



A SUMMARY FROM
THE ENVIRONMENTAL GRANTMAKERS ASSOCIATION'S
TRACKING THE FIELD: VOLUME 5
ANALYZING TRENDS IN ENVIRONMENTAL GRANTMAKING



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INTRODUCTION

This summary of the fifth edition of *Tracking the Field* builds on the Environmental Grantmakers Association's (EGA) grant research from 2007 to 2013, deepening our understanding of trends and gaps in environmental philanthropy. Analyzing grant data from the supply side of funding within the environmental movement, the *Tracking the Field* report provides an avenue for EGA members to see where their grantmaking fits into the larger environmental movement and how they can optimize their grant dollars to be more strategic and effective.

Tracking the Field: Volume 5 analyzes 66,340 grants totaling more than \$6.8 billion between 2007 and 2013. With six grant years of data, we are able to see the impact of outside influences on environmental philanthropy in addition to shifts within the field. These include the effect of the Great Recession of 2008, the response to environmental disasters such as the 2010 Deepwater Horizon oil spill, and the results of shifting conversations we observe in our community. In 2012 and 2013, EGA members gave more grant dollars to support environmental issues than ever before. The outcome of this \$219 million growth between 2011 and 2013 was an increase in funding for all issue areas with the exception of "Energy" and "Toxics." This rise in funding resulted in "Biodiversity & Species Preservation" receiving more than \$300 million, the most of any individual

issue since EGA began tracking grants in 2005. The total dollars that went to different strategic methods for tackling environmental issues increased, with the exceptions of the two top strategies in 2011, "Advocacy / Organizing / Movement Building" and "Public Policy."

EGA members gave over \$200 million more internationally in 2013 than they did in 2011. This represents a 74% increase in global grantmaking for that timeframe. While international grantmaking increased significantly between 2011 and 2013, this shift in international grantmaking did not displace domestic grantmaking trends. Rather, it represents an increase on both the home front and globally. In the full *Tracking the Field* report the data is put into further context through the comparison of grant data to dynamics such as global populations, endangered species distributions, acres of farmland, and historic U.S. drought data. By adding in these additional data sets, we aim to take environmental philanthropy out of a vacuum and instead weave it into the greater context of the world and the issues we face. EGA has partnered with the Foundation Center on each *Tracking the Field* report to provide comparisons between EGA's members' grantmaking and that of the entirety of environmental philanthropy.

METHODOLOGY

The environmental giving analyzed in the *Tracking the Field: Volume 5* report includes the environmental grants of nearly 200 Environmental Grantmakers Association (EGA) member foundations from 2007 to 2013. EGA collected data from 66,340 grants totaling more than \$6.8 billion, using a customized CiviCRM database. The data-collection team referred to members' websites to obtain a list of grants, or to the IRS Form 990 to identify members' grants for calendar year 2013. In cases where the researchers used the members' website, the website was directly compared to the 990 to verify that all grants were included.

Consistent with the previous published reports, *Tracking the Field: Volumes 2–4*, this report uses the taxonomy that EGA created with similar organizations from around the globe. Each grant entered into the database was categorized based on the following information: the issuing foundation's name; the city and state in which the foundation is headquartered; the amount given (in U.S. dollars); the recipient's name, city, and state; the year the grant was made; and the primary and secondary environmental issue area, strategy, and geographic region the grant affected. To categorize each grant, data researchers first looked for information in the grant description and then searched the grantee's website for mission statements and program descriptions.

OVERALL GIVING

KEY FINDINGS

- In 2013, environmental giving by EGA members reached an all-time high of \$1.35 billion, a 19% increase from 2011.
- The Foundation Center estimates that private and community foundations gave an all-time high of \$3.42 billion to support environmental issues in 2013.
- EGA's largest 50 foundations gave \$1.2 billion to environmental programs, accounting for 90% of total EGA giving.
- EGA members gave to more than 6,000 organizations around the globe, and among them the largest 100 received 44% of total giving.

