous local and national databases of charitable giving to provide comparative analysis.
NATIONAL NUMBERS AND TRENDS

A survey conducted by *The Chronicle of Philanthropy* of the nation’s largest foundations determined that a majority will not increase their grantmaking in 2012; 68 percent of respondents reported that their giving levels for 2012 will decrease or stay the same as 2011. These stagnant grantmaking numbers are the result of the slow recovery of foundation assets from the economic downturn, and it may take several years for foundation assets nationwide to return to pre-recession levels. Despite these middling numbers, foundations remain a vital part of America’s economic engine. According to a recent report from the *Philanthropic Collaborative*, foundations play a critical role in facilitating the road to recovery from the recession. They support the employment of millions of people and, through their grants and investment activities, inject billions of dollars into the economy each year. Foundations have the unique ability to identify and nurture innovative programs that create new jobs and make significant contributions to local economies. Additionally, though *The Chronicle of Philanthropy*’s nation-wide survey indicated that national giving numbers are stagnant, DFW’s survey of Wisconsin’s grantmakers reflects more optimism about state-wide asset and grantmaking levels for the upcoming year.

**2012 Changes in Grantmaking of Nation’s Largest Foundations**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>55%</td>
<td>Remain the same</td>
</tr>
<tr>
<td>23%</td>
<td>Decrease 3% or more</td>
</tr>
<tr>
<td>16%</td>
<td>Increase 3% or more</td>
</tr>
<tr>
<td>6%</td>
<td>Increase 3% or more</td>
</tr>
</tbody>
</table>

Source: *Chronicle of Philanthropy*, 2012

### Top Ten National Foundations Giving in Wisconsin, by Grants Paid 2010 (in millions)

<table>
<thead>
<tr>
<th>Foundation</th>
<th>Grants Paid (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Andrew W. Mellon Foundation</td>
<td>$11.6</td>
</tr>
<tr>
<td>2. Ford Foundation</td>
<td>$3.1</td>
</tr>
<tr>
<td>3. Robert Wood Johnson Foundation</td>
<td>$3.0</td>
</tr>
<tr>
<td>4. The Joyce Foundation</td>
<td>$2.7</td>
</tr>
<tr>
<td>5. The Wal-Mart Foundation</td>
<td>$2.5</td>
</tr>
<tr>
<td>6. Walton Family Foundation</td>
<td>$2.4</td>
</tr>
<tr>
<td>7. Ray and Kay Eckstein Charitable Trust</td>
<td>$2.4</td>
</tr>
<tr>
<td>8. GHR Foundation</td>
<td>$2.1</td>
</tr>
<tr>
<td>9. W.K. Kellogg Foundation</td>
<td>$1.8</td>
</tr>
<tr>
<td>10. Otto Bremer Foundation</td>
<td>$1.7</td>
</tr>
</tbody>
</table>

Source: *Funding Information Center*, 2011

### SURVEY BREAKDOWN:

Based on the results of DFW’s 2012 Outlook Survey of association members, Wisconsin grantmakers appear cautious yet optimistic about their giving through the end of 2012. Though the majority (62.2 percent) anticipated their grantmaking levels to stay the same as they were in 2011, 32.4 percent of respondents expected increases. Just five percent of respondents expected their giving to decrease.

**Anticipated Grantmaking Changes in 2012**

- Stay about the same...62.20%
- Increase 1-9%........24.30%
- Increase 10-19% ........2.70%
- Increase 20-29% ...........0%
- Increase 30% or more ...5.40%
- Decrease 1-9%........2.70%
- Decrease 10-19% ...........0%
- Decrease 20-29% ...........0%
- Decrease 30% or more .......0%
For those grantmakers that anticipate an increase in their total grant dollars in FY2012, two primary reasons were identified: changes in the value of the foundation’s assets (29.7 percent), or changes in gifts received from individuals and other donors (24.3 percent).

The most positive outlook for Wisconsin grantmaking came from responses regarding expected asset growth. Already there has been an increase in philanthropic asset levels following a significant dip in 2009.

A majority of respondents (51.3 percent) reported they expected their asset levels to increase in FY2012, and 40.5 percent anticipated their asset levels would stay the same. Foundations attributed this relative increase in assets to changes in increased returns on investments and the receipt of major gifts. Since foundations base their future grantmaking levels on their asset levels for the previous few years, the findings of this outlook survey indicate that we may see increases in grantmaking levels in the near future.

