

# FIA Conference 2023

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# TRUSTS AND FOUNDATIONS ARE DONORS TOO

MIDDLE, MAJOR & PHILANTHROPY

Emma Watts  
SecondBite

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## TRUSTS AND FOUNDATIONS ARE DONORS TOO

**SecondBite**

**Ending Waste. Ending Hunger.**

- Largest, free food rescue organisation in the country
- Rescued 25 million kilos of food from landfill last year
- Equivalent to 48 million meals for Aussies in need
- Deliver food to 1100 charity partners nationally
- About 10 per cent per year from Trusts and Foundations – and growing

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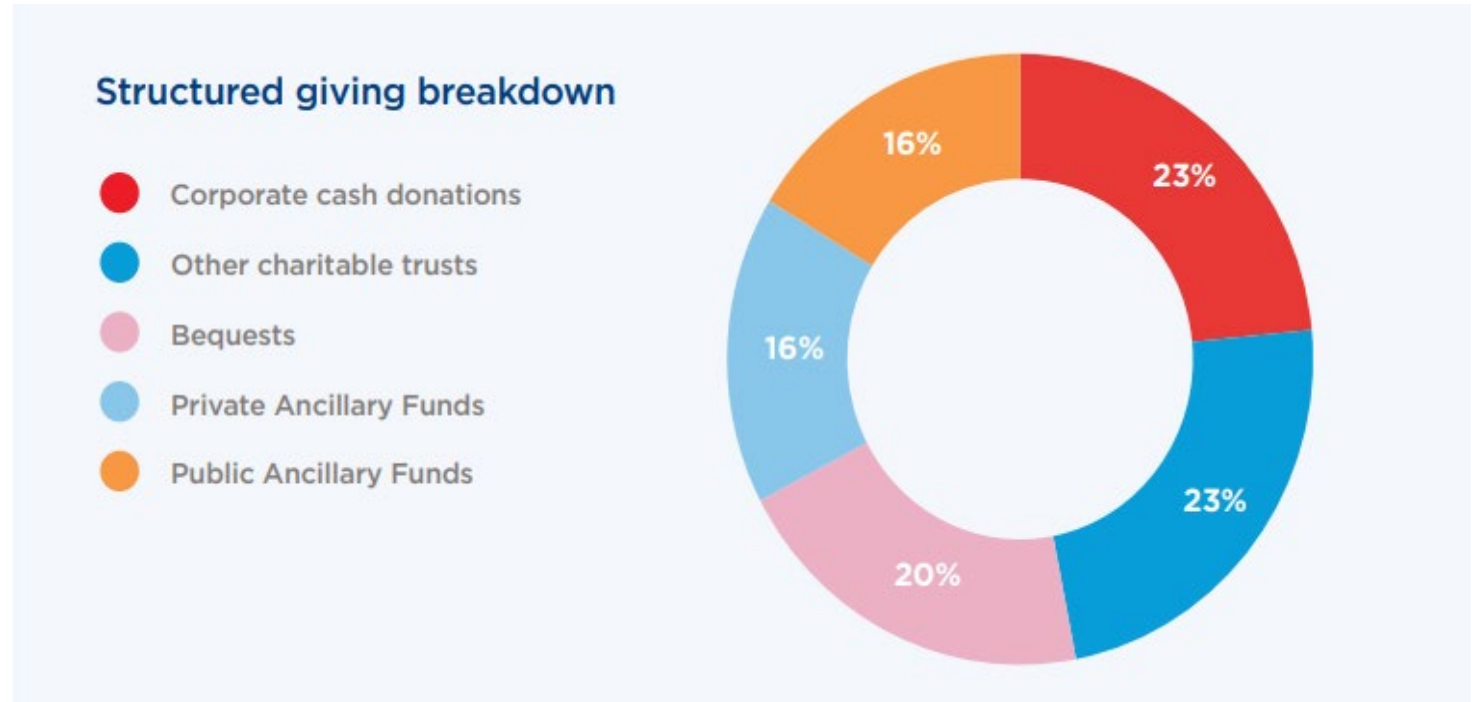
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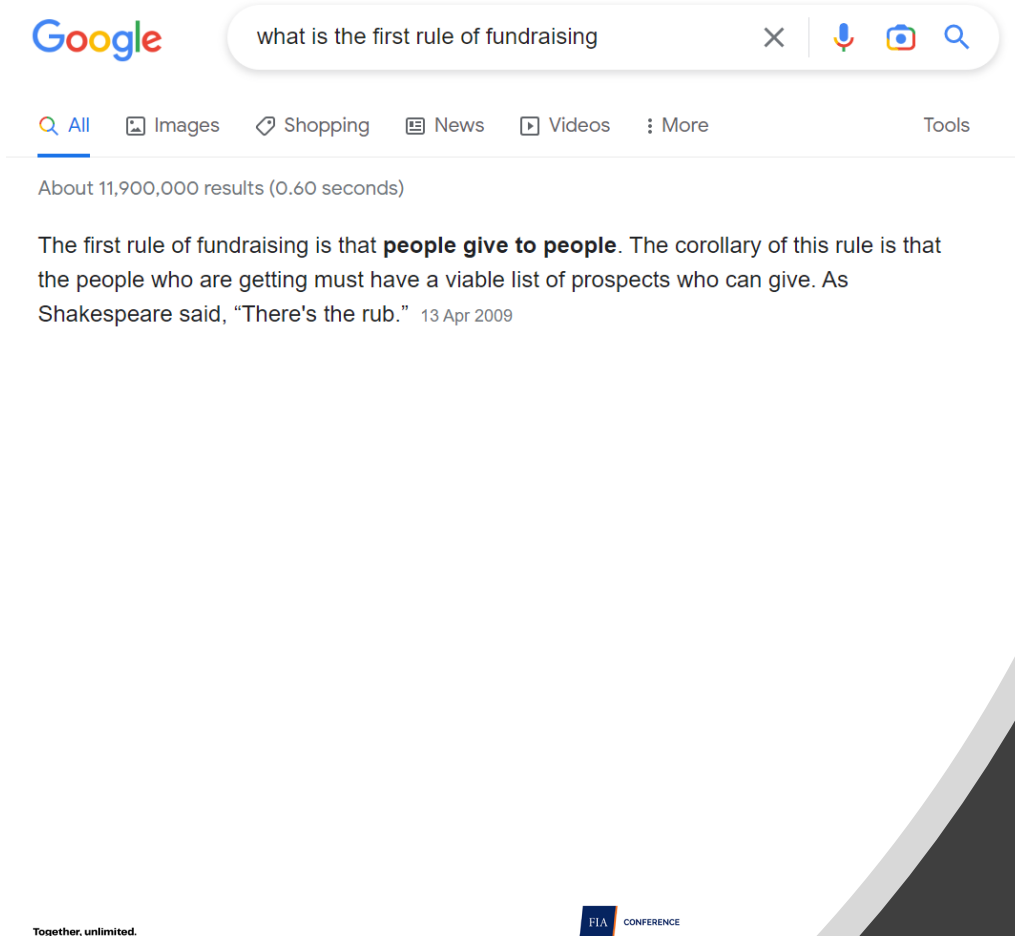
## TRUSTS AND FOUNDATIONS ARE DONORS TOO

