

# FLOW OF NONPROFIT FUNDING

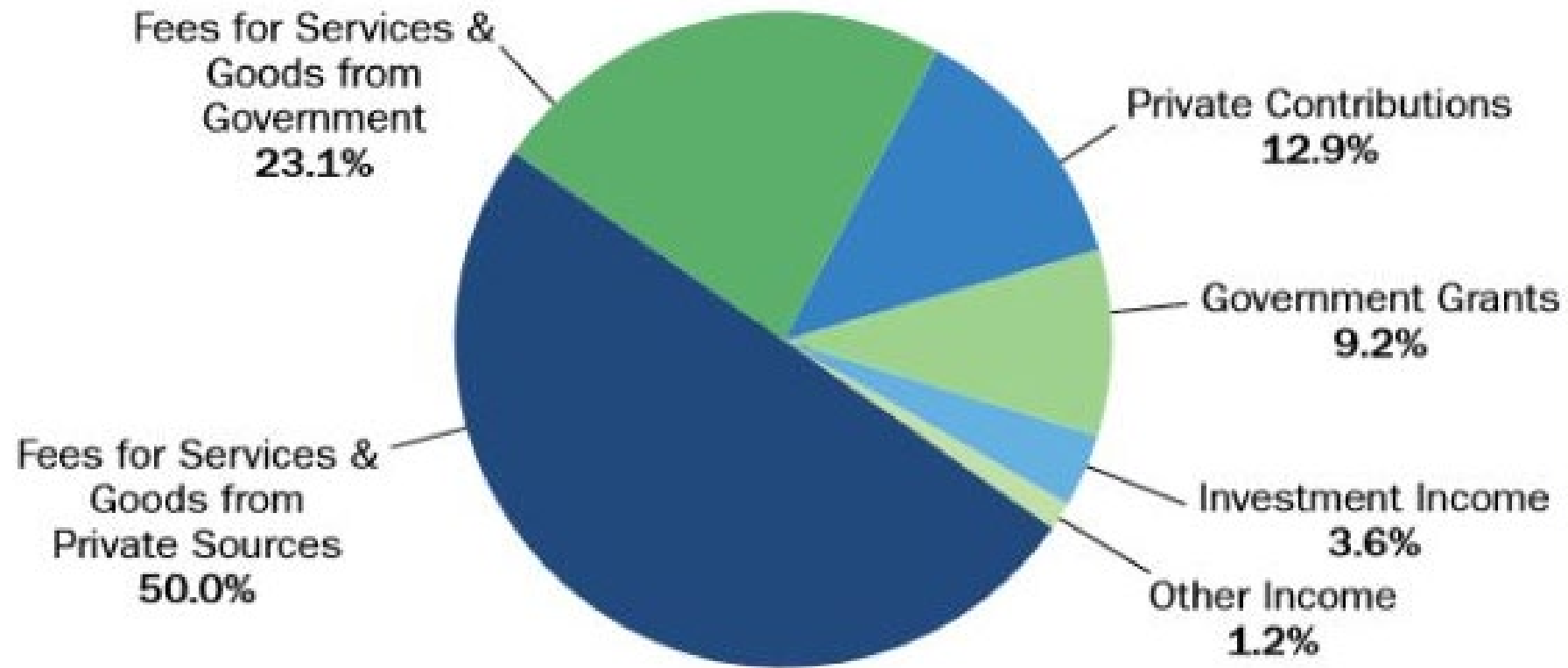


**Madison**  
COMMUNITY FOUNDATION



What percentage of nonprofit funding comes from individual donors?

## Nonprofit Revenue



Source: *Nonprofit Sector in Brief 2014* National Center for Charitable Statistics, the Urban Institute

