
2019

Our Region, Our Giving

**Giving in
the Greater
Washington
Region**

Featuring a special look at the

2020 Census

washington regional
association of grantmakers

dc md va



2019 OUR REGION, OUR GIVING REPORT

Our Region, Our Giving is a snapshot of 2018 giving by members of the Washington Regional Association of Grantmakers in the Greater Washington Region.

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



This year's edition of *Our Region, Our Giving*, was based on a survey of WRAG member organizations conducted from June through August, 2019.

Thank you to the following organizations for participating in the survey:

- ▶ ACT for Alexandria
- ▶ Association of American Medical Colleges
- ▶ Bank of America
- ▶ Diane & Norman Bernstein Foundation
- ▶ The Herb Block Foundation
- ▶ The Boeing Company
- ▶ Booz Allen Hamilton
- ▶ Butler Family Fund
- ▶ The Morris and Gwendolyn Cafritz Foundation
- ▶ Capital One
- ▶ Citi Community Development
- ▶ A. James & Alice B. Clark Foundation
- ▶ Naomi and Nehemiah Cohen Foundation
- ▶ Community Foundation for Loudoun and Northern Fauquier Counties
- ▶ Community Foundation for Northern Virginia
- ▶ Consumer Health Foundation
- ▶ Crimsonbridge Foundation
- ▶ DC Bar Foundation
- ▶ DC Commission on the Arts and Humanities
- ▶ Diverse City Fund
- ▶ Flamboyant Foundation
- ▶ Gannett Foundation
- ▶ Philip L. Graham Fund
- ▶ Greater Washington Community Foundation
- ▶ Healthcare Initiative Foundation
- ▶ Hill-Snowdon Foundation
- ▶ Horning Family Fund
- ▶ IBM Corporation
- ▶ International Monetary Fund
- ▶ Jack and Jill Foundation
- ▶ Kaiser Permanente
- ▶ The J. Willard and Alice S. Marriott Foundation
- ▶ The Richard E. and Nancy P. Marriott Foundation
- ▶ Eugene & Agnes E. Meyer Foundation
- ▶ The Claude Moore Charitable Foundation
- ▶ The Curtis & Edith Munson Foundation
- ▶ Northern Virginia Health Foundation
- ▶ Northrop Grumman Corporation
- ▶ William J. and Dorothy K. O'Neill Foundation
- ▶ Open Society Foundations
- ▶ Pepco
- ▶ PNC Financial Services Group
- ▶ Potomac Health Foundation
- ▶ Prince Charitable Trusts
- ▶ PwC
- ▶ Jane Bancroft Robinson Foundation
- ▶ Alexander and Margaret Stewart Trust
- ▶ TEGNA Foundation
- ▶ United Way of the National Capital Area
- ▶ Univision Communications, Inc.
- ▶ Venture Philanthropy Partners
- ▶ Washington Area Women's Foundation
- ▶ Washington Gas
- ▶ Weissberg Foundation
- ▶ Wells Fargo
- ▶ World Bank Group

washington regional association of grantmakers

dc md va

November 12, 2019

Greetings,



Dr. Madye Henson

President & CEO

Washington Regional
Association of Grantmakers

We are pleased to bring you the 2019 edition of *Our Region, Our Giving*, the Washington Regional Association of Grantmakers' annual report on our members' philanthropy in the District of Columbia, northern Virginia, and suburban Maryland. Over the past summer, we surveyed our membership on their 2018 giving and assets, the strategies they employ to achieve their philanthropic goals, and the changes they anticipate for their institutions over the next year. These funders represent a cross-section of the region's philanthropic community, including independent, family, corporate, community, and public foundations, as well as corporate giving programs. While they have a diverse set of programmatic and geographic priorities, and a range of resources dedicated to philanthropy, they are united by a common commitment to WRAG's mission of improving the health and vitality of the region and all who live here.

In this year's report, which captures over \$255 million in local giving, we highlight several trends within the region's philanthropic community:

- ▶ Giving rose in 2018. Half of funders surveyed increased their giving in 2018 compared to 2017, resulting in a 23 percent increase in overall giving among survey respondents.
- ▶ Education, children and youth, and health continue to be areas of greatest interest. While these overall programmatic priorities are unlikely to change, well over half of funders surveyed indicated that they intend to re-evaluate their grantmaking strategies in the year ahead.
- ▶ Racial equity continues to be of interest and concern among WRAG's members. Funders are adopting new methods as they apply a racial equity lens to grantmaking and practices within their institutions.
- ▶ Lastly, as we head into 2020, we take a look at how a number of local funders are coming together to respond to the unprecedented challenges facing the decennial census.

We hope that this report will provide a timely snapshot of institutional philanthropy in our region, and offer insight into the priorities and practices of some of the most committed and engaged funders in the Greater Washington region.

A handwritten signature in blue ink that reads "Madye Henson".

Dr. Madye Henson

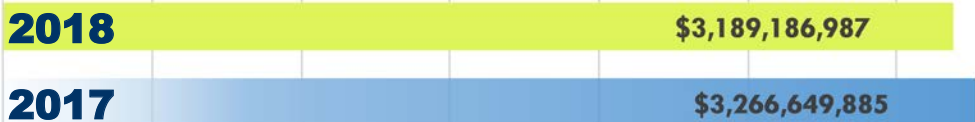
GIVING & ASSETS IN THE GREATER WASHINGTON REGION

WRAG collected data from our members on their 2017 and 2018 giving and assets. Overall, giving by these funders collectively increased 23 percent over 2017, while assets* decreased slightly.



GIVING ↑ 23%

ASSETS ↓ 2%



Half of funders surveyed, increased their giving in 2018, and of those, 82% increased their giving by more than 10%.

