



Building a Culture of Philanthropy: CalSAC's Individual Giving Program

Taking active, collective responsibility for creating change

The story of the California School-Age Consortium (CalSAC) is the story of a movement.

In 2013, CalSAC set out to build a culture of giving in the out-of-school time (OST) field (i.e. before school, afterschool and summer learning programs and professionals). This was no small feat – in the organization's 35 year history, an individual giving program had never been attempted. And, with a base largely comprised of young, often part-time, hourly workers, many on the ground didn't identify themselves as people who could or should be donors. For CalSAC, building an individual giving program was not just about sustaining the organization – it was about creating opportunity for every person to contribute to and take ownership for those things that are most important to them and to pay forward a brighter future for the next generation. It was to build power in and for the out-of-school time field, alongside every person in the community.

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With these values in mind, CalSAC got to work. The project began with a fundraising analysis as well as organizational mindset and structural shifts. This organizational effectiveness investment, funded by The David and Lucile Packard Foundation, resulted in a multi-year development strategy and roadmap for the successful launch of an individual giving program. With a committed board, systems in place and a clear goal, CalSAC made another bold move and hired development staff to build upon the gains made by consultants. Another key turning point was the investment by foundations - the S. H. Cowell Foundation and The David and Lucile Packard Foundation - who offered a \$25,000 match each to support the first two years of the giving program. CalSAC was later selected to participate in CompassPoint's Bright Spots Fellowship, a program centered around research from the *Fundraising Bright Spots* report, developed by the Evelyn & Walter Haas Jr. Fund. Through the program, CalSAC solidified and expanded a distributed fundraising approach. CalSAC has since been highlighted as an example of effective efforts toward building a culture of philanthropy across an organization.

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Today, every board and staff member gives to and fundraises for the organization. Director-level program staff have also begun to step in as leads for fundraising projects and campaigns. A new addition in 2017 was the Giving Ambassador program, where key CalSAC stakeholders are equipped to fundraise, providing the opportunity for these individuals to build their own fundraising capacity as well as take ownership for a cause that is important to them. The distributed fundraising model works across CalSAC's board, staff and volunteers because of shared values, shared accountability and a deep belief in the transformative work of the organization. At CalSAC, every person is challenged to take active, collective responsibility for creating change. Giving is one way this transformative work is accomplished.

Successes: A Culture of Philanthropy in Action

"I want this work to never end. I want what CalSAC does to reach as many people as possible. I know that by giving and imploring others to give it will continue...I was fortunate [to be part of CalSAC's programs] and I want to see someone else have the same opportunity."
-LaTricia Scott, Leadership Development Institute for Emerging Leaders of Color Alum, Giving Ambassador, and Donor

2013

Organizational effectiveness funding from The David and Lucile Packard Foundation supports the development of the CalSAC Board of Directors, a fundraising audit begins.

2014
August

CalSAC Board of Directors adopts an individual giving strategy for the organization and meets their first **100% board giving goal**.



2015
July

Launches the first individual giving campaign in the 35 year history of the organization.



2015
September

Invests in fundraising by hiring a Development Director, the first in over 5 years.

2015
December

Raises over \$50,000 in 2015 including a \$25K matching grant from the S. H. Cowell Foundation.



2016
January

Board members develop personal fundraising plans, increasing their give/get contribution by **67% over the prior year**.

2016
September

Selected for the CompassPoint Bright Spots fellowship, inspired by the *Fundraising Bright Spots* report developed by the Evelyn & Walter Haas Jr. Fund.



2016
November

All staff members are trained and empowered to fundraise for the organization by inviting constituents, friends and family to give. Staff voluntarily initiates 100% staff giving.

2016
December

Raises over \$75,000 in 2016 including a \$25K matching grant from The David and Lucile Packard Foundation, doubling the amount raised in individual donations over the prior year and growing donors by 63%.

2017
March

Distributed fundraising model expanded to include director-level program staff as leads for fundraising projects and campaigns.



2017
April

Launches Giving Ambassador Program with 14 volunteers, community members, donors and constituents to fundraise.



2017
April

222% increase in recurring donations in 2017 through a recurring donor campaign.



2017
May

Invited to share the success of CalSAC's approach to fundraising as panelists at the Association of Fundraising Professionals International Conference.

2017
May

Raises over \$18,000 in a day of giving campaign organized by the East Bay Community Foundation (EBCF). Featured as a success story for EBCF's "Mission Monday" series.

"CalSAC is a natural extension of my personal values and intentions in being an active part in improving our world."

-Tyan Schesser, CalSAC Trainer and Donor

Looking Ahead

In 2017, CalSAC has set out to **increase individual giving by over 160%** since our first fundraising campaign. **We aim to raise \$100,000 this year - \$65,000 from individual gifts and a \$35,000 matching grant from a foundation.** We will also increase our Giving Ambassadors to 35, more than doubling the support for our end of year fundraising campaign. As we celebrate our 35th year as an organization, we remain committed to leading a culture of giving in the out-of-school time field, because it serves our core mission and objectives. This work helps us develop and empower the leaders working with young people, connects our communities to each other and strengthens our unified, collective voice.

