

IEEE Foundation

***Transforming lives through the
power of technology & education***

IEEE Smart Village – Development Effort
8 September 2015
IEEE GHTC – Seattle, WA



In This Presentation

- Immediate & Long-range Funding Goals
 - How the \$\$ are raised – many buckets where ISV \$\$ flow
- IEEE OU Partners - expansion
- Being a Signature Program of IEEE Foundation
- Smart Village Fundraising Specifics - Refinement
- Development Committee Team - Structure
- Fundraising Opportunities & Challenges

Smart Village Fundraising Goal

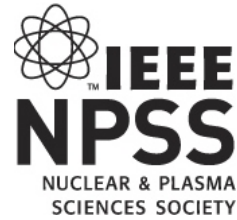
	Actual				Projected				
	2012	2013	2014	2015	2016	2017	2018	2019	2020
NGO Partnerships Added	1	4	2	3	5	7	10	10	10
Total NGO Partnerships	1	5	7	10	15	22	32	42	52
People Impacted (cumulative)	7,680	9,310	22K	50K	60K	88K	120K	200K	310K
Annual Budget (thousands)	\$187K	\$420K	\$470K	\$1,329	\$2M	\$2.5M	\$3M	\$3M	\$3M

- Overall Program budget plateaus at \$3M/yr with 10 new start-up partnerships/yr
- Program reaches deployment rate maturity in 2018
- \$\$ Donations - by IEEE (OU's), IEEE members, industry partners, private & corporate foundations, & governmental grants (US & abroad)

Smart Village OU Partners

Funding, 8 Operating Committees & 2

Providing Advisory Support



Humanitarian Ad Hoc
Committee



OU Partners Advisory & Committee



**Actively engaged seeking
to add many others!**



Advancing Technology for the Benefit of Humanity with Philanthropy

IEEE:
Programs and
Stories



IEEE
Foundation:
IEEE's
Philanthropic
Arm

IEEE Foundation



Investing in IEEE



Signature Programs

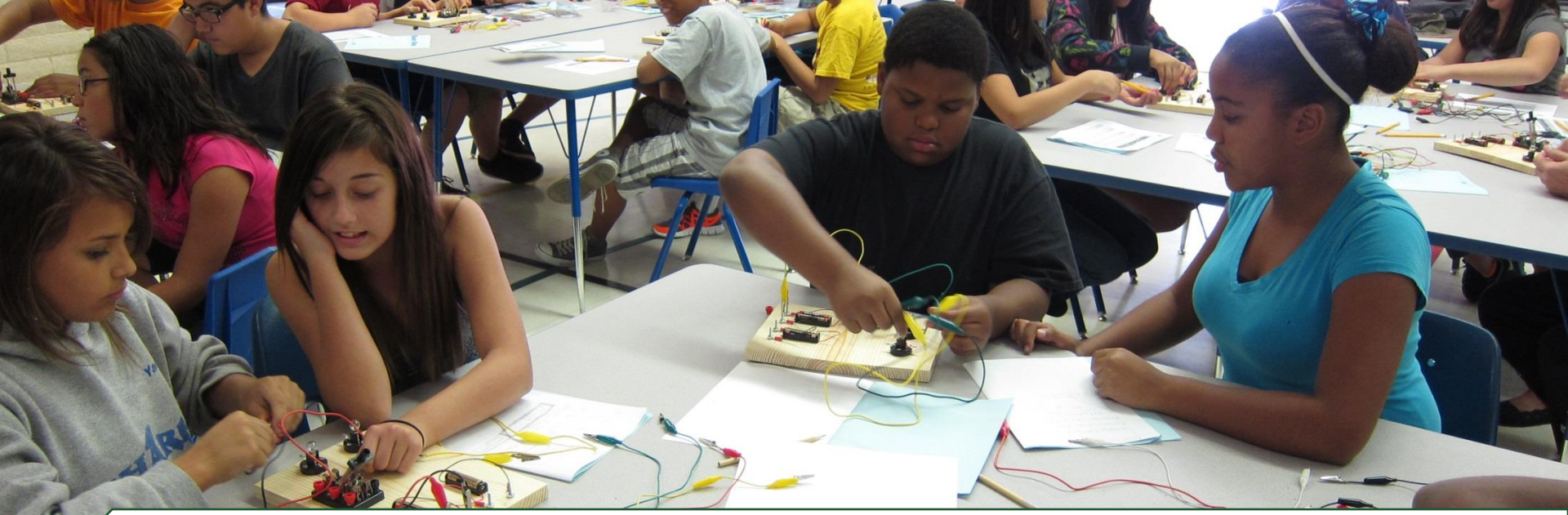
IEEE Programs designed for immediate impact and long-term growth

