

FAMILY PHILANTHROPY WEBINAR

Families Funding Advocacy and Policy Change

Thursday, September 10 | 12-1:15pm ET

Featuring:

David Addams, William Caspar Graustein Memorial Fund

Julie Fernandes, Rockefeller Family Fund

Sara Watson, Watson Strategies

Special Thanks

We are particularly appreciative to members of NCFP's:

- Leadership Circle
- Friends of the Family network
- Community Foundations Family Philanthropy Network
- Partner Subscriber networks



What is policy advocacy and what does it mean for a family foundation to support this work?

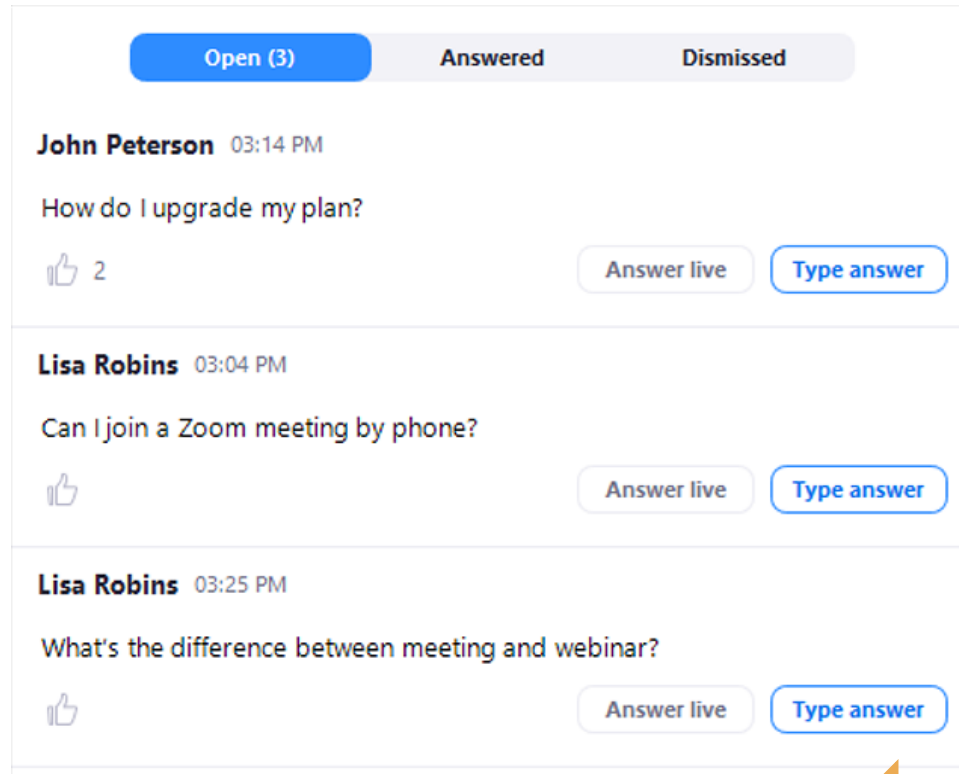


Audience Poll Questions



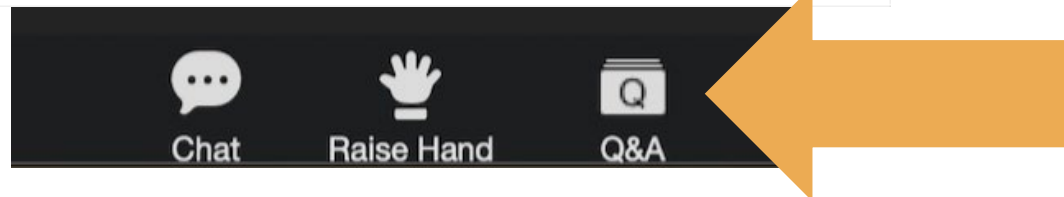
Submit Your Questions

Submit your questions into the Q&A box on your control panel at the bottom of the screen or email jason@ncfp.org