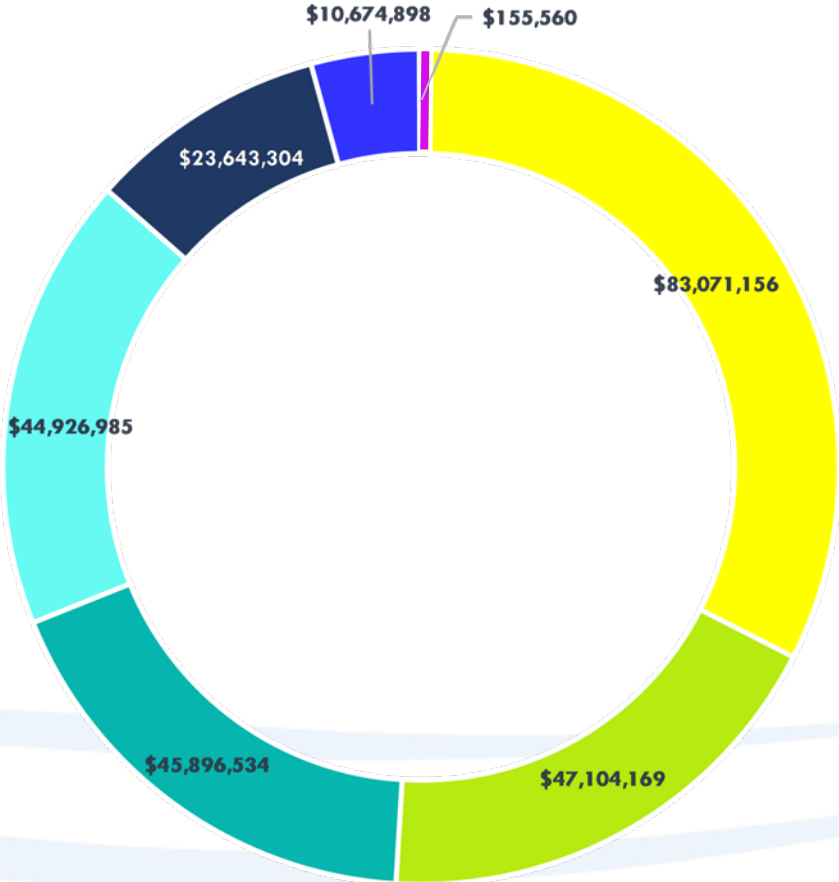
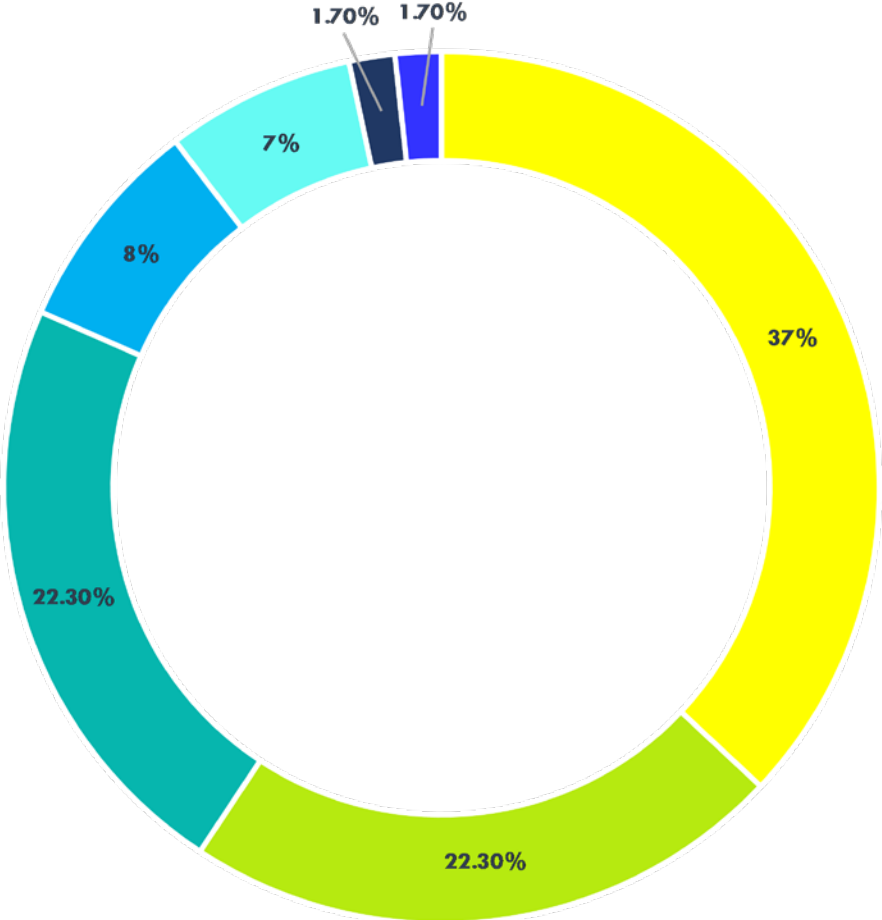
We asked our members to tell us why their giving increased in 2018. The most common reasons given were an increase in assets available to grantmaking and a desire to respond to urgent community needs. Among those funders whose giving decreased in 2018, half of them reported that it was due to a shift in their grantmaking strategies. Timing of multi-year grants also contributed to fluctuations in overall giving among a handful of respondents.

* 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.

