



A SUMMARY FROM THE ENVIRONMENTAL GRANTMAKERS ASSOCIATION'S

TRACKING THE FIELD: VOLUME 7

ANALYZING TRENDS IN ENVIRONMENTAL GRANTMAKING

Candid.



INTRODUCTION

This report, the seventh edition of *Tracking the Field*, builds on ongoing grant research by the Environmental Grantmakers Association (EGA) from 2007 to 2018, and further deepens our understanding of trends and gaps in environmental philanthropy. The *Tracking the Field* report analyzes grant data from the supply side of funding, providing an avenue for EGA members to see where their grantmaking fits into the larger environmental movement and how they can optimize their grant dollars to be more strategic and effective.

Tracking the Field: Volume 7 analyzes 128,236 grants made—totaling more than \$14.9 billion—between 2007 and 2018. Across seven reports, with a consistent taxonomy, we are able to explore changes in issue areas of focus, transformations in the strategic paths for tackling these priorities, and the shifting geographic focuses of these projects. This report is a deep dive into these different issue areas, representing the scope of environmental grantmaking within the growing EGA community.

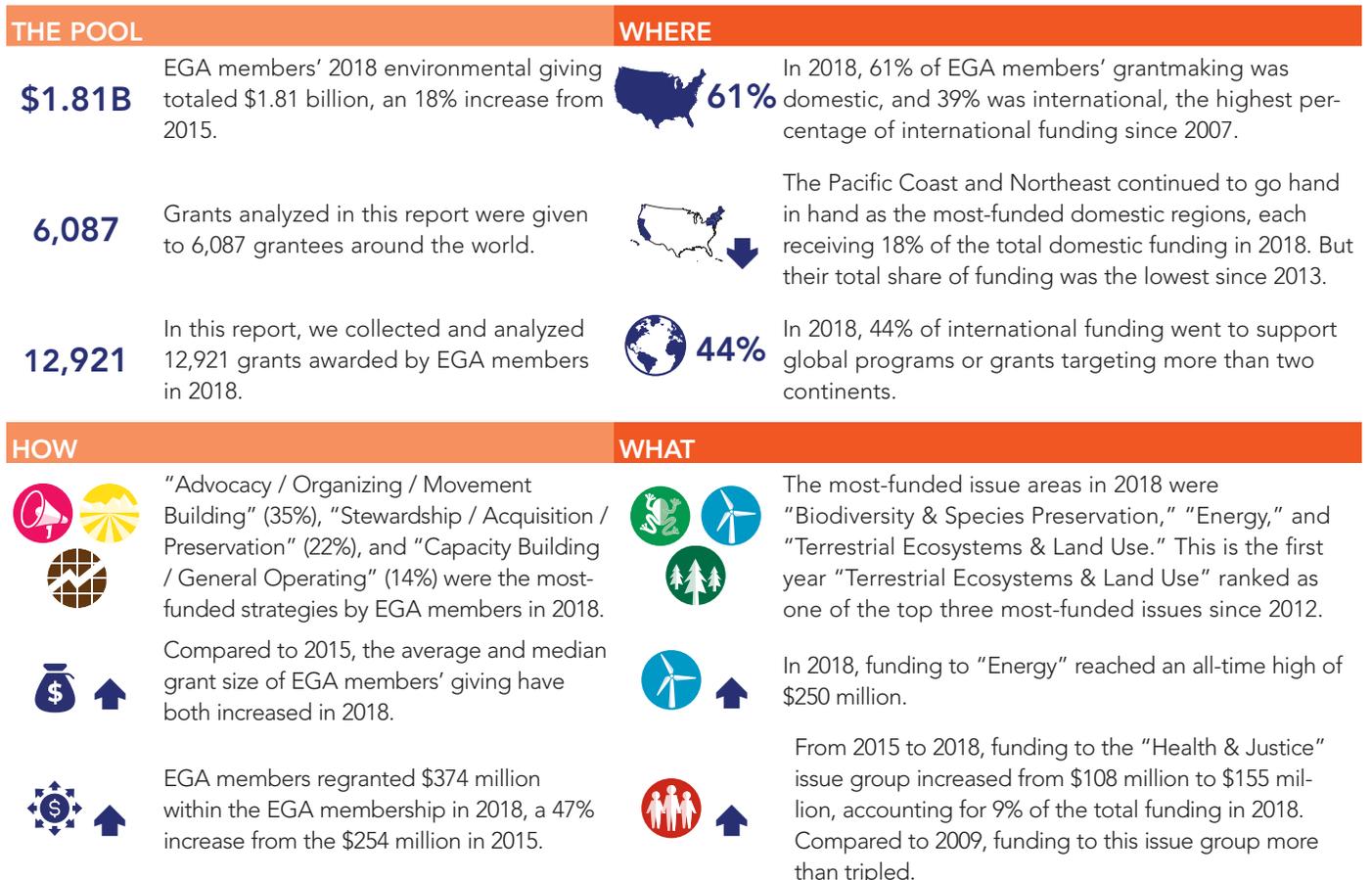
The report findings are organized by:

- 1. An overview of environmental giving.** From all U.S.-based environmental grantmakers and, more specifically, EGA members.

