



FOUNDATION
CENTER
Knowledge to build on.

Foundation Center
2014 Annual Report

Momentum

*Advancing knowledge in philanthropy,
driving positive change in the world.*

annual.foundationcenter.org

From Our President

This year, when deciding on the one word that captures the essence of Foundation Center, our staff chose “momentum.”

With the close of 2014, we are fast approaching the midway mark of our Foundation Center 2020 strategic plan. (See priorities inside.) And we are on the move, going faster and further than at any time in our history since the late 1950s when Foundation Center created the information system by which America came to understand the work of philanthropic foundations and their partners. Today we are re-inventing that system on a global scale by taking on a series of enterprise-level initiatives, any one of which would bring most organizations to a standstill. The biggest of all is the redesign of our entire Enterprise Database Management System — the core database of Foundation Center — and the technology that powers it. The goal is to enable Foundation Center to process as much as 10 times our current volume of foundation grants and program data in half the time, guarantee quality, and publish that data to a rapidly growing number of products, websites, and services.

The second largest initiative is the introduction of an integrated Enterprise Resource Planning software system to handle all of our accounting, budgeting, time reporting, e-commerce, and customer relationship management (CRM). Additional efforts revolve around our projects to create a global standard for philanthropy data collection, including a new taxonomy for the field and forging partnerships with organizations around the world to widen the availability of trusted information about philanthropy. Yet another set of solutions involves the creation of a new generation of products and services to help donors and their advisors make wiser choices about how best to use their resources. These include: interactive mapping tools; new ways to quickly mine the accumulated knowledge of nonprofits, foundations, and researchers; and strengthening our on-the-ground presence in the more than 450 public libraries, community foundations, and other organizations that comprise Foundation Center’s Funding Information Network.

Our mission is to strengthen the social sector by advancing knowledge about philanthropy in the U.S. and around the world. We are working at a breakneck pace to serve the more than eight million social sector professionals that depend on Foundation Center resources to fund their dreams, manage their organizations, learn, create, and achieve ever greater impact. It takes commitment, partnership, and vision. But, above all, it takes momentum.



Bradford K. Smith
President



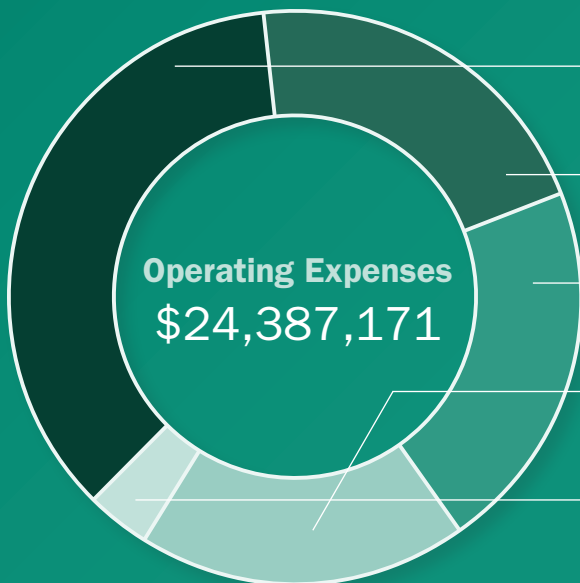
To explore the full Annual Report visit:

annual.foundationcenter.org

Financial Highlights



- **46.2%** (\$11,338,221)
Product revenues
- **42.1%** (\$10,352,550)
Foundations and corporate contributions
- **9.8%** (\$2,406,426)
Program service and other fees
- **1.9%** (\$470,695)
Investment return



- **36.0%** (\$8,779,015)
Data collection and publications
- **21.0%** (\$5,127,075)
Research and other programs
- **20.8%** (\$5,079,230)
Library/learning centers and other public services
- **18.8%** (\$4,576,283)
Management and general
- **3.4%** (\$825,568)
Fundraising

For complete financials see
annual.foundationcenter.org

Available Online:

- Audited financial statements
- Balance sheets
- Statements of changes in net assets
- Form 990

Foundation Center 2020: Our Strategic Priorities

Connect

nonprofits to the resources they need to thrive

5,880,000 searches

were performed by users of *Foundation Directory Online*

2,280,000 sessions

logged by visitors to GrantSpace

25,000 visitors

attended free training in person

- *Foundation Directory Online* gives grantseekers the tools they need to narrow down a universe of 140,000 grantmakers to the precise ones that are the best match.
- Resources and special programs at our state-of-the-art learning hubs — and at more than 450 Funding Information Network locations — help nonprofits build their capacity, connect with peers, and engage with funders.
- Foundation Center librarians respond to questions — more than 13,000 in 2014 — from all over the world via GrantSpace’s free “Ask Us” service.