**64%** \$319.04 billion

## Giving by Individuals

↓ declined by 6.4% over 2021

**21%** \$105.21 billion

## Giving by Foundations

↑ increased 2.5% over 2021

**9%** \$45.60 billion

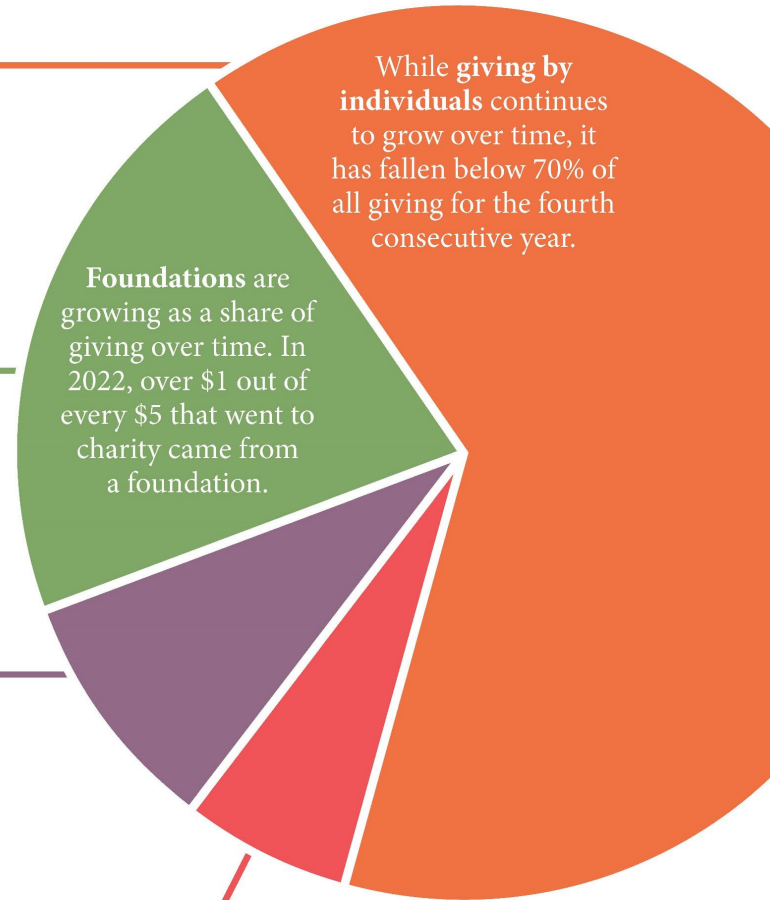
## Giving by Bequest

↑ increased 2.3% over 2021

**6%** \$21.08 billion

## Giving by Corporations

↑ increased 3.4% over 2021



\*All figures on this infographic are reported in current dollars unless otherwise noted. Inflation was especially high in 2022, at 8.0%, and results may differ when adjusted for inflation. Learn more in the chapters.

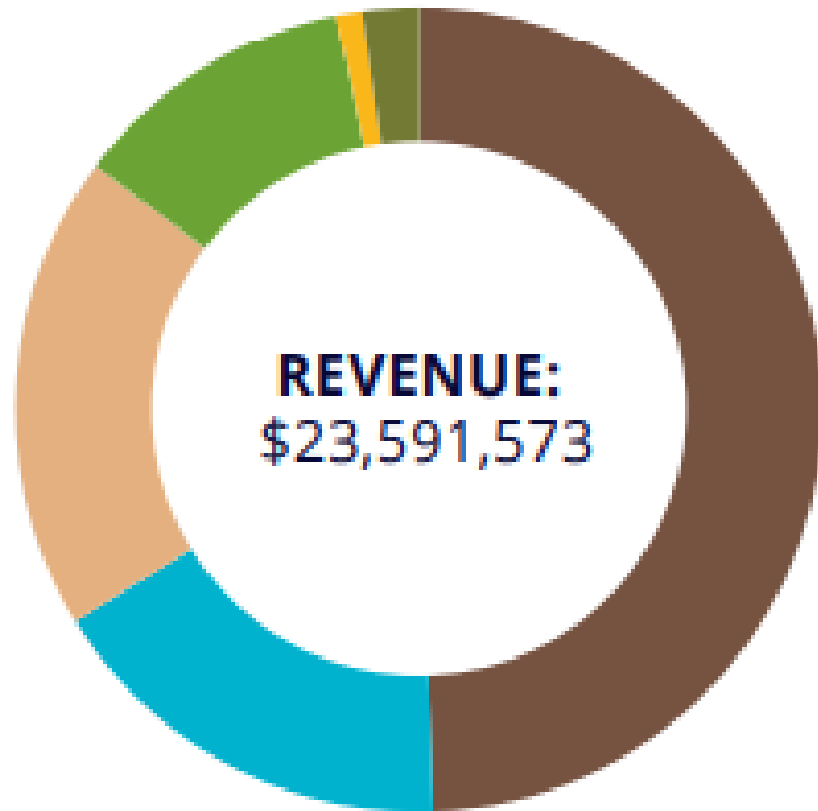
**RESEARCH QUESTION:**

What is the scale of government funding compared to philanthropic funding for nonprofits and nonprofit sectors in Dane County?

# DANE COUNTY BUDGET 2023

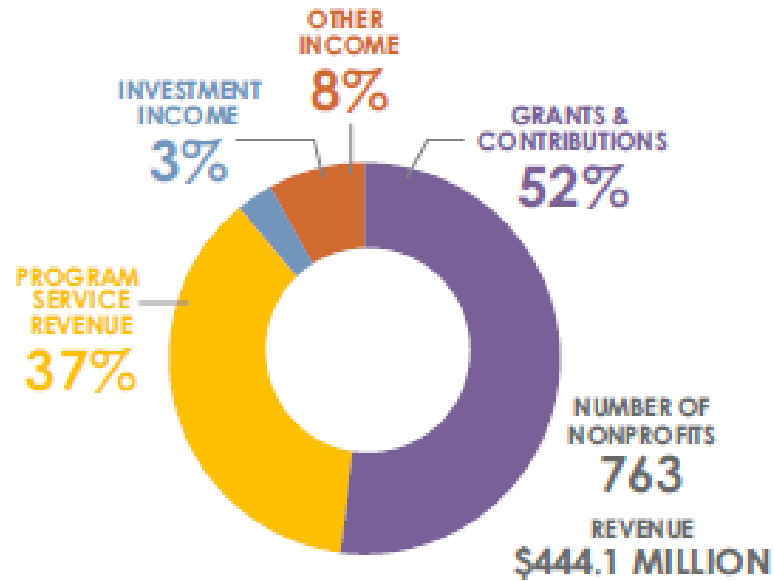
<b>2023 Adopted Operating Budget - Expenditures by Activity</b>	
General Government	\$67,588,357
Public Safety & Criminal Justice	\$155,012,642
Health & Human Services	\$280,892,513
Conservation & Economic Development	\$40,470,250
Culture, Education & Recreation	\$36,019,272
Public Works	\$68,382,012
Debt Service	\$66,567,446
<b>Total Operating Budget</b>	<b>\$714,932,492</b>

