

## The State of Giving to Underserved Communities 2011

By Niki Jagpal and Kevin Laskowski

In 2011, 1,121 of the largest American grantmakers reported more than \$10 billion in giving to benefit underserved communities,<sup>1</sup> including the economically disadvantaged, ethnic and racial minorities and women and girls.<sup>2</sup> Such giving comprised 42 percent of foundation grantmaking in 2011, up slightly from 40 percent from 2008-2010.<sup>3</sup>

Without the Bill & Melinda Gates Foundation, however, the reported share of total giving for marginalized communities remains at 31 percent. This year's larger sample includes more funders who do not report such giving. Among those that report giving to marginalized communities, though the median commitment increased.

Excluding the country's largest funder from the analysis reveals that grant dollars from independent foundations (Figure 2), Northeastern foundations (Figure 3) and smaller funders (Figure 4) are more likely to be classified as benefitting marginalized groups.

Such targeted grantmaking is essential for philanthropic success. Universal investments do not always trickle down to those that need it the most, but grants that are specifically intended for the most marginalized communities have the potential of producing ripple effects that benefit everyone. Unless grantmakers intentionally prioritize vulnerable communities, they risk reinforcing disparities instead of mitigating them, undermining their own efforts.<sup>4</sup>

The median funder gives less than a quarter of total giving to intentionally benefit marginalized groups, but many funders are giving at higher levels. NCRP's *Criteria for Philanthropy at Its Best* encourages grantmakers to provide at least 50 percent of grant dollars to benefit underserved communities, broadly defined. For foundations with a mission that might make this goal difficult to achieve, NCRP proposes a minimum of 20 percent.<sup>5</sup> In 2011, one in five grantmakers (22 percent) was giving 50 percent or more to intentionally benefit marginalized groups, compared to one in six (17 percent) from 2008-2010.

