In 2014, Foundation Center again partnered with the Georgia Grantmakers Alliance and the Georgia Center for Nonprofits to assess current trends in giving by the state’s foundations and to further examine the relationship between Georgia’s foundations and nonprofits. Separate surveys were conducted of Georgia Grantmakers Alliance and Georgia Center for Nonprofits members, with a total of 61 grantmaking foundations and 426 nonprofits submitting responses. This report includes selected findings from these surveys, along with key statistics on Georgia funders, in order to present a current picture of the state’s foundations and their grantmaking practices.

$932 million
Giving by Georgia foundations in 2012

1,533
Number of grantmaking foundations in Georgia in 2012

38%
Share of Georgia foundations reporting more than $1 million in assets in 2012

Education
Top-ranked field by share of 2012 grant dollars for Georgia grantmakers
Summary Statistics

Georgia Foundations
Circa 2012

<table>
<thead>
<tr>
<th>Foundation Type</th>
<th>No. of Foundations (%)</th>
<th>Assets (%)</th>
<th>Total Giving (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent</td>
<td>1,373 (89.6)</td>
<td>$10,407,548,988 (78.8)</td>
<td>$632,362,856 (67.9)</td>
</tr>
<tr>
<td>Operating</td>
<td>87 (5.7)</td>
<td>$835,274,863 (6.3)</td>
<td>$18,082,790 (1.9)</td>
</tr>
<tr>
<td>Corporate</td>
<td>59 (3.9)</td>
<td>$747,326,105 (5.7)</td>
<td>$162,738,043 (17.5)</td>
</tr>
<tr>
<td>Community</td>
<td>14 (0.9)</td>
<td>$1,210,753,271 (9.2)</td>
<td>$118,657,888 (12.7)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,533</strong></td>
<td><strong>$13,200,903,227</strong></td>
<td><strong>$931,841,577</strong></td>
</tr>
</tbody>
</table>

*Includes grants, scholarships, and employee matching gifts.

Growth in the Number of Foundations
Since 2000

Despite several economic downturns and the emergence of a range of alternative giving vehicles, the number of grantmaking foundations in Georgia has increased by about a third since 2000. The rapid rate of growth for foundations during the late 1990s was curbed slightly by the downturn experienced in the early 2000s and then again, much more noticeably, during the 2007-2009 recession. Between 2008 and 2010, the number of foundations in Georgia and the Southeast declined slightly, but both have since recovered and surpassed pre-recession levels.

*SOURCE FOR THIS PAGE: Foundation Center, 2015. Due to rounding, percentages may not total 100. Only grantmaking operating foundations are included.*
Georgia Foundation Giving
by Major Subject, 2012

Education received the largest share of grant dollars awarded by Georgia foundations in Foundation Center’s 2012 grants sample. The largest grant in this category was a $50 million endowment provided by the Robert W. Woodruff Foundation to Emory University to grow and enhance the Woodruff Scholars Program in Emory College. Human services continued to be the recipient of the largest number of grants, although most awards in this category were smaller in size. Following a number of multi-million dollar grants awarded to Grady Health System from 2009-2011, the share of funding for health fell to just over 8 percent in 2012.

SOURCE: Foundation Center, 2015. Based on grants of $10,000 or more awarded by a sample of larger Georgia foundations.

1Public affairs/society benefit includes civil rights and social action, community improvement and development, philanthropy and voluntarism, and public affairs.

Georgia Nonprofits’ Reliance on Foundation Grants

When asked to report the percentage of their annual income received from foundations, more than three quarters of nonprofit survey respondents stated that less than 30 percent of their funding came in the form of private grants. This reflects national trends, where foundation giving accounted for just 12.9 percent of income for U.S. nonprofit sector organizations in 2012. Although one of many potential sources of revenue, foundation grants remain an important source of funding for nonprofits, especially for program development and capital support.

SOURCE: Foundation Center, 2015. Based on grants of $10,000 or more awarded by a sample of larger Georgia foundations.


Foundation Giving & Nonprofit Needs

Funding Needs
by Type of Support

In their respective surveys, both grantmakers and nonprofits were asked to rank the importance of specified types of support in meeting the needs of Georgia’s nonprofit sector. For most categories, the average responses from grantmaker and nonprofit respondents were closely aligned, suggesting that the two groups share similar funding priorities. As a whole, nonprofit respondents ranked support for new programs and initiatives slightly higher, while grantmakers showed greater interest in support for advocacy and for debt relief.