- 2. WHERE do EGA members fund?** The geographic distribution of EGA members' grants.
- 3. HOW do EGA members fund?** Funding strategies of EGA members, and regranting within the EGA community (grants between EGA members).
- 4. WHAT do EGA members fund?** Giving by issues, with separate sections for each of the major groupings of issues. These sections include looking at the strategies, trends, and geographies of focus for each issue group.

Tracking the Field data are a robust resource for EGA members, and are not limited to these biennial reports. On its website, EGA's searchable *Tracking the Field* database allows members to explore the data down to the individual grant. In addition, EGA members can access an interactive "heat map" of members' grants. This tool allows members to sort by the EGA taxonomy across different timeframes to see the trends most relevant to their work. EGA also continues to work with individual foundations and funder collaboratives to run customized special searches and analyses to help our members answer questions about trends in grantmaking, and how their foundations' portfolios fit into the larger philanthropic puzzle.

SNAPSHOT OF EGA MEMBERS' 2018 ENVIRONMENTAL GRANTMAKING



OVERVIEW OF OVERALL GIVING AND ISSUE AREAS

KEY FINDINGS

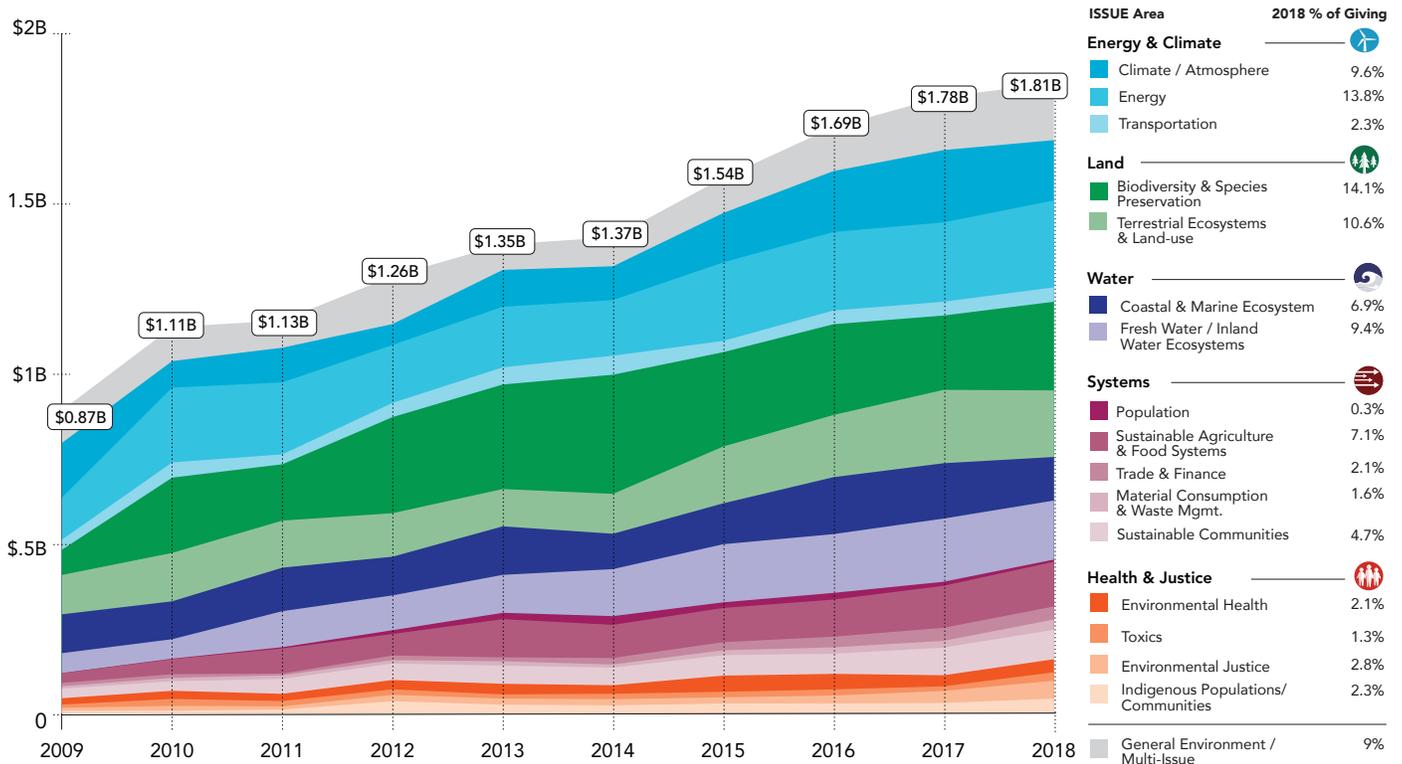
- The 2018 EGA members' environmental grantmaking totaled \$1.81 billion, an 18% increase from the 2015 grant year analyzed in *Tracking the Field: Volume 6*.
- The most-funded primary issue areas in 2018 were "Biodiversity & Species Preservation," "Energy," and "Terrestrial Ecosystems & Land Use." This is the first year "Terrestrial Ecosystems & Land Use" ranked as one of the top three most-funded issues since 2012.
- From 2009 to 2018, funding to the "Health & Justice" issue group more than tripled.