Grants Programs

Grants to IEEE groups for innovative projects of strategic importance

Other IEEE Initiatives

Programs that Empower bright minds; Preserve our heritage; Recognize innovation



Being a Signature Program



IEEE Foundation



What is an IEEE Foundation Signature Program (SP)?



Signature Programs

IEEE Programs designed for immediate impact and long-term growth

- IEEE run program **WITH** which the IEEE Foundation **PARTNERS** to proactively raise external philanthropic dollars
- Programs apply to be adopted as a SP

Four IEEE Programs Adopted as Signature Programs



PES Scholarship Plus Initiative
Preparing the Next generation of power & energy engineers



EPICS in IEEE
(Engineering Projects in Community Service)
Creating a strong ethos of community service among a generation of socially responsive engineers



REACH
(Raising Engineering Awareness & Appreciation through the Conduit of History)
Giving voice to the silent 'E' in STEM



IEEE Smart Village
Empowering Off-Grid Communities through education



IEEE Smart Village Fundraising Specifics

Smart Village Receives Key Foundation Investments as *Signature Program*

- **Access to human resources** – foundation staff and volunteers to lead the proactive raising of (external) funds
 - Development Officer \$**400K cash goal 2015**, \$850K goal in '16
- **Launch funding** – start-up funding provided from the IEEE Foundation's unrestricted assets while the fundraising builds momentum (*pending IEEE Foundation Board approval*)
 - Total of \$500,000 during the first five years after SP adoption
- **Backstop funding** – coverage of the shortfall in charitable contributions needed to fulfill the annual 'up to' grant

Who Does What in Fundraising Effort

Foundation

- Cultivates relationships and resources to raise private funds
- Interprets the SV in articulate and persuasive ways to attract donors
- Enriches & expands SV's efforts to raise awareness of the program
- Recommends enhancements to increase impact
- Uses the donations to SV to fund an annual grant to the Program
- Evaluates SP

Smart Village Vol's

- Runs the program ensuring impact , accountability & efficiency
- Promotes program & identifies compelling stories (impact)
- **Actively participates in development plans & fundraising efforts (You)**
- Prepares reports that effectively measure and share success using benchmarks and metrics (impact)
- Manages Program within budget

IEEE Smart Village

Development Committee – Welcome Ravi Seethapathy!

- Evaluate FR Plan, Organize/ Empower FR Team
 - Review implementation & FR Plans, Assess Resources
 - Put structure to FR Team/ Development Office efforts
- Continue to Identify /cultivate /solicit Major Gift contributions
 - Work a select number of pre-identified prospects
 - Attend in-person donor visits
 - Make introductions for fundraising team to pursue
- Personal financial commitments
 - Before you can persuasively 'Ask' others to give, you should be a supporter first.
<https://www.ieeefoundation.org/donate>

ISV – 2015

2015 Financial Commitment to ISV

IEEE Partnering OU's commitment	\$460K
IEEE Foundation grant	Up to \$869K
Total available resources to invest in ISV	\$1,329K

Notes:

- IEEE commitment is spent first
- IEEE Foundation 2015 grant is a guarantee – **BOLD** investment
- Financial reporting:
 - Jan-Jun due in July;
 - Jul-Dec in Jan
- 2016 Budget/Grant request due by 31 July
- Annual Report for 2014 will be due in August

Funds Raised to Date

2014	\$556,950
2015 YTD September	\$102,325
Total	\$659,275

- *2015 Fundraising Goal = \$497,000*
- *2016 Projection = \$850,000*

Development Opportunities & Challenges

- **Initial Cultivation Meetings Held** –
 - 19 in-person Major Gift donor prospect met with. Most are engaged, have interest. Some desire to fund other projects
- **OU Member Engagement** – IEEE members seek to get involved at the operating committee level (24+ Development Cmt.)

