



*National Network of
Consultants to Grantmakers*
A TIDES CENTER PROJECT



Lisa McGill

Moderator
NNCG Project Advisor

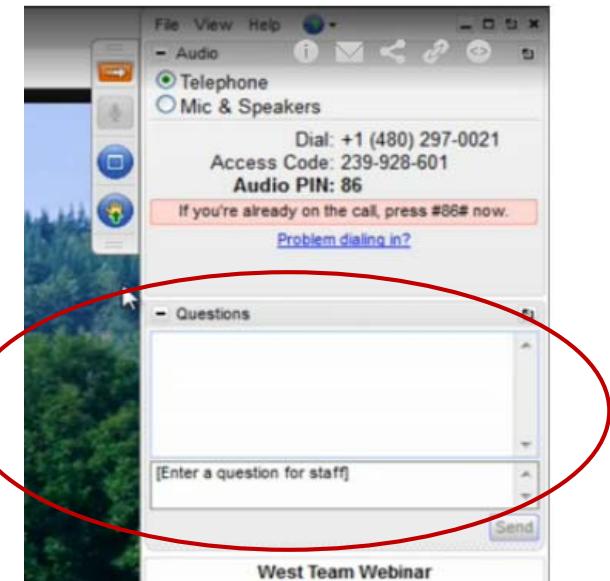


Lori Jolliffe

NNCG Webinar Coordinator

SUBMIT YOUR QUESTIONS

- Questions can be submitted or asked at anytime during our broadcast, although we may not get to them right away
- Written questions can be typed into the Questions box in your control panel





A CONVERSATION WITH CAROL LARSON, PAST PRESIDENT AND CEO, THE DAVID AND LUCILE PACKARD FOUNDATION

NATIONAL NETWORK OF CONSULTANTS TO GRANTMAKERS | MAY 21, 2020

TODAY'S PRESENTERS



Carol S. Larson
*Former President and CEO
The David and Lucile Packard
Foundation*



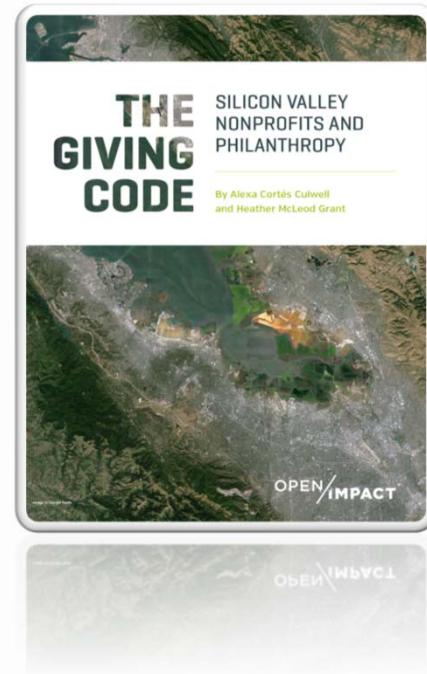
Irene M. Wong
*Director of Local Grantmaking
The David and Lucile Packard
Foundation*



Alexa Cortes Culwell
*Co-Founder
Open Impact*

TODAY'S PRESENTATION

- Learn about a collaboration that was guided by a creative consultant working in sync with Foundation leadership;
- Understand how this work continues to spur connection of philanthropists to community issues and giving;
- Spur thinking about your own consulting work, how you might co-create projects that encourage grantmakers to give where you live.



<https://www.openimpact.io/giving-code>

DAVID AND LUCILE PACKARD: A LEGACY OF CHANGE

- Technology pioneer and devoted community volunteer who were always engaged in community
- Formalized their philanthropy in 1964 establishing the David and Lucile Packard Foundation
- Enduring Values have guided the Foundation's work
- Values shaped tenure as CEO



