Overview

- Warm-Up: Who’s Here?
- SCG’s Public Policy Team
- What is advocacy?
- What is lobbying?
- Where do funders fit in?
- Case Studies
- Questions
Warm-Up: Who’s Here?

☐ Does your foundation engage in public policy?

☐ Does your foundation fund advocacy?

☐ Does your foundation fund research on the importance of arts education?

☐ Does your foundation provide unrestricted operating grants?
Objectives of the SCG Public Policy Team

- Build relationships with policymakers
- Advance the philanthropic sector
- Advance SCG’s members’ interests in public policy
What is advocacy?
“Advocacy activities can include conducting policy research, meeting with reporters, educating the public, lobbying a legislator, meeting with a government regulator, filing a lawsuit, or mobilizing voters.”

from: Philanthropy Advocacy Playbook
What is lobbying?
Lobbying

- Lobbying is an attempt to influence specific legislation by communicating views to legislators or asking people to contact their legislators.

- Lobbying is a type of advocacy.
Where do we fit in?
### What can we do?

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Types of Public Policy Work

- Direct Involvement:
  - Foundation or corporation itself is engaged in public policy and/or advocacy.
  - Foundation or corporation itself is engaged in director or grassroots lobbying activities.
Types of Public Policy Work

- Grantee Involvement:
  - Foundation or corporation **funds** organizations for public policy and/or advocacy.
  - Foundation or corporation **funds** organization with unrestricted operating grants, and grantee uses it for lobbying.
The Foo Foundation instructs its 25 grantees to write to Rep. Mary Cassett to urge them to reject the President’s proposal to cut funding for the National Endowment for the Arts.
The Bennett Foundation, a public foundation, provides a $25,000 grant to Arts for America to lobby for additional funding for the National Endowment for the Humanities.
The Klatzker Foundation, a private foundation, provides a $50,000 unrestricted operating grant to the Dance Institute of Los Angeles. The Dance Institute uses part of the grant to contact Rep. Georgia O’Keefe to oppose the budget bill that eliminates funding for arts programs.
The Zucker Foundation, a private foundation, funds a study that looks at the affect of arts education on the achievement gap. The research finds that students who had arts classes at school scored 100 points better on the SAT. Jefferson Smith is the President and CEO of the Zucker Foundation.

Mr. Smith goes to Washington to share this research with Senators Jean Arthur and Jimmy Stewart.
Philanthropy in Public Policy

- Case Studies:
  - Women’s Policy Institute
  - Foundations on the Hill
  - Proposition HHH
Together, we can!

- Foundations have a wide berth to engage in public policy and advocacy.
- **Bolder Advocacy**, an initiative of Alliance for Justice
Resources

- SCG’s Public Policy Team
- Alliance for Justice, Bolder Advocacy Initiatives
  https://www.bolderadvocacy.org/
  - Free technical assistance during standard business hours, ET: 866-NP-LOBBY (866-675-6229)
  - Philanthropy Advocacy Playbook
Questions?

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Mr. Rogers Goes to Washington