# JOURNEY MENTAL HEALTH BUDGET

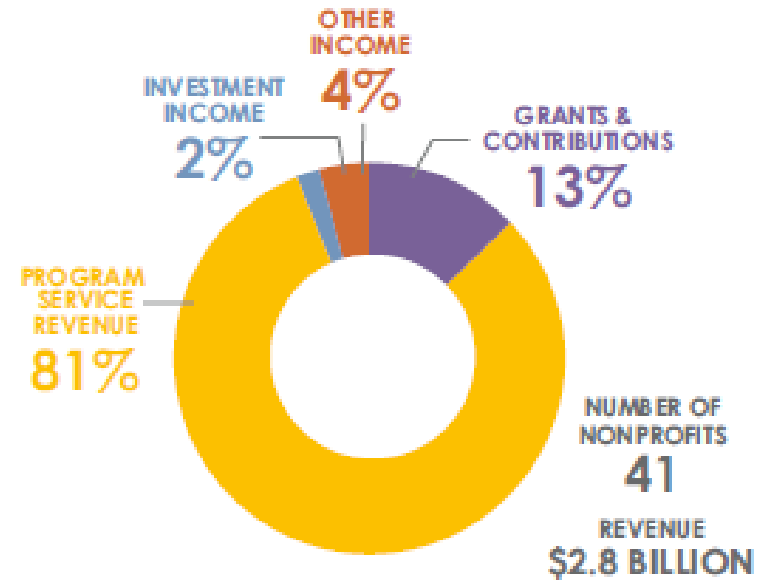


- 49% Dane County Contracts
- 17% Dane County CCS
- 19% Insurance Contracts
- 11% Other Government Contracts
- 1% Donations
- 2% COVID Relief Funding

**Arts, Culture & Humanities** (e.g., Milwaukee Art Museum, Latino Arts Inc., Wisconsin History Foundation, Appleton MacDowell Male Chorus, Chippewa Valley Cultural Association, etc.)



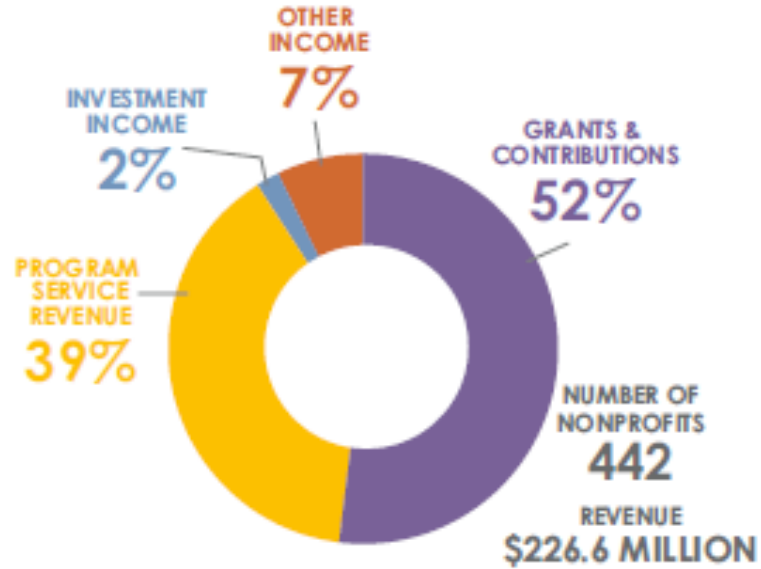
**Higher Education** (e.g., Milwaukee Institute of Art and Design, Lawrence University, College of Menominee Nation, etc.)



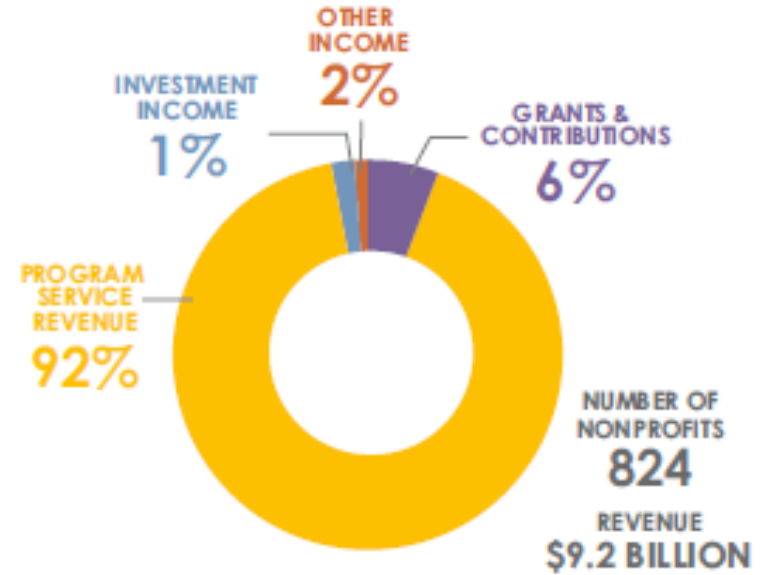
Source: Wisconsin Nonprofits In Brief, 2019, UW-Milwaukee Helen Bader Institute for Nonprofit Management



**Environment** (e.g., Wisconsin Humane Society, Kettle Moraine Land Trust, Green Bay Botanical Garden, Ice Age Trail Alliance, Friends of Peninsula State Park, etc.)



