

From Donations to Collaboration: Unlocking the Full Potential of Stakeholders

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What's the difference?

Reactive

Gratitude

Impact

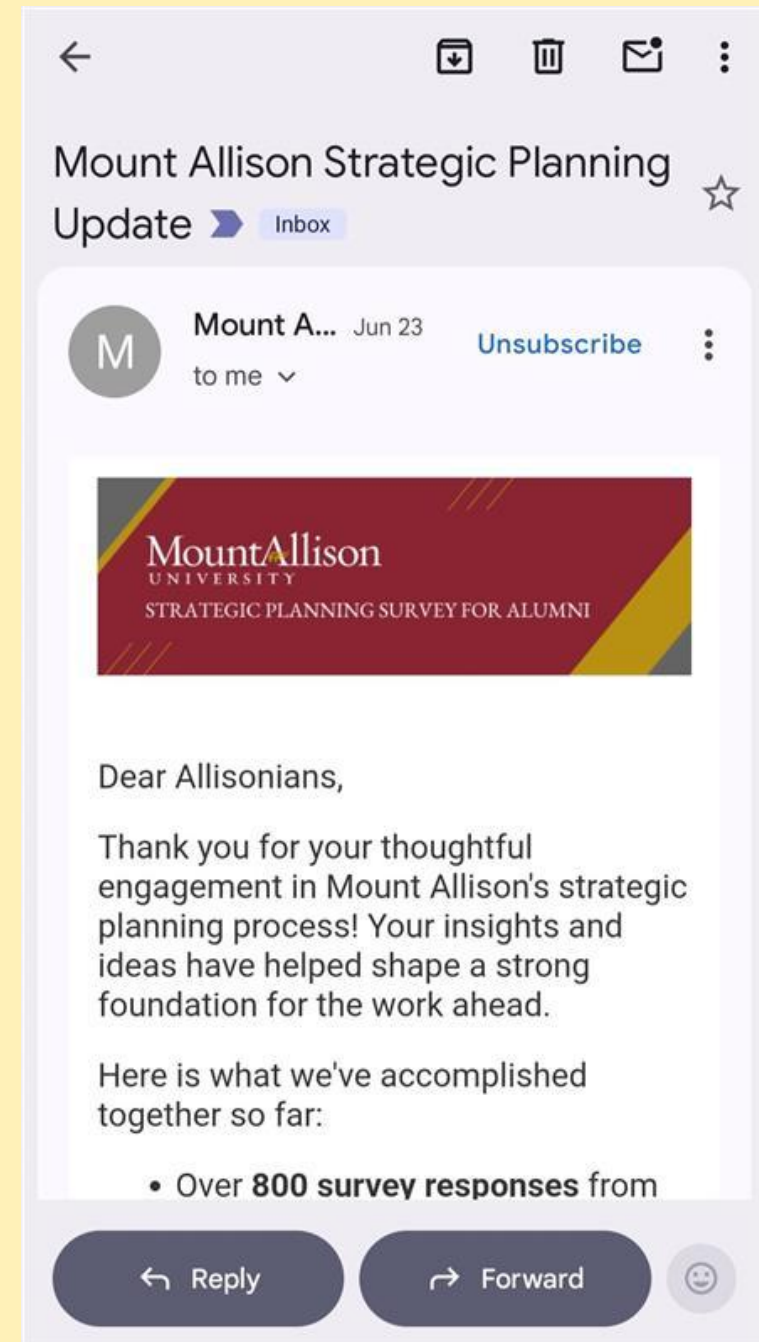
VS.

Proactive

Collaboration

Problem solving

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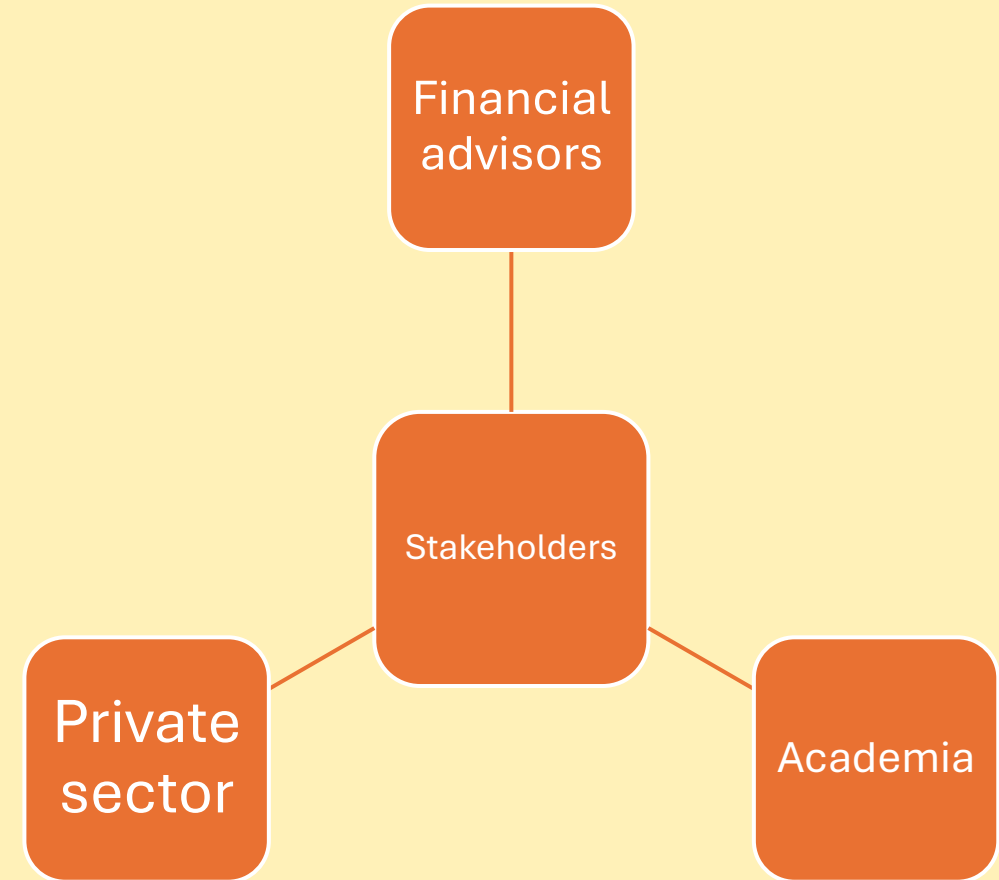
Why now?