Hewlett Packard Co.
"Garage" Birthplace of
Silicon Valley



Packard Foundation's CA
LEED Platinum Net-Zero
Energy Headquarters



Lucile Packard Children's
Hospital—1986 and Today

LEADING A COMPLEX GLOBAL FAMILY FOUNDATION

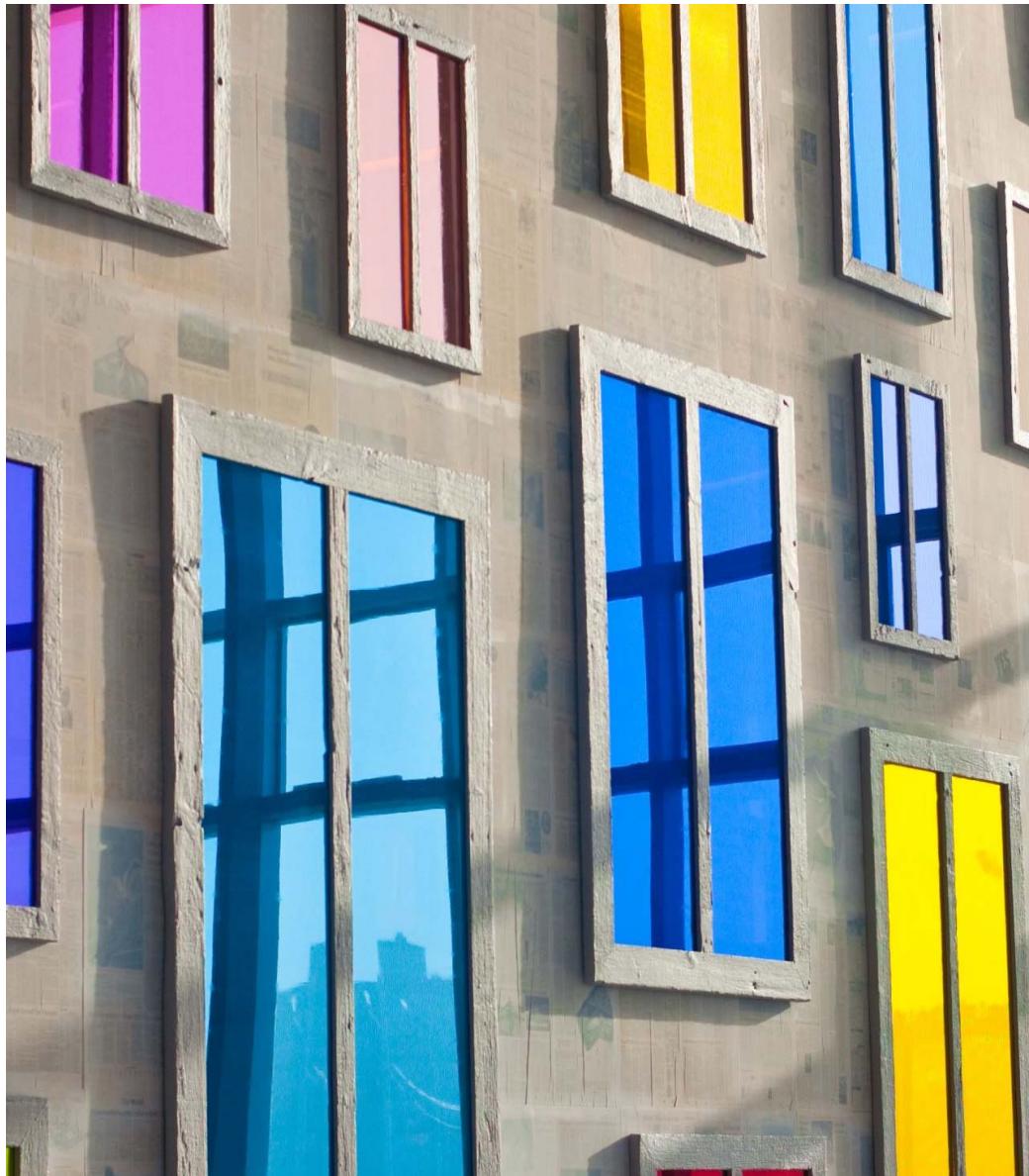
PACKARD FDN. LOCAL GEOGRAPHIC FOCUS



- ▀ Balanced commitment to local communities with growing national and international grantmaking
- ▀ Why?; Belief that a vibrant nonprofit sector is essential to community well-being; desire to give back; commitment to learning
- ▀ Created a dedicated Local Grantmaking Program with strong leader and team
- ▀ Elevated Foundation's presence and financial commitment to local community alongside global investments