The screenshot displays a Q&A interface with three tabs at the top: 'Open (3)' (highlighted in blue), 'Answered', and 'Dismissed'. Below the tabs, three questions are listed:

- John Peterson** 03:14 PM
How do I upgrade my plan?
2 thumbs up
Buttons: Answer live, Type answer
- Lisa Robins** 03:04 PM
Can I join a Zoom meeting by phone?
1 thumb up
Buttons: Answer live, Type answer
- Lisa Robins** 03:25 PM
What's the difference between meeting and webinar?
1 thumb up
Buttons: Answer live, Type answer



How the Webinar Works

- If you have sound problems listening through your computer, try switching to a landline telephone or cell phone
- To ask a question, type it into the Q&A box on your control panel at the bottom of your screen or email jason@ncfp.org
- If you experience technical problems, please use the question box or email jen@ncfp.org. Should there be a broader technical issue, we will send an email, as well as message on screen
- This webinar is recorded and a replay will be made available to the field
- You may chat with us on twitter during or after the webinar using the hashtag #ncfpweb
- Keep an eye out for our post-webinar survey. We rely on your feedback!

Our Panel



David Addams

Executive Director,
William Caspar Graustein
Memorial Fund



Julie Fernandes

Associate Director for Institutional
Accountability and Individual Liberty,
Rockefeller Family Fund



Sara Watson

Founder,
Watson Strategies

September 10, 2020



HOW FAMILY FOUNDATIONS CAN SUPPORT POLICY ADVOCACY

*Sara Watson, M.P.P., Ph.D.
Senior Consultant, Bainum Family Foundation
Principal, Watson Strategies*

Circle of
Collaboration

**Bainum Family
Foundation**

TM

WHAT DOES IT MEAN TO INCLUDE POLICY ADVOCACY IN YOUR PORTFOLIO?



- *What?* Supporting grantees' work to advance local, state or federal policy, and taking your own actions if desired
- *Why?* Achieving significant goals on a long-term basis requires public funds
- *What about...?*
 - Is it legal? (Non-lobbying, lobbying, voter education, electioneering)
 - Is it controversial?
 - Can we measure success?
 - Can we make a difference?



Because our resources alone are not enough to advance the causes we care about, we engage in advocacy efforts to promote public policies that advance our work.

Bill & Melinda Gates Foundation

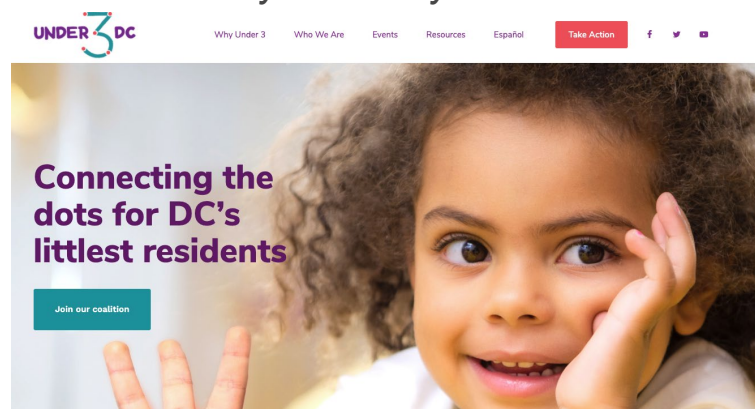


HOW? A STARTING LIST OF OPTIONS...



