

International Conference  
Adelaide Convention Centre

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ADELAIDE 2022  
30 May - 2 June

International Advancement

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# Building a Culture of Philanthropy

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*Canadian Mental Health Association*

Welcome! Bienvenue! 欢迎

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- Session Goals
- Resources
- Q&A

## Session Goals

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- Context
- Terminology
- Equity
- Characteristics of High Performing Programs
- Local, Global
- Getting Going
- Case Studies
- Resources



*18,314 km from St. John's to Adelaide*

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Photo: © Łiamek Cogski – Merritt Harbour, Newfoundland May 23, 2022

## Context & Caveats

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- My professional experience & expertise – not exhaustive
- Fundamentals are the same but international work benefits from an open mind, curiosity & tenacity
- Pandemic & other geopolitical factors

## Terminology

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- **Organisational Culture:** positive, toxic, apathetic/complacent?
- **Philanthropic Culture:** encouraging & understanding philanthropy: voluntary action for the common good, the love of human kind
- **Fundraising Culture:** all about the money, all the time - urgency
- **Culture of Philanthropy** – everyone in the organisation embraces mission, people have clarity about goals & expectations, understands their unique role in achieving them. Fund development is not exclusively for the advancement team.

## Equity

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- How do we define philanthropy? Is it just fundraising?
- Privilege & the non-profit sector
- Vu Le (NonprofitAF.com) & Community Centric Fundraising movement from Seattle (10 principles)
- Do we genuinely work from a place of reciprocity?
- “Community members should always feel like they belong (**inclusion**), believe in the purpose their community exists (**transparency**), have opportunities to tell their story (**empowerment**), have the power to help others tell their stories (**collaboration**), and feel like their contributions are valued (**celebration**).” - Community Funded blog



**Key Components -  
Culture of  
Philanthropy**

Shared Responsibility

Mission is Aligned & Integrated

Engagement, Not Transactional

Authentic Partnerships

## Local, Global

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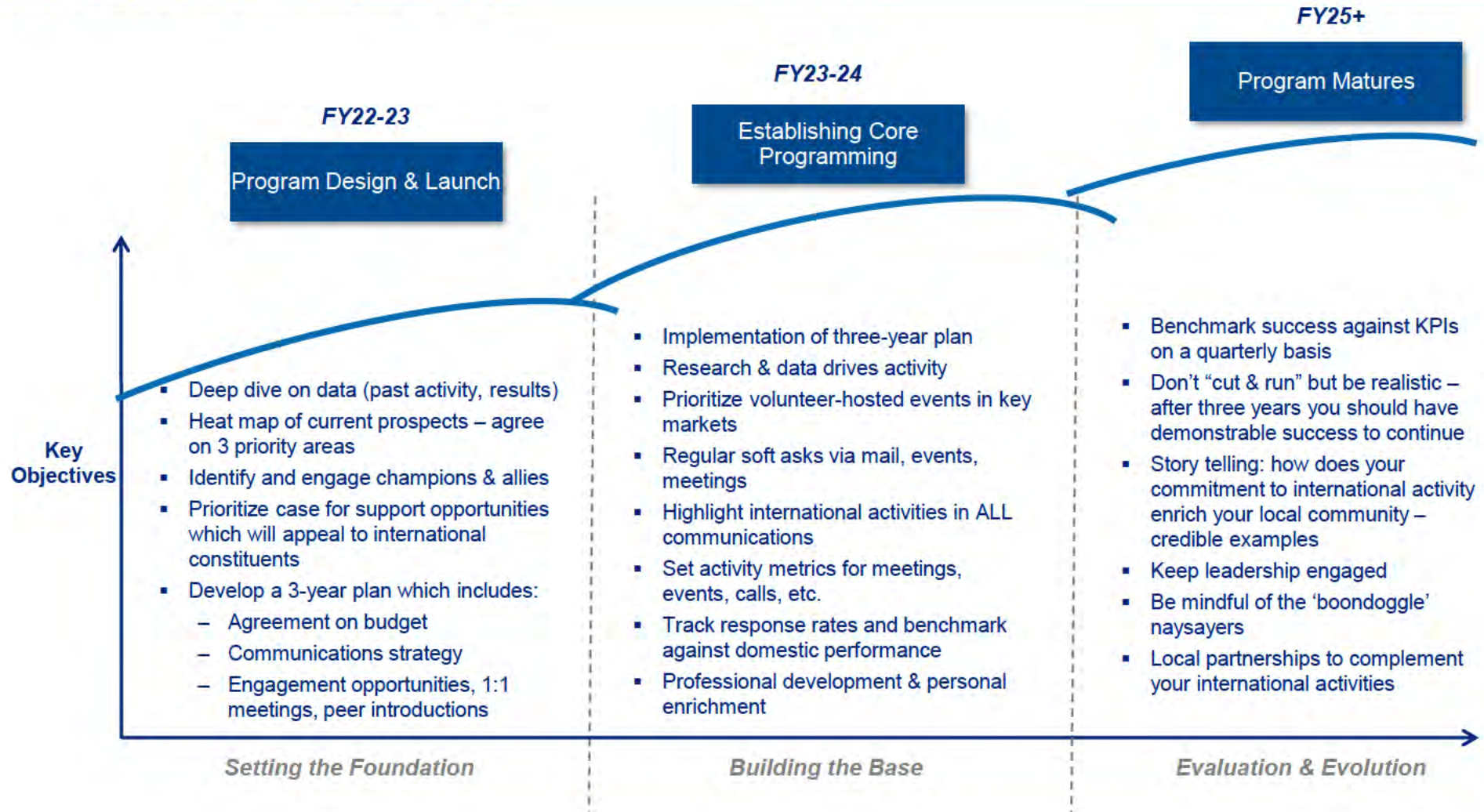
- Good practice in Australia is good practice overseas
- But you need to be mindful about the local context
- Be curious
- Do your research
- Covid as a challenge but also an opportunity
- Diversify
- Diaspora Giving

## Getting Going

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- Data Driven
- Philanthropic Indicators
- Start Small – Communication Strategy
- Leverage Events - Hybrid

# International Advancement Program



## Key Questions to Evaluate Success

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1. Does everyone in the team have a good idea of the decisions and actions for which they are responsible?
2. Is there an openness to embrace new information/data to drive activity and set priorities?
3. Once made, decisions are rarely second-guessed – true or false?
4. Would most staff members agree that information flows freely between teams?
5. What adjectives are consistently used to describe your culture?

## Two Case Studies – Middle East

### Elahé Omidyar Mir-Djalali Institute of Iranian Studies at the University of Toronto

- Largest single gift from the Roshan Cultural Heritage Institute - \$6M USD
- Gift was in cultivation/negotiation for nearly five years
- Academic & administrative leadership
- Diaspora giving



### Sultan of Oman

- Intensive relationship building & cultivation
- Partnership with local museum (Aga Khan)
- Timing is everything



## Resources

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- Joan Garry (podcast + blog) – *Because Non-profits Are Messy* (joangarry.com)
- *Generous Futures* webinar series (Toronto Metropolitan University)
- Cynthia Gibson, Haas Fund (white paper on creating a culture of philanthropy)
- Simone Joyaux – “Building a culture of philanthropy in your organization” (simonejoyaux.com)
- Vu Le (nonprofitAF.com)
- Sherry Turkle, *Alone Together: Why We Expect More from Technology and Less from Each Other*

# Keeping Connected



Canadian Mental  
Health Association  
Association canadienne  
pour la santé mentale



years of  
community  
ans de  
communauté

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