TYPES OF FUNDERS & THEIR GIVING

WRAG's membership consists of a diverse range of grantmaking organizations. This report represents the following types of funders and their giving:

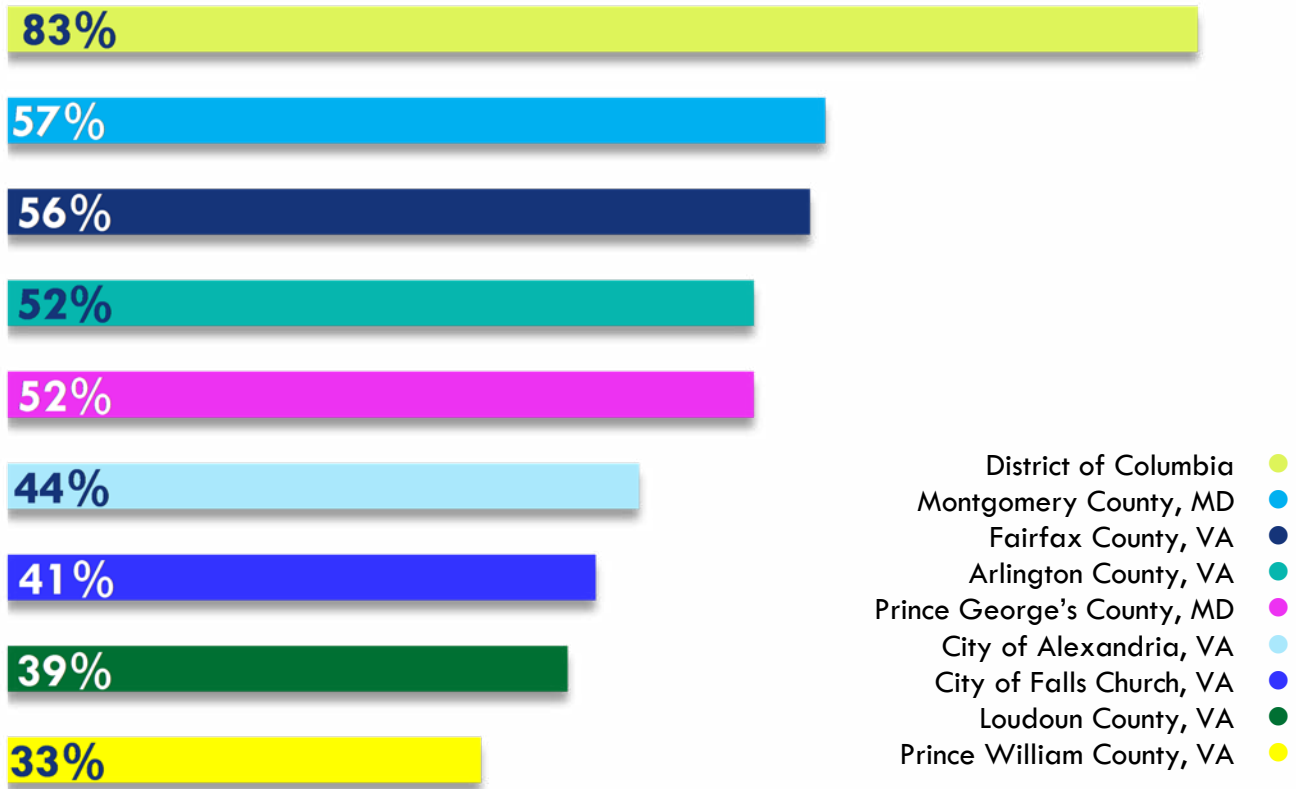
- Corporate foundation & corporate giving
- Family foundation
- Independent foundation
- Grantmaking public charity
- Community foundation
- Donor-advised fund
- Government grantmaker



- Community foundation
- Independent foundation
- Corporate foundation & corporate giving
- Family foundation
- Government grantmaker
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- Donor-advised fund

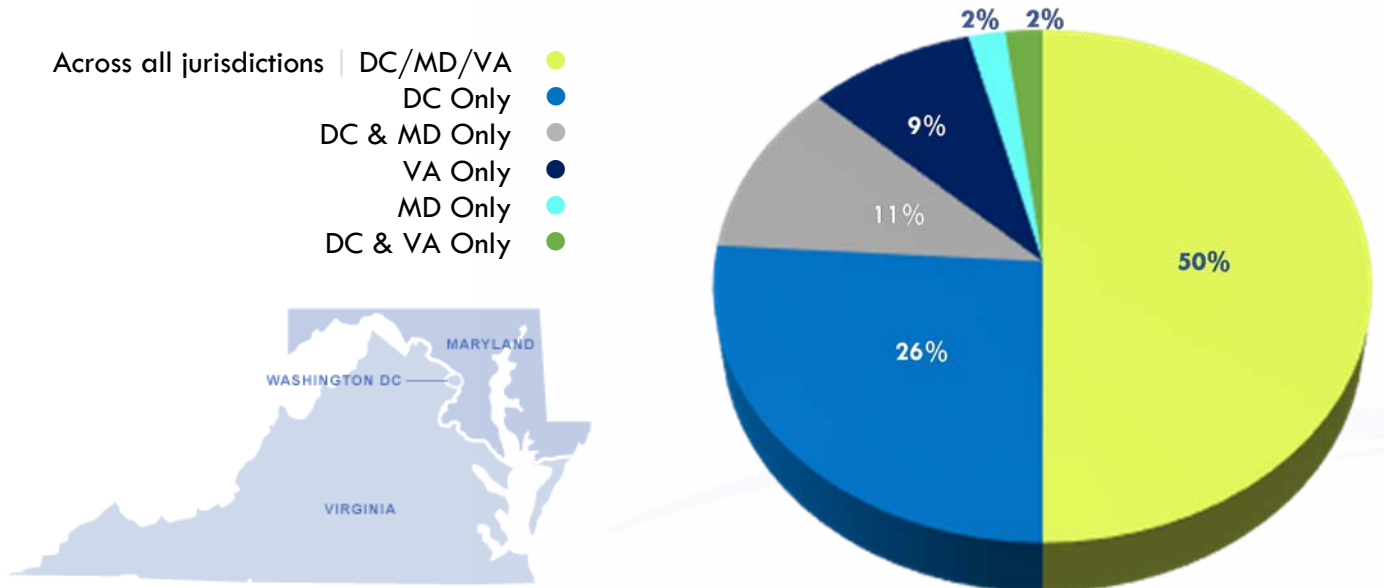
GIVING BY LOCAL JURISDICTION

WRAG members give throughout the Greater Washington region. In 2018, although nearly all funders represented in this report supported organizations in DC, many supported work in other parts of the region:



GIVING BY STATE & THE DISTRICT

Issues and opportunities in our region aren't constrained by political borders, so most WRAG members fund across borders as well. Of this year's survey takers, half fund regionally, across DC, suburban Maryland, and Northern Virginia.