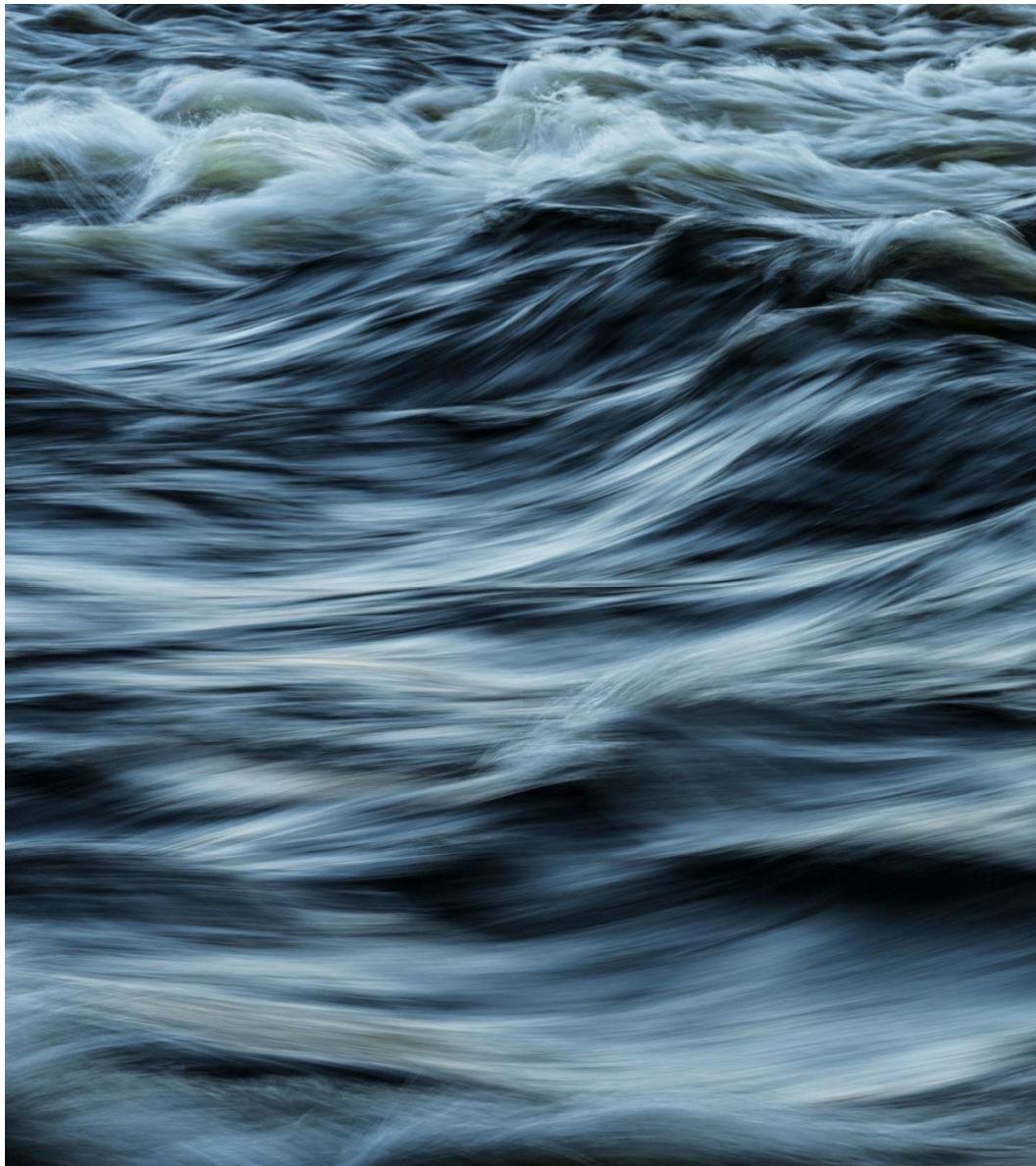
PREQUEL TO THE GIVING CODE

- ❖ Operationalizing the Foundation's value of Commitment to Effectiveness; a five-year review of work
- ❖ Limited bandwidth and a need for objective information; need for expert consultant
- ❖ Deliverables included scan of best practices and benchmarking on local philanthropy; engagement ends and the relationship begins



THE PERFECT STORM ARRIVES

- ❖ Silicon Valley's economy is thriving; Philanthropy is also experiencing an upswing
- ❖ Community-based organizations not experiencing growth in philanthropy; challenged to connect with new "tech" donors
- ❖ Cost of living is increasing; demand at community-based organizations is escalating. Economically challenged find it hard to make ends meet.





