

Foundation Giving in Maine 2021

Based on latest available FY2019 data

Introduction



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Philanthropy
Center

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We are pleased to release our annual “Foundation Giving in Maine” report – a unique data product of Maine Philanthropy Center (MPC) in service of our data-driven approach to telling the story of philanthropy in Maine. It is a one-of-a-kind, unique-to-Maine report that unpacks how money is invested in our communities. This report comes after an exceptional year for our sector, our state, and the world -- 2020 was a year like no other.

As many businesses prepared to close their doors in response to COVID-19, nonprofits were called to step up to fill critical gaps in care and meet emerging, unanticipated needs. Nonprofit and community-based organizations became critical first responders despite limited staff and volunteers and having traditional fundraising strategies wiped out.

Anti-Asian violence increased as racist tropes were employed to assign blame for the pandemic. Sustained and powerful protests manifested, demanding justice, and highlighted longstanding, systemic inequity in the wake of the murders of Black Americans, including George Floyd, Ahmaud Arbery, and Breonna Taylor.

In response to these events, we saw foundations in Maine shift their giving practices – often giving more, more frequently, and with fewer restrictions. [National foundation giving in 2020](#) rose to its highest ever to \$88.55 billion (a growth rate of 15.6%, adjusted for inflation). However, despite the influx of giving, [40% of nonprofits surveyed](#) lost revenue and staffing isn’t expected to recover to pre-pandemic levels until July of 2022.

The story told through the data in this year’s report *will not reflect* these and many more events of 2020. Due to limitations on reporting, our Giving in Maine Report reflects 2 years into the past. Instead, this year’s report tells the story of 2019 using the most complete data available, which will help us tell the story of 2020 in context.

So what did we learn about foundation giving in 2019?

- Total assets of all Maine foundations rose 5% to \$3.47 billion, far behind the 14% increase in assets of all U.S. foundations.
- Overall giving by Maine private and community foundations rose 18% to \$249 million, compared to a 2.5% increase nationally. It is unclear if this was driven by changes in data reporting or other factors.
- Giving to education (32%), human services (28%), and health (15%) make up 3/4 of all Maine giving by the Top 25 funders. Giving to higher education institutions accounts for over 40% of all education funding reported.
- This year’s Top 25 cohort gave less overall than last year’s group, but gave a much higher proportion, 86% (74% in FY2018), to Maine recipients, totaling \$137 million.
- Three-quarters of funding went to four counties: Cumberland, Kennebec, Waldo, and Hancock.
- Giving to Maine from donor advised funds continues to grow considerably, with the top two sponsors, Fidelity and Schwab, seeing a combined 25% increase in giving to Maine from 2018 to 2019.

This report is a part of our commitment to using data and research to advance our work, as outlined in our new strategic framework, to: build relationships, advance learning, model leadership, and strengthen advocacy. We hope you will join us as we continue to use data to advance equity, explore opportunities for investment, and understand the impact of giving in our state.

Foundation Giving in Maine 2021

A snapshot of giving from the Maine Philanthropy Center

Based on latest available FY2019 data



Maine Philanthropy Center

Maine Foundations		
Number of Foundations	Assets	Charitable Giving
<p>535</p> <p>Total private and community foundations*</p>	<p>\$3.47 Billion</p> <p>0.3% of total U.S. foundation assets</p>	<p>\$249 Million</p> <p>U.S. and abroad</p>

Foundation Giving in Context

Individuals†

\$510 million | 57%

Individuals account for the majority of charitable giving.

Corporations

\$45 million | 5%

Non-foundation corporate giving is difficult to track, so we use Giving USA's annual estimate of 5% for the nation.



Foundations

\$249 million | 28%

Foundation giving makes up roughly a quarter of total charitable giving in Maine.

