



# American Water Works Association Pacific Northwest Section

## Philanthropy Adhoc Board Report

September 2017

Kristin Young \* John Roth \* Dave England \* Tony Lindgren \* Nicki Pozos

The PNWS Section has been a leader in fundraising throughout AWWA for many years. We are very proud of our Education and Training Fund, our continued status as a Water For People Global Sponsor and our involvement in the One Operator Scholarship and Community Engineering Core projects. However, the decline in Water For People donations, volunteer fatigue and the goal to support all facets of AWWA's Water Equation is affecting Section fundraising.

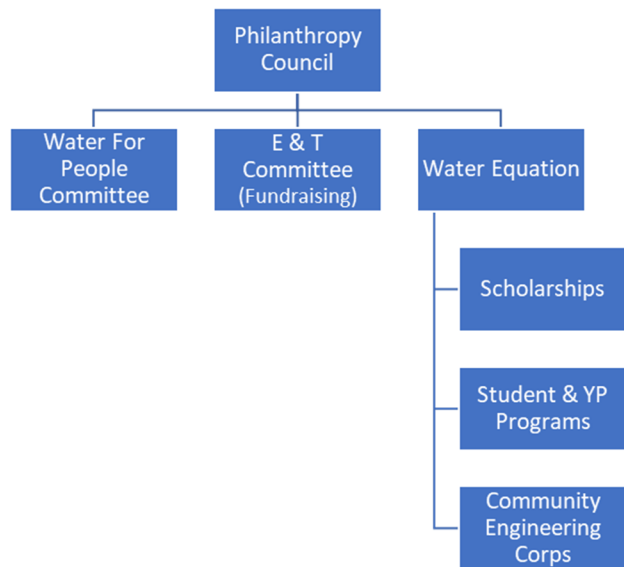
In May 2017, the Board approved a Fundraising Adhoc committee to review fundraising practices of the PNWS Section.

### 1. Philanthropy Issues

- Donor and volunteer fatigue
- Lack of individual donations
- Education for event planners
- Section-wide coordination of resources
- Consistent messaging to donors and attendees

### 2. Adhoc Recommendations – Develop Philanthropy Council

- Structure
  - Council will include three to five members with experience in fundraising and project management.
  - Council will provide oversight and effective volunteer support of Water for People, The Water

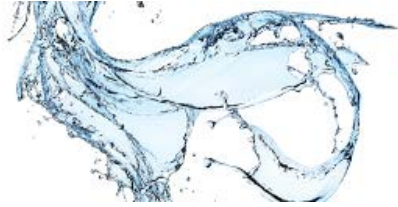


Equation, Education and Training Fund Committee and other potential philanthropic programs to flourish at the PNWS Section

- Goals of this Committee
  - Educate the membership about all philanthropy opportunities through:
    - a. Presentations at trustee meetings and subsection meetings
    - b. PNWS Enewsletter, website and email
  - Provide oversight to all fundraising events
  - Provide fundraising training and education to improve effectiveness of all events
  - Develop annual event schedule to minimize conflicts
    - a. Manage Section event calendar
    - b. Require event planner to commit to date at least 6 months in advance
  - Evaluate current Section giving practices at conference, for example:
    - a. E&T fund donation from vendor booths
    - b. E&T and WFP fund donations from sponsorship
  - Promote individual member donations and provide acknowledgments
    - a. Acknowledgement on website similar to 1880 Society
    - b. Visual token given at conference
  - Promote subsection giving to all philanthropies and provide Acknowledgements
    - a. Acknowledgement on website similar to 1880 Society
    - b. Visual token given at conference
  - Provide maximum value to corporate donors
  - Monitor and provide recommendations for unreserved funds
    - a. Encourage events planners to give donations as unrestricted funds to provide flexibility to meet all goals
  - Support Section in meeting fundraising goals for all philanthropy areas
  - Manage Section messaging and advertising of all fundraising events through:
    - a. Constant contact
    - b. Section website
    - c. Social media
  - Issue quarterly reports to the PNWS Board, with recommendations for actions by the Board to maintain a successful philanthropic program

### **3. Next Steps**

- Board to approve and create a Philanthropy Council
- Solicit Philanthropy Council Members
- Conduct stakeholder interviews with committee chairs and other stakeholders to get feedback on the Philanthropy Council and how we can best support their efforts
- Develop messaging to committees and members using The Water Equation marketing concept (attached)
- Evaluate current fundraising events and provide insight to planners
- Develop event training materials
- Host training event for all committees



**The Water Equation Campaign**  
Knowledge+Sharing=Transformation



**Our Model:** Build and utilize a small development group largely using existing staff, and supported by the current membership, in an integrated effort with Sections & Volunteer Leaders. This provides a model where 100% of the contributions are able to go toward supporting the programs.

### 2017 Campaign – Sustainability: Today and for the Future

#### Focus:

##### **Workforce Advancement**

*Safe and sufficient water supplies are a critical component of our economy, public health and safety. To maintain high standards in our industry and to address the challenges facing the safe delivery of water, we must invest in the development of present and future water professionals.*

##### **Scholarship Program**

- a. AWWA seeks to attract a new generation of water industry professionals through its scholarship program by pursuing a philosophy of

##### **Exposure = Experience= Engagement**

- b. In order to increase education and training dollars available for current and future water professionals, AWWA will develop, manage and distribute the “World’s Largest” Water Scholarship Fund.

##### **Student & Young Professional Programs**

- a. Students and young professionals are the future leaders of the water industry. AWWA provides opportunities through programs and events that expose future water professionals to industry leaders, networking, technical programs, and presentation opportunities.

#### **Community Outreach**

*Ensuring public health through education and outreach*

##### **Community Engineering Corps**

- a. Provides technical expertise to underserved communities in the United States to ensure that they have the infrastructure needed to thrive regardless of their financial resources

**The Goals for The Water Equation are to:**

1) Achieve sustainability for the following scholarships:

a. **Larson Aquatic Research Scholarship:**

**\$10,000**

i. Increase the scholarship portfolio (endowment) by \$125,000 to sustain annual scholarships for master and doctoral students interested in the fields of science or engineering in efforts to improve water quality

b. **One AWWA Operator Scholarship Fund (OAOSF):**

**\$45,000**

i. Establish and grow a scholarship portfolio (endowment) of \$1.4M to sustain the fund that provides matching dollars to sections providing the OAOS for I training and education of this critical water professional.

ii. Each year, funds that are designated to the scholarship portfolio (endowment) or are in excess of annual matching disbursements will become the basis for the long-term scholarship portfolio (endowment).

2) **Student and Young Professional Programs**

**\$10,000**

Provide support for AWWA programs that provide opportunities for those representing the future of the water industry.

3) **Community Engineering Corps**

**\$35,000**

Provide operational support for the CE Corps program that provides underserved communities the opportunity to receive technical assistance to ensure infrastructure needs are met.

**2017 CAMPAIGN GOAL**

**\$100,000**