DEVELOPING UNDERSTANDING AND BUILDING AWARENESS

- Silicon Valley donors are global citizens; reflected in their philanthropy creating challenges to local philanthropy
- Need for independent research and data to provide further understanding of issue
- Local giving was part of Packard DNA necessitating Foundation to lead from behind

THE ROAD TO ENGAGEMENT

- New consultancy just setting out on our journey
- Initial project focused on understanding local giving; this grew into a much longer journey and a distinctive body of work for our firm
- Feedback and demand from initial work fueled joint exploration and ideation on next phase, which became a more ambitious project—The Giving Code report



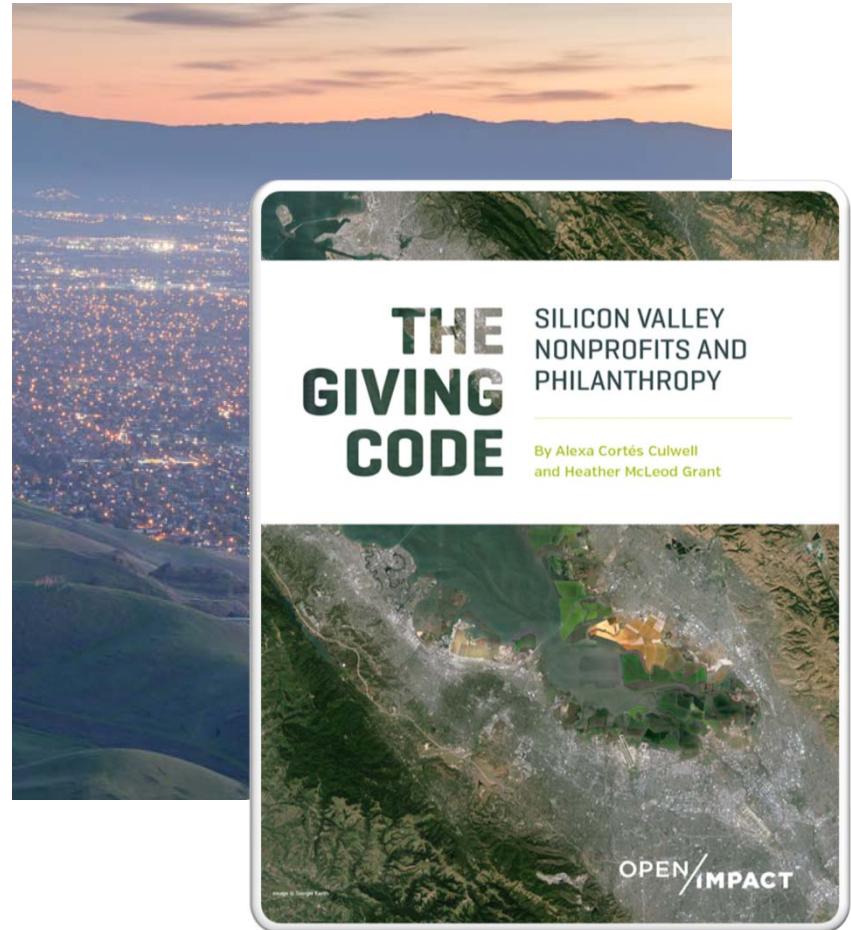


BUILDING THE NETWORK

- Research questions required both quantitative and qualitative community level data, which was hard to get so we had to be creative
- A broad group of stakeholders came together to share data or give us access to focus groups of nonprofit leaders and donors
- The stakeholder group became sponsors of the report, champions for its message and ignited various initiatives focused on solutions