### 2011 AT A GLANCE



**\$10.2B**

Grant dollars to benefit vulnerable populations



**42%**

Share of total grant dollars to benefit underserved communities



**24%**

Median foundation share of giving to benefit underserved communities

Figure 1. Giving for Marginalized Communities as a Share of Total Giving ▾

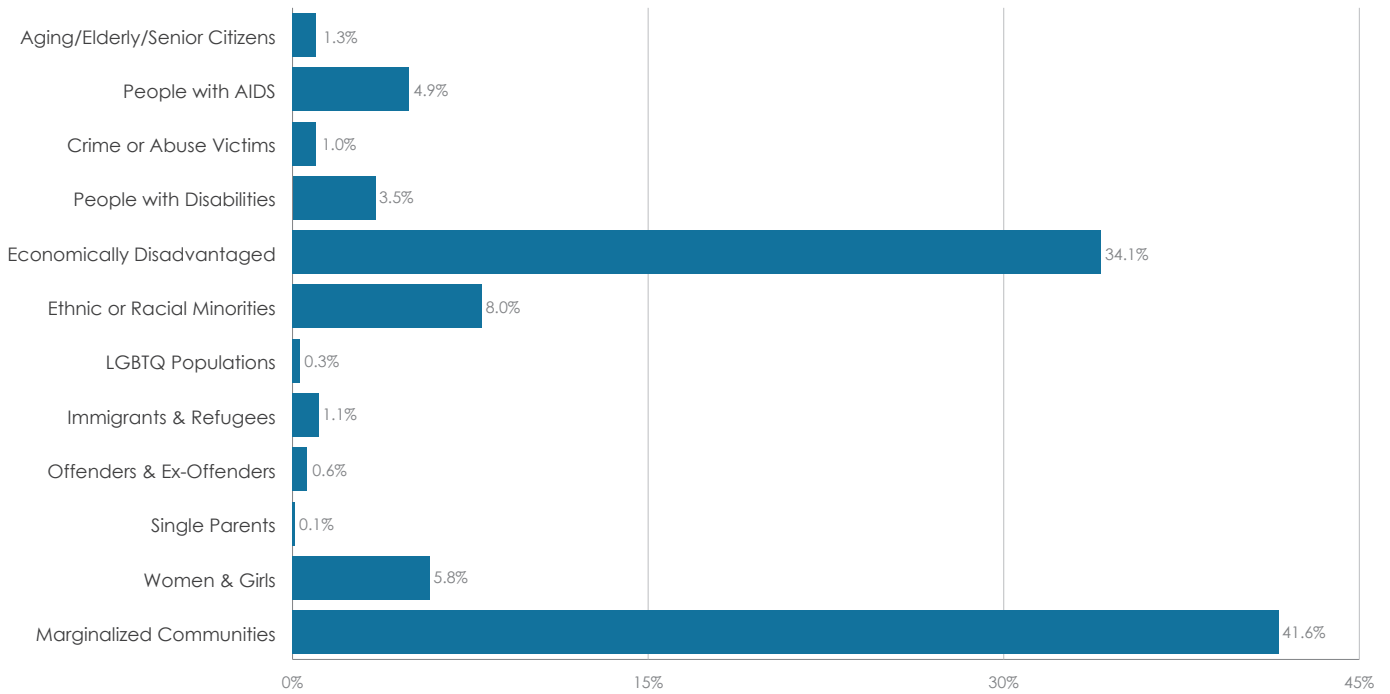


Figure 2. Giving to Underserved Communities by Foundation Type ▷

Independent foundations are more likely to report giving to underserved communities.

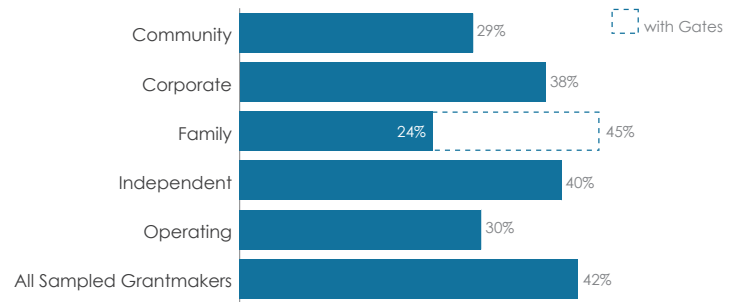


Figure 3. Giving to Underserved Communities by Foundation Region ▾

Foundations in the South are less likely to report such giving.

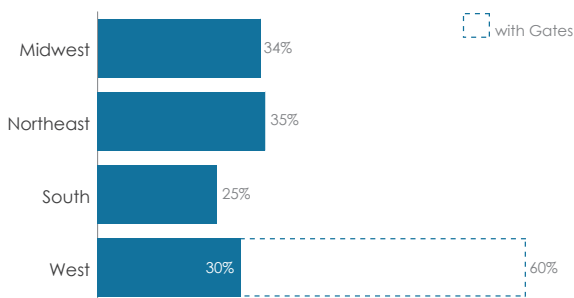
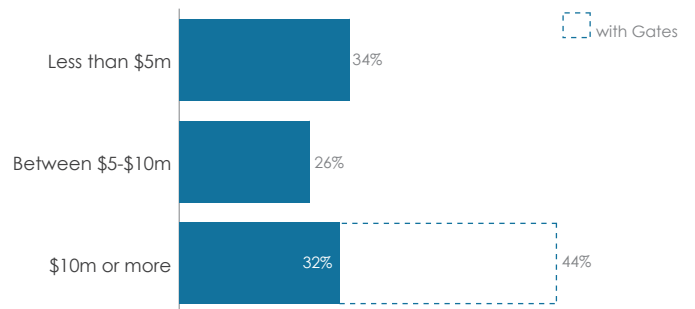
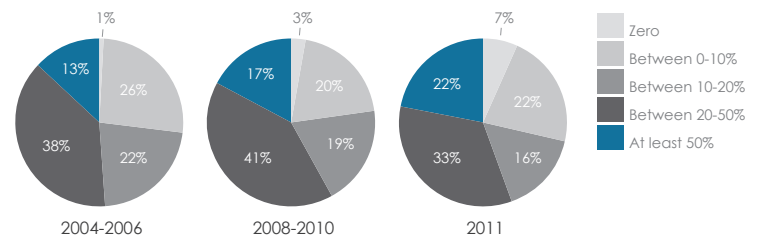


Figure 4. Giving to Underserved Communities by Foundation Size ▾



**Figure 5. How Much Giving For Underserved Communities Do Grantmakers Provide? ▷**  
 One in every five grantmakers provides at least 50 percent of grant dollars to underserved communities.