Target highest giving level prospects first, continue to recruit top leadership across IEEE OU's.
- **Customized Fundraising Materials** – Majority of fundraising efforts targeted within US and Canada; Fundraising in India on immediate horizon. Need marketing materials for in-country fundraising in India, and continue improving digital storytelling from those who benefit from the program. India Development Committee team members assisting – marketing/messaging/ grant proposals.

**Prospect
Identification**

**Research/
Qualification/
Discovery**

**Ongoing
Research/
Renewal**

Strategy

Giving Cycle –
*Identification to close
can take
anywhere from
6 to 48 months*

**Engagement/
Ongoing
Stewardship**

Cultivation

Acknowledge

**Solicitation/
Negotiation/
Close**



Advancing Technology for the Benefit of Humanity with Philanthropy

IEEE Smart Village:
Programs and Stories



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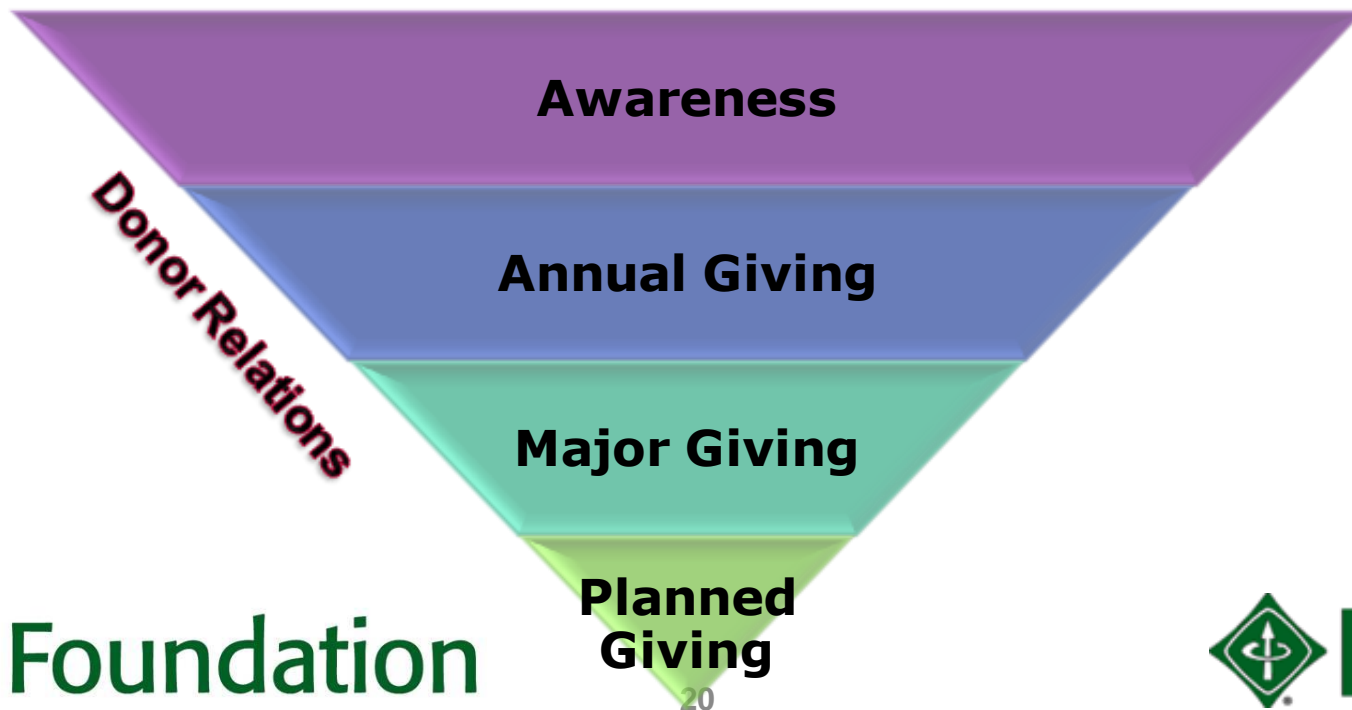
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QUESTIONS??