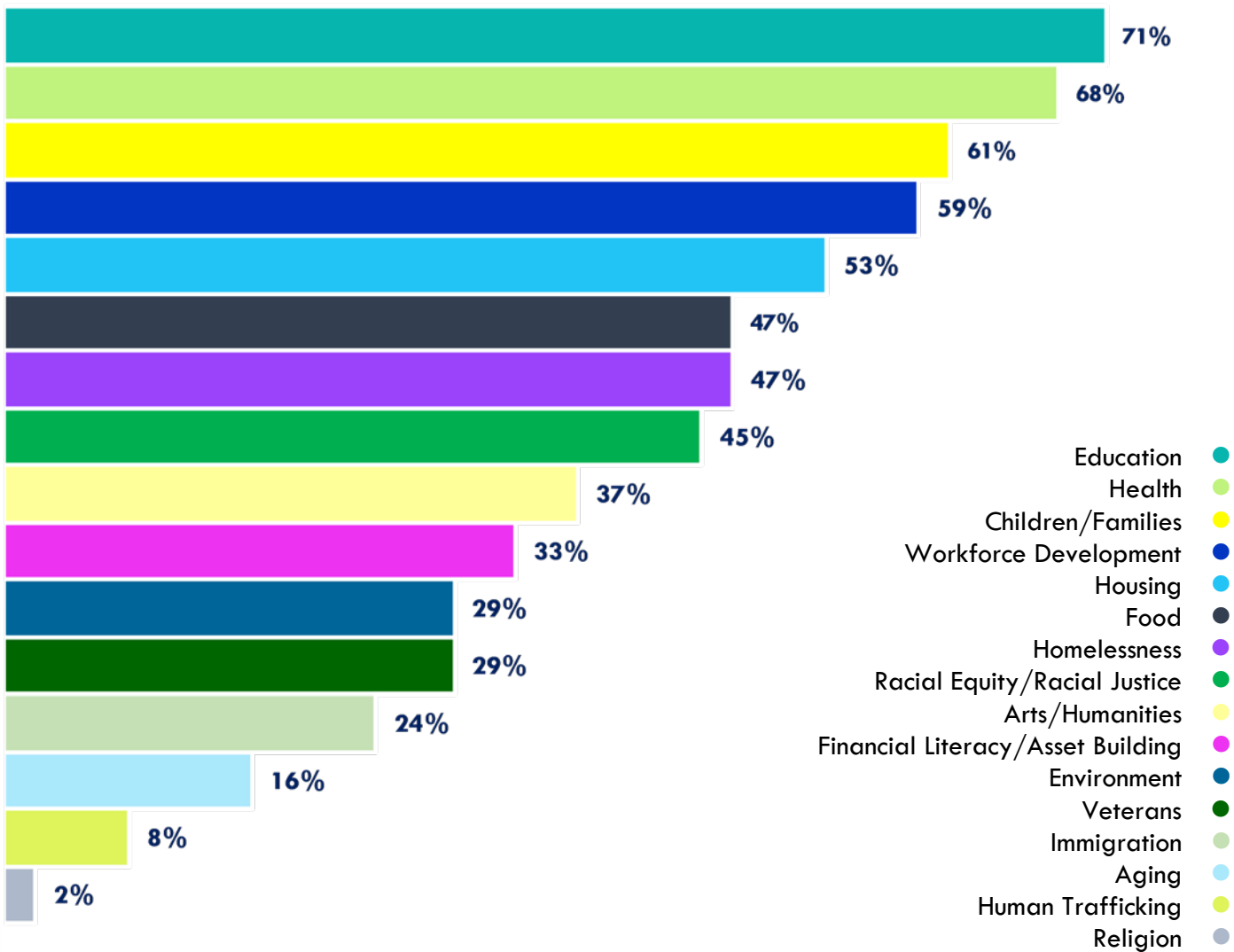


GIVING BY ISSUE AREA

WRAG members have wide-ranging grantmaking priorities. Among those surveyed, the programmatic areas that received the highest amounts of funding in 2018 were arts and culture (\$31.9 million), followed by education (\$21.8 million) and health (\$13.9 million).