The biggest change that Wisconsin grantmakers plan to make regarding giving throughout 2012 compared to 2011 is to increase funding for capacity building/strategic planning grants. One-third of respondents indicated their intention to increase this type of funding support.

After capacity building/strategic planning grants, the types of support that Wisconsin grantmakers plan to increase the most through 2012 are program support (24.3 percent of respondents) and funding for public policy or advocacy work (13.9 percent of respondents).

The survey did not reveal any significant drops in types of funding. 5.6 percent of respondents indicated they would decrease funding support for multi-year grants, and 2.8 percent of respondents plan to decrease funding general/operating support.

A substantial number of Wisconsin grantmakers are also considering making changes in 2012 beyond their grantmaking to help nonprofits and communities in the state. The biggest change by far is that 83.8 percent of respondents plan to increase their collaboration and/or partnership with their grantees and/or with other funders by the end of 2012.

Donors Forum of Wisconsin’s 2012 survey indicates that nearly half of respondents (43.2 percent) are considering an increase in the nonmonetary assistance they provide to nonprofits, such as technical assistance, holding community convenings on key issues, and encouraging employee volunteerism. Additionally, 24.3 percent of survey respondents said they are considering becoming more engaged in policy and advocacy work.

Wisconsin grantmakers’ greatest concerns regarding the future health of Wisconsin’s nonprofit sector, according to the survey results, are increased demands on nonprofits for their services at a time when their funding risks being reduced. 94.6 percent of respondents indicated that they were “moderately” or “very” concerned about this issue of increased demand for services. Additionally, most respondents reported being “moderately” or “very” concerned about decreases in private funding due to the economy, and 89.2 percent of respondents reported being “moderately” or “very” concerned about reduced government funding.

Despite these concerns and the lingering difficult economic climate, increases in assets and grantmaking levels are reasons for optimism about the future of Wisconsin’s nonprofit sector. One respondent echoed this hopefulness and noted that “the best nonprofit organizations appear to be weathering the storm effectively.”

### Level of concern about the following issues potentially affecting the health of Wisconsin’s nonprofit sector

<table>
<thead>
<tr>
<th>Issue</th>
<th>Somewhat concerned</th>
<th>Moderately concerned</th>
<th>Not concerned</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decreases in private funding due to the economy</td>
<td>5.4%</td>
<td>32.4%</td>
<td>62.2%</td>
<td></td>
</tr>
<tr>
<td>Increased operating costs</td>
<td>62.2%</td>
<td>21.6%</td>
<td>16.6%</td>
<td></td>
</tr>
<tr>
<td>Increased scrutiny of nonprofits by government</td>
<td>35.1%</td>
<td>8.1%</td>
<td>51.4%</td>
<td></td>
</tr>
<tr>
<td>Reduced government funding</td>
<td>45.9%</td>
<td>10.8%</td>
<td>43.2%</td>
<td></td>
</tr>
<tr>
<td>State tax legislation</td>
<td>43.2%</td>
<td>13.5%</td>
<td>37.8%</td>
<td></td>
</tr>
<tr>
<td>Federal tax legislation</td>
<td>29.7%</td>
<td>10.8%</td>
<td>40.5%</td>
<td></td>
</tr>
<tr>
<td>Decreased access to credit</td>
<td>34.2%</td>
<td>8.1%</td>
<td>43.2%</td>
<td></td>
</tr>
<tr>
<td>Delayed government payments</td>
<td>35.1%</td>
<td>8.1%</td>
<td>34.2%</td>
<td></td>
</tr>
<tr>
<td>Increased demand for services</td>
<td>64.9%</td>
<td>5.4%</td>
<td>16.2%</td>
<td></td>
</tr>
<tr>
<td>Reduced government funding</td>
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<td>29.7%</td>
<td>10.8%</td>
<td>40.5%</td>
<td></td>
</tr>
</tbody>
</table>

### Anticipated Grantmaking Changes in 2013 and Beyond

<table>
<thead>
<tr>
<th>Type of support</th>
<th>Increase</th>
<th>Decrease</th>
<th>No change</th>
<th>N/A- Support not provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capacity building/strategic planning grants</td>
<td>33.3%</td>
<td>0%</td>
<td>44.4%</td>
<td>22.2%</td>
</tr>
<tr>
<td>General/operating support</td>
<td>5.6%</td>
<td>2.8%</td>
<td>75%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Multi-year grants</td>
<td>11.1%</td>
<td>5.6%</td>
<td>50%</td>
<td>33.3%</td>
</tr>
<tr>
<td>Program support</td>
<td>24.3%</td>
<td>5.4%</td>
<td>67.6%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Continuation funding</td>
<td>11.1%</td>
<td>0%</td>
<td>50%</td>
<td>38.9%</td>
</tr>
<tr>
<td>Support for capital campaigns</td>
<td>10.8%</td>
<td>2.7%</td>
<td>32.4%</td>
<td>54.1%</td>
</tr>
<tr>
<td>Funding public policy or advocacy work</td>
<td>13.9%</td>
<td>0%</td>
<td>30.6%</td>
<td>55.6%</td>
</tr>
</tbody>
</table>
Wisconsin Nonprofit Sector

