Rural Philanthropy: What Do We Need to Do to Support Rural Communities?

- John Feather, Ph.D., Chief Executive Officer, Grantmakers in Aging
- Lyn Hunter, Director, Regional Strategies and Networks, Philanthropy Northwest, @LynHunter98118
- Janine Lee, President & CEO, Southeastern Council of Foundations
- Rachel Leon, Executive Director, Environmental Grantmakers Association
- Allan Smart, Project Director, Rural Philanthropic Analysis Project at Campbell University
Why Rural?

The Role of a National Issue PSO

John Feather, CEO
Grantmakers in Aging
Rural Funding in Tracking the Field, 2009-*2017

*2017 data is still being entered.

From 2009 to 2017, we tracked over $422 million in rural funding in our Tracking the Field database, with $50 million to $70 million given annually in the recent years.
From 2009 to 2017, the top five most-funded environmental issues of rural funding were:

<table>
<thead>
<tr>
<th>Environmental Issue</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainable Agriculture &amp; Food Systems</td>
<td>$204 million</td>
</tr>
<tr>
<td>Energy</td>
<td>$51 million</td>
</tr>
<tr>
<td>Terrestrial Ecosystems &amp; Land Use</td>
<td>$34 million</td>
</tr>
<tr>
<td>Fresh Water &amp; Inland Water Ecosystems</td>
<td>$27 million</td>
</tr>
<tr>
<td>Biodiversity &amp; Species Preservation</td>
<td>$24 million</td>
</tr>
</tbody>
</table>
Out of the $422 million rural funding, 48% was given to domestic regions. Midwest (23%), Pacific Coast (14%) and Northeast (13%) are among the most-funded regions. Another 27% went to support Federal Level / Multi-region projects.
Internationally, Africa (34%) and Asia (26%) received the most funding. *North America here excluded grants given to the U.S.
Methodology

Key word searches in the grant description and grantee field were conducted using the following keywords:

rural, farm, backcountry, village, tribe, peasant, remote, pueblo, first nation, indian reserve, just transition

*Certain results from the keyword searches were removed including urban farming, community farming, farmers market, farm to school, remote sensing/monitoring, etc. Larger grants were also skimmed through to insure accuracy.
The Pressing Need for Rural Philanthropy

Janine Lee | President & CEO
Southeastern Council of Foundations
Giving to Rural America

Geographic Distribution of Grant Dollars (2005-2010)

2010 dollars per capita
- 0 to 10
- 10 to 20
- 20 to 40
- 40 to 80
- 80 to 12,000

Source: USDA, Economic Research Service using Foundation Center data on U.S. domestic grants by large foundations.
Giving to Rural America
Per Capita Grantmaking, 2010-2014

- Alabama Black Belt & Mississippi Delta: $41
- Alabama: $130
- Mississippi: $204
- Georgia: $329
- United States: $451
- New York: $995
- New York City: $1,996

Source: As the South Grows: On Fertile Soil (2017)
Poverty by Location

- Urban: 17.0%
- Suburban & Exurban: 10.1%
- Rural & Small Town: 16.1%
- United States: 13.5%

Source: HAC Tabulations of U.S. Census Bureau 2005-2009 American Community Survey
Persistent Poverty in Rural America

Counties with Poverty Rates of 20% or More in 1990, 2000 and 2010

Source: HAC Tabulations of U.S. Census Bureau Decennial and Small Area Income and Poverty Estimates.
Impact of Poverty in Rural America

Average Mentally Unhealthy Days/Month Per Person

Source: Eric Stockton, Appalachian Regional Commission
Thank You!
janine@secf.org
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Thank You

- What’s Next?
  - 3:15 - 3:45 pm, Networking Break & Bookstore, 6th Floor Foyer near Orchid Ballroom
  - 3:45 - 5:15 pm, Concurrent Sessions
    - Advancing Racial Equity in Philanthropy Workshop Part 2, Vanda North and South (6th Floor)
    - REDI Consultants: How to Find Them, Engage Them and Manage the Relationship, Stanhopea (7th Floor)
    - Opportunity Zones, Impact Investing and Loan Guarantees: What is the Role for PSOs?, Caladenia (7th Floor)
    - The PSO Field Guide to Partnership and Collaboration, Calypso (6th Floor)
    - Think Tank: Philanthropy in the Digital Age, Cattleya (6th Floor)