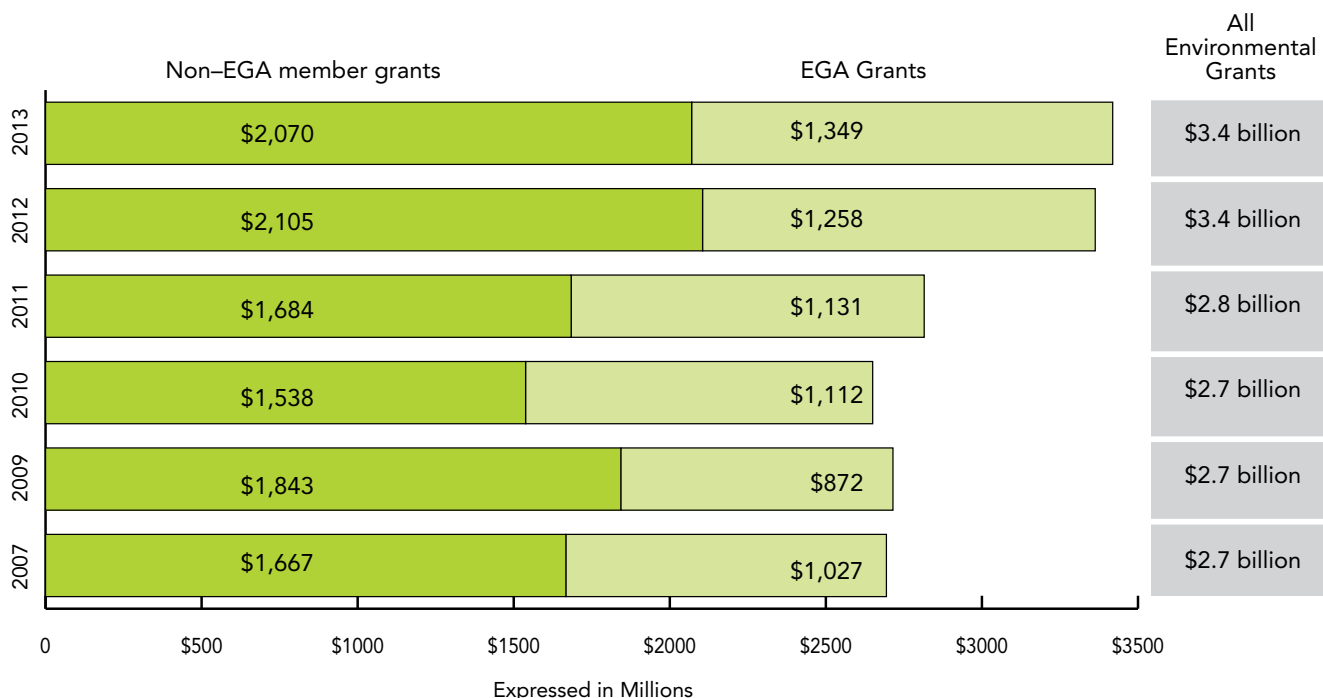
GIVING OVER TIME

In 2012, the 86,000 foundations in the United States gave a record \$51.8 billion to all philanthropic issues, which made up 16% of all private giving. Foundations' 2012 giving was a 6% increase over the previous year's \$49 billion.¹ While this represented significant growth, it was less rapid than the 13% increase

between 2010 and 2011.² This rise in funding was based on both the addition of approximately 4,000 new foundations in the United States and an increase in existing foundations' assets.³ Environmental giving made up approximately 6% of this overall funding in 2012, receiving an all-time high of \$3.36 billion, a \$548 million (19%) increase from 2011.⁴ In 2013, private and community foundations gave an estimated \$3.42 billion⁵ for the environment.⁶ This is a 2% increase from 2012 and a 21% increase from 2011.

EGA members' environmental donations have gradually increased between 2009 and 2013, reaching an all-time high of \$1.35 billion in 2013. In 2013 EGA members' grantmaking made up 40% of all environmental grantmaking, increased from 37% in 2012. As a result of the 2008 financial crisis, EGA members' funding to the environment decreased by 15% between 2007 and 2009. Between 2009 and 2010 there was the most significant proportional increase in funding at 28% (\$239 million). This grantmaking total stayed very consistent between 2010 and 2011 as members' endowments recovered from the fiscal crisis. In 2012 and 2013 EGA members again increased giving by 11% (\$128 million) and 7% (\$91 million), respectively.