GIVING CODE RESULTS

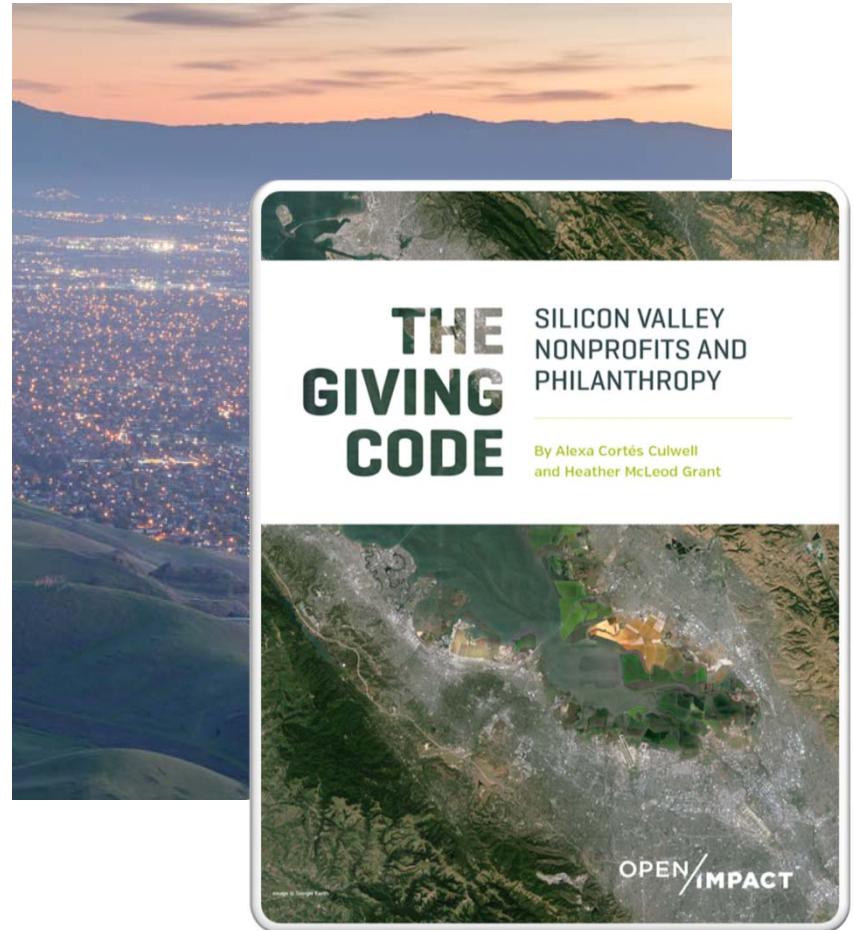
- Report raises visibility of disparities between philanthropy and community-based organizations locally—and nationally
- Empowers and arms community with data and a shared understanding of the problem/solution
- OI facilitates follow-up community conversations; more leaders step up; new initiatives form to focus on solutions



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GIVING CODE RESULTS CONT'D.

- Magnify Community created; local giving pledge launched; facilitating pledgers to come together in the wake of COVID-19
- Offshoots of collaboration; Packard Foundation and Heising Simons Foundation launch learning and experimentation grants
- Packard OI team continues iteration and partnership



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REFLECTIONS

🌿 Foundation Program Strategy:

- Essential to bring data to illuminate issues; critical to engage outside independent partner
- Remain flexible with consulting resources
- Build relationships with consultants as external “thought partners”

🌿 Consultants:

- Go beyond transactional work
- Iterate work and create ongoing value for the client and issues you both care about
- Co-creation is critical; invest time in building broad network and creating a “big tent”