In 2018, EGA members' environmental grantmaking totaled \$1.81 billion, marking an 18% increase from the 2015 grant year analyzed in *Tracking the Field: Volume 6*. This upward trend remains consistent with our findings from 2009 onward, after the financial crisis of 2008. In 2018, we collected and analyzed 12,921 grants

awarded to 6,087 grantees, compared to the 12,895 grants to 5,606 grantees in 2015. It is interesting to note that in 2018, the number of grants reported remained almost the same as in 2015, but with the 18% increase in total grant dollars, the average grant size increased from \$120,000 to \$140,000 as a result.

As shown in Figure 1, "Biodiversity & Species Preservation" and "Energy" continued to be competing against each other to be the most-funded primary issue area, receiving \$255 million and \$250 million, respectively, in 2018. Although "Biodiversity & Species Preservation" was the top-funded issue in 2018, the total funding it received was much lower than its peak level in 2014, when the issue received \$343 million in EGA members' funding. This is the first year since 2012 that "Terrestrial Ecosystems & Land Use" has been one of the top three funded issue areas, with a total of \$191 million in funding. It is also worth noting that from 2015 to 2018, funding to the "Health & Justice" issue groups grew from \$108 million to \$155 million, a 43% increase since the last report, and tripling in size since 2009. This continued upward trend corresponds with the increased attention devoted to justice, equity, diversity, and inclusion, especially in the last few years.

FIGURE 1. EGA MEMBERS' GRANTMAKING BY PRIMARY ISSUE AREA, 2009–2018





BIODIVERSITY & SPECIES PRESERVATION

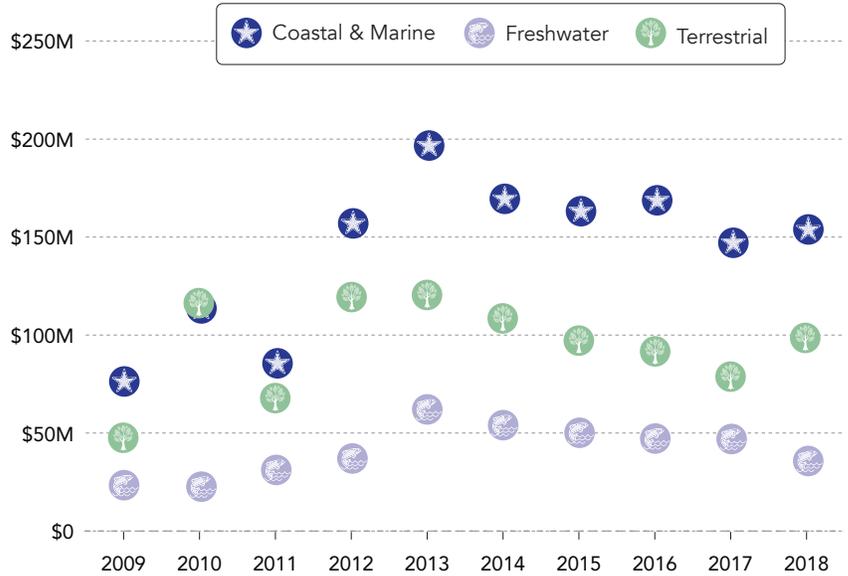
Biodiversity & Species Preservation

Biodiversity & Species Preservation:



- Although still the most-funded issue area, overall EGA member funding to “Biodiversity & Species Preservation” as the primary issue area had a slight decrease of 6% from 2015 to 2018 (\$271 million to \$255 million). Funding to this issue area peaked in 2014 at \$343 million.
- Biodiversity funding related to Coastal Ecosystems remained the highest among the three ecosystems and Freshwater Ecosystems remained the least funded, following its decreasing trend since 2013.