- Issues intensifying
- Eroding trust
- Shrinking donor base
- Gen Z donor behavior



Who?

- Stakeholder mapping
- Critical to success:
 - Broaden your perspective
 - Segment & identify overlap
 - Prioritize



How does it come to life?

Financial Advisors

9.8%

The average granting rate for DAFs in 2021

- Strengthening client relationships and mobilizing catalytic capital through intentional collaboration

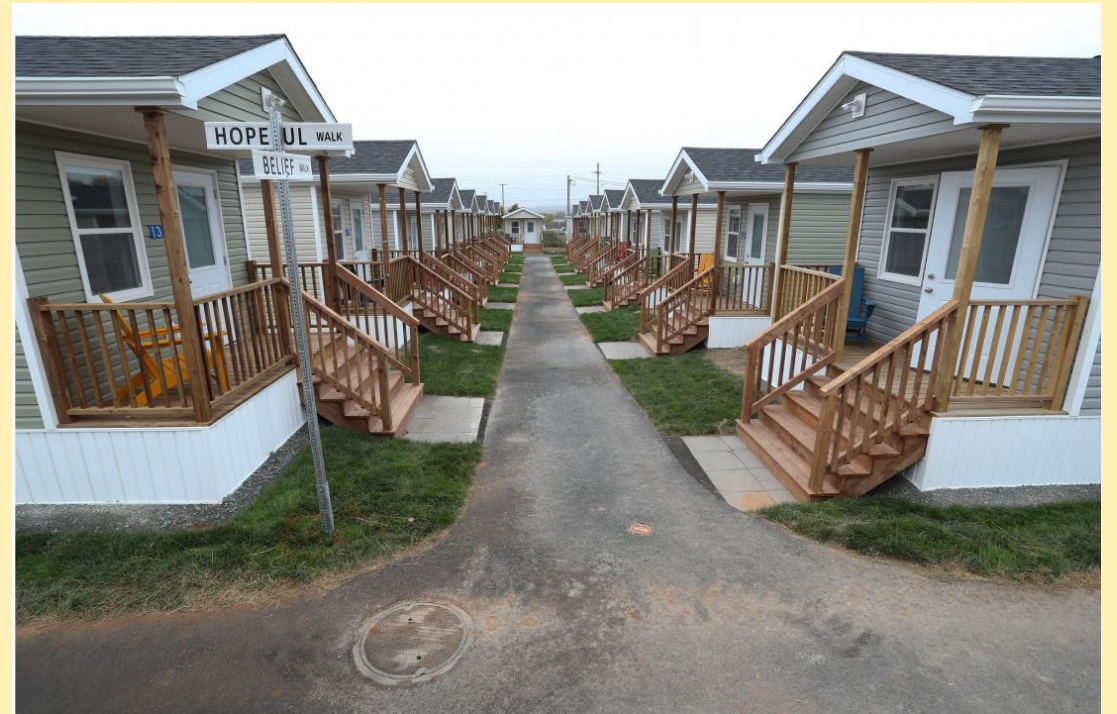
9.8% or \$2.2 billion

Of the all donations claimed for tax purposes in 2021

How does it come to life?

Academia

- Change Lab Action Research Initiative
- Evaluating the short and longer term effectiveness of United Way Maritimes' affordable housing solutions



How does it come to life?

Private sector



- Evolving corporate policies to meet the moment and foster lasting change



Worksheet & Small group discussion



Share back



Questions?

Let's connect!

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Sources

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2. KCI & CAGP Foundation. (2023). *Influence, Affluence & Opportunity: Donor-advised Funds in Canada*. <https://kciphilanthropy.b-cdn.net/wp-content/uploads/2023/05/DAFs-in-Canada-KCI-CAGP-Report-May-2023-2.pdf>
3. *OECD Survey on Drivers of Trust in Public Institutions 2024 Results - Country Notes: Canada*. (2024). Organisation for Economic Co-operation and Development. https://www.oecd.org/en/publications/oecd-survey-on-drivers-of-trust-in-public-institutions-2024-results-country-notes_a8004759-en/canada_1d3c42d0-en.html#:~:text=Trust%20in%20public%20institutions%20*%20In%202023%2C,increase%20by%204%20percentage%20points%20since%202021.