Empower

donors with knowledge tools they need to be more strategic

30,000 visitors

explored BMAfunders.org

457 “Takeaways”

were added to GrantCraft

34 new knowledge tools

launched, including custom websites, special collections, and interactive maps

- GrantCraft launched a brand-new, user-friendly website that offers guides, blogs, videos, and other media that address questions faced by funders of all types around the world.
- We launched two *Foundation Landscapes* websites: *Advancing Human Rights* and *Foundation Landscapes: Education*.
- We created custom funding maps for Worldwide Initiative for Grantmaker Support (WINGS) and Philanthropy Veterans Exchange.

Build

the global data platform for philanthropy

\$220,000,000,000 in grants

to nearly 300,000 recipients worldwide were included in *Foundation Maps* at launch

31,582 non-U.S. funder profiles

were added to our database in 2014

126 countries

are represented in our foundation database

- We launched *Foundation Maps*, which lets users generate maps and charts that reveal connections between funders, their grants, and their partners throughout the world.
- We became a lead partner in the Post-2015 Partnership Platform for Philanthropy to help philanthropy, governments, and the UN system coordinate on the Sustainable Development Goals.
- The first unique IDs were issued by BRIDGE (Basic Registry of Identified Global Entities), the culmination of a year-long effort with partners TechSoup Global, GuideStar (US), and GlobalGiving.

Communicate

philanthropy's contribution to making a better world

11,000,000 sessions

logged on Foundation Center websites

72,000 subscribers

to *Philanthropy News Digest's* weekly newsletter

40 issue areas

now covered by IssueLab's 16,000 resources

- We published *Measuring the State of Disaster Philanthropy 2014: Data to Drive Decisions* in partnership with the Center for Disaster Philanthropy to facilitate strategic grantmaking in times of crisis.
- In partnership with eight foundations, we launched the web-based tool *Foundation Funding for U.S. Democracy*.
- IssueLab launched a special collection on access to palliative care and a knowledge synthesis on management of small-scale fisheries.

Encourage

greater foundation transparency

1,250 downloads

of *Demystifying Funder Transparency*

199 foundations

with a "Foundation Website"

37 percent increase

in visitors to Glasspockets

- The Glasspockets website was a Webby Award finalist, listed in *PC Magazine's* "Top 100 Sites of 2014," and included in the U.K.-based New Philanthropy Capital's report, *10 Innovations in Global Philanthropy*.
- We partnered with the Forum of Regional Associations of Grantmakers and embarked on a multi-year collaboration to dramatically increase the number of foundations that report detailed and timely grants information.
- Our Foundation Websites service now offers clients a multi-year grants database, an events calendar, and a customizable grant search.

Ensure

that our technology provides a strong foundation for Foundation Center's work

Technology is an essential element of Foundation Center's ability to drive progress in how global philanthropy is understood. Generous donors invest in our technology, which makes it possible for us to operate effectively in a continuously-changing digital environment and align our resources with our commitment to maintain both public-facing platforms and back-end infrastructure. For example, Foundation Center's expertise and capacity in technologies such as geographic information systems (GIS) and data visualization facilitated our ability to create the *Foundation Maps* platform with well-designed, high-performance, and customizable features that allow users to leverage our data for their own purposes in increasingly useful ways. Keeping pace with technologies like these ensures that we can provide innovative solutions for the field today and into the future.

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Rockefeller Brothers Fund

* Denotes new donor

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MetLife Foundation
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Pfizer Inc.
Pitney Bowes Literacy & Education Fund
The Prudential Foundation
The UPS Foundation
Wells Fargo Foundation
The Xerox Foundation

Community Foundations

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The Boston Foundation, Inc.

The Chicago Community Trust
Community Foundation for Greater Buffalo*
Kalamazoo Community Foundation
New Hampshire Charitable Foundation
The New York Community Trust

Operating Foundations

Animal Welfare Trust
The Andrea and Charles Bronfman Philanthropies
The J. Paul Getty Trust
The Harry Frank Guggenheim Foundation
The Johnson Foundation
Russell Sage Foundation

Public Charities

Art and Living Charitable Foundation*
California HealthCare Foundation
Missouri Foundation for Health Network for Good*
The Pew Charitable Trusts
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The Char and Chuck Fowler Family Foundation*
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Corporate Donors

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Nordson Corporation
OMNOVA Solutions Foundation
The Sherwin-Williams Foundation

Community Foundations

Akron Community Foundation
The Cleveland Foundation

* Denotes new donor

The Cleveland Foundation supporting organizations:

- The Higley Fund
- The Sherwick Fund
- The Treu-Mart Fund

The Community Foundation of Lorain County
Stark Community Foundation
Toledo Community Foundation, Inc.