Biodiversity Funding Over Time to Three Ecosystems, 2009–2018

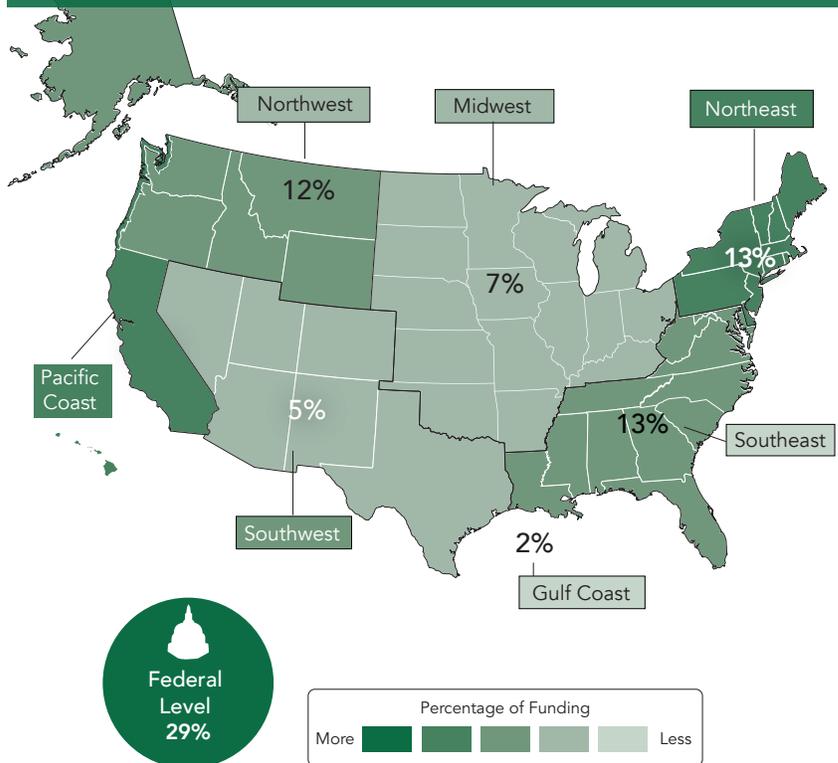


Terrestrial Ecosystems & Land Use:



- “Terrestrial Ecosystems & Land Use” funding continuously increased from a historic low in 2013. In 2018, with \$191 million in contributions, this issue area joined the top three most-funded issues for the first time since 2012.
- 59% of funding targeted domestic regions in 2018, compared to 73% in 2015. The highest percentage of domestic funding (18%) targeted Pacific Coast programs; Northeast and Southwest regions decreased the most compared to 2015, while the Northwest and Southeast had the most increase.

Funding to Terrestrial Ecosystems & Land Use by Domestic Region, 2018





WATER

■ Coastal & Marine Ecosystems

■ Fresh Water & Inland Water Ecosystems

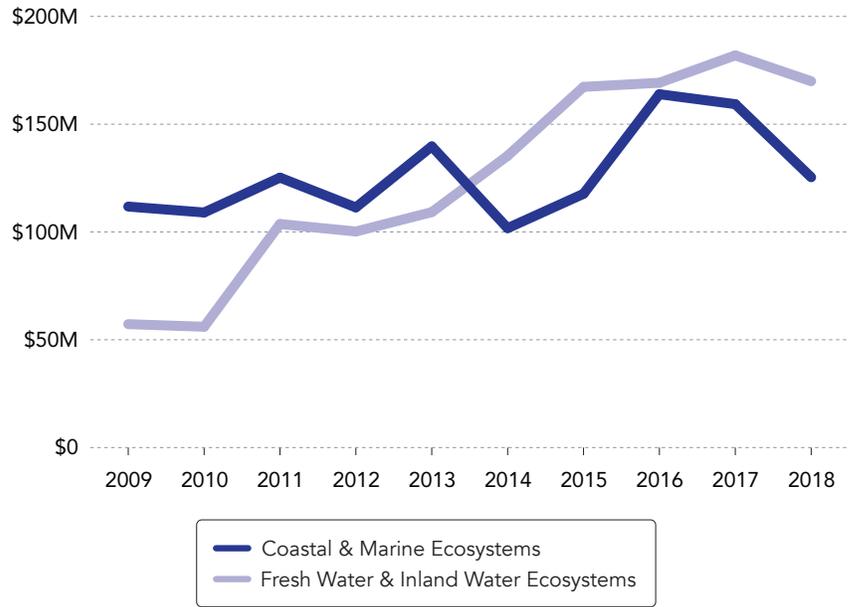
Coastal & Marine Ecosystems:

Funding to water issues dropped from a peak of \$341 million in 2017 to \$295 million in 2018. Freshwater continues to lead Coastal Ecosystems as the most-funded water issue since 2014.

In 2018, 86% of total "Fresh Water & Inland Ecosystems" funding supported domestic initiatives, with the highest proportion going to the Northeast (39%).

47% of "Coastal & Marine Ecosystems" funding supported domestic initiatives, with the highest percentage (27%) going to the Gulf Coast.

Water Funding Over-Time, 2009-2018



ENERGY & CLIMATE

■ Climate & Atmosphere

■ Energy

■ Transportation

Energy & Climate

- In 2018, the "Energy & Climate" issue group received over \$465 million in funding, a 16% increase from 2015. Funding to each issue area increased from 2015 to 2018: "Climate/Atmosphere" by 22%, "Energy" by 11%, and "Transportation" by 27%.
- Nearly 60% of Energy & Climate funding went to domestic initiatives, almost half (49%) of which supported Federal or multi-region programs.
- Similar to 2015, the most-employed strategy of Energy & Climate grants was "Advocacy" (43%).