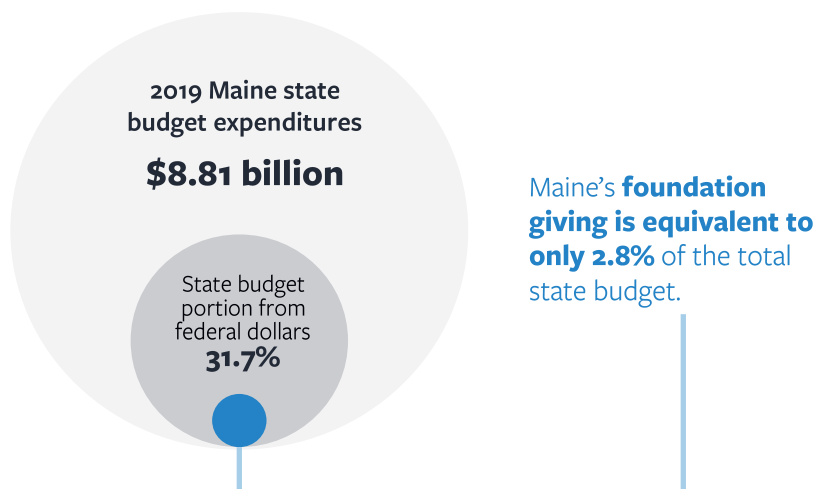
Bequests

\$89 million | 10% (Estimate)

We use Giving USA's national estimate of 10%.

Philanthropy cannot replace government spending,

at either the state or federal level.



Important notes

* This is the first year we report data based on the total number of Maine foundations. Prior years included active (gave grants that year) foundations only.

Public charities and certain foundations not included in the data on this page are included in the analysis on the following pages. See *Maine Funders* on page 2 for more information.

† Individual giving now includes an estimate of non-itemized giving. Data is from fiscal year 2018.

Sources: Candid, 2021; IRS 990s and Statistics of Income; Giving USA; State Expenditure Report, Fiscal 2018-2020, National Association of State Budget Officers

The Top 25 Maine Funders

A Closer Look

A small percentage of the hundreds of Maine grantmakers are responsible for the majority of funding distributed throughout the state. We compile this **list and brief analysis of the Top 25 Maine funders, measured by annual giving to Maine**, to provide a closer look at the giving of the most active organizations in Maine's philanthropic community each year.

ASSETS	TOTAL MAINE GIVING
\$2.66 Billion	\$137 Million

86%

OF \$159 MILLION TOTAL GIVING EVERYWHERE STAYS IN MAINE

Giving by Sector (\$)

32%	Education
28%	Human Services
15%	Health
10%	Arts, Culture, & Humanities
9%	Public, Societal Benefit
6%	Environment & Animals

Other sectors account for < 1%

Rank	Name	Maine Giving (in millions)	Maine % of Total Giving
1	Harold Alfond Foundation	38.76	82.8%
2	Maine Community Foundation	32.01	88.3%
3	Lunder Foundation	9.12	59.0%
4	Libra Foundation	8.58	100%
5	Elmina B. Sewall Foundation	7.04	86.5%
6	John T. Gorman Foundation	6.61	100%
7	Maine Health Access Foundation	4.14	100%
8	Stephen & Tabitha King Foundation	3.45	97.0%
9	The Falcon Charitable Foundation	2.61	99.8%
10	Doree Taylor Charitable Foundation	2.34	96.1%
11	Davis Family Foundation	2.13	93.0%
12	Sam L. Cohen Foundation	2.13	99.5%
13	Maine Cancer Foundation	2.10	100%
14	The Betterment Fund	1.90	100%
15	MELMAC Education Foundation	1.86	100%
16	Maine Justice Foundation	1.78	100%
17	Onion Foundation	1.70	100%
18	Roxanne Quimby Foundation	1.44	98.3%
19	The P.D. Merrill Charitable Trust	1.35	57.4%
20	The Bill and Joan Alfond Foundation	1.21	62.4%
21	Quimby Family Foundation	1.07	100%
22	Hannaford Charitable Foundation	0.93	76.2%
23	Morton-Kelly Charitable Trust	0.93	99.2%
24	Gloria C. Mackenzie Foundation	0.92	94.8%
25	Maine Credit Unions Campaign for Ending Hunger	0.83	100%

Maine Funders

A *Maine Funder* in this report is a grantmaker incorporated or registered with the state of Maine or subject to the jurisdiction of a Maine municipality. Included are private and community foundations, as well as grantmaking public charities.