Total Environmental Grantmaking, 2007–2013



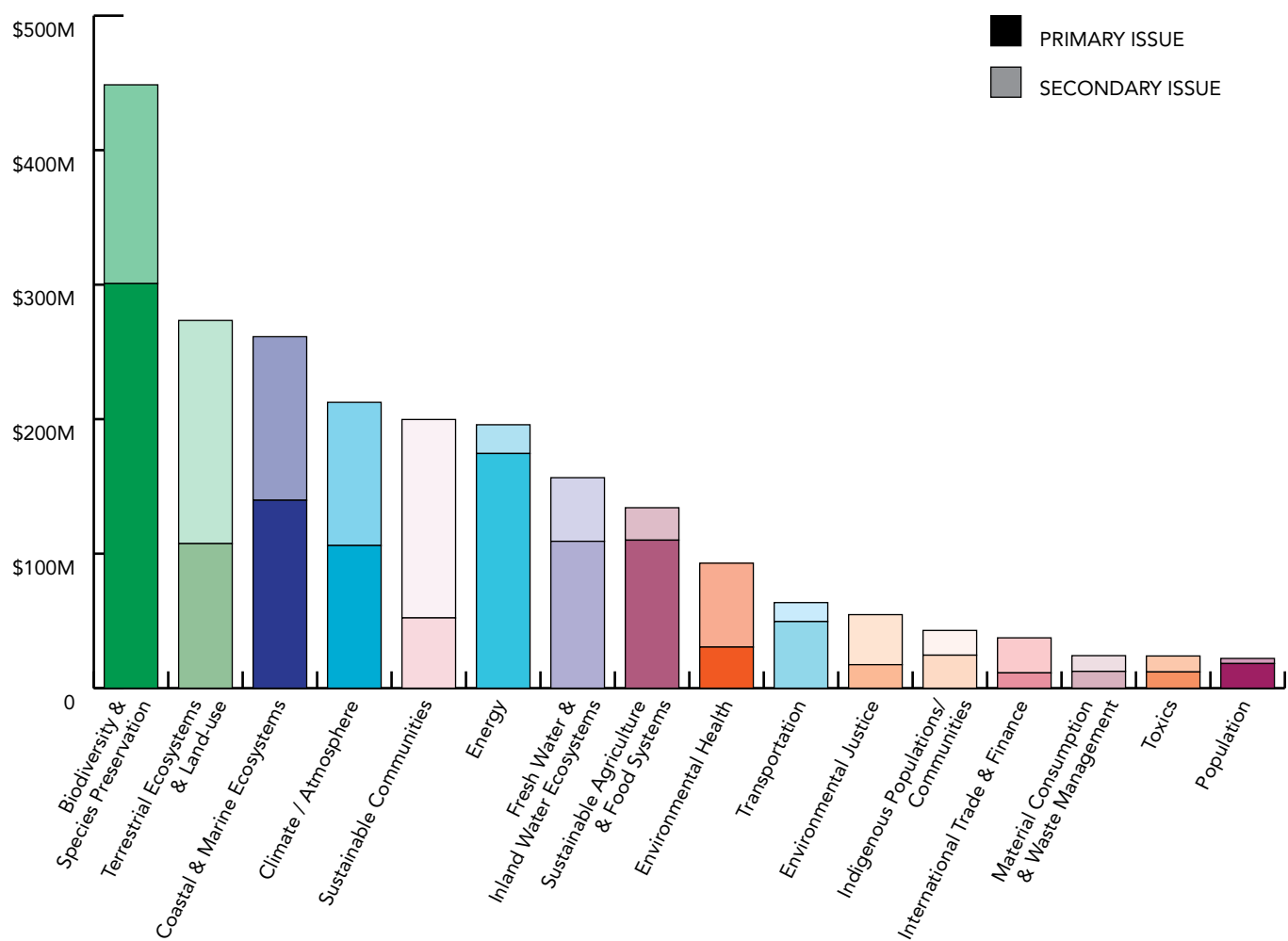
■ Source: Foundation Center

ISSUE AREA OVERVIEW

KEY FINDINGS

- The top three most-funded issue areas in 2013 were: “Biodiversity & Species Preservation” (22%), “Energy”(13%), and “Coastal & Marine Ecosystems” (10%). It was the first time “Coastal & Marine Ecosystems” ranked among the top three since 2007.
- From 2011 to 2013, funding for “Biodiversity & Species Preservation” continued to grow, reaching an all-time high of \$300 million.
- From 2011 to 2013, funding for “Sustainable Agriculture & Food Systems” increased by 52%, making it the fourth most-funded issue area.
- After a steep drop in 2012, in 2013 giving to “Climate & Atmosphere” rebounded back to its 2011 level.
- Giving to “Transportation” reached an all-time high of \$50 million in 2013, a 72% increase from 2011.

Primary and Secondary Issue Areas, circa 2013





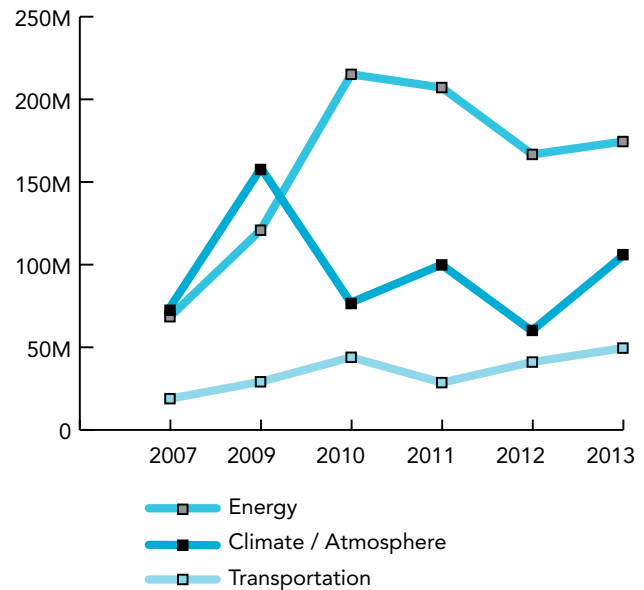
ENERGY & CLIMATE

"Climate & Atmosphere," "Energy," and "Transportation"

KEY FINDINGS

- After a steep drop in 2012, funding for "Energy & Climate" in 2013 bounced back to its 2011 level, making it the second most-funded issue group by EGA members.
- In 2013, 55% of funding for "Energy & Climate" used "Advocacy / Organizing / Movement Building" or "Public Policy" as the strategy, compared to 33% across all issue groups.
- Two-thirds of EGA members' 2013 "Energy & Climate" grantmaking was domestic, and one-third was international.
- In 2013, more than half of "Energy & Climate" domestic funding went to federal-level programs. The other most-funded domestic regions were the Northeast (16%), the Midwest (13%), and the Pacific Coast (7%).