Geographic Distribution of "Energy & Climate" Funding, 2018

DOMESTIC



59% of funding for Energy & Climate went to domestic regions



49% of domestic Energy & Climate funding went to support Federal Level or multi-region programs

INTERNATIONAL

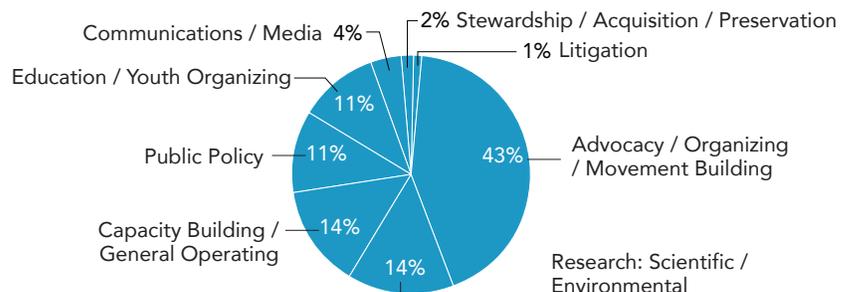


41% of funding for Energy & Climate went to international regions



44% of international Energy & Climate funding went to support International or multi-region programs

STRATEGIES





SYSTEMS

Sustainable Agriculture & Food Systems

Sustainable Communities

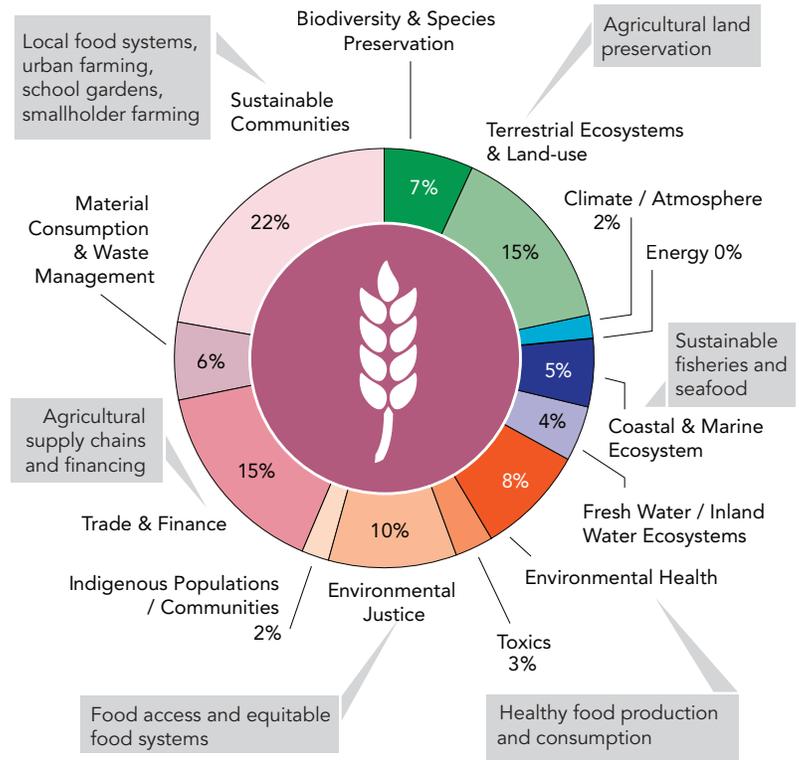
Trade & Finance

Material Consumption & Waste Management

Population

Systems

- Funding to "Systems" experienced the largest increase, from \$211 million in 2015 to \$287 million in 2018. This is mostly attributable to increases in "Sustainable Agriculture & Food Systems" and "Sustainable Communities".
- "Trade & Finance" funding peaked at \$37 million in 2018 (a 61% increase from 2015), while "Material Consumption & Waste Management" funding more than doubled.
- "Population" was the only issue area that experienced a decline (decreasing 60% from 2015).
- "Sustainable Agriculture & Food Systems" was most often paired with "Sustainable Communities" as the primary and secondary issue, totaling \$21 million.