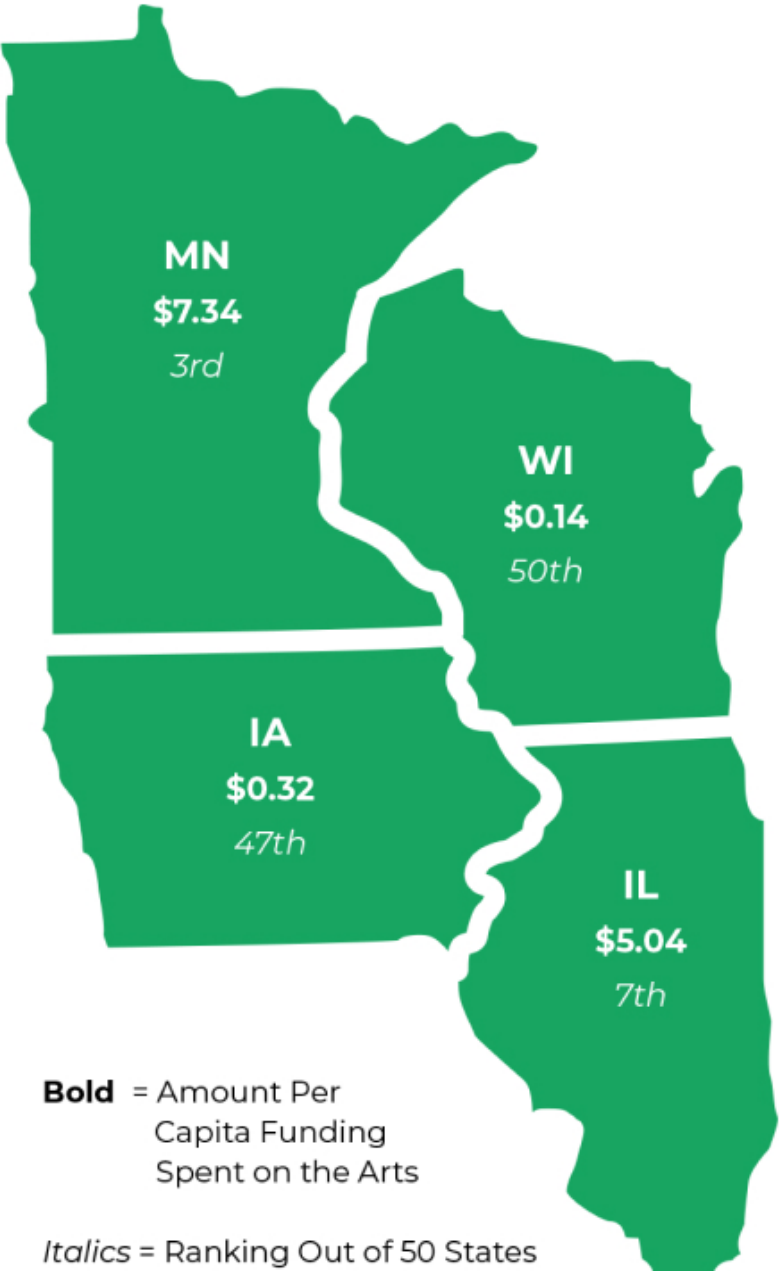
**Health** (e.g., Orange Ambulance, United Cerebral Palsy of Wisconsin Inc., Healthy Wisconsin Leadership Institute, Chix 4 A Cause Ltd., Common Ground Health Cooperative, etc.)



Source: Urban Institute, National Council on Charitable Statistics, 2013

Source: Wisconsin Nonprofits In Brief, 2019,  
UW-Milwaukee Helen Bader Institute for  
Nonprofit Management