ENERGY & CLIMATE FUNDING OVER TIME



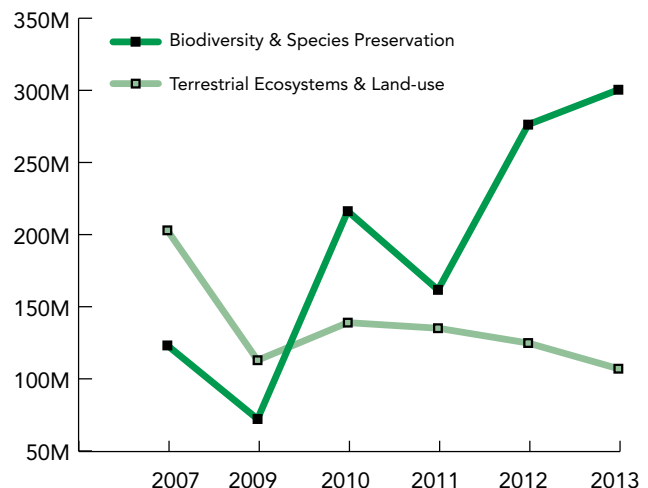
LAND

"Biodiversity & Species Preservation" and "Terrestrial Ecosystems & Land Use"

KEY FINDINGS

- From 2011 to 2013, funding for "Land" grew dramatically, making it the most-funded issue group in place of "Energy & Climate."
- In 2013, almost half of total funding for "Land" applied "Stewardship / Acquisition / Preservation" as the strategy.
- 40% of funding for "Land" was given to international regions. The top three most-funded international regions were Global (32%), South America (23%), and North America (14%).
- The top three domestic regions that received the most funding for "Land" were the Pacific Coast (33%), Federal level (20%), and the Northeast (16%).

LAND FUNDING OVER TIME





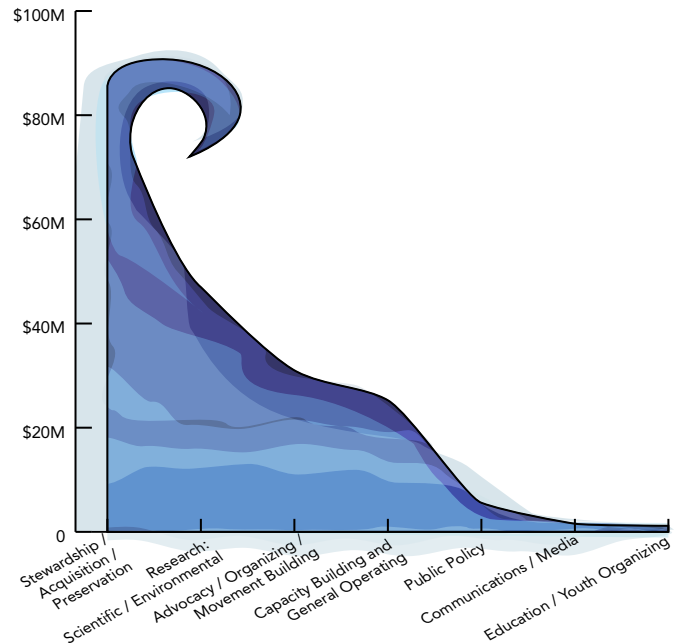
WATER

"Coastal & Marine Ecosystems" and "Fresh Water & Inland Water Ecosystems"