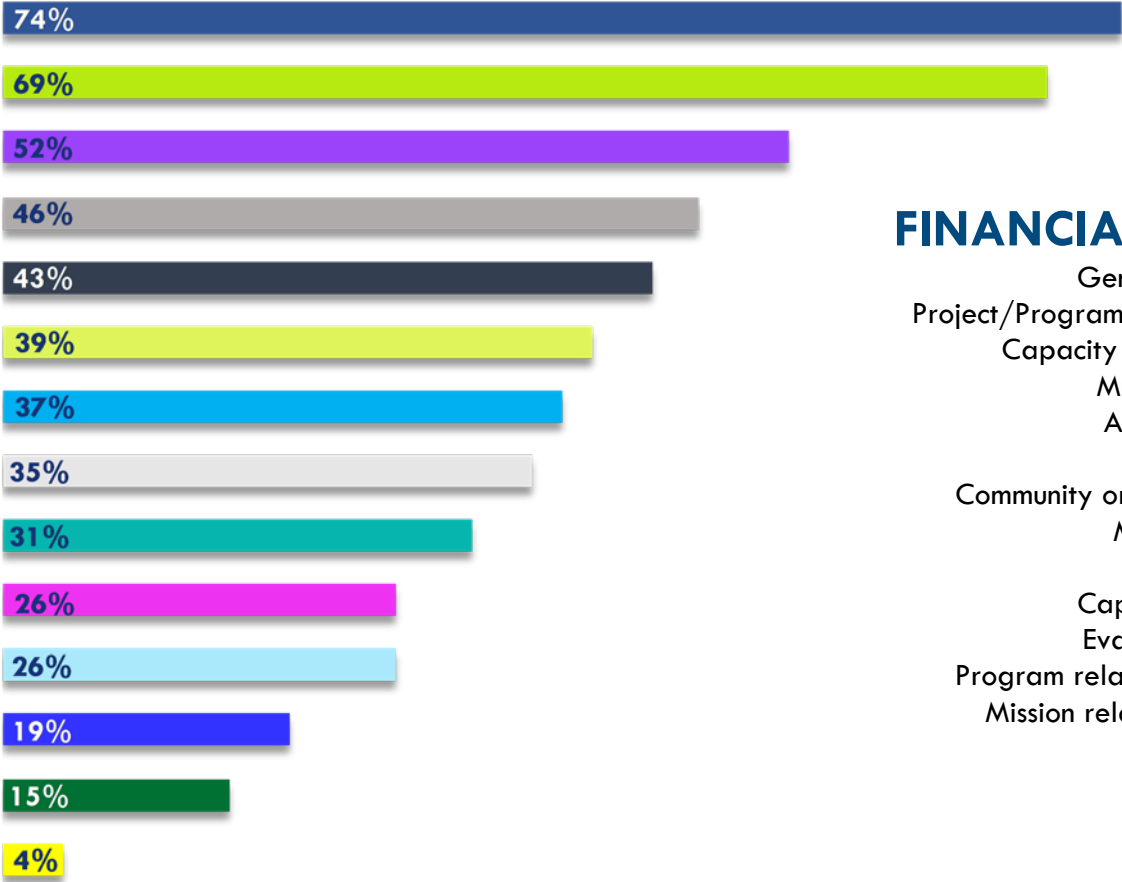
FUNDING PRIORITIES

More than half of those surveyed reported that they supported nonprofits working in the fields of education, health, children and families, workforce development, and housing.



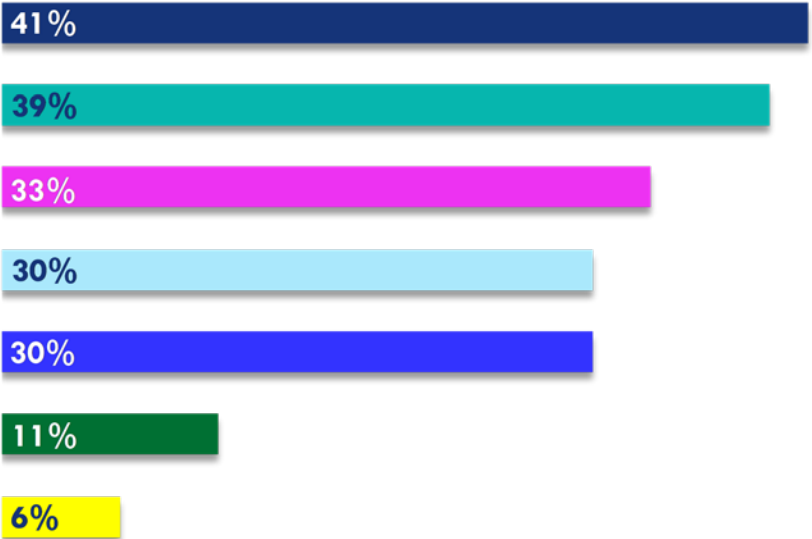
TYPES OF SUPPORT

In their efforts to effect change in our region, funders have a variety of tools at their disposal. We surveyed our members about the types of grants and philanthropic strategies they use, as well as the ways that they provide support to grantee partners beyond grantmaking.



FINANCIAL SUPPORT

- General operating ●
- Project/Program-specific grants ●
- Capacity building grants ●
- Multi-year grants ●
- Advocacy grants ●
- Sponsorships ●
- Community organizing grants ●
- Matching grants ●
- Scholarships ●
- Capital campaigns ●
- Evaluation support ●
- Program related investments ●
- Mission related investment ●
- Loans ●