- Employs approximately 272,900 individuals in Wisconsin
- 13th largest in the nation by employment
- Accounts for $41 billion in annual revenues
- Holds assets of $88 billion

Source: Independent Sector, State Profiles, 2012

THE NATIONAL ECONOMIC IMPACT OF NONPROFITS

Nationally, the nonprofit sector is an economic segment employing over 13.5 million individuals in 2009, more people than the financial industries—including real estate and insurance—combined. Along with paying salary and benefits totaling $668 billion, the sector accounted for 8.1 billion hours of volunteer activity nationwide with an estimated value of $173 billion.

Philanthropy provides critical support for the work of nonprofits and their essential services, but they are also an important component to each state’s economic engine. The Philanthropic Collaborative estimates that in 2007, 9.2 million nonprofit sector jobs and $512 billion in household income were attributed to the nation’s active philanthropic foundations and $3.7 billion in direct economic benefits to Wisconsin communities.


Source: Wisconsin Nonprofits Association
THE ECONOMIC AND SOCIAL VALUE OF PHILANTHROPY IN WISCONSIN

The Philanthropic Collaborative’s recent study, The Social and Economic Value of Private and Community Foundations, found that each dollar ($1) of private and community foundation grantmaking produces over eight dollars ($8) in direct economic benefits to our communities. Using this measure, $458 million in statewide foundation grants given in 2010 helped generate $3.7 billion in direct economic benefits. Yet, as illustrated in the chart below, philanthropy provides only a fraction of the resources of state government.

Although Wisconsin certainly faces deep, systemic challenges as it recovers from the latest recession, opportunities are abound to find new and innovative solutions that address our most pressing needs. These solutions will not be solved by government or the philanthropic sector alone. Grantmakers and government must draw on their respective resources, expertise, creativity and boldness to achieve and sustain impact on issues that are critical to a viable future for Wisconsin.

As government restructures, foundations long thought to be an unchanging source of private dollars are both actively spending down and being created at a record rate. The current fluctuation and uncertainty in how grantmakers support quality of life measures in Wisconsin will demand innovative thinking, collaboration and new cross-sector partnerships. It is only through better understanding and leveraging of mutual interests of the public and private sectors that our communities will be able to address the challenges and opportunities that lay ahead.
ABOUT THIS REPORT

This publication details the impact of charitable giving in Wisconsin. Aligned with our mission, the aim of this effort is to enrich the public’s understanding of Wisconsin philanthropy by capturing and promoting emerging trends in giving while framing the vast scope of the philanthropic community. Collecting and disseminating relevant information on the sector is an ongoing process at the Donors Forum, providing its membership and community leadership with effective informational resources and tools for their respective needs.

SOURCES CITED:
• The Chronicle of Philanthropy, 2012
• Donors Forum of Wisconsin, WI Outlook Survey 2012
• The Foundation Center Directory Online
• Funding Information Center, Marquette University
• Independent Sector
• IRS Statistics of Income
• National Center for Charitable Statistics
• The Philanthropic Collaborative

WELCOME OUR NEW MEMBERS
Assurant Health
BMO Harris Bank
Celebrate Children Foundation
Ferris Greeney Family Foundation
Kapco, Inc
Rexnord Foundation
Runzheimer Foundation
Wisconsin Masonic Charities

ABOUT DFW

Donors Forum of Wisconsin (DFW) is a regional association comprised of innovative and dynamic members engaged in active grantmaking in Wisconsin’s communities. DFW’s vision is to serve as a focal point and catalyst for Wisconsin philanthropists who strive to build a prosperous and sustainable society by working with nonprofit providers, government entities, and business. DFW provides a significant, positive impact in Wisconsin through philanthropic education, best practices, enhanced partnerships and leadership.

For more information about DFW membership, to obtain copies of this report, or to commission grantmaker-specific research, please contact us at:

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Steve Hasbrook
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