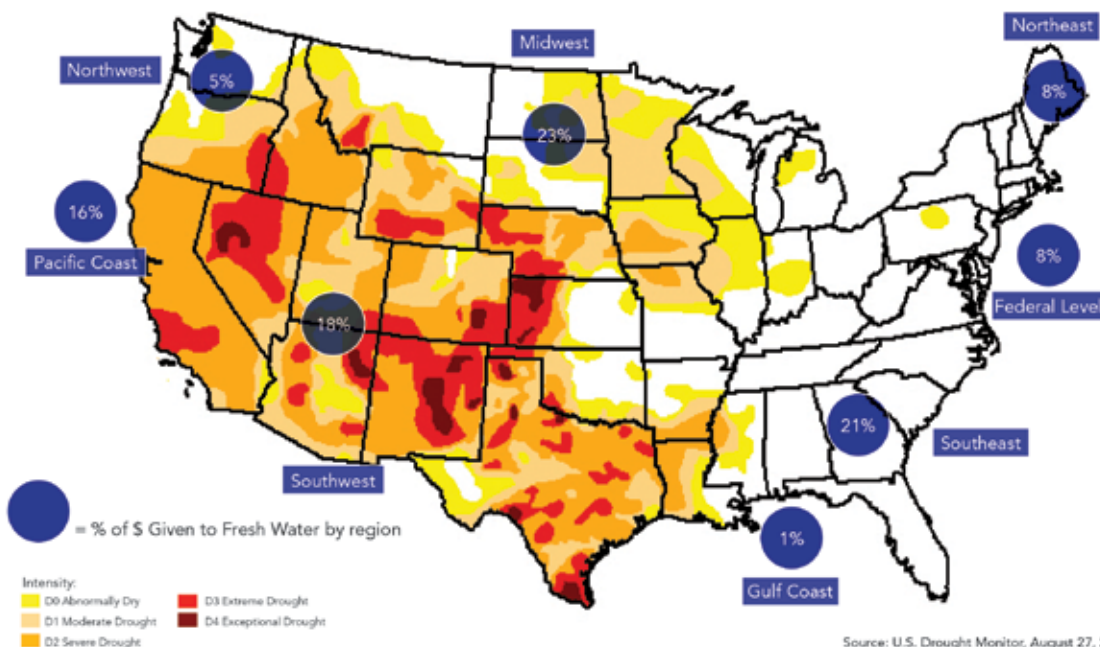
KEY FINDINGS

- In 2013, "Water" was the third most-funded issue group, representing more than 18% of EGA members' total giving.
- 2013 funding was \$140 million for "Coastal & Marine Ecosystems" and \$109 million for "Fresh Water & Inland Water Ecosystems," marking a slight increase from 2011 and 2012.
- In 2013, more than two-thirds of all "Water" EGA member grants were coded with "Biodiversity & Species Preservation" as the secondary issue area.
- Nearly half of the funding to "Water" used "Stewardship / Acquisition / Preservation" as the strategy. The other most-funded strategies were "Research: Scientific / Environmental" (17%), "Capacity Building / General Operating" (15%), and "Advocacy / Organizing / Movement Building" (15%).
- In 2013, only half of total funding to "Coastal & Marine Ecosystems" was given to domestic regions, compared with 86% of funding to "Fresh Water & Inland Water Ecosystems."

STRATEGIES: COASTAL & MARINE ECOSYSTEMS AND BIODIVERSITY



Domestic Drought compared to Fresh Water & Inland Water Ecosystems Funding, 2013





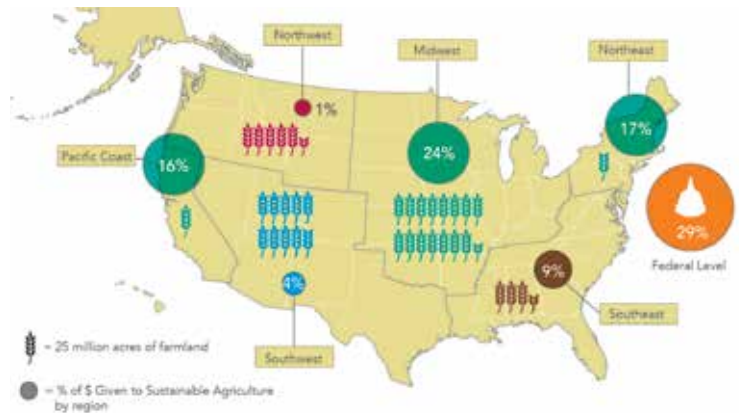
SYSTEMS

"Sustainable Agriculture & Food Systems," "Sustainable Communities," "Material Consumption & Waste Management," "Trade & Finance," and "Population"

KEY FINDINGS

- In 2013, "Systems" as an issue group received \$204 million in EGA funding, a 52% increase from 2011.
- From 2011 to 2013, funding for "Sustainable Agriculture & Food Systems" increased by 52%, making it the fourth most-funded issue area.
- 45% of total funding to "Systems" was given to international regions in 2013. The top three most-funded international regions were: Global (36%), South America (14%), and Eastern Africa (12%). The top three most-funded domestic regions were Federal Level (31%), the Northeast (19%), and the Midwest (17%).

EGA Members' Grantmaking to Sustainable Agriculture



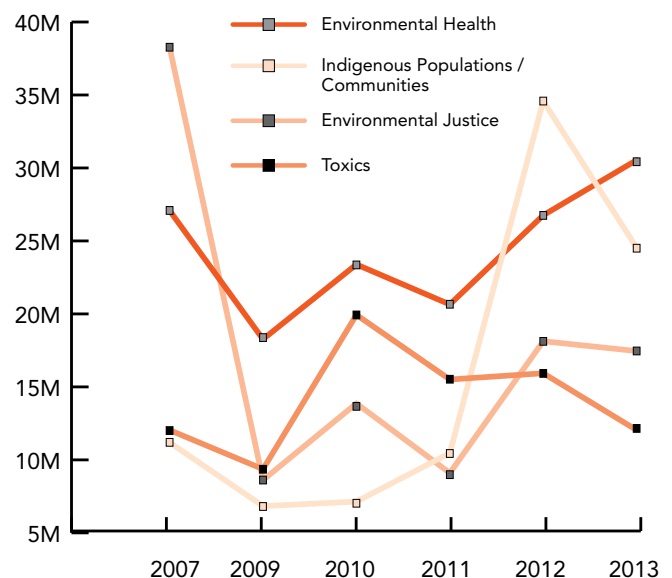
HEALTH & JUSTICE

"Environmental Justice," "Toxics," "Environmental Health," and "Indigenous Populations / Communities."