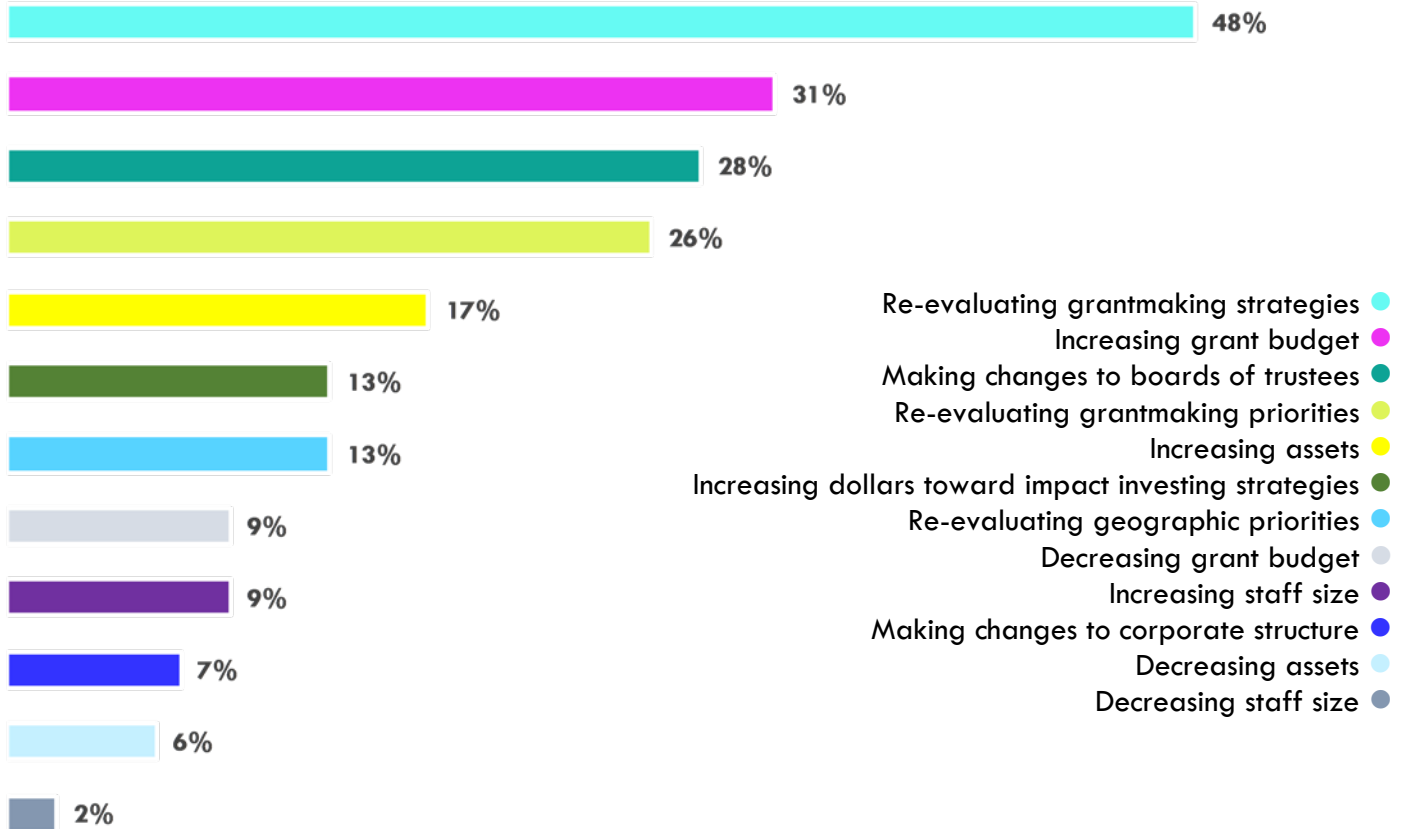


OTHER SUPPORT

- Convening ●
- Meeting space ●
- Technical assistance ●
- Employee volunteer programs ●
- In-kind support ●
- Pro-bono services ●
- Legal & HR Support ●

LOOKING AHEAD

There are changes ahead among funders surveyed. Almost half are planning to re-evaluate their grantmaking strategies over the course of the next year, and over a quarter are re-considering their funding priorities. In a positive sign for community, nearly a third of survey takers are planning to increase their grants budget next year.



HOW LOCAL PHILANTHROPY IS ADVANCING RACIAL EQUITY

In 2018, WRAG’s Board of Directors announced an organizational commitment to racial equity. This commitment centers racial equity as a priority for the organization, both externally, in our work to educate philanthropy about the ramifications of race and racism, as well as internally, as we continue to embed racial equity into all that WRAG does as an organization.

This year, we surveyed our members to identify what specific practices funders have implemented, or are considering implementing, in order to incorporate racial equity into their philanthropy and within their institutions.

STEPS FUNDERS ARE TAKING TO APPLY A RACIAL EQUITY LENS TO THEIR PHILANTHROPY

	Implemented this practice...	Are considering implementing this practice...
Explicitly targeting grantmaking toward closing racial disparities by supporting organizations engaged in making systems-level change through strategies such as advocacy, organizing, and civic engagement	52%	7%
Communicating publicly about the organization's commitment to racial equity	50%	9%
Engaging individuals with lived experiences of racial inequity to inform grantmaking strategies	46%	7%
Examining the racial history of their priority geographic communities	44%	7%
Helping grantee partners take advantage of trainings on racial equity and anti-racism	37%	11%
Incorporating questions explicitly related to racial equity in RFPs/grant applications	35%	13%
Collecting disaggregated demographic data from grantees about their boards, staffs, and/or clients	35%	11%
Engaging in public policy advocacy around racial equity	19%	9%

Over 50 percent of funders reported that they support efforts to make systems-level change to advance racial equity. We also asked our members how much of their total giving in the region goes toward organizations headed by leaders of color. A third of survey respondents were able to provide this data. Collectively, less than 3 percent of overall giving in the region was reported going to organizations led by leaders of color.

About half of survey respondents are taking steps to incorporate equitable practices within their institutions so that their internal culture, operations, and policies reflect the changes they desire to see in the community.



