

**Shared
Philanthropic
Data and
Gaps Analysis:
2020 Report**



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using grantmaking data provided by:



Loats
Foundation,
Inc.



William E Cross
Foundation



Executive Summary

Eleven philanthropies and other funders who support nonprofit organizations and community groups in Frederick County, Maryland shared their 2020 grantmaking data using a common coding system. This report summarizes the combined 2020 grantmaking of these eleven funders with reference to several recent needs assessments conducted in the County. Note that this data only includes grants made by one program within Frederick County Government and that most of the County’s spending on nonprofits and COVID-19 emergency relief is not included in this report.

The key findings are as follows:

- Overall, the funders disbursed nearly \$14 million in 2020, split approximately \$12 million in regular grants and \$2 million in emergency grants related to the COVID-19 pandemic.
- About 92% of this spending entirely was confined to Frederick County among spending directed at the County or the surrounding region.
- The 2020 grantmaking indicated a preference among the funders to support larger, more established nonprofit organizations as measured in terms of staff size, budget, and organizational age, and to fund interventions at the individual and organizational intervention scales.
- About 52% of the grants supported direct programs/services through restricted funding, 29% supported unrestricted general operations, and 16% supported capacity building by nonprofits.
- The breakdown of grants by topics/issues receiving total funding above \$100,000 was as follows:

Total Grants			
Topic/Issue	Regular Grants	COVID-19 Emergency	Grand Total
Human Needs - All Categories	\$5,918,309	\$1,418,719	\$7,337,028
Education - All Categories	\$2,139,685	\$145,000	\$2,284,685
Community Development	\$1,295,450	\$29,000	\$1,324,450
Arts and Culture	\$986,805	\$98,210	\$1,085,015
Personal Development Non-Athletic	\$484,909	\$98,017	\$582,926
Religion and Spirituality	\$539,564	\$0	\$539,564
Public Services - All Categories	\$251,925	\$0	\$251,925
Historic Preservation	\$219,598	\$20,000	\$239,598

- Within the spending on programs and services for human needs, 61% supported palliative interventions, 25% supported restorative/curative interventions, and just 4% specifically went to support preventative approaches.
- About 47% of all spending in 2020 went to support nonprofits and community groups engaged with issues of poverty in Frederick County.
- Between 1% and 13% of total grants went toward purposes targeted at specific demographics of interest including the LGBTQ+ community, women, persons with disabilities, military veterans and their families, and persons learning English as a second language.

Further analysis found some noteworthy gaps within this funding related to support for infants and young children, mental/behavioral health and substance use, and persons over the age of 80.

Introduction and Overview

This report is the first result of an initiative among philanthropies and other funders of nonprofits and community organizations in Frederick County, Maryland to share grantmaking data for the purpose of identifying gaps in their collective funding priorities. The initiative began in 2018 prior to the emergence of the COVID-19 pandemic and ensuing financial crisis. Working closely together, the participating funders modified the focus of the initiative to include an emphasis on their collective response to the pandemic.

The analysis presented below uses the shared grantmaking data in the context of a series of reports on human needs and other needs in Frederick County, most notably the 2018 Human Needs Assessment conducted by The Community Foundation of Frederick County with support from many of the philanthropies that shared their 2020 grantmaking data.¹ The 2018 Human Needs Assessment identified the following three priorities for Frederick County:

- Supporting families with children of all socioeconomic backgrounds
- Preparing for a growing aging population
- Responding to substance use disorder including opioids and alcohol.

The analysis also references the 2019 Frederick County Community Health Needs Assessment Report that identified the following three health improvement priorities:

- Adverse Childhood Experiences (ACEs) and infant health
- Behavioral health
- Chronic conditions.²

The analysis is the first ever portrait of the extent of private philanthropy in Frederick County, and, as such, represents a new era in transparency in the relationships between the participating funders and nonprofits active in the County. In addition to the focus on human needs, the grantmaking data includes spending on a wide range of issues including arts and culture, historic preservation, and public facilities such as parks. The participating funders coded their grantmaking data to include background information about the grant recipients (mostly 501(c)(3) nonprofits), the demographics of the populations served by the grants, and several dimensions within the purposes of the grants. This report presents analysis that takes advantage of all these factors to drill down into the key findings from the 2020 data.

