



## Proposed AGENDA – Session 2 - Goals

### *Rural Maryland Philanthropy Initiative*

Friday – January 19, 2018 – 1 to 2:30 PM Eastern  
01.09.18 Version

### Questions & Additional Information

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### Webinar Logistics:

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### Agenda

1. Call to Order & Introductions - Charlotte
2. Background:
  - a. About the Project
  - b. Proposed Working Process
  - c. Accessing Resource Materials
3. Rural Maryland's Philanthropic Opportunity
4. Initiative Goal Clarification and Setting
5. Next Steps

### Resources

- This webinar will be recorded and shared for later viewing.
- Session 2 Agenda
- [Power Points Handout](#)
- Center's [Transfer of Wealth in Rural America](#) Book

### Recommended Homework

Our ability to make progress will be greatly enhanced if all working team members commitment to making some time to do both pre-session and post-session homework. Before our next working session scheduled for January 19<sup>th</sup> we encourage you to review the attached book (see resources) and give thought and recommendation to potential initiative goals.

## Center for Rural Entrepreneurship

### Meeting Notes:

Don Macke, Dana Williams  
Charlotte Davis  
Tyler Abbott  
Josh Hastings

Charlotte – Project Rationale: Building strong, resilient communities in MD with the aging of the demographics. Already realized a project outcome – legislators are willing to support a bill to incentivize spending in Rural MD. Already a lot of interest in the 5% capture into endowments. NOW looking to bolster Philanthropy aspect.

### Project Timeline & Process:

- Session 1 - October 2017 – Orientation Session
- Session 2 - January 19th – Goal Clarification and Setting
- Session 3 - February 16th – Strategy Options
- Session 4 - March 16th – Strategy Development
- Session 5 - April 20th – Moving to Action

How do you make the TOW Opportunity a resource for Foundation & Philanthropic organizations to build funding & endowment support? 5% Legacy Giving Goal: \$3.2 billion – could support \$160 million annually in grantmaking. See “Endowment Illustration” for visual of grant potential from 5% goal capture.

### GOAL SETTING:

1. When we set smart goals the probability of achieving desired outcomes increase significantly.
2. Setting goals frames what we are trying to accomplish allowing us to be more focused increasing the chances of success.
3. Exploring goals allows us to consider the possibilities and arrive at an optimal vision of what we hope to accomplish with an opportunity.

Desired Outcomes...

What is the Endgame we are looking for?

Strategy to Implement...

Commitment needed to achieve “Desired Outcomes”

### October Session 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.

## Center for Rural Entrepreneurship

### WHY do this?

1. Thriving communities need continuous sources of capital that can support desired and necessary community economic development work.
2. Often there is a need for subsidized or gap capital to make community economic development projects and programs viable.
3. Traditional sources of community economic development gap capital – government – is increasingly challenged.
4. Rural Maryland has massive under-developed philanthropic potential that could capitalize community focused funds and endowments.
5. Community philanthropy is regionally and locally rooted, controlled, sustainable and predictable.

### WHAT are we trying to accomplish? (List of POSSIBLE outcome goals – these need to be YOURS. OWN the 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 creating by 2030 \$3.2 billion in community endowments across rural Maryland.
3. Focus philanthropic resources on strategic grantmaking and impact investing strengthening rural communities across Maryland.

### HOW can we do this?

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.

### DISCUSSION:

Josh – How do you bring everyone around one table to set grounded impact goals? **Association of Baltimore Area Grantmakers** – use ABAG to bring the different foundations & organizations together

Endow MD tax credit – do the rural grantmakers know about this?

Involve YOUR network in strategy & goal-setting so that there is buy-in.

MAIN goal: KEEP WEALTH IN RURAL MARYLAND

Foundation Center – mapping community foundations with Rural community focus? Has this been done?

Look to best practices to focus your strategy & to give a story to back these goals up.