SOURCE FOR ABOVE & BOTTOM: Based on responses to separate surveys conducted in 2014 of member organizations belonging to the Georgia Grantmakers Alliance and Georgia Center for Nonprofits. A total of 327 nonprofits provided responses regarding their reliance on foundation grants. A total of 313 nonprofits and 61 grantmakers provided information on anticipated funding needs.
Respondents to the Georgia Grantmakers Alliance survey were asked to rank a listing of community issue areas in order of urgency. Education was a common theme among three out of the top five, and a fourth category, child welfare, was also directly related to improving opportunities for Georgia’s children. Access to quality, affordable health care completed the listing of top issue areas. Job training and economic development were also highly-ranked, but fell just outside the top five.

Top 5 Leading Priority Issues for Georgia Foundations

1. Secondary & Primary Education Effectiveness
2. Early Childhood Education Availability & Quality
3. Healthcare Access & Affordability
5. Higher Education Access & Affordability

Top 10 Challenges for Georgia Nonprofits

Funding and financial sustainability were key issues identified among the challenges anticipated by respondents to the Georgia Center for Nonprofits’ member survey. The top concern shared by respondents was raising funds for general operating support. While some funders, including the Community Foundation for Greater Atlanta, have made general operating support a priority in recent years, this remains the leading challenge for the state’s nonprofits.
Grantmaker-Grantee Communications

Nonprofit Perceptions of Grantmaker Communications

When asked to evaluate the overall communication practices of Georgia foundations, almost three quarters of respondents to the Georgia Center for Nonprofits survey rated the state’s grantmakers as either very approachable or moderately approachable. Georgia grantmakers also received positive ratings more specifically for their communication of grantmaking priorities, application procedures, and funding decisions. Understandably, the one instance where respondents saw Georgia foundations as fairly unresponsive concerned grantmakers’ reception of unsolicited proposals.

How would you evaluate the foundation community’s communication about grant making priorities in Georgia? (e.g. mission, types of organizations supported, types of grants made, grant restrictions, geographic focus, etc)

- Clearly Stated: 33%
- Moderately Clear: 41%
- Varies Widely: 17%
- Unclear: 9%

How would you evaluate the foundation community’s communication about grant making procedures in Georgia? (e.g. proposal deadline, proposal format, decision time frame, etc.)

- Clearly Stated: 37%
- Moderately Clear: 44%
- Varies Widely: 15%
- Unclear: 4%

How would you evaluate the foundation community’s responsiveness to unsolicited inquiries in Georgia?  

- Very Responsive: 8%
- Moderately Responsive: 30%
- Varies Widely: 21%
- Unresponsive: 41%

How would you evaluate the foundation community’s communication about grant decisions in Georgia?

- Clear & Helpful: 18%
- Moderately Clear & Helpful: 47%
- Varies Widely: 20%
- Unclear & Not Helpful: 15%

SOURCE FOR THIS PAGE: Based on responses to separate surveys conducted in 2014 of member organizations belonging to the Georgia Grantmakers Alliance and Georgia Center for Nonprofits. A total of 294 nonprofits provided responses to the questions above.
How Grantmakers Communicate with Grantees

Respondents to the Georgia Grantmakers Alliance survey identified email as the most frequently-used method of communicating with grantees or prospective grantees. This was closely followed by in-person meetings and telephone conversations, suggesting that direct personal interaction still plays a large part in building funding relationships. Written communication (i.e. letters) and use of the foundation's website completed the top five. Other methods of online communication, including e-newsletters and social media, were much less popular among grantmakers.

Grant Reporting Requirements

Nearly three quarters of foundations in the Georgia Grantmakers Alliance survey attested to having some type of written reporting requirement for grantees. Of those funders, the largest share (46 percent) indicated that grantees needed to submit reports annually. Another 16 percent required reports at the conclusion of a project, and 3 percent expected reports to be filed quarterly.

SOURCE FOR THIS PAGE: Based on responses to separate surveys conducted in 2014 of member organizations belonging to the Georgia Grantmakers Alliance and Georgia Center for Nonprofits. A total of 61 grantmakers responded to the questions above.
### Total Giving, Top Ten Georgia Foundations, 2012