HEALTH & JUSTICE

Environmental Health

Toxics

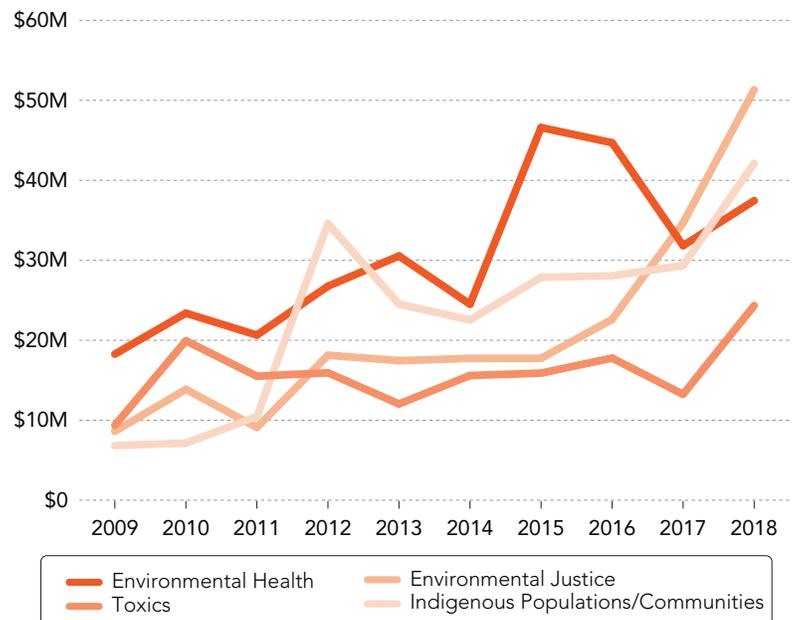
Environmental Justice

Indigenous Populations

Health & Justice

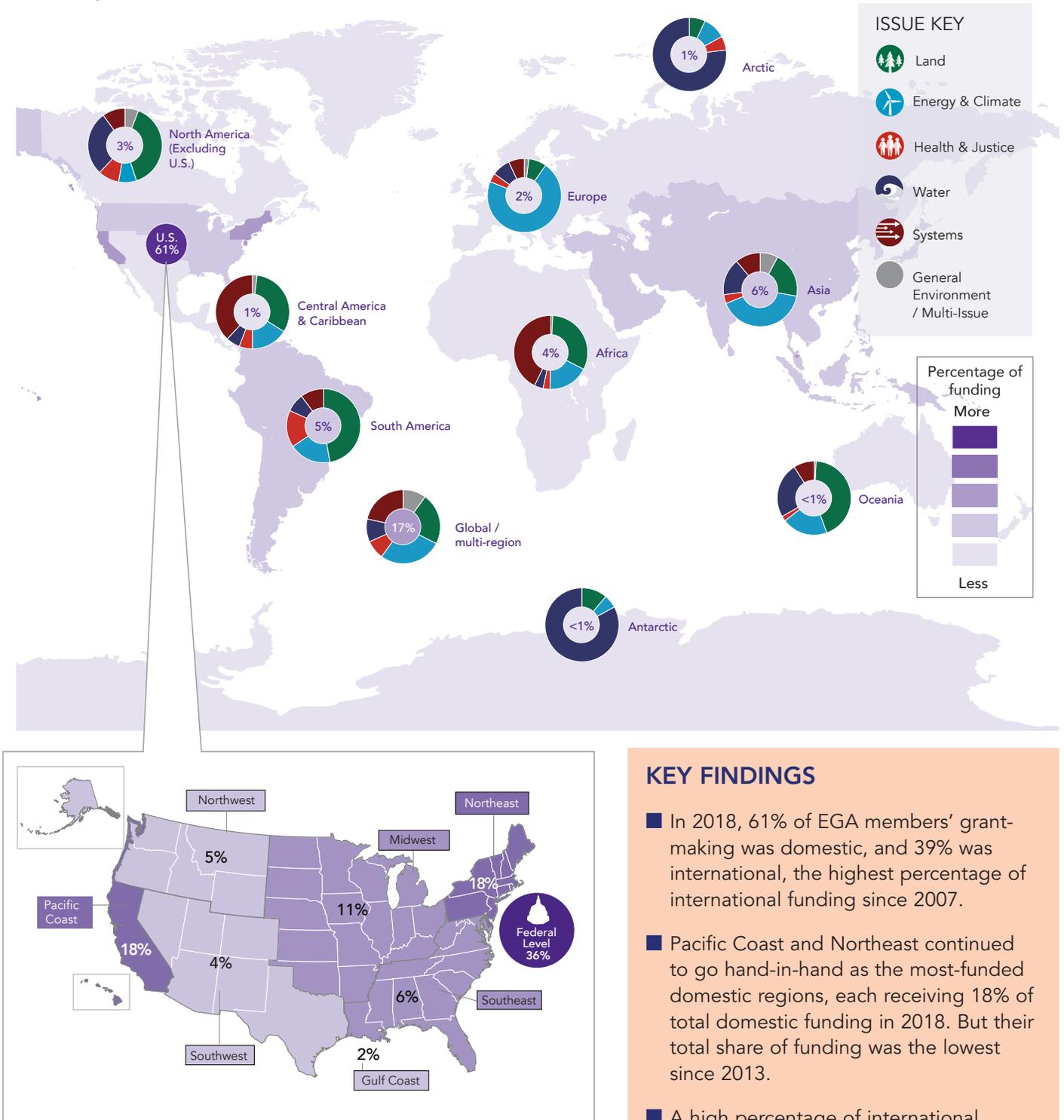
- Funding to "Health & Justice" reached \$155 million in 2018, a 43% increase from 2015. "Environmental Justice" funding almost tripled, and both "Toxics" and "Indigenous Populations" increased by over 50%.
- 65% of funding supported domestic regions, 47% of which went to Federal-level or multi-region programs.
- The most common secondary issue for "Environmental Justice" was "Climate & Atmosphere". Over half of the funding to "Indigenous Populations" was paired with "Terrestrial Ecosystems & Land Use".

Health & Justice Funding Over-Time, 2009-2018



WHERE DO EGA MEMBERS FUND?