### LARGEST UNDERSERVED COMMUNITIES FUNDERS

Of the 1,121 grantmakers in our latest sample, 244 grantmakers (22 percent of sampled funders) reported giving at least 50 percent of their grant dollars to intentionally benefit underserved communities in 2011. And 620 grantmakers (55 percent of sampled funders) provided at least 20 percent of their grant dollars in this way.

Table 1. Largest Underserved Communities Funders by Share of Total Giving, 2011 ▾

FOUNDATION NAME	STATE	GIVING FOR UNDERSERVED COMMUNITIES	
		AMOUNT	PERCENTAGE
The Weberg Trust	IL	\$7,900,000	100%
Region 5 Workforce Board, Inc.	IN	\$6,825,826	100%
A Glimmer of Hope Foundation	TX	\$6,477,832	100%
The Children’s Investment Fund Foundation	NY	\$5,611,795	100%
Hickey Family Foundation	AZ	\$4,890,233	100%
Lavelle Fund for the Blind, Inc.	NY	\$4,219,597	100%
Women’s Project Foundation	OH	\$285,000	100%
The M.A.C. AIDS Fund	NY	\$22,403,926	100%
Spinal Muscular Atrophy Foundation	NY	\$4,179,958	100%
The Annie E. Casey Foundation	MD	\$85,976,699	99%
The ILR Ruth Foundation, Inc.	NY	\$9,860,635	99%
Craig H. Neilsen Foundation	CA	\$6,701,041	98%
FISA Foundation	PA	\$1,488,299	98%
Essel Foundation, Inc.	NY	\$4,590,000	98%
Charles H. Farnsworth Trust	MA	\$1,035,154	98%
NIKE Foundation	OR	\$16,697,441	98%
Oberkotter Foundation	PA	\$14,225,205	97%
The Melville Charitable Trust	MA	\$4,549,627	97%
Northwest Area Foundation	MN	\$9,037,901	96%
The Retirement Research Foundation	IL	\$6,315,614	96%
Rosenberg Foundation	CA	\$1,956,500	96%
Foundation for Child Development	IL	\$6,315,614	96%

Table 1. Largest Underserved Communities Funders by Share of Total Giving, 2011 (continued) ▾

FOUNDATION NAME	STATE	GIVING FOR UNDERSERVED COMMUNITIES	
		AMOUNT	PERCENTAGE
The Oprah Winfrey Foundation	IL	\$9,114,513	95%
Charter School Growth Fund	CO	\$25,182,521	95%
Phoebe Snow Foundation	CA	\$16,239,200	95%

Table 2. Largest Underserved Communities Funders by Total Amount, 2011 ▾

FOUNDATION NAME	STATE	GIVING FOR UNDERSERVED COMMUNITIES	
		AMOUNT	PERCENTAGE
Bill & Melinda Gates Foundation	WA	\$3,995,196,106	91%
Ford Foundation	NY	\$314,445,750	76%
The Susan Thompson Buffett Foundation	NE	\$276,545,294	80%
W.K. Kellogg Foundation	MI	\$185,760,421	64%
The Robert Wood Johnson Foundation	NJ	\$184,935,430	56%
Foundation to Promote Open Society	NY	\$128,536,214	61%
Walton Family Foundation, Inc.	AR	\$111,670,531	8%
The William and Flora Hewlett Foundation	CA	\$104,361,528	53%
The Wal-Mart Foundation, Inc.	AR	\$92,427,480	59%
The Annie E. Casey Foundation	MD	\$85,976,699	99%
The Rockefeller Foundation	NY	\$84,846,952	63%
The California Endowment	CA	\$82,195,590	73%
The Bank of America Charitable Foundation, Inc.	NC	\$68,422,097	44%
The JP Morgan Chase Foundation	NY	\$65,918,571	52%
The Harry and Jeanette Weinberg Foundation, Inc.	MD	\$65,508,072	77%
The John D. and Catherine T. MacArthur Foundation	IL	\$65,508,072	37%
Silicon Valley Community Foundation	CA	\$64,972,009	34%
The Duke Endowment	NC	\$62,119,263	48%
The Kresge Foundation	MI	\$58,566,610	40%
Conrad N. Hilton Foundation	CA	\$52,474,054	80%
Houston Endowment Inc.	TX	\$48,875,500	52%
Charles Stewart Mott Foundation	MI	\$47,409,362	56%
Donald W. Reynolds Foundation	NV	\$45,030,825	27%
The Simons Foundation	NY	\$42,893,023	33%
The David and Lucile Packard Foundation	CA	\$42,575,927	17%