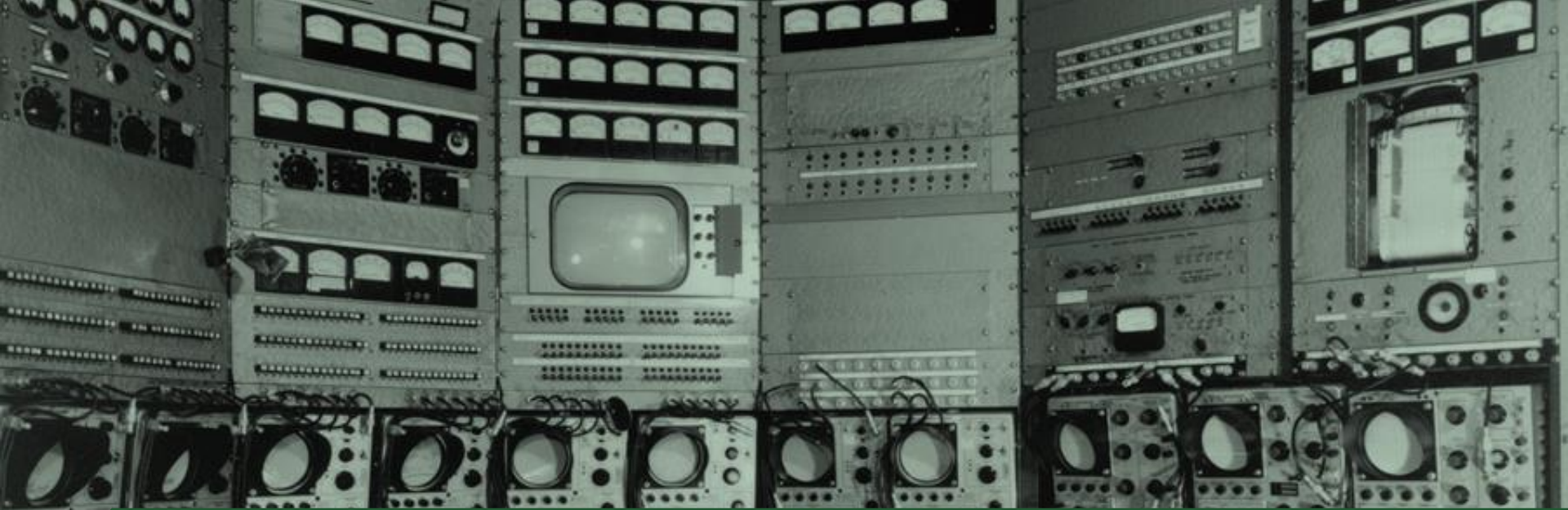
ISV's Assigned Development Officer

- Michael Deering, Sr. Development Officer
 - Michael reports to Stan Retif and is backed by the entire IEEE Foundation team (see slides #6 & 7)
 - Together, we operate a Development Program that delivers on all aspects of the giving pyramid



IEEE Smart Village Detail (in thousands)

IEEE Smart Village	2015	2016	2017	2018	2019	Total
Beginning Fund Balance	\$496	\$179	\$0	\$0	\$0	
<i>Worst case</i>		\$0				
Fundraising Projections	\$497	\$850	\$1,300	\$2,250	\$3,000	\$7,897
<i>worst case</i>	\$298	\$510				
% Increase		71%	53%	73%	33%	
Grant Sources						
• Launch Funding	\$55	\$445			0	\$500
• Back Stop Funding						
<i>worst case</i>	\$20	\$519				\$539
• From ISV Fund	\$814	\$1,029	\$1,300	\$2,250	\$2,800	\$8,193
<i>worst case</i>	\$794					
Grant Request	\$869	\$1,474	\$1,300	\$2,250	\$2,800	\$10,796
% Increase						
Ending Fund Balance	\$179	\$0	\$0	\$0	\$200	
<i>Worst case</i>	\$0					



Background Slides

IEEE Foundation



About the IEEE Foundation

40+ YEARS OF PHILANTHROPY

- Established by IEEE in 1973 as a US public charity and governed by the laws of the State of New York

PURPOSE

- **Exclusively** to further the scientific and educational purposes of **IEEE**

PROHIBITION

- Engaging in activities, paying over income to, or performing services for persons or organizations **other than IEEE**, unless such activities fulfill the purpose

Vision & Mission

Vision

- The IEEE Foundation is a leader in transforming lives through the power of technology and education

Mission

- The IEEE Foundation enables IEEE programs that enhance technology access, literacy, and education; supports the IEEE professional community; and inspires the generosity of donors.