Notable exclusions:

- Certain operating foundations and other entities whose charitable giving is exclusive to one or more supported organizations or affiliates
- Public charities largely supported by government funds
- Public charities whose grantmaking is a minority of their charitable expenses

United Ways of Maine are addressed separately on the last page.





Maine's Top 25 funders gave to over 1,450 Maine recipients in 2019.

98% of those funds went directly to recipients in Maine, while 2% went to organizations out of state for direct impacts in Maine. Maine recipients with undisclosed locations account for over \$3 million of the total Maine giving, and are not included in the table below.

Sixteen-County Funders

76% of Maine's top funders gave to recipients in six or more counties in 2019, with six of them making grants in all 16 Maine counties:

- ◆ Maine Community Foundation
- ◆ Elmina B. Sewall Foundation
- ◆ Stephen & Tabitha King Foundation
- ◆ Quimby Family Foundation
- ◆ MELMAC Education Foundation
- ◆ The Betterment Fund

County	2019 Population Est. ▲ Projected Trend ▼	Total Funding	# Recipients — Median Total Received	Top Sector, (% of funding)
Androscoggin	108,277 ▲	\$4.37M	140 — \$29,000	Human Services, 45%
Aroostook	67,055 ▼	\$1.25M	102 — \$9,900	Human Services, 37%
Cumberland	295,003 ▲	\$44.58M	796 — \$23,500	Education, 30%
Franklin	30,199 ●	\$1.73M	65 — \$14,500	Human Services, 48%
Hancock	54,987 ▲	\$8.19M	182 — \$15,000	Health, 49%
Kennebec	122,302 ▼	\$36.61M 	341 — \$19,250	Education, 39%
Knox	39,772 ▼	\$7.01M 	122 — \$13,250	Education, 68%
Lincoln	34,634 ▼	\$2.10M	91 — \$15,000	Env. & Animals, 35%
Oxford	57,975 ▼	\$1.54M	100 — \$15,362	Education, 29%
Penobscot	152,148 ▲	\$5.85M	205 — \$20,000	Education, 24%
Piscataquis	16,785 ▼	\$0.71M	37 — \$17,485	Public, Societal, 35%
Sagadahoc	35,856 ●	\$0.63M	44 — \$10,000	Env. & Animals, 51%
Somerset	50,484 ▼	\$0.60M	46 — \$6,915	Education, 37%
Waldo	39,715 ▲	\$8.80M 	73 — \$10,000	Human Services, 85%
Washington	31,379 ▼	\$3.40M	113 — \$16,200	Education, 26%
York	207,641 ▲	\$3.13M 	122 — \$10,000	Education, 52%

This data reflects the location of the recipient and does not reveal the full picture of the areas ultimately impacted by this funding.

Four counties—Cumberland, Kennebec, Waldo, and Hancock—received 72% of the funding. Cumberland and Kennebec counties continue to draw the majority of grant funding and are home to many of the state's larger nonprofits that serve broad regions or the entire state, so that a portion of their funding passes through to benefit other counties. Waldo county's total was heavily influenced in 2019 by unusually large agricultural grants to a small number of recipients. Hancock county has the distinction of being the only county that year where health received the largest share of funding.

 The whale indicates counties where the majority of funding goes to three or fewer recipients.

Other Organizations Giving in Maine

Out-of-State Organizations

Many funders that give grants in Maine are based in other states. For some, this support represents a majority of their total charitable giving.

Name, State (abbr.)	Maine Giving <i>in millions</i>	Maine % of Total Giving
Fidelity Investments Charitable Gift Fund, MA • DAF	\$30.67	0.5%
Shelby Cullom Davis Charitable Fund, DE	\$12.03	8.9%
Schwab Charitable Fund, CA • DAF	\$7.50	0.2%
Silicon Valley Community Foundation, CA • DAF	\$5.93	0.4%
National Philanthropic Trust, PA • DAF	\$3.76	0.3%
Bonney Family Foundation Inc., MA	\$3.75	100%
The Robert Wood Johnson Foundation, NJ	\$3.22	0.7%
Broad Reach Foundation, MA • DAF	\$3.00	33.3%
CPB Foundation, PA	\$2.54	80.5%
Vanguard Charitable Endowment Program, PA • DAF	\$2.42	0.2%

• DAF marks organizations whose grants are given through, or to, donor advised funds

Donor Advised Funds

The number of donor advised funds (DAFs) has grown substantially in recent years, **growing 19% from 2018-2019 and nearly tripling since 2016**. As more donors across the wealth spectrum adopt DAFs as part of their charitable giving strategy, fund sponsors will continue to account for an increasing share of charitable giving.