## METHODOLOGY

NCRP worked with the Foundation Center to develop custom datasets using the Center's grants sample database, which includes detailed information on all grants of \$10,000 or more awarded to organizations circa 2011 by 1,121 of the largest U.S. foundations.

Information on giving for underserved groups is based on self-reporting by foundations and does not reflect all foundation giving benefiting these groups. Foundations noted in the data as giving zero dollars for underserved communities either did not give grants to benefit at least one of the 11 underserved communities mentioned or did not provide enough information to code them as such. NCRP encourages grantmakers to contact the Foundation Center to ensure appropriate classification of their grants.

For more information or to see how your foundation performs compared to its peers, please contact [research@ncrp.org](mailto:research@ncrp.org). ■

*Niki Jagpal is research and policy director at the National Committee for Responsive Philanthropy.*

*Kevin Laskowski is senior research and policy associate at the National Committee for Responsive Philanthropy.*

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## NOTES

1. The terms "underserved," "marginalized" and "vulnerable" communities and populations are used interchangeably.
2. NCRP used eleven of the special populations tracked by the Foundation Center: economically disadvantaged; racial or ethnic minorities; women and girls; people with AIDS; people with disabilities; aging, elderly and senior citizens; immigrants and refugees; crime/abuse victims; offenders and ex-offenders; single parents; and LGBTQ citizens.
3. Niki Jagpal and Kevin Laskowski, *The State of Giving to Underserved Communities* (Washington, DC: National Committee for Responsive Philanthropy, 2012), <http://ncrp.org/files/publications/PhilanthropicLandscape-StateofGivingtoUnderservedCommunities.pdf>.
4. Niki Jagpal and Kevin Laskowski, *Real Results: Why Strategic Philanthropy is Social Justice Philanthropy* (Washington, DC: National Committee for Responsive Philanthropy, 2013), [http://www.ncrp.org/files/publications/Real\\_Results\\_Why\\_Strategic\\_Philanthropy\\_is\\_Social\\_Justice\\_Philanthropy.pdf](http://www.ncrp.org/files/publications/Real_Results_Why_Strategic_Philanthropy_is_Social_Justice_Philanthropy.pdf).
5. Niki Jagpal, *Criteria for Philanthropy at Its Best: Benchmarks to Assess and Enhance Grantmaker Impact* (Washington, D.C.: National Committee for Responsive Philanthropy, 2009), <http://www.ncrp.org/paib>.

## ABOUT NCRP

The National Committee for Responsive Philanthropy (NCRP) aims to ensure that philanthropy contributes in meaningful ways to the creation of a fair, just and equitable world. We promote philanthropy that serves the public good, is responsive to people and communities with the least wealth and opportunity, and is held accountable to the highest standards of integrity and openness.

For more information, please contact us at:  
1331 H Street NW, Suite 200, Washington, D.C. 20005  
P: 202.387.9177 | F: 202.332.5084 | E-mail: [info@ncrp.org](mailto:info@ncrp.org)  
[www.ncrp.org](http://www.ncrp.org) | [blog.ncrp.org](http://blog.ncrp.org)