KEY FINDINGS

- "Health & Justice" as an issue group received \$85 million in EGA funding. Though it was still ranked the least-funded issue group, funding for it has increased by almost \$30 million from 2011 to 2013.
- 45% of funding given to "Health & Justice" used "Advocacy / Organizing / Movement Building" as the strategy. The other most-funded strategies were "Capacity Building / General Operating" (18%), "Research: Scientific / Environmental" (12%), and "Public Policy" (8%).
- 40% of funding for "Health & Justice" was given to international regions. The top three most-funded international regions were: Global (29%), South America (18%), and Eastern Africa (12%).
- The top three domestic regions that received the most funding for "Health & Justice" were Federal Level (31%), the Pacific Coast (20%), and the Northeast (17%).

HEALTH FUNDING OVER TIME



ENVIRONMENTAL GRANTMAKING STRATEGIES

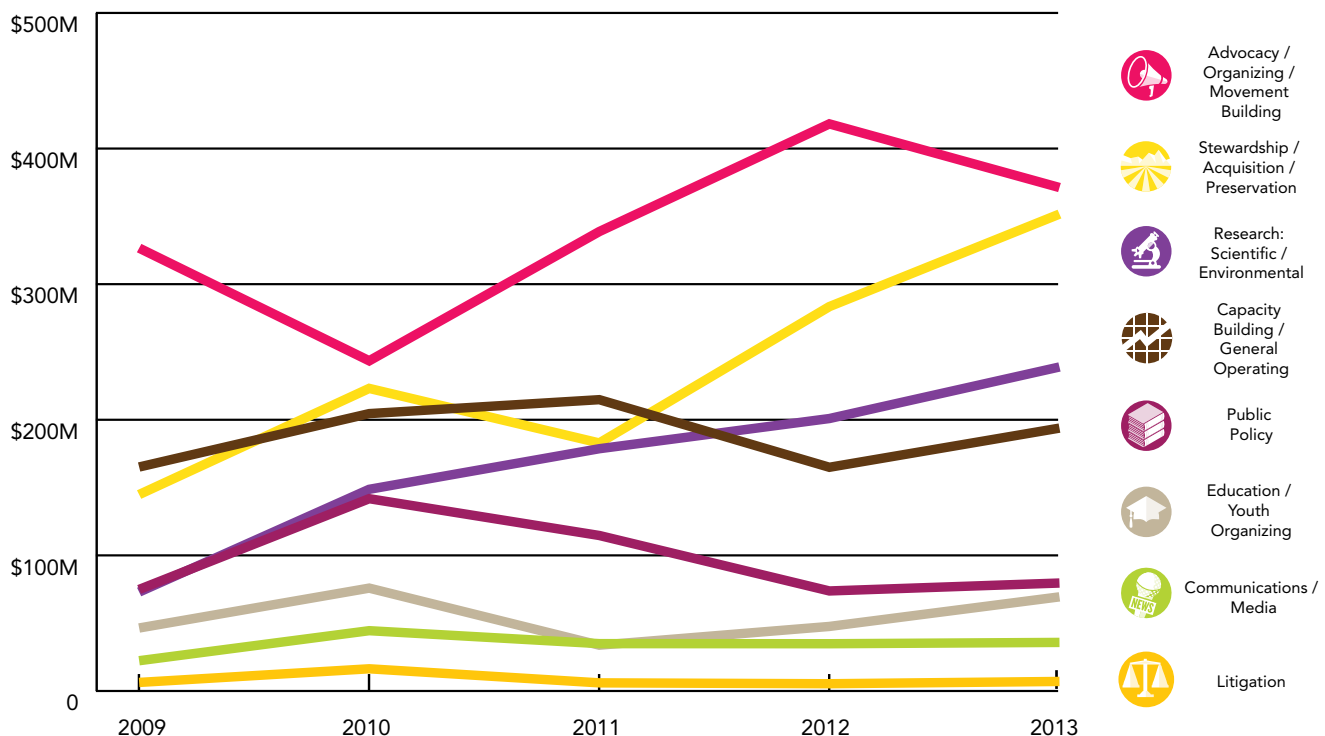
KEY FINDINGS

- After reaching its peak level in 2012, 2013 funding for “Advocacy / Organizing / Movement Building” dropped by 11%, but it remained the most-funded strategy.
- From 2011 to 2013, funding for “Stewardship / Acquisition / Preservation” increased by 92%, reaching an all-time high of \$352 million, only \$20 million less than “Advocacy / Organizing / Movement Building.”
- After reaching its lowest level in 2012, 2013 funding for “Capacity Building / General Operating” increased, but was still 10% lower than its 2011 level.
- In 2012 and 2013, total funding for “Public Policy” dropped significantly, by more than 30% compared to its 2011 level.