Philanthropy Australia estimates there are 5400 structured giving entities in the country – worth **\$2.4 billion**.



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# TRUSTS AND FOUNDATIONS ARE DONORS TOO



*Any good individual giving or major donor fundraiser knows that the first rule of fundraising is that **people give to people**.*

*But just to be sure, I googled it.*



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*But all too often, in the Trust and Foundation space, the approach is markedly different – it goes something like this:*

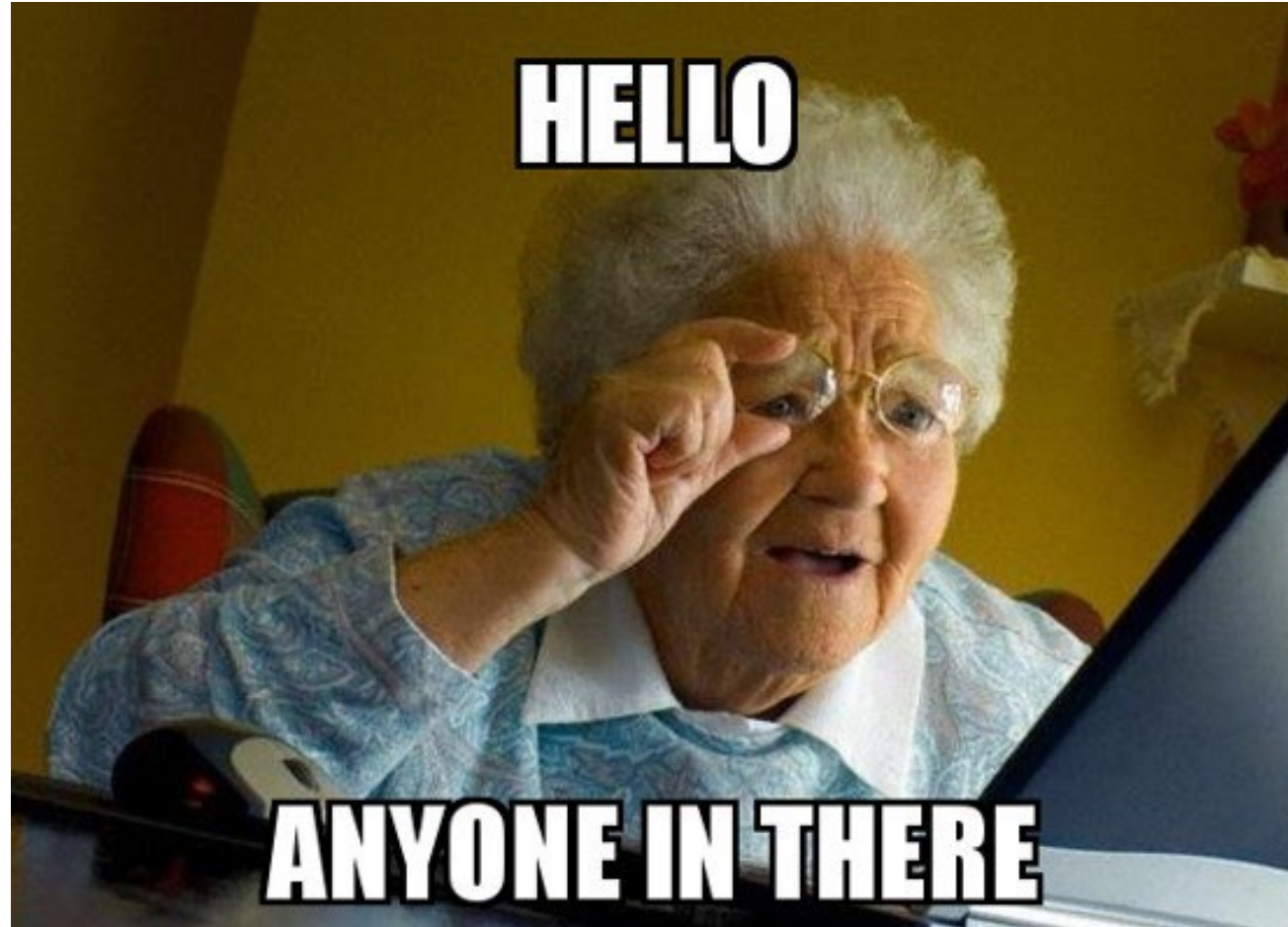
- *Review the grant portal*
- *Determine which ones you are eligible for*
- *Determine which project fits the bill*
- *Draft and submit a brilliant application*
- *And then.....*

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## TRUSTS AND FOUNDATIONS ARE DONORS TOO

*It's all too easy to find reasons why we shouldn't develop relationships with Trusts and Foundations:*

- *I don't know who to talk to*
- *It doesn't look like they actually want a relationship*
- *I've called once and they didn't answer*
- *I'm sure they're way too busy*
- *Actually, it's a bit intimidating*

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WHAT IS  
YOUR  
why?