1973

- Established, primarily to accept donations for awards

1989

- Received Goldsmith bequest ~\$4 million and began awarding grants

1997

- Established IEEE Development Office

1998

- IEEE donated US\$7.6 million from the proceeds of the sale of UEC building to IEEE Foundation

2010

- Launched \$10 million PES Scholarship Campaign – which later became a Signature Program

2012

- Conducted philanthropic capability assessment and embarked on restructuring our approach to philanthropy

2013

- Approved first Signature Programs



How we Work to Inspire Donors

IEEE Foundation



Five Elements of an Effective Development Program

Awareness

Annual Giving

Major Giving

Planned Giving

Donor Relations

Awareness

- Increase awareness of and giving to the IEEE Foundation
- Strategically brand & position the IEEE Foundation
Tactics: Case for Support and annual awareness survey
- Conceptualize, produce and deliver IEEE Foundation Communications
Tactics: IEEE Foundation Focus Newsletter; Articles in IEEE print and electronic publications, brochures, Honor Roll of Donors, advertisements, and exhibits
- Leverage and manage Digital Presence
Tactics: Web site- ieeefoundation.org, Social Media – Facebook and Twitter, and messaging on external site – i.e. Guidestar

Annual Giving

- Grow the donor base
- Solicit gifts - \$1 – \$9,999 using various methods
Methods: Dues Renewal – 9 Funds; Targeted Solicitation Mailings (mail & email); Matching Gifts; Tribute Giving; Online Giving; Cash prizes & speaker fees
- Educate & Encourage members and others to make annual gifts to the IEEE Foundation and its program partners
- Coordinate solicitations across all IEEE Foundation held Funds

**Gifts of
\$10,000+**

Major Giving

- Identify prospective donors
Individuals, foundation, and corporations
- Discover donor interest
- Cultivate and connect donor interests
with Signature Programs & IEEE Organizational
Unit(s)
- Create and nurture partnerships
- Solicit gifts – focused on \$10,000+
Cycle takes 12-24 months and is not renewed annually
- Motivate donors to increase giving

Planned Giving

- Educate & Encourage Members to include IEEE/IEEE Foundation in estate plans -
Tactics: Articles, brochures, and mailings
- Identify prospective donors
- Cultivate and connect donor interest with IEEE Organizational Unit(s)
- Interact with financial & legal advisors
- Solicit gifts

Donor Relations

- Thank and recognize donors –
Tactics: Acknowledgement letters, donor recognition groups, & donor receptions, Honor Roll of Donors
- Keep donors informed on how their gift is being used
Tactics: Program and fund reports, Honor Roll of Donors
- Encourage donors to stay & give more
Tactic: Donor retention program

Recognizing our Donors

Annual Giving

- **Advocates Association**
(US\$100 to \$999)
- **Leadership Association**
(US\$1,000 or more)

Cumulative Giving

- **IEEE Heritage Circle**
Honored Philanthropists (individuals)
- **IEEE Circle of Honor**
(Institutions)

Legacy Giving

- **IEEE Goldsmith Legacy League**
Forever Generous

Ways to Donate

- **Outright Gift through:**
 - IEEE Dues Renewal
 - Mail
 - Online giving - [ieee.org/donate](https://www.ieee.org/donate)
- **Corporate Matching Gifts**
- **Tribute Giving**
- **Appreciated Securities**
- **Honorarium or Speaker Fee**
- **Legacy Giving**
 - Name as beneficiary of retirement plan or life insurance
 - Bequest in Will or Trust
- **Amazon Smile**