

# Building Philanthropic Culture Top 10 Indicators

Andrea McManus, CFRE

The Buck Stops Here

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# #10

Your Board and leadership can both pronounce and spell the word 'philanthropy'.

# #9

When someone calls to make a donation the receptionist knows who you are and what to do.

# #8

Accountability is a word your organization lives by, not pays lip service to.

## #7

You recognize that your primary role is not fundraising – it is building the philanthropic culture in your organization so that philanthropic relationships can survive and thrive.

## #6

Your organizational leadership understands and acknowledges the difference between philanthropy, development and fundraising.

#5

You have a  
Statement of Philanthropic Values

**YWCA Toronto's Philanthropy Department is comprised of ethical philanthropy professionals committed to providing opportunities to others for engagement and investment in the YWCA community and mission to improve the lives of women and girls. We embrace the following as important to our work and relationships with colleagues, donors and volunteers:**

- ❖ **Knowledge about the YWCA and our profession**
- ❖ **Respect**
- ❖ **Being proactive**
- ❖ **Compassion**
- ❖ **Professionalism**
- ❖ **Generosity**
- ❖ **Creativity**

**We are committed to developing a culture of philanthropy; at YWCA Toronto. To us this means:**

- ❖ **Cohesiveness of all YWCA staff and volunteers**
- ❖ **Being an ambassador of the YWCA**
- ❖ **Being reflective**
- ❖ **Nurturing philanthropic leadership at all levels**
- ❖ **Fulfilling the YWCA mission**
- ❖ **Communicating what we do and why we do it**
- ❖ **Understanding the work of other YWCA staff in their programs**

## #4

Development is a core function that is long term, strategic and responsive to community needs.

#3

Fundraising is everyone's job.

## #2

100% of your Board makes annual philanthropic gifts to your organization. And, your Board demonstrates its ownership of fundraising and all board members participate in fundraising – but not all in the same way.

#1

Donors are viewed as stakeholders  
in your organization.

# Thank You!

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