As shown in the table above, national sponsors Fidelity and Schwab account for over \$38 million in grants to Maine, roughly the same as the Harold Alfond Foundation which tops the current list of Maine Funders.

While this giving is reported as coming from outside the state, a significant portion of these funds are likely originating from donors who reside in Maine.

United Way

As a coalition of independent public charities, United Way represents a unique segment of the philanthropic community in Maine. Taken together, Maine's United Ways make a significant contribution to statewide charitable giving, totaling over \$11 million.

Other Charitable Giving

Maine-based organizations that do not meet the Maine Funder definition on page 2 collectively account for an **estimated \$100 million in additional charitable giving in Maine**.

These organizations include operating foundations, certain public charities, and other nonprofits that give grants to a limited pool of recipients, are supported largely through government funding, or are primarily service or program oriented, not focused on grantmaking.

Sources: IRS 990s; funder-provided grant data; National Philanthropic Trust



Each year, foundations, public charities, and other philanthropic entities provide millions of dollars of support to nonprofit organizations and individuals to strengthen the lives of Maine residents and their communities.

As part of our commitment to advancing the effectiveness of philanthropy in Maine, the Maine Philanthropy Center is proud to develop this annual snapshot of giving in Maine.

For more information, visit us at mainephilanthropy.org or call 207-780-5039.

Definitions

Bequest

A charitable gift given through the estate of a decedent. Estates valued over a certain threshold have special tax treatment and reporting requirements that make this form of giving available for public inspection. However, in many states, the number of estates with charitable gifts in a given year is low enough that the IRS withholds data to protect taxpayer anonymity (a frequent occurrence in Maine).

Donor Advised Fund

A donor advised fund (DAF) is a charitable giving vehicle where assets are donated to a fund sponsor, while the donor retains a level of advisory privilege over the grants dispensed from the fund. The donor may receive an immediate tax benefit for their contributions; meanwhile unspent funds can grow over time through the sponsor's fund management.

Donor advised funds have several characteristics that make them an attractive way to give charitably, a fact that has fueled their growth in recent years. This giving vehicle first appeared in the 1930s and has been widely utilized by community foundations ever since, but their popularity is currently growing rapidly. Their low barriers to entry, ease of use, and flexibility in giving has made them a popular complement or alternative to creating a traditional foundation.

Common DAF sponsors include community foundations and investment brokerages as well as independent sponsors that focus on donor advised funds.

Foundation

A foundation is a non-governmental nonprofit, 501(c)3, organization that supports charitable activities. Most give grants, but private operating foundations may directly fund their own charitable activities.

Private foundation assets typically come from a family, individual, or corporation. Each year, a private non-operating foundation is required to give at least 5% of its assets to charitable activities.

Public charity

Public charities are tax-exempt organizations formed for certain defined purposes (e.g. hospitals, public schools, churches) or otherwise receiving a significant portion of their support from public sources, as defined in Section 509 (a) of the Internal Revenue Code.

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Grantmaker Terminology

We use two terms, “foundation” and “funder”, in this report to describe different, but overlapping, sets of organizations.

Foundation

The term “foundation”, found on page 1 of the report, is used to align with Candid’s (formerly Foundation Center) usage. In Candid’s taxonomy, foundations are described as:

“non-governmental entities that are established as nonprofit corporations or charitable trusts, with a principal purpose of making grants to unrelated organizations, institutions, or individuals for scientific, educational, cultural, religious, or other charitable purposes. Many foundations derive their money from a private source, a family, an individual, or a corporation. In the U.S., foundations file a 990-PF tax form. Community foundations are sometimes considered a type of foundation, but in the U.S. they file a 990 tax form. They derive their support from diverse sources within a specified locality or community, which may include other foundations, individuals, and government agencies.”