<table>
<thead>
<tr>
<th>Foundation Name</th>
<th>Type</th>
<th>Total Giving 2012</th>
<th>Total Giving 2011</th>
<th>$ Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Robert W. Woodruff Foundation</td>
<td>IN</td>
<td>$133,510,011</td>
<td>$115,029,892</td>
<td>(16.1)</td>
</tr>
<tr>
<td>2. The Community Foundation for Greater Atlanta</td>
<td>CM</td>
<td>$83,044,000</td>
<td>$71,445,686</td>
<td>(16.2)</td>
</tr>
<tr>
<td>3. Coca-Cola Foundation</td>
<td>CS</td>
<td>$69,658,157</td>
<td>$76,230,474</td>
<td>(-8.6)</td>
</tr>
<tr>
<td>4. Turner Global Foundation</td>
<td>IN</td>
<td>$50,000,000</td>
<td>$50,000,000</td>
<td>0 (0.0)</td>
</tr>
<tr>
<td>5. UPS Foundation</td>
<td>CS</td>
<td>$41,012,492</td>
<td>$39,833,790</td>
<td>(3.0)</td>
</tr>
<tr>
<td>6. Marcus Foundation</td>
<td>IN</td>
<td>$40,881,572</td>
<td>$37,912,696</td>
<td>(7.8)</td>
</tr>
<tr>
<td>7. Goizueta Foundation</td>
<td>IN</td>
<td>$34,758,977</td>
<td>$28,939,889</td>
<td>(20.1)</td>
</tr>
<tr>
<td>8. J. Bulow Campbell Foundation</td>
<td>IN</td>
<td>$25,577,361</td>
<td>$15,045,151</td>
<td>(7.8)</td>
</tr>
<tr>
<td>9. O. Wayne Rollins Foundation</td>
<td>IN</td>
<td>$23,215,500</td>
<td>$18,411,078</td>
<td>(26.1)</td>
</tr>
<tr>
<td>10. Turner Foundation</td>
<td>IN</td>
<td>$10,226,550</td>
<td>$10,674,957</td>
<td>(-4.2)</td>
</tr>
</tbody>
</table>

### Total Assets, Top Ten Georgia Foundations, 2012

<table>
<thead>
<tr>
<th>Foundation Name</th>
<th>Type</th>
<th>Total Assets 2012</th>
<th>Total Assets 2011</th>
<th>$ Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Robert W. Woodruff Foundation</td>
<td>IN</td>
<td>$2,841,725,477</td>
<td>$2,795,111,909</td>
<td>(1.7)</td>
</tr>
<tr>
<td>2. The Community Foundation for Greater Atlanta</td>
<td>CM</td>
<td>$793,327,000</td>
<td>$723,793,300</td>
<td>(9.6)</td>
</tr>
<tr>
<td>3. Goizueta Foundation</td>
<td>IN</td>
<td>$565,374,356</td>
<td>$558,101,748</td>
<td>(1.3)</td>
</tr>
<tr>
<td>4. J. Bulow Campbell Foundation</td>
<td>IN</td>
<td>$504,096,661</td>
<td>$475,705,687</td>
<td>(6.0)</td>
</tr>
<tr>
<td>5. O. Wayne Rollins Foundation</td>
<td>IN</td>
<td>$460,551,326</td>
<td>$421,157,228</td>
<td>(9.4)</td>
</tr>
<tr>
<td>6. University Financing Foundation</td>
<td>OP</td>
<td>$444,185,932</td>
<td>$434,308,080</td>
<td>(2.3)</td>
</tr>
<tr>
<td>7. James M. Cox Foundation of Georgia</td>
<td>CS</td>
<td>$260,080,087</td>
<td>$171,589,881</td>
<td>(51.6)</td>
</tr>
<tr>
<td>8. Zeist Foundation</td>
<td>IN</td>
<td>$230,773,616</td>
<td>$213,455,981</td>
<td>(8.1)</td>
</tr>
<tr>
<td>9. Coca-Cola Foundation</td>
<td>CS</td>
<td>$191,508,505</td>
<td>$244,016,915</td>
<td>(-21.5)</td>
</tr>
<tr>
<td>10. Callaway Foundation</td>
<td>IN</td>
<td>$186,596,453</td>
<td>$170,720,835</td>
<td>(9.3)</td>
</tr>
</tbody>
</table>


1 IN = Independent Foundation; CM = Community Foundation; CS = Corporate Foundation.
2 Includes grants, scholarships, and employee matching gifts; excludes set-asides, loans, PRI’s and program expenses.

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Established in 1956, Foundation Center is the leading source of information about philanthropy worldwide. Through data, analysis, and training, it connects people who want to change the world to the resources they need to succeed.

For more information, visit foundationcenter.org.

The Georgia Center for Nonprofits builds thriving communities by helping nonprofits succeed. Through a powerful mix of advocacy, solutions for nonprofit effectiveness, and insight building tools, GCN provides nonprofits, board members and donors with the tools they need to strengthen organizations that make a difference on important causes throughout Georgia.

For more information, visit GCN.org.

The Georgia Grantmakers Alliance was formed in partnership with the Southeastern Council of Foundations as a nonpartisan effort to bring Georgia grantmakers of all types together to build stronger statewide connections and explore areas of common interest and concern.

For more information, visit secf.org/georgia-grantmakers-alliance.

For questions about this publication, please contact Stephen Sherman at: 404.880.0094 x16 or scs@foundationcenter.org