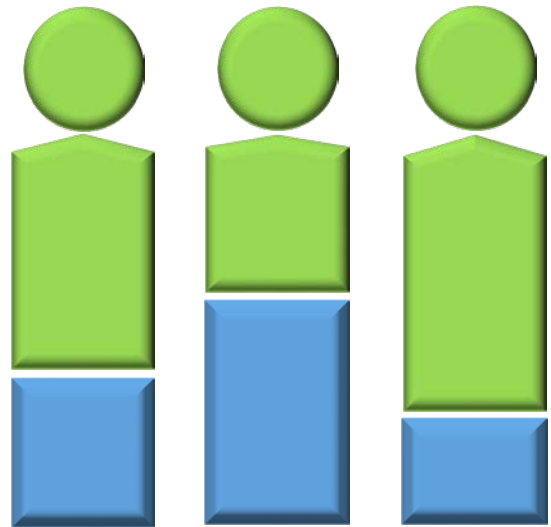
STEPS FUNDERS ARE TAKING TO OPERATIONALIZE RACIAL EQUITY WITHIN THEIR INSTITUTIONS

	Implemented this practice...	Are considering implementing this practice...
Provide opportunities for training on racial equity and anti-racism to staff	56%	6%
Prioritize racial equity in efforts to create an inclusive organizational culture	48%	11%
Use recruitment strategies that help ensure a diverse staff	48%	6%
Implement organizational policies and procedures that align with their commitment to racial equity	46%	7%
Use recruitment strategies that help ensure a diverse board	37%	9%
Employ staff responsible for leading racial equity efforts within organization	37%	7%
Provide opportunities for training on racial equity and anti-racism to their trustees	33%	15%
Implement policies related to supplier diversity	28%	13%

Many WRAG members are taking intentional actions to advance racial equity in the region and within their institutions. The data on pages 8 and 9, reflect input from respondents in the following institutions:

ACT for Alexandria
Diane & Norman Bernstein Foundation
The Herb Block Foundation
Booz Allen Hamilton
Butler Family Fund
The Morris & Gwendolyn Cafritz Foundation
Capital One
Citi Community Development
Community Foundation for Northern Virginia
Community Foundation for Loudoun
and Northern Fauquier Counties
Consumer Health Foundation
Crimsonbridge Foundation
DC Bar Foundation
DC Commission on the Arts and Humanities
Diverse City Fund
Flamboyan Foundation
Greater Washington Community Foundation
Healthcare Initiative Foundation
Hill-Snowdon Foundation
Horning Family Fund
International Monetary Fund
Kaiser Permanente
J. Willard & Alice S. Marriott Foundation
Eugene & Agnes E. Meyer Foundation
The Curtis & Edith Munson Foundation
Northern Virginia Health Foundation
Northrop Grumman Corporation
William J. and Dorothy K. O'Neill Foundation
Open Society Foundations
Pepco
Potomac Health Foundation
Prince Charitable Trusts
Jane Bancroft Robinson Foundation
United Way of the National Capital Area
Univision Communications, Inc.
Venture Philanthropy Partners
Washington Area Women's Foundation
Washington Gas
Weissberg Foundation
Wells Fargo

**Over 50%
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supporting
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systems-level
change to advance
racial equity.**



RACIAL EQUITY

A SPECIAL FOCUS ON THE 2020 CENSUS

In the past few editions of *Our Region*, *Our Giving*, we have taken a special look at specific philanthropic priorities and strategies.

This year, we are highlighting a timely and urgent issue: The 2020 Census.



WHY IS THE 2020 CENSUS A PRIORITY FOR PHILANTHROPY?

The decennial census, mandated by Article I, Section II of the U.S. Constitution, is a cornerstone of American democracy, influencing nearly every aspect of our political and economic lives. Census data is used in the redistricting process to allocate Congressional seats and determine representation at the state and local levels, and to

determine the equitable distribution of over \$800 billion in federal funding for a host of essential programs, including Medicaid, SNAP, housing vouchers, Head Start, and many others. Businesses use census data to drive decisions that impact our lives in countless ways, from where major employers choose to locate, to where bus routes operate, health clinics and grocery stores open, and housing is built.

The stakes surrounding the 2020 Census are high. The decennial census is the largest peacetime operation that the U.S. government

undertakes. This time around, it faces unprecedented obstacles to obtaining

It is estimated that 55,000 individuals were undercounted in our region in the 2010 Census, and the risk of an undercount in 2020 remains.

a complete and accurate count, due to budget cuts to the U.S. Census Bureau, a shift to an online form, and population growth among historically hard-to-reach communities. Moreover, policy actions at the federal level have created a climate of fear and distrust of government among some of those same communities.

Given that the 2020 Census is of such massive importance to our political, social, and economic well-being over the next decade, philanthropy is mobilizing at national, state, and local levels to get out the count. Supporting the 2020 Census in the Greater Washing-

ton region is especially critical as a fair and accurate count is essential to philan-

thropy's efforts to advance racial equity. It is estimated that 55,000 individuals were undercounted in our region in the 2010 Census, and the risk of an undercount in 2020 remains. Those most likely to be undercounted are those communities that are already the most marginalized in our region due to a history of inadequate services, structural racism, segregation, and inequitable policies. People of

color, immigrants, young children, and low-income families lose political voice and access to resources – power and money – when they aren't counted.