Public Charities

Catholic Community Foundation
Deaconess Community Foundation
Jewish Community Federation of Cleveland supporting organizations:

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- David and Inez Myers Foundation, Cleveland, Ohio
- David and Robert Stein Foundation

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NYC Combined Federal Campaign*

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The Lowell Berry Foundation
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The William G. Irwin Charity Foundation
The Walter S. Johnson Foundation
Jim Joseph Foundation
The Kimball Foundation
Koret Foundation

Dean and Margaret Leshner Foundation
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The Henry Mayo Newhall Foundation
The Bernard Osher Foundation
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McKesson Foundation, Inc.
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Community Foundations

The San Francisco Foundation

Public Charities

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Public Welfare Foundation
Santos Family Foundation
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Corporate Donors

Freddie Mac Foundation
Gannett Foundation

"Foundation Center 2020" Strategic Investment (2012-2017)

American Express Foundation
Charina Endowment Fund
The Clark Foundation
Doris Duke Charitable Foundation
Ford Foundation
Bill & Melinda Gates Foundation
The Grainger Foundation
Conrad N. Hilton Foundation
The Robert Wood Johnson Foundation
John S. and James L. Knight Foundation
The Henry Luce Foundation, Inc.
Charles Stewart Mott Foundation
Open Society Foundations
Rockefeller Brothers Foundation
The John Ben Snow Foundation, Inc.
The Wallace Foundation
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Special Projects

Atlanta Collaboration Space Fund

R. Howard Dobbs, Jr. Foundation, Inc.
The Rich Foundation, Inc.
SunTrust Foundation*
Tull Charitable Foundation, Inc.
Robert W. Woodruff Foundation, Inc.
Thomas G. Woolford Charitable Trust*

Atlantic Philanthropies Knowledge Project

The Atlantic Philanthropies

Black Men & Boys Research Initiative

Open Society Institute

BRIDGE Project

Global Giving Foundation, Inc.

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Eva L. and Joseph M. Bruening Foundation
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The Lubrizol Foundation

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Cleveland Scholarship Fund

The Cleveland Foundation
The Burton D. Morgan Foundation

Development Technology Upgrade

The William and Flora Hewlett Foundation

Domestic Violence Portal

California Physicians' Service Foundation

European Bilateral LGBT Funding

Anonymous

FC Online in Western Pennsylvania

Richard King Mellon Foundation

Form 990 Seminar

The Fred A. Lennon Charitable Trust

Foundations for Education Excellence Web Portal

The Arthur Vining Davis Foundations

Funding Information Network in Geauga County, Ohio

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International Aid Transparency Initiative (IATI) Project

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IssueLab

John D. and Catherine T. MacArthur Foundation

Joining Forces With Philanthropy

California Physicians' Service Foundation

Mapping Democracy Funding

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Outreach and Learning Program

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Philanthropy In/Sight: Skillman Edition

The Skillman Foundation

Post-2015 Partnership Platform for Philanthropy: SDGfunders.org

Conrad N. Hilton Foundation
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Bill & Melinda Gates Foundation

Response to Hurricane Sandy

Center for Disaster Philanthropy Inc.

San Francisco Scholarship Fund

Pacific Gas and Electric Company

San Francisco Technology Upgrade

The William G. Irwin Charity Foundation

Spotlight on Economic Development Grantmaking in Ohio

The George Gund Foundation
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Sustainable Arts in America

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The James Irvine Foundation

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as of August 1, 2015

Where to Find Us

You can find Foundation Center at our main office in New York, at our regional centers, at our hundreds of Funding Information Network locations, and online. We invite you to make the most of everything that we have to offer.

ONLINE

foundationcenter.org

MAIN OFFICE

New York

32 Old Slip, 24th Floor
New York, NY 10005

REGIONAL CENTERS

Atlanta

131 Peachtree Street, NE, Lobby Suite 350
Atlanta, GA 30303

Cleveland

1422 Euclid Avenue, Suite 1600
Cleveland, OH 44115

San Francisco

312 Sutter Street, Suite 606
San Francisco, CA 94108

Washington, DC

1627 K Street NW, Third Floor
Washington, DC 20006

FUNDING INFORMATION NETWORK

Located in libraries and nonprofit organizations throughout the U.S. and beyond, our 450+ partner locations provide visitors with free access to a core collection of Foundation Center resources. Visit GrantSpace.org/Find-Us for a complete list.

CREDITS

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