In 2013, EGA members most commonly implemented the strategies “Advocacy / Organizing / Movement Building” (28%) and “Stewardship / Acquisition / Preservation” (26%). “Advocacy / Organizing / Movement Building” has been the number-one strategy since EGA began looking at strategies in 2009. With more grant dollars going to “Land” and “Water” issues in 2013, “Stewardship / Acquisition / Preservation” has been climbing in popularity since 2011 and reached an all-time high of \$352 million in 2013. Among all strategies, “Research: Scientific / Environmental” experienced the greatest increase in funding since 2009, rising steadily each year. “Education / Youth Organizing,” as one of the least-funded strategies, also experienced a significant increase (105%) since 2011.

The correlation between median grant size and grantmaking strategies is also examined in this volume of the *Tracking the Field* report. In 2013, grants to “Public Policy” had the largest median grant size, followed by “Research: Scientific / Environmental,” while “Capacity Building / General Operating” and “Communications / Media” had the smallest median grant size.

EGA Members Grantmaking Strategies 2009–2013



ENVIRONMENTAL GRANTMAKING GEOGRAPHIC DISTRIBUTION

KEY FINDINGS

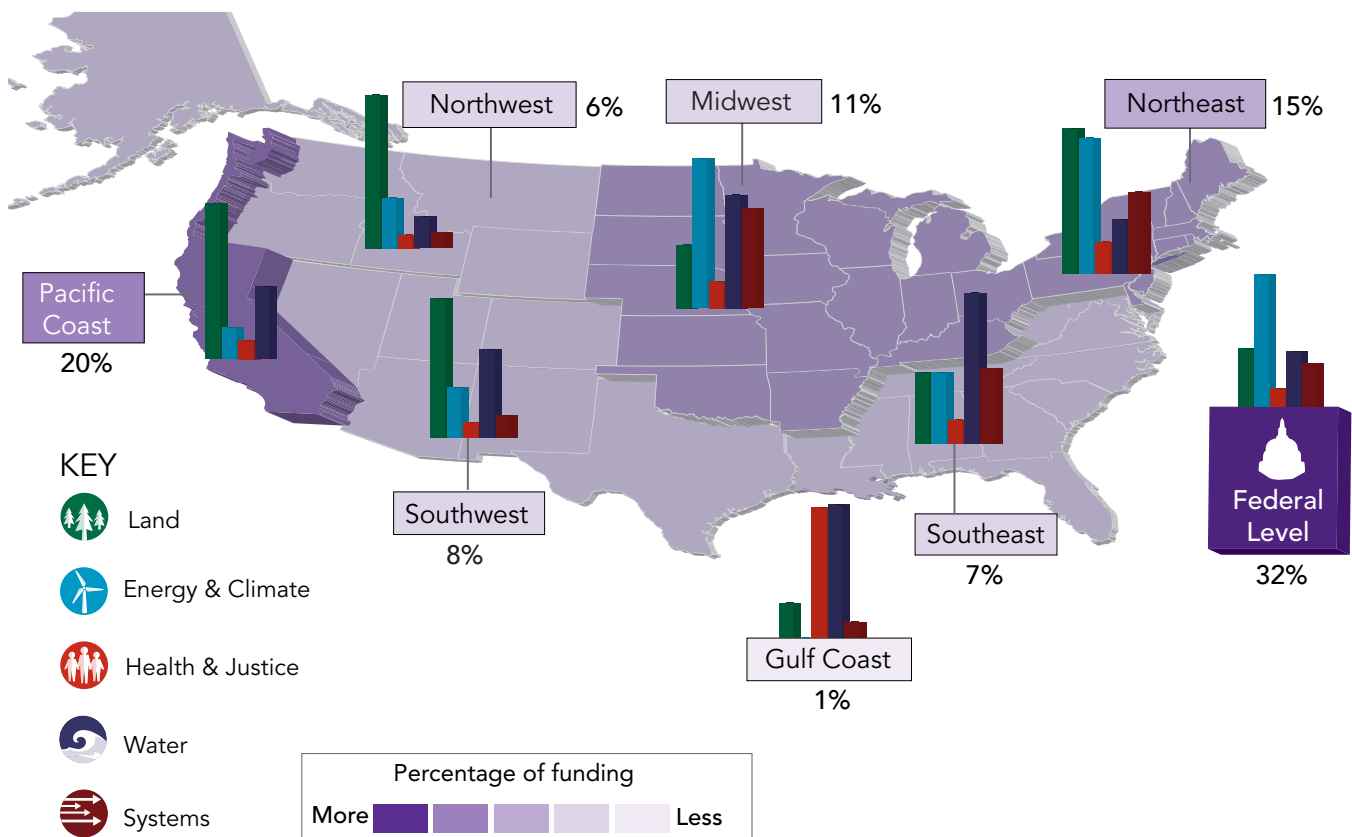
- In 2013, international grantmaking reached an all-time high of \$495 million, accounting for 37% of all EGA members' grantmaking.
- Pacific Coast remained the most-funded domestic region in 2013, representing 20% of domestic grantmaking, at \$169.5 million. This is \$30 million less than in 2012.
- Receiving \$70 million in 2013, South America remained the most-funded international region.
- Over the years, giving to Asia has continued to grow, now making up 21% of all international giving, compared to 14% in 2009 and 15% in 2011.