A SPECIAL FOCUS ON THE 2020 CENSUS

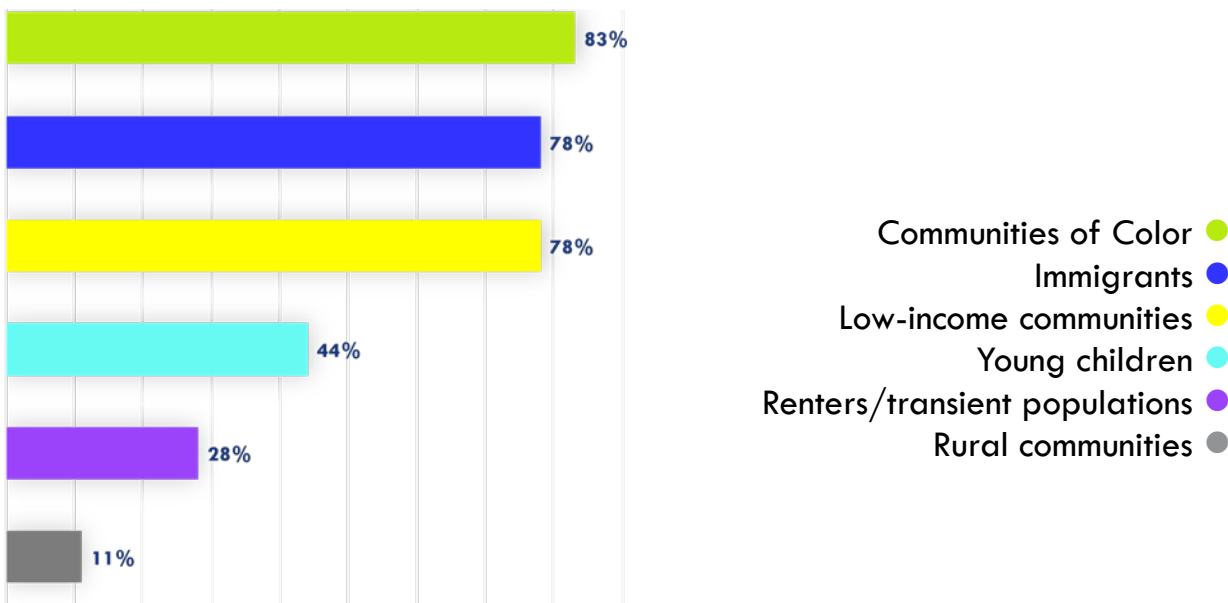
Those funders who are supporting the census are doing so with their grantmaking dollars, as well as leveraging their voices, leadership positions, and convening power.



Survey respondents reported engaging in the following activities:

Convening grantees and other community stakeholders to support and enable census activities	20%
Contributing to pooled/collaborative funding opportunities in support of census activities	14%
Communicating publicly about the importance of the census (e.g., through op-eds, blog posts, etc.)	14%
Grantmaking to support get-out-the-count activities in the region (e.g., outreach, education, assistance, etc.)	13%
Engaging in advocacy in support of the census (e.g., sign on letters, amicus briefs, etc.)	13%
Participating in area Complete Count Committees*	11%

Most funders supporting census-related activities are focusing their efforts around getting the count out among specific hard-to-reach populations:



* WRAG members are participating in Complete Count Committees organized by local government in DC, Fairfax County, Prince George's County, Loudoun County, and Prince William County. The Community Foundation for Northern Virginia also convenes a Northern Virginia Regional Complete Count Committee.

HOW LOCAL FUNDERS ARE SUPPORTING A COMPLETE AND ACCURATE 2020 CENSUS

Since June 2018, WRAG has convened a 2020 Census Working Group of funders interested in strategically supporting a fair and accurate census count in the region. The group has met regularly to coordinate activities,

The following survey respondents reported that they are supporting census-related activities:

- ▶ ACT for Alexandria
- ▶ Diane & Norman Bernstein Family Foundation
- ▶ Butler Family Fund
- ▶ The Morris & Gwendolyn Cafritz Foundation
- ▶ Capital One
- ▶ Community Foundation for Loudoun and Northern Fauquier Counties
- ▶ Community Foundation for Northern Virginia
- ▶ Consumer Health Foundation
- ▶ Crimsonbridge Foundation
- ▶ Greater Washington Community Foundation
- ▶ IBM Corporation
- ▶ Hill-Snowdon Foundation
- ▶ Eugene and Agnes E. Meyer Foundation
- ▶ Metropolitan Washington Council of Governments
- ▶ Potomac Health Foundation
- ▶ United Way of the National Capital Area
- ▶ Univision Communications, Inc.
- ▶ Washington Area Women's Foundation
- ▶ Washington Gas
- ▶ Weissberg Foundation


32% of survey respondents reported that they are engaging in activities related to the 2020 Census, and another 7% are considering how they will get engaged in the coming months.*

share information, and get updates from U.S. Census Bureau officials and their counterparts responsible for census activities at the state level in DC, Maryland, and Virginia. Many working group members are developing grantmaking and other strategies to support outreach to hard-to-count communities and to amplify the work of Complete Count Committees – cross-sector groups made up of local government representatives and trusted civic leaders responsible for mobilizing stakeholders to get out the count in their respective jurisdictions.

To date, working group members have taken a number of strategic actions to support a complete and accurate 2020 Census in the region. On June 6, 2019, fourteen (14) organizations came together to plan and host “Interventions that Work: 2020 Census and Hard-to-Reach Communities,” a regional, cross-sector convening to kick off get-out-the-count efforts in the Greater Washington region. Over 250 people from the public, private, and nonprofit sectors gathered to learn about challenges facing the 2020 Census, coordinate efforts at

local level, and identify effective strategies for reaching those communities in our region at highest risk of being missed in the census, including people of color, immigrants, young children, and low-income families.

In addition, to efficiently mobilize financial support for get-out-the-count activities, a number of funders have pooled dollars to create the 2020 Count DMV in Census Project, a grant opportunity housed at the Greater Washington Community Foundation. The fund made \$287,000 in grants* in Fall of 2019 to organizations that serve as trusted messengers across the region, to support public education, outreach and mobilization, communications, partnerships, and other critical activities focused on hard-to-count communities in the region. The fund continues to raise dollars to support 2020 Census outreach in the region.

Working group members are also cultivating strategic cross-sector partnerships to help activate engagement in the census among regional leaders with broad reach into hard-to-count communities. Lastly, to help get the word out, working group members are promoting a shared hashtag, #CountDMVIn, which launched via a video featuring community leaders. ( <http://bit.ly/UWNCACensus2020>).

#CountDMVIn

Census2020

*To learn more about these grants, visit:
<https://www.thecommunityfoundation.org/news/census-count-grants>

ABOUT THE WASHINGTON REGIONAL ASSOCIATION OF GRANTMAKERS:

The Washington Regional Association of Grantmakers (WRAG) is a membership association composed 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 there.



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202.939.3440

