SUMMARY
This project looks at the influence of philanthropy on the fundraising efforts of nonprofit organizations working to address climate change to identify whether there is a disparity between the needs of and support of these organizations, the consequences of a disparity and new strategies or models to address it. It will provide in its analysis a set of recommendations for more effective fundraising.

Following a Mixed Methods approach: Primary data included interviews with five experts within the environmental nonprofit field and members of one grassroots organization. Secondary data included a review of applicable literature.

Results of the findings indicated a need for nonprofit organizations to embrace collaboration in the form of more partnerships among large and small nonprofits to increase social impact and gain more access to foundations, as well as, the need to leverage the youth movement and technology to innovate fundraising.

PURPOSE
Climate Change is already impacting communities, locally and globally. Climate scientists and activists warn of an event horizon of 12 years remaining to reduce CO2 concentrations in the atmosphere at the levels necessary to stabilize the climate and avoid further devastating and catastrophic consequences. My aim with this project is to shed light on the urgency and need for funding support.

RESEARCH

RQ1: Is there a disparity between the needs of nonprofit organizations working to address climate change and the amount of foundation support?

RQ2: A) How does a disparity affect fundraising and organizational capacity for fulfilling mission and making impact? B) How does a lack of funding affect the grassroots organizations?

RQ3: What alternative fundraising strategies or models are needed to address a disparity?

METHODS

Mixed Methods:
Primary Data
- Semi-structured Interviews
  5 Experts and Members of 1 Grassroots Organization
- Literature Review
  - Key Topics
  - Climate Change
  - Philanthropy
  - Fundraising
  - Communications
  - Grassroots
  - Environment

Secondary Data
- Foundation Center Foundation Maps and Drawdown
- The Most Comprehensive Plan Ever Proposed to Reverse Global Warming
- Source: Foundation Center Foundation Maps and Drawdown
- The Most Comprehensive Plan Ever Proposed to Reverse Global Warming

DATA AND ANALYSIS

Semi-structured Interviews with 5 Experts within the environmental nonprofit field and members of one grassroots nonprofit included:
- Legal Counsel, Sierra Club
- Development Manager, Pacific Forest Trust
- Fellow, Project Drawdown
- Media Expert, Climate One
- Director, Environmental Action Committee of West Marin
- Members, 350SF

RQ1: “The majority of funding is going toward policy and advocacy.” - Legal Counsel, Sierra Club

“Larger foundations have made grants for human behavior change, transportation i.e. less cars. There is a disconnect between the type of projects funded and the need.” - Director, Environmental Action Committee of West Marin

RQ2: “EAC has had three programs and will now move more toward emphasizing two programs political advocacy and climate adaptation for seeking funds, in particular from foundations...” “There is a disconnect - land use planning is not funded by foundations...” “There is no watchdog funding. EAC does this and its funded by our members. There is no foundation money for it.” - Director, Environmental Action Committee of West Marin

RQ3: “A big trend in philanthropy is moving resources into total portfolio activation, aligning investments with mission, investing corpus to make more money beneficial to the cause. PRI, MRI, sub-commercial return could be catalytic. Philanthropy is exploring how to use PRI and MRI to make more investment money. More action is needed. Some family philanthropies are ahead of the curve.” - Fellow, Project Drawdown

RESULTS

   - A. More Partnerships Among Small NPOs and Large NPOs to Increase Social Impact. Be a “Node” not a “Hub.”
   - B. Form a Connector Group to Strengthen the Movement through Shared Relationships and Resources

2. Leverage Youth Movement: Focus on Engaging Gen Y and Gen Z Peer to Peer

3. Double Down on Technology to Innovate Fundraising: Social Media and Text to Donate Mobile Platforms

REFERENCES

Climate Change and Philanthropy: Implications for Fundraisers
Karen Campbell, MNA Candidate
Master of Nonprofit Administration - Capstone Project

RECOMMENDATIONS

   - A. More Partnerships Among Small NPOs and Large NPOs to Increase Social Impact. Be a “Node” not a “Hub.”
   - B. Form a Connector Group to Strengthen the Movement through Shared Relationships and Resources

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Foundation Support 2006 to present
CA Organizations Total vs. Net Cost of Implementation

Net Cost of Implementation: $1,638,246,627
CA Organizations Total: $27t

Source: Foundation Center Foundation Maps and Drawdown

Donor Power: The Influence of Climate Philanthropy

Design to Win Philanthropy’s Role in the Fight Against Global Warming

Global Warming with Katharine Hayhoe
Retrieved from https://www.youtube.com/watch?v=09uE5248964

IPCC 2018 Summary for Policymakers Special Report Global Warming of 1.5°C
Retrieved from https://www.ipcc.ch/sr15/