Funder

The broader term “funder” includes entities that give grants but are not considered foundations as described above. In addition to foundations, this term includes grantmaking public charities and donor advised funds. We use “funder” and “grantmaker” as equivalent terms.

Why the difference

The first page of our report provides an overview of foundation giving in Maine and its context within the bigger picture of charitable giving in Maine from various sources. Reporting this data on foundations, as defined above, makes the statistics comparable to similar reports at the state and national level.

One goal of “Giving in Maine” is to provide a portrait of grantmakers giving the most in Maine each year. To capture a fuller picture of the dynamic grantmaking in the state, our report after page one extends its treatment beyond just foundations to also include public charities and donor advised funds.

Maine Foundations

Data on the total number of private and community foundations in Maine along with their collective total assets and total charitable giving (in Maine and elsewhere) was provided by Candid upon request and supplemented by additional data from our own research.

In some cases, a foundation’s IRS 990 filing address, which is generally used to determine a foundation’s state affiliation in philanthropy statistics, is an incomplete or inaccurate

reflection of where its operations and grantmaking take place. In order to maximize this report’s relevance and utility for our local philanthropic and nonprofit community, we include in our statistics data from foundations with a non-Maine 990 filing address but who identify Maine as a state to which they report or are registered (IRS form 990-PF Part VII-A Line 8a). For certain grantmaking trusts that are not required file a federal form 990, we rely on information directly shared regarding their jurisdiction and grantmaking.

Foundation giving in context

Giving USA, the annual report by The Giving Institute and Indiana University Lilly Family School of Philanthropy, is the most comprehensive annual report on charitable giving in the United States, and it estimates annual charitable giving from four major sources: individuals, foundations, bequests, and corporations. Giving USA only reports data for the U.S. as a whole, not individual states.

To estimate total charitable giving from these four sources at the state level, we used a combination of sources and methods as follows.

Individual giving data was totaled from the most recently available year of individual tax statistics from the IRS Statistics of Income (SOI), typically three years behind our publication year (2021 report -> 2018 fiscal data), using the Maine total for itemized charitable deductions. For the first time, this year we added to the itemized total a rough estimate of non-itemized individual giving based on Giving USA’s ratio of estimated non-itemized giving to itemized giving for the same fiscal year.

Charitable bequest data for Maine from the IRS SOI estate tax statistics is frequently unavailable due to anonymization concerns and low numbers of eligible estates. Since the Tax Cuts & Jobs Act (TCJA) more than doubled the estate tax filing threshold, data availability for Maine will be much less frequent. In this report we used Giving USA’s national estimated percentage of total charitable giving to calculate our estimate for Maine, and plan to continue using this method going forward.

Foundation giving, as described earlier, was calculated from a combination of Candid data and IRS 990 data from additional foundations we track for our Maine statistics.

Corporate giving was calculated based on Giving USA’s corporate estimate as a percentage of total charitable giving.

Given dollar estimates for individual and foundation giving and percentage estimates for corporate and bequest giving, we were able to calculate an estimate of total charitable giving along with dollar estimates for corporate and bequest giving.

State budget comparison

Maine state budget data (actual, not projected) was collected from the National Association of State Budget Officers’ *State Expenditure Report* for the appropriate fiscal period.

Methodology

Top 25 Maine Funders

By looking more in-depth at a sample of major funders in Maine, we are able to get a fair representation of philanthropy patterns and trends more broadly in the state. Even after accounting for the grantmaking public charities that are included in the Top 25 but not in the summary stats on page 1, the remaining foundations in the Top 25 have assets totaling \$2.57 billion — 74% of the \$3.47 billion in total for all Maine foundations reported on page 1— and total giving (Maine and elsewhere) of \$152 million, or 61% of the \$249 million by all Maine foundations.

Maine funders

To distinguish Top 25-eligible funders from the narrower pool of foundations treated on page 1, the term “Maine Funder” is defined on page 2.

Excluded from consideration (but included on page 1) were operating foundations and other funders who fund a small number of recipients exclusively, as they are not reflective of the dynamic philanthropy we seek to highlight in this section.