# Wisconsin Ranks Last in Arts Funding in the Midwest and the NATION



**Bold** = Amount Per Capita Funding Spent on the Arts

*Italics* = Ranking Out of 50 States



National  
Council of  
**Nonprofits**

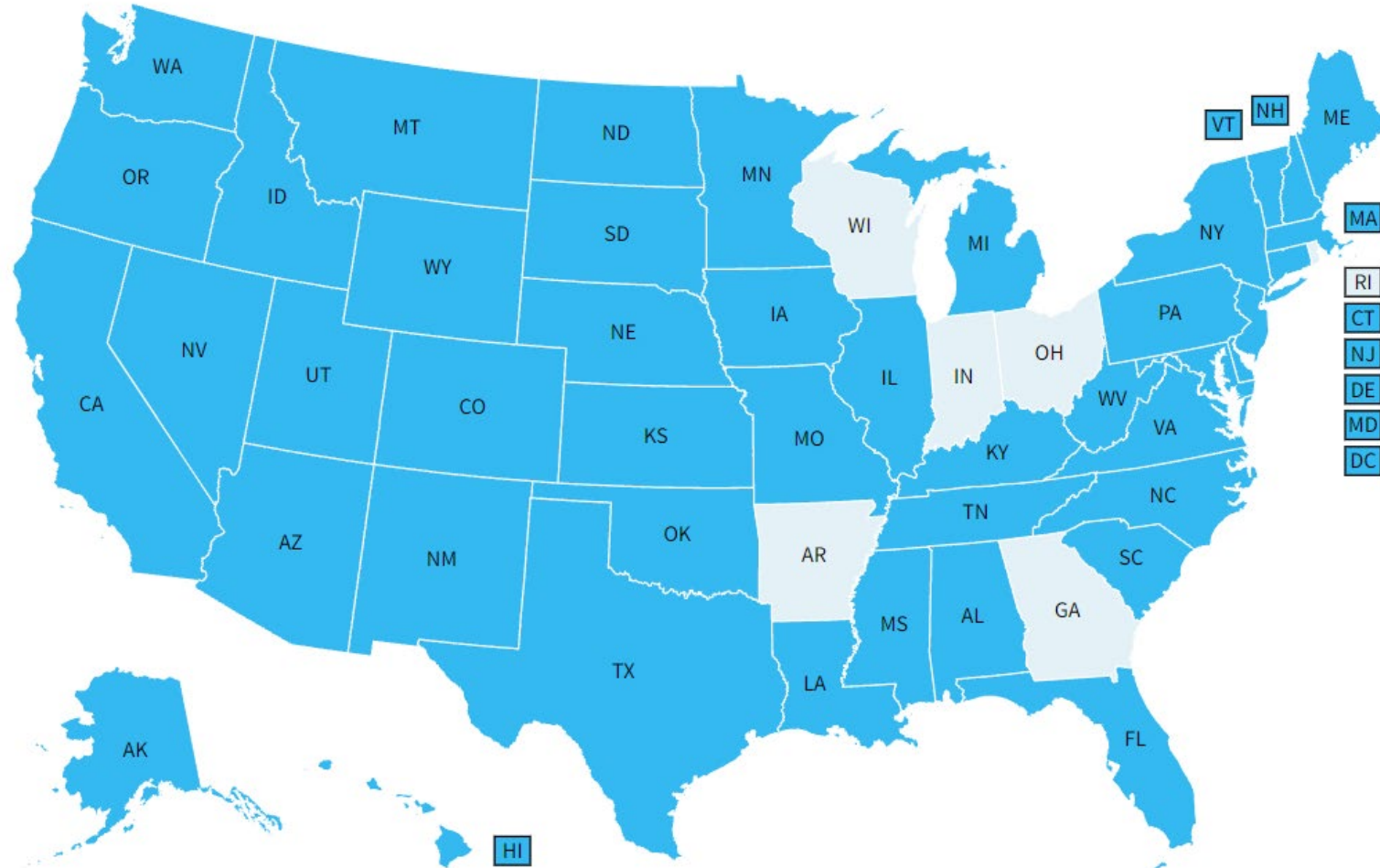
**Trends and  
Policy Issues**

**Everyday  
Advocacy**

**Running a  
Nonprofit**

**About America's  
Nonprofits**

**About  
Us**



The image shows a YouTube video player interface. At the top, there is a navigation bar with the YouTube logo, a search bar, and a microphone icon. The main video area displays a woman with long brown hair and red-rimmed glasses, wearing a dark blue top, speaking. Below the video, there is a progress bar with a play button, a volume icon, and a timestamp of 8:27 / 1:08:43. The video title is "Policy and Advocacy for Out-of-School-Time webinar with Jennifer Peck". Below the title, there is a channel name "Madison Community Foundation" with 38 subscribers and a "Subscribe" button. To the right of the channel name are icons for likes (0), dislikes, share, and download. At the bottom right, there are two tabs: "All" and "Watched".

<https://www.madisongives.org/nonprofits/nonprofit-resources>



[www.bolderadvocacy.org](http://www.bolderadvocacy.org)



## What is Candid's Go for the Gold promotion?

Candid is offering a free year of access to Foundation Directory Essential through our Go for the Gold promotion. To be eligible, your nonprofit must have annual revenue or expenses totaling less than \$1M AND earn a 2023 Gold Seal of Transparency.

<https://learning.candid.org/resources/knowledge-base/candids-go-for-the-gold-promotion/>



**MADISON  
PUBLIC SCHOOLS  
FOUNDATION**

# **Giving Trends & Advocacy**

**AFP Madison Chapter**

**July 18, 2023**



# Who are we?



**MADISON  
PUBLIC SCHOOLS  
FOUNDATION**

## The Basics

- 501 c3, 2001-present
- 9 staff positions
- Separate from MMUSD
- \$14M in assets
- \$1M budget

## Focus, 2001-2016

- Fiscal services
- School Endowments
- Foundation 4 Future
- 170 funds
- Mile long, inch deep

## Evolution

- Adopt-a-School
- Teacher Support Network
- Alumni Network
- Major gifts efforts
- High impact, high ROI



# Why Change Course?

- **MMSD scale**
- **Achievement gaps**
- **State public K12 policy trends**



**MADISON  
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FOUNDATION**



# 4<sup>th</sup> Decade of Disinvestment



MADISON  
PUBLIC SCHOOLS  
FOUNDATION

## It's a Fact

- Dropped from 11<sup>th</sup> to 25<sup>th</sup>: per pupil \$
- Spent the least of any midwestern state

## It's a Fact

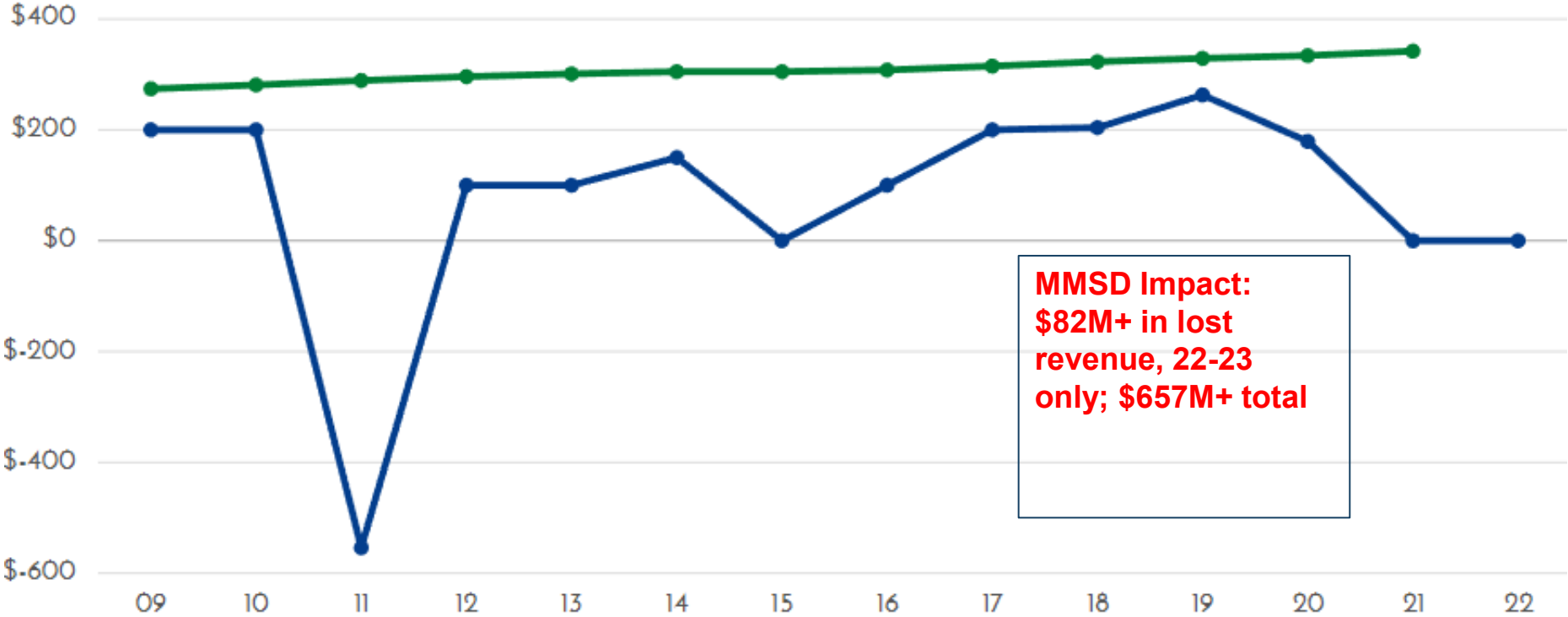
- Bottom 3: special education \$
- Dead last: English Language learner \$

