

Philanthropic Ventures Foundation -  
*specializing in customized giving for donors.*

## **Designated Funds - A New Twist to Corporate Philanthropy**

At PVF we work with businesses on their philanthropy in many ways. Recently, we have seen a rise in collaboration by businesses and business individuals, interested in working together on their charitable goals. Through PVF's Designated Funds, PVF provides the vehicle through which they can work toward the same charitable purpose. By definition, designated funds are established to support a specific charitable project. Various donors can contribute to the fund, with the understanding that all donations will be used to support the selected charitable project. Here are a few examples:

***Security Analysts of San Francisco (SASF)*** is a group of investment professionals who have come together through the Security Analysts of San Francisco Designated Fund at PVF to promote financial literacy in Bay Area public schools. Investment professionals such as financial analysts, accountants, stock brokers, and investment counselors contribute to the Fund in conjunction with an annual fundraising event organized by the group. As a result of their coordinated support, hundreds of high schools in the Bay Area are provided with resources to improve the economic and financial literacy of students by making available subscriptions to the Classroom Edition of the Wall Street Journal, with Teacher Guides. PVF has been working with

SASF since 2001. Funds raised by the group go to SASF's Designated Fund at PVF. PVF, in turn, makes grants from the Fund as recommended by the group.

***New Voice of Business*** is a charitable project whose mission is to provide America and the world a new voice for responsible, pragmatic and non-partisan solutions for sustainable economic policies and the creation of renewable energy systems. Businesses and individuals throughout the United States are supporting this effort with their contributions to the New Voice of Business Designated Fund at PVF. Together their goals are: (1) Energy – supporting the full and accelerated build-out of the renewable energy economy as the key to future economic, environmental, and political stability in the U. S. and the world; (2) Economy – supporting the reprioritization of U.S. economic and fiscal policies to achieve a healthy, just, and environmentally sustainable society; and (3) Role of Business – foster dialogue around this key issue – the emerging role of business in the 21<sup>st</sup> century.

***Northern California Concierge Association (NCCA)*** is an association of hotel concierges in the San Francisco Bay Area. They have come together to address needs in the Tenderloin/Market Street Corridor of San Francisco. In addition to soliciting and receiving donations from local merchants and businesses throughout the year, NCCA organizes fundraisers to support charitable projects that address needs in the Tenderloin/Market Street area. All contributions are made to the NCCA Designated Fund at PVF

and then utilized to address needs as identified and agreed upon by the group. This year significant fundraising was conducted to benefit Curtain Up! - a children's theater arts workshop program dedicated to providing a nurturing environment for young participants, with special emphasis on working with children from disadvantaged backgrounds.

***Women of Color Action Network (WCAN)*** is an association that supports professional women of color in realizing their maximum potential in the workplace. Businesses interested in supporting the work of WCAN contribute to the WCAN Designated Fund at PVF. PVF makes disbursements to support their charitable work: informational forums, support networks, create best practices in hiring and retaining women of color, and career development resources.

If you are interested in learning more about PVF's Designated Funds or other services, contact Moira Walsh at PVF.

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*Moira Walsh is the Associate Director of PVF, responsible for donor development, program work and managing foundation operations. Moira has a strong business background, coupled with extensive experience in the non-profit arena. Prior to joining PVF, Moira was a partner at Carr, McClellan, Ingersoll, Thompson & Horn, where she practiced law for 12 years. Moira has led and served on the boards of several non-profit organizations and is a native San Franciscan.*