Photo Credit: LGP Grantee Vida Verde

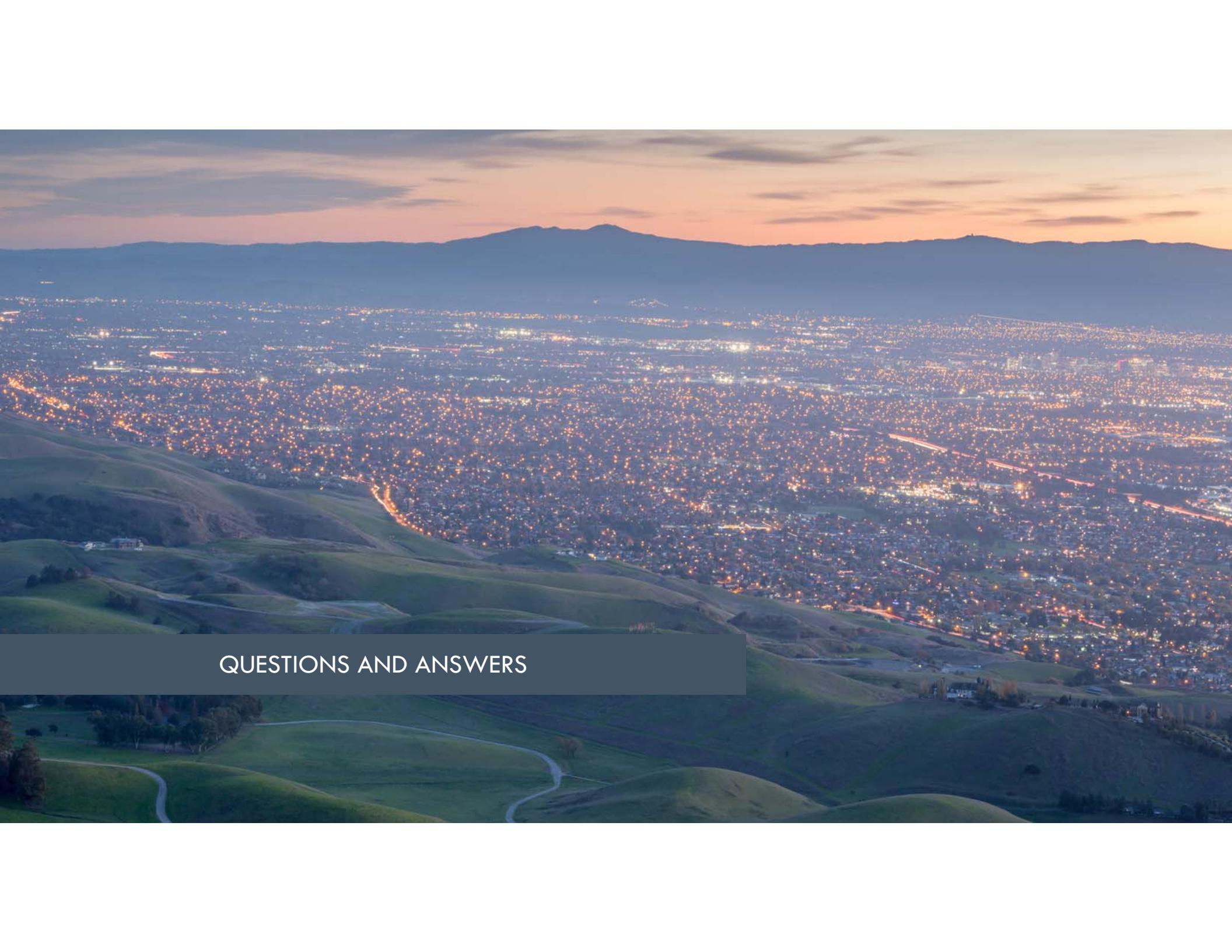
CLOSING REFLECTIONS

Giving Code:

- Barriers to local giving are challenging to identify
- Broad solutions can be difficult to apply since philanthropy is uniquely personal
- To tap into one's philanthropy, bring data and build personal relationships
- Family and board commitments, and voice are significant levers for encouraging others to give locally
- Portfolio that includes a local commitment can enrich every philanthropist's giving



Photo Credit: Jeremy Bitterman

A wide-angle, aerial photograph of a city at sunset. The city is densely packed with buildings, their lights glowing in a warm orange and yellow hue. In the foreground, there are rolling green hills with winding roads. In the background, a range of mountains is visible under a sky filled with soft, pastel-colored clouds.

QUESTIONS AND ANSWERS

UPCOMING EVENTS

Catalyzing Change with a DEI Lens

June 8, 2020 — 1:00 - 2:00 PM Eastern

Collective Impact: Where is it now?

June 9, 2020 — 12:00 PM Eastern

Global Trends in Philanthropy Ecosystem

August 6, 2020 — 12:00 PM Eastern

How to Help your Clients Connect their Grantmaking Purpose to their Measurement and Evaluation Efforts

September 15, 2020 — 12:00 - 1:00 PM Eastern

Generation Impact: An inside look with the authors into their updated edition

November 4, 2020 — 1:00 - 2:00 PM Eastern

Working with Grantmakers to Build the Capacity of Their Nonprofit Partners

December 8, 2020 — 3:00 PM Eastern



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For a complete list of upcoming events, visit www.nncg.org

PERMISSION TO CITE SLIDES

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For information about the Giving Code: Silicon Valley Nonprofit and Philanthropy, the report is available for download at Open Impact's website:
www.openimpact.io

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