## It's a Fact

- Negative net migration
- Last decade: 460,000 families left Wisconsin

# The Class of 2023: The State's Investment

Change in Per-Pupil Revenue Limits 2009-Present, Actual (Blue) vs Inflation (Green)



**MMSD Impact:  
\$82M+ in lost  
revenue, 22-23  
only; \$657M+ total**



# Our Advocacy Journey



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FOUNDATION

**2015**

- “Advocacy” added to mission statement

**2016**

- Legal opinion memo
- Fall 2016: “Vote Yes”

**2017**

- 5 strategic pillars
- Board experts recruitment
- Committee formation

# Our Advocacy Platform



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## Local

- Board of Education election coverage
- Voucher transparency
- Election / voter tools
- MMSD storytelling
- Wisconsin Statute 120.42
- Economic impact study

## Referenda Hub



- About 10% of MMSD's budget from state budget

## Statewide



**Emerging: Federal**

# 25<sup>th</sup> Anniversary Business Model



- ✓ Deliver high-impact programs
- ✓ Align programs to MMSD scale
- ✓ Fight for every public \$
- ✓ Own warrior, long-game mindset
- ✓ Elevate competitiveness
- ✓ Motivate philanthropic behavior
- ✓ Inspire civic responsibility & engagement
- ✓ Position MMSD as critical civic leader
- ✓ Protect our democracy & human rights





