



Australian Land Conservation Alliance

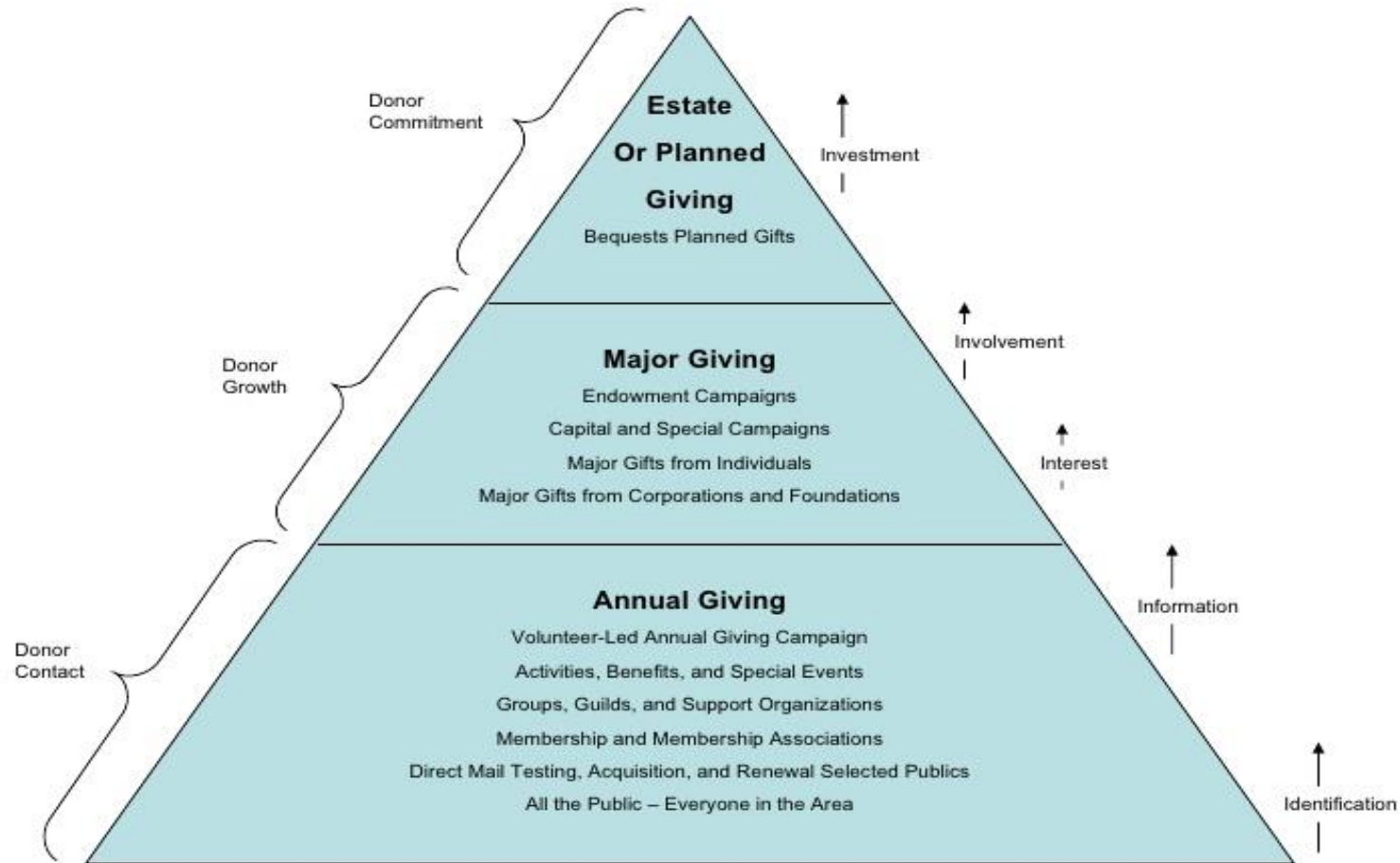


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Trends in Environmental Philanthropy

Amanda Martin, CEO AEGN

Philanthropy & Fundraising



How is philanthropy different?

When philanthropy is at it's best it is:

- Independent – not beholden to politics or profit
- Responsive and flexible
- Can take on risk - fund advocacy, pilot programs, gaps, capacity building
- Can be linked to other sources of power and influence eg investment and connections



AEGN – More & Better Philanthropy



2-6% of philanthropic funds are given to the environment.....

Trends – AEGN Members

Mix of people with different approaches:

- Inheritance – individuals and families
- Entrepreneurs and business people – individuals and families
- Institutions – staff and boards
- Emerging trusted advisers
- Next Generation

Mix of different structures:

- Private Ancillary Funds 34%
- Private Trusts 26% - most have websites
- Individuals 23%
- Sub-Funds 9%
- Wealth advisers and others



Trends – What do philanthropists want?

- Good people
- Vision, ambition and impact
- Collaboration not duplication
- Leadership and building capacity
- Scaleability
- Starting with small to medium grants
- Use their investments and influence





What you can do

- Sort out your strategic plan – know what you are aiming to achieve
- Know your outputs and outcomes and determine how you might measure this
- Get a grip on who your supporters and your community
- Build relationships with your best people
- Know what you are asking for and be confident and ask!
- Keep in contact, report back, keep people in the loop
- Invest in your capacity to fundraise



Thank you



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