In 2013, EGA members gave an all-time high of \$495 million internationally, with an additional \$115 million in regranting. This is the record both for the most grant dollars going internationally and for the highest percentage proportionally, with

37% of EGA members' funding going overseas. While funding to the United States decreased proportionally in 2013, because giving increased overall, the United States still received \$854 million in 2013, dropping less than 1%.

In 2013, 32% of EGA members' domestic funding was at the Federal Level. The Federal Level received 50% of all domestic funding to "Energy and Climate." The Pacific Coast (\$169 million), followed by the Northeast (\$128 million), continued to be the most-funded region domestically, while the Southwest, though receiving only 8% of domestic funding, experienced the greatest proportional increase (39%) from 2012 to 2013. Internationally, the regions that received the most funding in 2013 were: South America (14%), North America (11%), Eastern Asia (7%) and Southeastern Asia (5%). Among all continents, Asia experienced the most dramatic increase over the years, with a 45% increase from 2012 to 2013 alone.

EGA Members' Grantmaking by Domestic Region & Primary Issue, 2013



TRACKING THE FIELD: THE REPORT AND BEYOND

The Environmental Grantmakers Association's *Tracking the Field* project is an important part of the ecosystem of environmental philanthropy. Each year it evolves and becomes more embedded in the field, both in members' increased knowledge of who is funding what and where, and as a tool to find colleagues to collaborate with on priority and gap areas. By increasing the knowledge of where we have been, we hope to be more effective at tackling future challenges, and help the EGA community strategize and catalyze action so that we can be stronger together collectively than we can be in our individual grant-making efforts.

The investment that EGA has put into *Tracking the Field* in the past decade is paying dividends in what we know from a 10,000-foot view about funding within this field, and in providing new on-ground opportunities through a searchable database and interactive heat map for members to use in daily work. With five continuous grant years of *Tracking the Field* data, we have new opportunities to explore and analyze how grant dollars were spent within our community and the strategies behind the support.

The EGA strategic framework cites the goal to "establish a comprehensive, measurable, up-to-date analysis and understanding of the current field of environmental philanthropy."⁷ In 2014 EGA made a large leap forward in giving members access to up-to-date analysis through the launch of a real-time grants pilot project. This project provides members access to review selected colleagues' grants as they are awarded. Through

advances in technology, EGA researchers are categorizing grants from direct grant feeds from transparent pilot foundations. As of August 2015, EGA has already entered more than 4,000 grants for 2014 and beyond.

In 2015 EGA has also continued to work with individual foundations and groups of funders to execute customized special searches and analysis to help our members answer questions about the movement. These projects included matching the field's grant data to individual foundation programs so the staff and board of directors could be more informed of the ecosystem that they are funding within. Custom *Tracking the Field* reports can guide decisions about strategic plans and research into specific strategies such as litigation to find partners during times of tough opposition. Foundations can also explore trends of specific or niche issues through keyword searches, and can even look at the size of nonprofit organizations receiving grants to learn more about the current access to funding at the grassroots level. The result of these projects is to create knowledge that affords us the opportunity to make more informed decisions.

This report is just the top of the iceberg in terms of research and analysis we can do with the *Tracking the Field* data. Please contact Franny Chiles Canfield (fchiles@ega.org) if you are interested in a custom research project. These projects can include: custom reports, web portals development, interactive infographics, custom grant tagging, or reports for your board or internal strategic processes.



<http://ega.org/ttfineractive/>

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NOTES

1. Key Facts on U.S. Foundations, 2014 Edition, <http://foundationcenter.org/gainknowledge/research/keyfacts2014/>
2. Key Facts on U.S. Foundations, 2013 Edition, <http://foundationcenter.org/gainknowledge/research/keyfacts2013/>
3. Key Facts on U.S. Foundations, 2014 Edition, <http://foundationcenter.org/gainknowledge/research/keyfacts2014/>
4. Foundation Center 2014, Service 1
5. Represents estimated giving by grantmaking private and community foundations for the environment, based on subject categories developed by the Environmental Grantmakers Association (EGA)
6. Foundation Center 2015, Service 1
7. EGA Strategic Framework, 2010



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The mission of EGA is to help member organizations become more effective environmental grantmakers through information sharing, collaboration and networking.

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