# **Giving Trends & Advocacy**

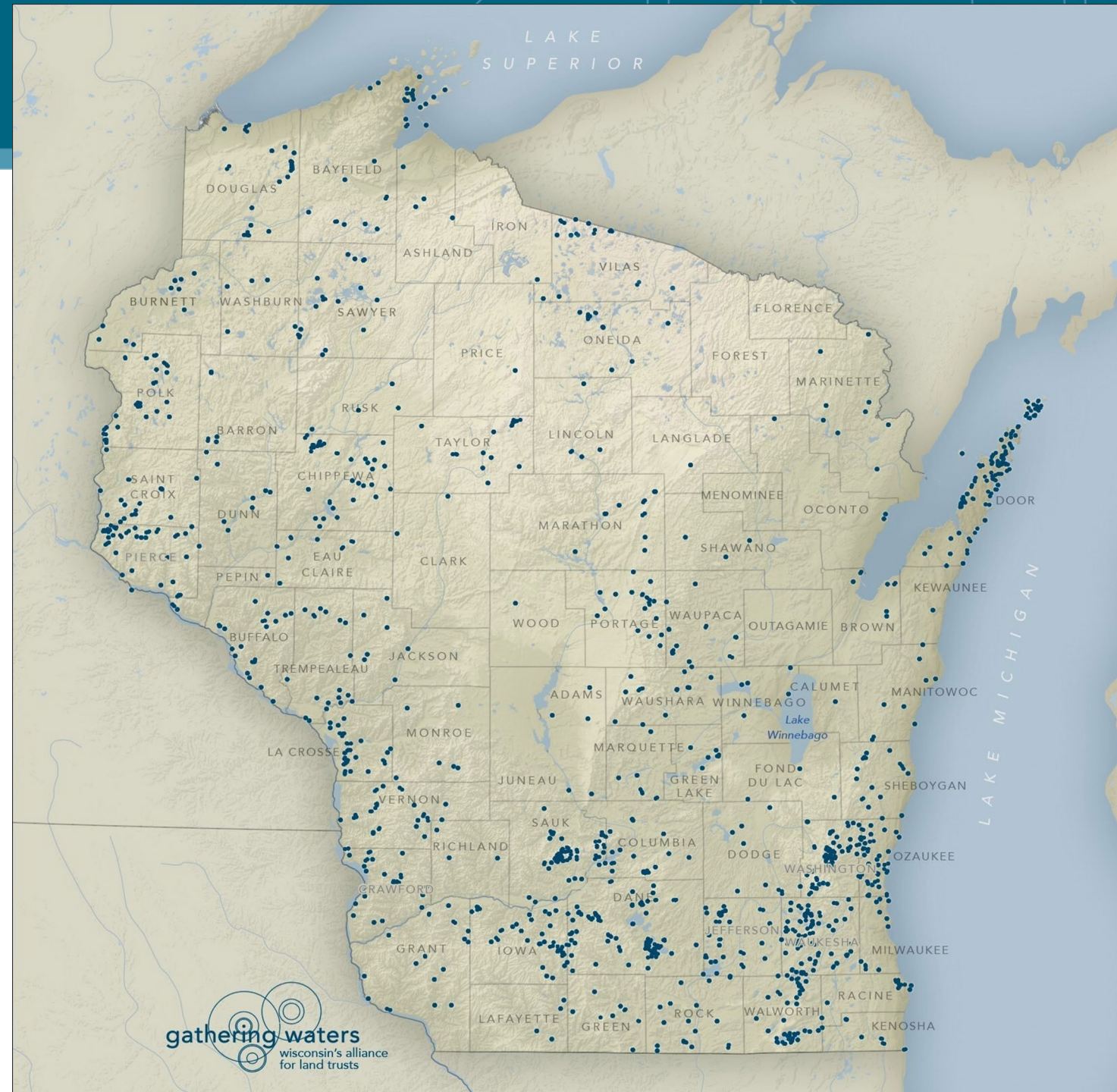
**AFP Madison Chapter**

**July 18, 2023**



# Wisconsin's land trust community

- ❖ Wisconsin's 41 land trusts hold—in fee simple or conservation easements—1,835 properties totaling 202,909 acres.
- ❖ When taking into account “supported acquisitions,” there are an additional 1,274 properties totaling 330,692 acres
- \*Total of more than 500,000 acres protected\*





# Wisconsin Land Trust Projects 2022

23  
Land Trusts  
protected

24,767  
Acres across

60  
Projects

The newly  
protected land  
includes



15,763  
Acres of Easements

9,004  
Acres owned

# WISCONSIN LAND TRUST DAYS

EVENTS HOSTED BY LAND TRUSTS IN  
JULY, AUGUST & SEPTEMBER

HaveFunOutside.org



Wisconsin Land Trust Days is an annual celebration of land trusts with events in July, August, and September!

**Find a list of 2023 Land Trust Days events here!**

This year's events include hiking, biking, paddling, trail-building, seed collection, stargazing, forest bathing, outdoor yoga, and even horseback riding.

Get your Land Trust Days  
Calendar

**Request a calendar!**

We'll send you a copy of the guide in the mail at **no cost** when you complete this form. The

calendar will be mailed in mid-June, or within two weeks of receiving your request.



# Our 2023 Key Initiatives

- ❖ Land Trust Training & Services
- ❖ Land Conservation Law Program
- ❖ **Public Policy Advocacy**
- ❖ Climate Change Action
- ❖ Geographic Information Systems (GIS)
- ❖ Wisconsin Land Trust Conference
- ❖ Centering Equity in Conservation
- ❖ Promoting Wisconsin's Land Trust Community

# Why Prioritize Advocacy?

- ❖ Public funding for land conservation, especially at the state and federal levels
  - *Ex.: Secured \$133 million for the Knowles-Nelson Stewardship Program in the 2021 state budget*
- ❖ Legal tools can be undermined by opponents of conservation
  - *Ex.: Conservation easement enabling act in state statute*

*“If you don’t have a seat at the table, then you’re probably on the menu.”*



**What's involved in  
advocacy?**



# Building “Grasstops” Relationships





# Building “Grassroots” Networks

## Fund and Fix Knowles-Nelson: Act today

1 message

Charles Carlin <charles@gatheringwaters.org>  
Reply-To: charles@gatheringwaters.org  
To: mjcarlson20@gmail.com

Tue, Dec 20, 2022 at 12:51 PM

Are you having trouble viewing this message? [Click here](#)



Dear Mike,

It's time to make our next move in the fight to restore integrity to the Knowles-Nelson Stewardship Program and fund the largest project in state history, the Pelican River Forest.

Today, we're asking you to contact Governor Evers with a simple message: fund and fix Knowles-Nelson. Read on for details.

TAKE ACTION

## Friends Of The Pelican River Forest (<https://Pelicanriver.Org>)

[SIGN THE PETITION](#)

[LEARN MORE](#)



Thank you for providing your city, zip code, and email. Doing so ensures our leaders know that people who live nearby, and across Wisconsin, all support the Pelican River Forest.

### Sign the Petition

First Name (required)

Last Name (required)

Email (required)

City (required)

State (required)

Zip (required)

Remember Me

Keep me updated on Pelican River.

SIGN

### Recipients

The petition will be delivered to: local government officials; the Wisconsin DNR; and the Governor.

### Petition

I support the creation of the Pelican River Forest as a working forest managed for permanent public access, outdoor recreation and forestry activity. The forest will protect Wisconsin's water, wildlife, and our outdoor ways of life.

Pelican River Forest would make more recreational roads permanently accessible to me and my neighbors; would give my family and friends more opportunities to hunt, trap and fish along with more opportunities to explore trails on foot or by vehicle; would sustain local forestry jobs; and would help provide clean water to many Wisconsinites.

I strongly support full funding of the Pelican River Forest. I want to conserve the Pelican River Forest and bring all these benefits to the Northwoods.





# Building the Case



 WISCONSIN  
POLICY FORUM

[wispolicyforum.org/research](http://wispolicyforum.org/research)







## VALUING NATURE'S WORK

### HOW MUCH IS LAND CONSERVATION WORTH?




When we protect the places that make Wisconsin special, we also protect nature's ability to care for Wisconsin's land, water, wildlife, and us. In fact, nature works for us every day.