Funders included here, but not on page 1, were grantmaking public charities that met the following criteria:

- ◆ Their grantmaking accounts for an average of 50% or more of their total charitable expenses in the last three available fiscal years.
- ◆ Their revenue is composed of less than 50% government sources, on average for the last three available fiscal years.

Candidate search

Individual review of well over 500 candidate foundations and public charities is beyond our capacity, so we screened for candidates using a combination of methods.

We collected two lists of funders from Candid’s Foundation Directory Online (FDO):

- ◆ Top 100 grantmakers, based on giving to Maine, from the most recent four years.
- ◆ Top 100 grantmakers with a Maine address, based on giving to Maine, from the most recent four years.

The results were combined with the prior year’s Top 25 candidate list, deduplicated, and then served as the initial candidate pool for further review.

Reviewing candidates

Relevant data was collected from IRS forms 990 and 990-PF, beginning with the prior year’s Top 25 funders and proceeding through the FDO results.

A threshold value was determined using the Maine giving total of the 25th-ranked funder from the prior year’s report and subtracting \$50,000. As a first step, each candidate had to

have a total giving value above the threshold before moving further along the review process. After reviewing at least 25 candidates, the threshold was adjusted so that remaining candidates’ total giving had to exceed the Maine giving of the running candidate holding the 25th spot.

When the relevant fiscal year 990 was unavailable, we reached out to the funder requesting their 990 or a record of their grant payments for the appropriate fiscal year. Available 990 data took precedent over alternate giving data sources to ensure maximum comparability across funders. Funders for which no data could be collected for the desired fiscal year were excluded from consideration.

Determination of Maine giving

Our approach to determining what counts as giving to Maine goes beyond recipients with Maine addresses to also include organizations and projects that have a direct impact area within Maine. While this involves a more subjective classification of some giving, it provides a more comprehensive picture of the funding intended to benefit Maine.

When classifying a grant payment as Maine giving versus not, all recipients with Maine addresses were automatically counted as Maine giving. Also counted were grants to regional organizations with a known impact area in Maine. Finally, if a grant payment description mentioned a Maine locale, it was counted as Maine giving even if the recipient was out of state.

Final screen

Once all initial candidates were screened for Maine giving and a preliminary Top 25 list determined, we completed additional screening to reduce the chance of missing a major funder.

If available for the desired fiscal year, extract data from 990s is screened for funders having a total giving value above the last threshold value from the 25th spot. Due to COVID-19 related delays at the IRS, extracts were not available for this year.

We finalized the screening process using the IRS Business Master File for Maine and reviewing the organizations with newer determination dates for potential funders missed in earlier screens.

Sectors and geography

For each Top 25 funder, grant payments reported in the 990 (or grants data provided by the funder when the 990 was not available) were classified using the National Taxonomy of Exempt Entities (NTEE). A single major code was assigned to each recipient based on their primary activities; that NTEE code for the recipient was used by default for their grants unless available project descriptions defined a clear alternate classification for that specific grant payment. Recipient codes used were based on individual review and not on their

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records in the IRS BMF due to the frequency of errors and other questionable entries in its NTEE code data.

Grant payments were summarized by Maine county using the recipient zip code. Payments to recipients with an address outside of Maine but counted toward Maine giving were not included in county statistics. These payments accounted for 2% of the Maine giving total. Over \$3 million of the Maine giving total was given to Maine recipients lacking sufficient location detail to be included in county totals.

About grant payments

The word “grant” is a term that can be interpreted differently based on context. A grant can be committed (promised) in one year but fully or partially paid over one or more different years. The full commitment might never be paid in some cases. To accurately report on grants in this sense consistently across different funders requires a great deal of detailed information.

The alternative we use is data on grant *payments*, which is how charitable gifts are required to be reported in the 990 and 990-PF. Since this reporting requirement is standardized across funders, comparisons of charitable giving using payments provide a more accurate picture of actual giving in a given fiscal year. That said, we have seen evidence of some foundations reporting aggregated payments to a single recipient in one summary dollar value. Because of this, we intentionally avoid certain types of analysis of the data such as average or median size, size range, etc.