- Fixed policy agenda with different sites, or fixed site with different agendas
- Join broad national movement or systems change initiative
- Use funder collaborative
- Allow grantees to include advocacy in their work or provide flexible funding
- Start with activities that are not advocacy, including capacity building
- Carry out your own actions

Bainum Family Foundation Approach to Policy Advocacy

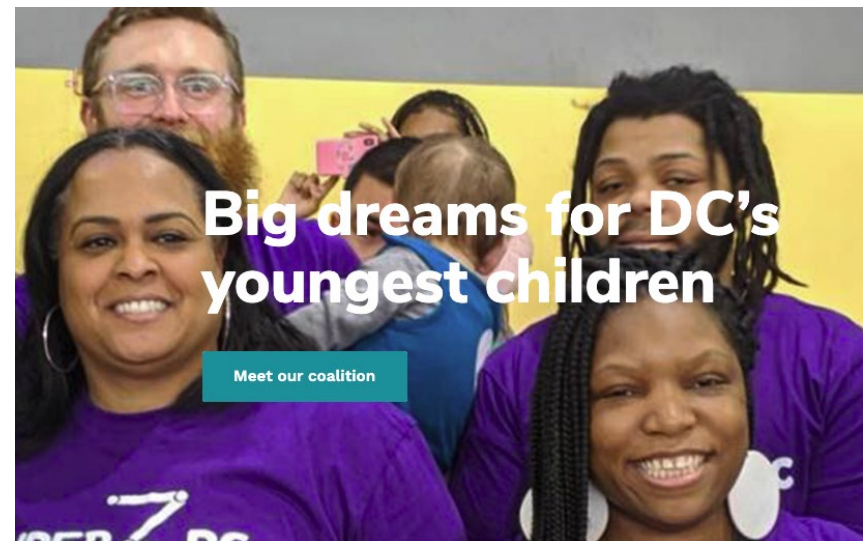


Virtual Town Hall:
**What Children and Youth Need for a
Successful Virtual Learning Environment**

Wednesday, August 26 | 6:00 p.m.

SOME CONSIDERATIONS...

- Choose issues carefully
- Give grantees flexibility
- Support community leaders in positions of power
- Give grantees support to understand state and federal laws
- Be prepared to work in coalition,
including with “unexpected bedfellows”
- Support implementation and follow up
- Look for contribution, not attribution,
in evaluations
- Invest for the long term



Panel Discussion



David Addams

Executive Director,
William Caspar Graustein
Memorial Fund



Julie Fernandes

Associate Director for Institutional
Accountability and Individual Liberty,
Rockefeller Family Fund



Sara Watson

Founder,
Watson Strategies

Upcoming Family Philanthropy Webinar

**OCT
6**

Trust-based Family Philanthropy

Learn how foundations and grantees both benefit from a trust-based approach, and consider practical next steps to build more productive and balanced funder-grantee relationships.

2020 Trustee Education Institute

**This virtual event is designed exclusively for
current and prospective family foundation
board members**

Date: September 23-25, 2020

Location: Virtual via Zoom

Register



Visit ncfp.org
to register!



Join one of NCFP's Peer Networks!

Peer networks are for those interested in connecting to family philanthropy colleagues with similar objectives, challenges, and shared experiences.

A dark background with out-of-focus, warm-toned bokeh lights, suggesting a night scene or a festive atmosphere.


**Engaging Youth
Peer Network**

A perspective view of a long, straight path or road stretching into the distance under a bright, hazy sky, with trees lining the sides.

**Strategic
Lifespan Peer
Network**

A row of small, white, rectangular planters containing various colorful flowers (orange, red, green, purple, yellow) against a plain, light-colored background.

**Non-family Staff
Peer Network**

A close-up of several colorful wooden chess pawns (red, yellow, white) on a wooden surface.

**Contact Jason Born
(jason@ncfp.org) to
learn more!**

Connect with NCFP

- Ask the Center: ncfp@ncfp.org
- Find us on Twitter at [@familygiving](https://twitter.com/familygiving) using our hashtag [#ncfpweb](https://twitter.com/hashtag/ncfpweb)
- Connect on Facebook: facebook.com/familygiving
- Follow updates on LinkedIn: linkedin.com/company/national-center-for-family-philanthropy/





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Thank you for joining us!

NCFP will send a recording and related resources for the webinar to all attendees.

Your feedback is critical to our work!

Please complete the webinar evaluation survey that will appear after the end of this webinar. You may also send your comments and testimonials to ncfp@ncfp.org.