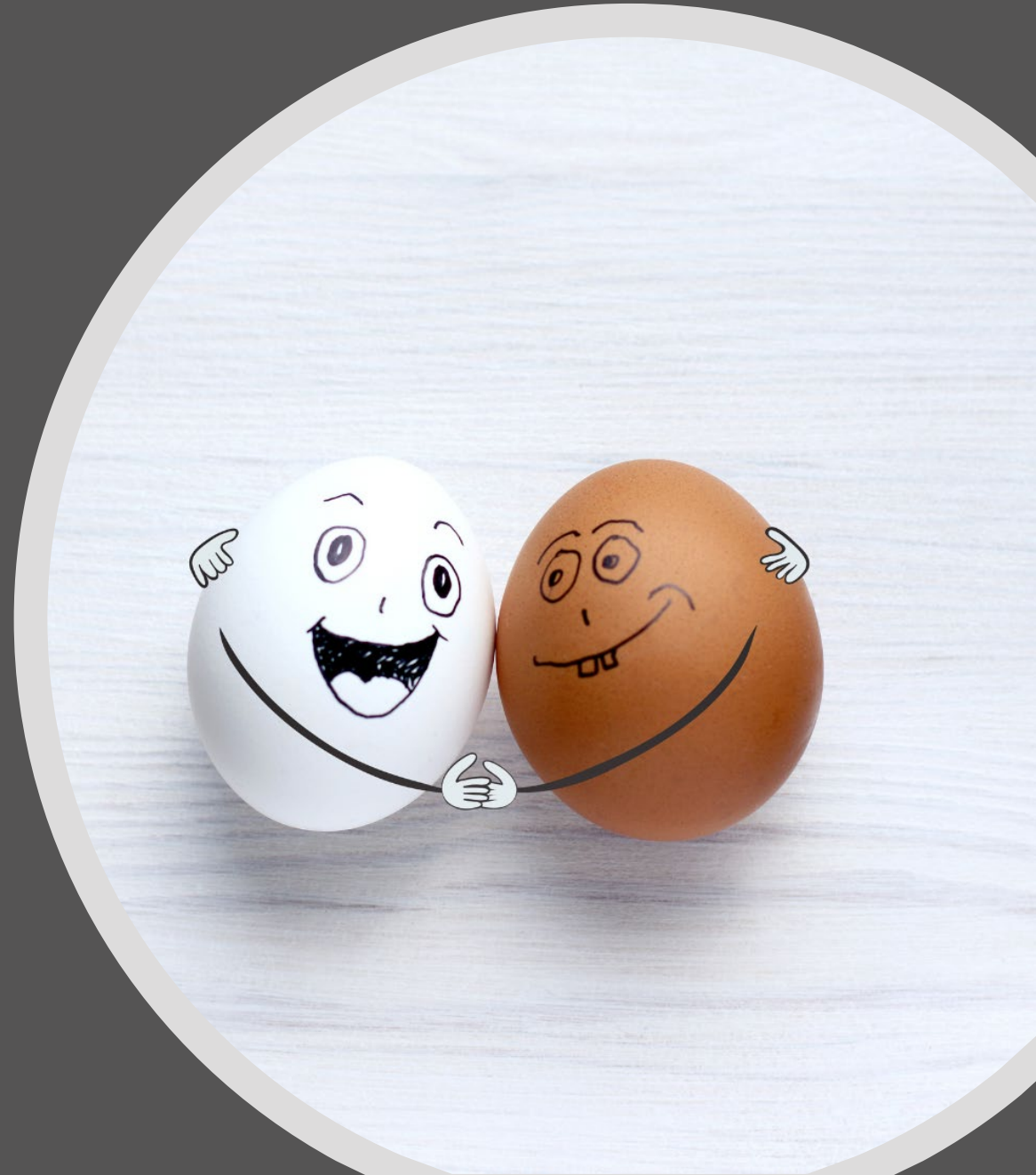


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## TRUSTS AND FOUNDATIONS ARE DONORS TOO

*“Relationships always  
come into play - even  
when you think they  
don’t”*

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*Benefits = more  
funding*

*But what else?*

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*So what has  
worked for  
SecondBite?*

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## TRUSTS AND FOUNDATIONS ARE DONORS TOO

- *Phone*
- *LinkedIn?*
- *Introduce yourself*
- *Invite them to your events*
- *Set targets*
- *Impact report or annual report*
- *Who do you know?*
- *Who does your Board know?*





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*Like you would with  
Individual Donors, it's  
important to tailor your  
approach...*

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## TRUSTS AND FOUNDATIONS ARE DONORS TOO

*Just as important, don't:*

- *Waste their time*
- *Be unprepared*
- *Be deterred*
- *Be pushy*
- *Stress out!*



## TRUSTS AND FOUNDATIONS ARE DONORS TOO

*Don't forget they have  
charitable objectives –  
they need you as much as  
you need them*

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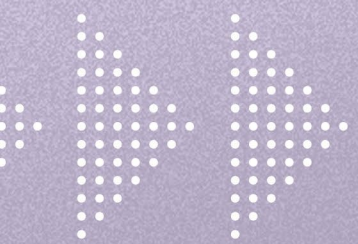


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Questions?

OR other suggestions  
for ways to engage  
T&Fs?





# Thank you

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