



# Create a Philanthropy-Ready Board

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*filantropia*  
rethinking philanthropy

2020

“The sector is going through so much extraordinary transformation, yet when the role of Boards and the fundraising they’re engaging in is raised, Chairs themselves and sector experts describe the change as “glacial.”

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From: “Jump on Board: high-performing NFP Boards in Fundraising” 2019.

[partnership between Noble Ambition and Perpetual]

# Why build a Philanthropy-Ready Board?

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Philanthropy is a strategic asset of an organisation, therefore the Board has a significant governance responsibility for this asset.

It's an understatement to say that there currently is an imperative for not for profits to diversify income sources. The management of risk is only one driver of that need.

Chairs and CEOs must be in synch in their understanding of philanthropy potential and their expectations.

# The inspiration for change

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The paper: “Jump on Board: high-performing NFP Boards in Fundraising” provided pertinent research and excellent analysis.

philantropia undertook to translate these findings into practical steps that NFPs can use for change. By accessing our suite of offerings, Chairs and CEOs can build the philanthropy culture at Board level in order to support the governance responsibility of the Board.



# Accelerate Change

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filantropia's extensive experience at both Board and executive level means that we understand the whole of organisation challenge that philanthropy presents and what is required to fulfil responsibilities and to capitalise on the opportunity.

We have witnessed governance systems acting as both barriers and enablers of successful philanthropy revenue raising. We have defined three elements that need to be addressed and that filantropia can deliver.

# Elements

## Orientation



To the elements of  
successful philanthropy at  
Board level

## Confidence & Clarity



Training in technical  
skills at Board level

## Cultural change



From top down

# 1. Orientation

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Orientation presentations to the Board:

“Defining the philanthropy opportunity” &  
“Understanding the role of the NPF director in philanthropy.”

Review of Governance demands in philanthropy and structures for positive philanthropy positioning.

Review (or design) position descriptions for directors with desired financial accountability incorporated.

Review (or design) your philanthropy strategy for presentation to the Board.

## 2. Confidence and Clarity

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Undertake skills matrix analysis with Board - focused on philanthropy and other skills needed to succeed in philanthropy revenue raising.

Identify any skills gaps and build plans to address.

Identify Board philanthropy champions.

Conduct network mapping exercise at the Board to identify new relationships.

Build elevator speeches for Board members on philanthropy.



# 3. Cultural change

Review (or design) prospect engagement program and the role of the Board.

Review (or design) donor stewardship program and role of the Board.

Review (or design) engagement program, including membership programs/events.

Review (or design) quarterly philanthropy progress report to Board.

Coaching program for Chair/CEO to support implementation.

# Delivery

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## Orientation 'MVP'



To the elements of  
successful philanthropy at  
Board level  
PLUS...

Our three elements are designed to be delivered as a series in order to access the full benefit. The delivery of the elements can be staged over time.

For organisations with minimal resources, the minimum viable product would be 'Orientation' with your selection of relevant sub-elements from 'Confidence and Clarity'.



# Credentials



TERESA ZOLNIERKIEWICZ  
CO-FOUNDER, DIRECTOR

An accomplished executive in financial services, Teresa's career has focused on philanthropy advice and the donor experience. She is a social change influencer; co-designing giving strategies with high net worth clients to deliver impact for causes, and to satisfy personal and family aspirations in philanthropy and legacy.

Teresa is a experienced speaker, editor and author on philanthropy and giving. Her reputation in the philanthropy industry is underpinned by skills that include - leadership, facilitation, creativity, client focus, meta-thinking and the ability to set vision, build confidence and empower people, teams and other leaders.

Teresa is the Chair of the Melbourne International Film Festival, and member, Committee of management of the Mirabel Foundation. She holds a Master of Management, Bachelor of Arts and Diploma of Education and is a Graduate of the Australian Institute of Company Directors.

ROBYN CHARLWOOD  
CO-FOUNDER, DIRECTOR

Robyn is an experienced not for profit leader and CEO, philanthropy strategy designer and relationship expert.

Robyn's ability to transfer skills across sectors has seen her traverse from leadership of a major Australian charity to strategy and relationship development in the financial services industry, particularly in philanthropy. Robyn has co-created a global philanthropy strategy for a major corporation, project managed the creation of a world first digital giving tool and developed a philanthropy strategy for Asian high net worth clients.

Robyn uses her business acumen, diverse career experience and strong interpersonal aptitude to skilfully connect people and communities of interest for mutual benefit.

Robyn is a Williamson Community Leadership alumnus, Member, Advisory Committee for Ashton Nixon Bequest and Advisory Board Member of University of Tasmania's Wicking Dementia and Research Centre.

Robyn holds a Bachelor of Science [Hons], Graduate Diploma of Nutrition and Dietetics and Bachelor of Arts (Fine Arts).







# Contact us:

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