

Background and Introduction

We held our second working session related to the **Rural Maryland Philanthropy Initiative** on Friday, January 19, 2017. Session 2 focused on goal clarification and setting. This paper provides critical follow up information to keep us moving. **Please review and respond as requested!**

Questions and Additional Information

Don Macke – don@e2mail.org – 402.323.7336
Dana Williams – dana@e2mail.org – 402.323.7336

Session 2 – Goals - Resources

Session 2 Resources. Session 2 resources including a recording of the webinar and meeting, agenda, power point handout and the Transfer of Wealth book can be found at the following: goo.gl/v5fw5r. If you were not able to be live for Session 2, please review at your earliest convenience. If you have trouble accessing these resources, contact Dana at the email or phone above.

Session 2 Homework:

Do Your Session 1 Homework – Share by January 31st

1. *Reflect on our session and propose your preferred amendments to our “outcome” and “strategy” goals for this initiative.*
2. *Think of others who should be invited to be part of this initiative.*

Do Your Session 2 Preparation – Share by February 9th

Brainstorm and share existing community philanthropy initiatives you are aware of and possible ideas for how we can advance community philanthropy in rural Maryland. We will also be sending some advance readings that we ask you to review before our February 16th session.

Next Session – Session 2 – Strategy Options – February 16th

Possible Initiative Goals

The following draft vision and goals emerged from our January 19th working session:

Overall Vision...

“We seek a future where more of rural Maryland’s wealth is retained in rural Maryland and its communities. In doing so, we envision that this wealth will be captured into permanent philanthropic endowments that can support community economic development betterment throughout rural Maryland.”

Rural Maryland's Transfer of Wealth Opportunity.

Earlier work enabled by the Rural Maryland Council provides estimates of rural Maryland's inter-generational household transfer of wealth opportunity:

10-Year TOW Opportunity

- U.S. = \$7.68 trillion (\$63k)
- Maryland = \$219 billion (\$98k)

- Rural Maryland = \$64 billion (\$99k)
 - *5% Legacy Giving Goal*
 - \$3.2 billion
 - *5% Sustaining Grantmaking*
 - \$160 million annually
 - \$1.6 billion every decade

10 and 50-year TOW estimates are available for each rural county and region in Maryland.

October 2017 Working Session Articulated Goals:

- *Keep wealth in rural Maryland.*
- *Engage foundations in the initiative.*
- *Engage community foundations, private foundation and non-profits.*
- *Support enhanced estate planning.*
- *Provide best practices.*
- *Help rural Maryland minority farmers.*
- *Provide gap financing.*

Framing Goals. We recommend that we set goals by desired “outcomes” or “impacts” and then “strategy” goals:

Outcome or Impact Goals. *Outcome or impact goals are those that capture our longer-term and bigger vision of what we hope will change through our work.*

Strategy Goals. *Strategy goals are those that will allow us to make progress towards our outcome goals.*

Possible Outcome and Impact Goals

1. *Establish community centered philanthropic development as a top priority for rural Maryland.*
2. *Commit to realizing a 5% legacy giving goal based on the 10-year TOW opportunity in order to create \$3.2 billion in community endowments across rural Maryland by 2030.*
3. *Focus philanthropic resources on strategic grantmaking and impact investing strengthening rural communities across Maryland.*

Possible Strategy Goals

1. *Map potential community philanthropy stakeholders (e.g., foundations, non-profits & community economic development stakeholders).*
2. *Engage willing stakeholders in the development of a robust and sustainable community philanthropy initiative.*
3. *Make sure every rural community in Maryland has foundation services.*
4. *Evolve development visions that will catalyze donor interest and giving.*
5. *Enhance donor development strategies and services.*

Please review these draft goals and let us know your ideas, concerns, suggestions and amendments. With clear and compelling vision and goals, we are in a much smarter and stronger position to explore strategy options or the focus for next Session.

Session 3 Homework

Session 3 focusing on Strategy Options is scheduled for Friday, February 16th from 1 to 2 PM Eastern. Resources and connection information will be sent out by Meredith and Dana a week prior to this session. We will be advancing information we would request your review before this session. Questions and counsel are welcome.