

## Strategic Partnerships

Shared Values of Planning and Philanthropy  
MAP Spring Institute, 2013



## Midland Experience

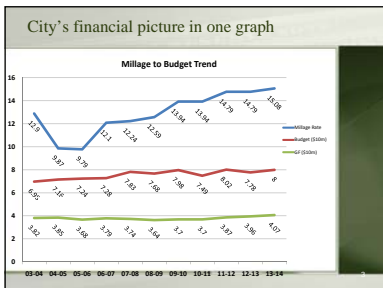


### Midland Area Community Foundation




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### Herbert H. and Grace A. Dow Foundation




### Rollin M. Gerstacker Foundation




### Charles J. Strosacker Foundation

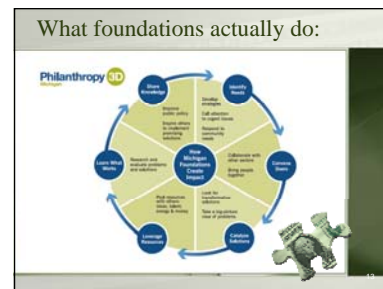



### Other Local Foundations

- Alden and Vada Dow Family Foundation
- Allen Foundation
- Barstow Family Foundation
- Dow Chemical Company Foundation
- Dow Corning Foundation
- Elsa U. Pardee Foundation
- Harry A. & Margaret D. Towsley Foundation
- Midland Baseball Foundation



## Understanding Foundations

### What do foundations expect?

Demonstration of:

- Leadership
- Comprehensive Scope
- Inclusiveness
- Creativity
- Initiative



### What many think foundations do...

But securing funding is not about figuring out the correct PIN




### What foundations actually do:

- Work for the common good  
Everyone in Michigan should have the opportunity to live in a community they're proud of.
- Transform communities and lives  
Tackle big challenges to make our state a better place to live.
- Convene the doers  
People who care about their community and want to get things done.
- Take a big picture view of tough challenges  
Respond to community needs and leverage resources to create lasting change.




### Relationships with the Philanthropic Community



### Establishing Relationships

#### Leadership


- Ethics matter
- They see good ideas every day
- Looking at the trajectory of change
- Must have confidence in your ability to deliver



### Establishing Relationships

Comprehensive Scope


- There is a difference between charity and philanthropy
- What are the project intentions versus the most likely outcomes
- Bias toward solving problems versus supporting "friends"



### Establishing Relationships

Inclusiveness


- Does the project involve a diverse base of expertise
- Who benefits from success
- Who shares in, and what can be learned from failure
- Credibility with funders involvement



### Establishing Relationships

Creativity


- Is this a game changer
- Foundation involvement can buffer risk
- How is it transferrable



### Establishing Relationships

Initiative

- Don't wait for the newspaper article to be written before you take action.
- Proactivity that reduces or avoids long-run costs is often rewarded



### Summary

- Philanthropists and planners share many values
- Philanthropists want to be a piece of the solutions puzzle
- Establishing and maintaining good relationships with the philanthropic community is critical to success