FIGURE 2. EGA MEMBERS' GRANTMAKING BY GEOGRAPHIC REGION AND PRIMARY ISSUE GROUP, 2018



KEY FINDINGS

- In 2018, 61% of EGA members' grantmaking was domestic, and 39% was international, the highest percentage of international funding since 2007.
- Pacific Coast and Northeast continued to go hand-in-hand as the most-funded domestic regions, each receiving 18% of total domestic funding in 2018. But their total share of funding was the lowest since 2013.
- A high percentage of international funding continued to go to Global/ Multi-region programs. In 2018, 44% of international funding went to support Global/ Multi-region programs, the same percentage as in 2015.

HOW DO EGA MEMBERS FUND?

KEY FINDINGS

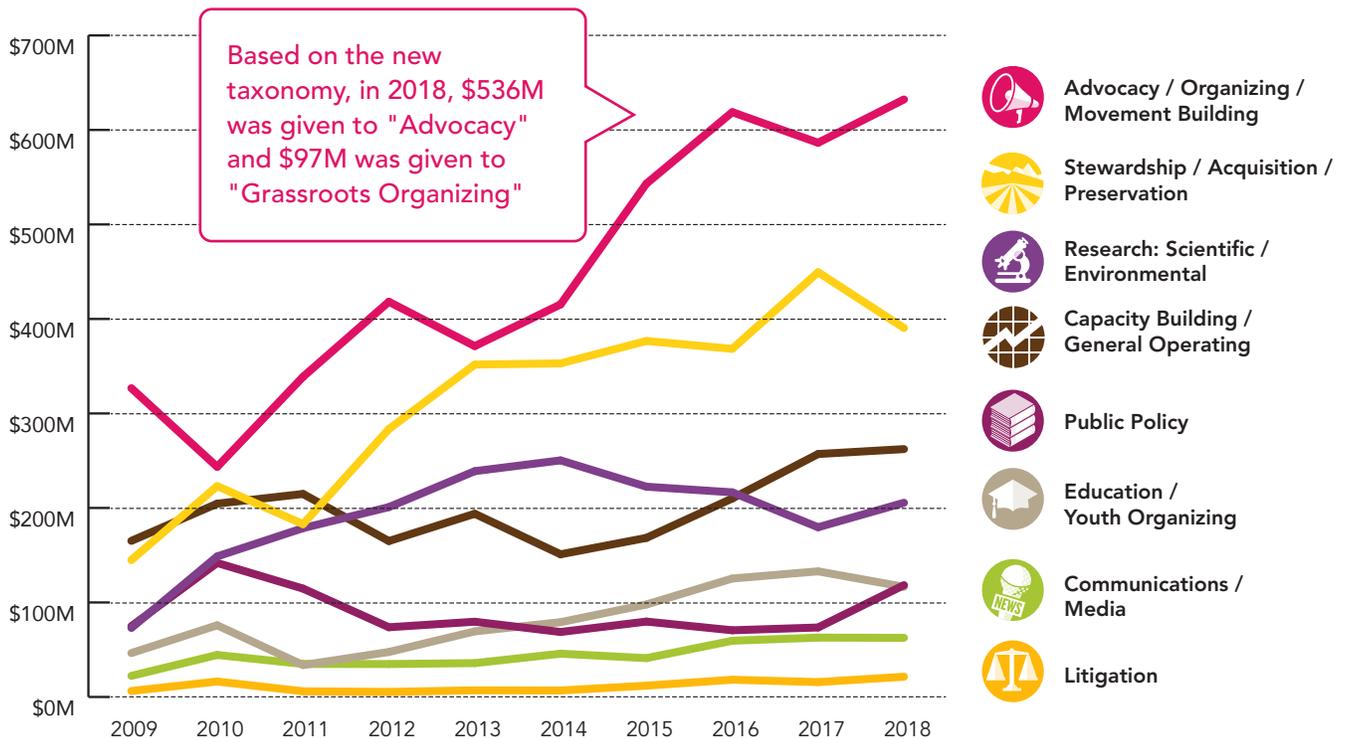
- “Advocacy / Organizing / Movement Building” (35%), “Stewardship / Acquisition / Preservation” (22%), and “Capacity Building / General Operating” (14%) were the most-funded strategies by EGA members in 2018.
- “Litigation” and “Capacity Building / General Operating” funding had the highest rate of increase, at 79% and 56%, respectively, from 2015 to 2018.
- Compared to 2015, the average and median grant size of EGA members’ giving have both increased in 2018.
- EGA members regranted \$374 million within the EGA membership in 2018, a 47% increase from the \$254 million in 2015.

STRATEGIES

EGA members support a range of different strategies through their grantmaking. “Advocacy / Organizing / Movement Building” and “Stewardship / Acquisition / Preservation” remained the top two most-funded strategies, at 35% and 22%, respectively, in 2018. “Capacity Building / General Operating” surpassed “Research: Scientific / Environmental” to be the third most-funded strategy, receiving 14% of total funding, a 56% increase in grant dollars from 2015. “Litigation” and “Communications / Media” remained the two least-funded strategies, receiving only 1% and 3% of total funding, but each has seen a significant rate of increase, at 79% and 52% respectively.