Trees sequester carbon, clean the air, and provide the shade that keeps us cool on hot days. Wetlands absorb floodwaters and filter out pollutants. Grasslands store immense amounts of carbon in their roots deep beneath the soil.

### WHAT ARE NATURE'S SERVICES?

-  Recreation
-  Water Quality & Supply
-  Wildlife
-  Flood Prevention
-  Climate Regulation
-  Culture & Beauty

No matter where you live, **nature works for you.**

-  People who live near protected lands benefit from flood protection, shade, views, and enjoy easy access.
-  Visitors to conserved lands enjoy the benefits of recreation, health, and wellbeing.
-  Those who live far away and never visit protected lands still reap all the benefits of climate regulation and biodiversity.

**650,000 ACRES** protected by Knowles-Nelson at a cost of \$1.3 Billion

**\$2 BILLION RETURNED** to Wisconsin every year, equivalent to \$3,000 per acre

[knowlesnelson.org](http://knowlesnelson.org)

# Building a Public Narrative

**milwaukee journal sentinel**

**POLITICS**

## Republicans put a stop to the Pelican River Forest preserve. Conservation groups say they hope to keep the project alive.



**Laura Schulte**  
Milwaukee Journal Sentinel

Published 6:01 a.m. CT April 27, 2023

MADISON - Supporters of a massive Northwoods conservation project are looking for new avenues to complete the project after legislators on the state's powerful finance committee blocked a key funding request.

The Pelican River Forest preserve near Rhinelander, if completed, would be one of the largest conservation projects in Wisconsin history. Republican legislators on a party-line vote April 18 blocked \$4 million in key funding, citing local concerns over the effects of blocking future development in the project area.

The vote left backers of the project hoping that Gov. Tony Evers or the state's Department of Natural Resources could rescue the project.

Clint Miller, the central Midwest regional director of the Conservation Fund, said the organization anticipated delays from the Legislature.

"This wasn't an unanticipated outcome," he said. "We're trying to move forward with the



[WPR \(HTTP://WPR.ORG\)](http://wpr.org)



People cross-country ski on Monday, Dec. 21, 2020, at Elver Park in Madison, Wis. *Angela Major/WPR*

## Report: State tax funding for conservation and parks has steadily eroded over decades

Wisconsin Policy Forum says GPR funds for DNR have seen a stark decline

By Danielle Kaeding

Published: Friday, March 24, 2023, 12:00pm

Updated:

Friday, March 24, 2023, 4:30pm

When COVID-19 brought lockdowns and gathering restrictions, people flocked to Wisconsin's outdoors to escape crowds and catch a break from being confined to their homes. But while users crowded parks and trails, the state's financial support has been on a long decline.

Outdoor recreation contributed **\$7.8 billion** [<https://www.wpr.org/report-outdoor-recreation-worth-7-8b-wisconsin-economy>] to Wisconsin's gross domestic product in 2020. The following year, that grew 14 percent to **\$8.7 billion** [<https://www.wpr.org/wisconsin-tourism-industry-recovering-fast-post-pandemic>]. Jason Stein, research director for the Wisconsin Policy Forum, said that underscores the public's strong interest and



# What can advocacy achieve?

## Budget Committee Approves Four-Year Renewal of Knowles Nelson Stewardship Program

WXPR | By Katie Thoresen

Published June 15, 2021 at 5:37 AM CDT



LISTEN • 2:03



Katie Thoresen/WXPR /

A funding tool used to protect land, build trails, and manage forests would be renewed for another four years in the next Wisconsin State Budget.

As WXPR reported last week, the Legislature's Republican-controlled budget committee voted to extend the Knowles-Nelson Stewardship Program.

WXPR  
Morning Classics

Governor Evers budget proposal called for a \$70 million dollar a year for the next 10 years renewal of the Knowles Nelson Stewardship Program.

The Legislature's Republican-controlled budget committee has voted to extend Wisconsin's land stewardship program for four years at \$32 million a year.



Print Close

## Trump signs landmark Great American Outdoors Act

Published August 04, 2020

Fox News

President Trump signed a bipartisan bill on Tuesday that will pay for repairs at national parks, permanently finance the Land and Water Conservation Fund (LWCF) and create thousands of jobs.

The investment under the Great American Outdoors Act, heralded as the most significant conservation bill in a generation, is the biggest for parks since President Theodore Roosevelt's administration in the early 1900s, he said.

"We are proving that we can protect [our] treasured environment without bludgeoning our workers and crushing our businesses," Trump said. "This is record-setting stuff."

### WHAT IS THE GREAT AMERICAN OUTDOORS ACT?

The National Park Service accounts for 84 million acres of land at 400 different sites, but as of 2019, they were due for \$11.9 billion in deferred maintenance and repairs. The bill will direct up to \$6.65 billion to priority fixes and up to \$3 billion for agencies such as the Fish and Wildlife Service.

In addition, the bill will allocate \$900 million each year to the conservation fund. The program – which has existed for half a century – has been plagued by funding shortfalls.

"This is a big win for conservation," said Sen. Steve Daines, R-Montana. "It's a big win for jobs. It's a big win for our Montana way of life. It's a big win for bipartisanship. And, perhaps it's only fitting it took public lands to bring a divided government together."

Republican Sen. Cory Gardner of Colorado, the bill's sponsor, praised passage of the bill despite partisan acrimony that has grown more heated in a presidential election year.



We help land trusts, landowners,  
and communities protect the  
places that make Wisconsin  
special.

[www.gatheringwaters.org](http://www.gatheringwaters.org)