

Expanding Your Pie:

Partnering with Private Foundations, Government and Individual Philanthropists to Cook Up Plenty Rural Endowment

Friday, January 31 - 8:15 – 10:00 a.m.

Session Leader

Sidney Armstrong

Consultant; Former Executive Director, Montana Community Foundation

Peer Leaders/Storytellers

Diane Harrop: Board Member, Wyoming Community Foundation

Michael Chamberlain: Chief Development and Operating Officer, New Mexico Community Foundation

Christine Delpont: Executive Director, Greater Rustenburg Community Foundation (South Africa)

Greater Rustenburg Community Foundation Story

By Christine Delpont

Know your environment:

- Endowment Building – non-existing in South Africa – New concept.
- Very little, if at all, Rural Wealth – Small pockets of wealth amongst white, second home owners.
- Endowment building not the core business of big Corporates – only Corporate Social investment Programmes to support agendas of business.
- No tax incentives for endowment build/giving programmes
- 70% Poor, Black Rural – 30 % Wealthy White Urban.
- Rustenburg – fastest growing city in Africa.

Rural Endowment Goal:

- To raise R 1 000 000.00 from Impala Platinum through their CSI fund/programme, over a period of 5 years.

The story itself:

- Existing relationship with Impala Platinum – funder of incubator.
- The need to seek an alternative for sustainable development.
- Discussions between the CEO of the incubator and the CEO of Impala Platinum, led to the introduction of SAGA, who in turn introduced the concept and model of CF's.
- Public meetings were held.
- Relationships with Tribal Leadership were enhanced.
- Newly founded BOT of the GRCF continued conversing and strengthening the relationship with Impala Platinum.
- Proposal for funding was submitted to Impala Platinum.
- GRCF obtained R 1 000 000.00 from Impala Platinum – 50% towards operational funding of the GRCF and 50% as a pass through grant.
- GRCF maintained the relationship with Impala Platinum through continuous discussions, submission of progress reports, annual financial statements, strategic planning documents, Grantmaking outcomes.
- Especially the Grantmaking outcomes led to the mobilization of resources from Impala Platinum to establish 3 Designated Endowment Funds for GRCF grantees delivering services in the Rural areas.
- GRCF now submitted a proposal to Impala Platinum in order to establish a Designated Endowed fund for its own Operational Fund (5 year plan) and an Endowed fund for Rural Development.

Capacities used:

- Sound and thorough research.

- Expertise of Board members.
- Relationship building – Impala Platinum and NGO's.
- Transparency and total commitment.

So What? – Outcomes and Lessons and Advice:

- **Outcomes**
 - GRCF raised R1 178 500.00 from Impala Platinum.
 - Resulted in obtaining the involvement of Anglo Platinum.
 - Attracted Individual Donors.
 - Establishment of 4 Designated Endowed Funds.
- **Lessons**
 - Fundraising equals Friend Raising.
 - Strategic Grantmaking pays
 - “Feel Good” donors last.
 - The value of a donor is not always measured by its size!
- **Advice**
 - Tenacity – never give up on that big fish!
 - You won't get if you don't ask!
 - Share your strategy!