EGA updated its grantmaking strategy taxonomy in 2017 to reflect members’ interest in learning about grantmaking to grassroots organizing efforts. The “Advocacy / Organizing / Movement Building” strategy was split into two strategies: “Advocacy” and “Grassroots Organizing.” The detailed definitions can be found in the Taxonomy section of this report.

FIGURE 3. EGA MEMBERS’ GRANTMAKING STRATEGIES, 2009–2018



WHAT'S NEXT FOR EGA & TRACKING THE FIELD?

Tracking the Field: Volume 7 provides an overview of the Environmental Grantmakers Association members' environmental grantmaking in 2018. In addition, it builds on consecutive years of grant data to highlight key trends in funding across issue areas, strategies, and geographies between 2007 and 2018. Still, the analysis presented in this report only scratches the surface of the potential in-depth research possible with the more than 120,000 grants, totaling almost \$15 billion recorded, as the Tracking the Field project is the most comprehensive record and analysis of environmental grantmaking for the past ten years. Each year it evolves and becomes more embedded in the field, both in members' increased knowledge of who is funding what and where and as a tool to find colleagues to collaborate with on priority and gap areas.

EGA is excited to work with individual foundations and foundation groups on custom research projects to expand learnings from the *Tracking the Field* data. With the goal of continuing to develop new opportunities to explore and analyze how grant dollars are spent within our community, these partnerships have included:

- Custom searchable Tracking the Field databases with enhanced taxonomy to allow for deeper searches into specific issues, geographies, and strategies.
- Customized Tracking the Field 12-page reports to provide an analysis of environmental grantmaking with enhanced focus specific issues, geographies, and strategies.
- Custom data runs—for example, to dive deeper into specific trends (or to help identify other foundations that are funding in particular program areas).
- Reports and data runs for foundation boards, to assist with strategic planning sessions.

Through the *Tracking the Field* project we aim to increase knowledge of environmental philanthropy and to promote new ways of using that knowledge to collaborate within our community. As we continue to build the *Tracking the Field* platform, we hope to develop further innovation to provide up-to-date, comprehensive information to help our members achieve EGA's ultimate goal of a world with healthy, equitable, and sustainable ecosystems, communities, and economies.

HAVE QUESTIONS YOU WOULD LIKE TO EXPLORE THROUGH THE TRACKING THE FIELD DATA?

Please reach out to Ashley Li (ali@ega.org) to learn more about custom research projects.

Looking to dive deeper on funding to environmental literacy or health and justice issues? EGA is partnering with the Blue Sky Funders Forum and Health & Environmental Funders Network on more in-depth *Tracking the Field* reports and databases.



Blue Sky Funders Forum
Summary of Grants for
2017 Report and grants
portal



Health &
Environmental
Funders Network
Grants Portal

METHODOLOGY

The environmental giving analyzed in the *Tracking the Field: Volume 7* report includes the environmental grants made by over 200 Environmental Grantmakers Association (EGA) member foundations from 2007 to 2018 using a customized CiviCRM database.

The research team referred to members' websites to obtain a list of grants or a copy of IRS Form 990 to identify members' grants awarded in 2018. If a funder's grant data was not available online, researchers contacted the funder directly to obtain their 2018 grants list. To ensure data consistency, we keep a record of which data source was used for each funder every year and tried to use the same data source from year to year.

Before inputting a grant, a profile for the grantor and grantee was created (if not already existing) in the CiviCRM database, with information including the organization's EIN number, website, address, and mission statement recorded under each profile. Upon entering each grant, information including the grant year, grant amount, grantee's name, and the grant's description was inputted. Each grant was then tagged with a

primary and secondary issue area, grant strategy, and the geographic region where the grant initiatives were to take place (instead of where the grantee is located).

When tagging the grants, the researchers used information not limited to the descriptions on the grants lists. In cases when the grant description did not contain enough information to identify the issue area, geographic region, or strategy, the researcher would go to the grantee's website and look up the grantee's mission statement, program areas, and any specific projects mentioned in the grant to help categorize the grants. Researchers also referred to the grantor's mission statement and program areas to help identify the general focus of a grant.

In response to members' interests, beginning with grant year 2017, we implemented a change to the "Advocacy/ Organizing / Movement Building" strategy by splitting it into two strategies: "Advocacy" and "Grassroots Organizing." Please refer to the Taxonomy page for details of the definitions for these two new strategies and any other fields.

ACKNOWLEDGMENTS

We gratefully acknowledge the essential support provided by EGA members that makes this report possible. By working together, we can continue to build on the advances made in this report and generate the kind of high-quality resources that enable us to examine our individual and collective grantmaking strategies in new ways.

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TRACKING THE FIELD

ENVIRONMENTAL GRANTMAKERS ASSOCIATION

The mission of EGA is to help member organizations become more effective environmental grantmakers through information sharing, collaboration and networking.

www.ega.org