The report proceeds as follows. The next section describes the methodology used to code and combine grantmaking data from the participating funders and prepare the analysis. The third section of the report presents key findings from the analysis of the combined data with an emphasis on notable gaps evident in the 2020 data. The fourth and final section of the report concludes with some additional observations and identifies next steps in this initiative.

¹ Available online at <https://www.FrederickCountyGives.org/Impact-Initiatives/Human-Needs-Assessment-Report>.

² The full report is available online at <https://md-frederickcountyhealth.civicplus.com/DocumentCenter/View/4370/Frederick-County-CHNA-2019>.

Methodology

The participating funders worked with Devereux Consulting in 2019 to design a common coding system to be applied across all their separate grantmaking activities. A detailed manual explaining the coding system is available upon request from the Ausherman Family Foundation.³ Most of the funders have implemented the system in their grants management platforms while a few continue to code their grantmaking data separately from their platforms. The system features three major blocks of codes:

- **Organizational information about grants recipients** such as founding year, staff size, and annual budget.
- **Demographic information about persons served by grants** such as age and connection to specific groups of concern such as persons living with disabilities, the LGBTQ+ community, persons living in poverty, and military veterans.
- **Aspects of the work performed under grants** such as the *topic/issue* at hand, *overall purpose* of the grant (e.g., programs/services, general operations, capacity building), *scale of the intervention* (e.g., individual, family, or group), and, in the case of support for programs/services the *type of intervention* (e.g., palliative, restorative/curative, preventative).

The participating funders applied these common codes to all the grant installments paid in 2020. Some of these installments were for multi-year grants awarded in prior years. The resulting data contains multiple installments for the same grant if those installments were paid in 2020.

The participating funders also supplied detailed lists of organizations they had funded over the prior five years. Devereux Consulting combined these lists, removed duplicates, and used Candid/Guidestar to verify official organizational names tied to their tax ID numbers. This list made it possible to standardize organizational information across the 2020 grantmaking data provided by each funder and to prepare statistics about the group of nonprofits and other groups that received grant installments in 2020. There are nearly 2,000 separate organizations in this list.

Devereux Consulting received the coded grantmaking data from the participating funders, combined the separate datasets together, resolved issues with the coding of specific grant installments, and produced the final dataset upon which this report is based.

Important note about the 2020 data

One grantmaking program within Frederick County Government – the Community Partnerships Grants – joined the data sharing initiative in 2018, well prior to the 2020 COVID-19 pandemic. The grantmaking data for the analysis reported here does not include any COVID-19 emergency funding that Frederick County Government provided to nonprofit organizations or any other funding for nonprofits outside of the Community Partnership Grants. Frederick County Government provides considerable support for nonprofit organizations in the human services field through numerous contracts and grants and offered significant emergency funding to organizations in Frederick County involved with responding to the impact of the COVID-19 pandemic. ***The scope of Frederick County Government's overall impact on nonprofits in the county is not reflected in the analysis provided by this report.***

³ Contact Leigh Adams, Executive Director, Ausherman Family Foundation at ladams@ausherman.org to receive a copy of the coding manual.

Analysis of 2020 Grantmaking in Frederick County, Maryland

The Big Picture

The 2020 grantmaking data supplied by the participating funders included 1,371 separate grant installments. The following table summarizes the total funding provided through these installments and distinguishes regular grantmaking from COVID-19 emergency grants:

Regular Grants	\$11,999,756
COVID-19 Emergency Grants	\$1,863,658
Total Grant Installments	\$13,863,414

The total amount of nearly \$14 million in annual grantmaking is a much higher figure than originally expected by the participating funders. Responding to the COVID-19 emergency, the funders increased grantmaking by 15.5% above regular grants. To put the nearly \$14 million in 2020 grantmaking in larger perspective relative to human needs in Frederick County, consider that Frederick County Government's annual budget is approximately \$600 million, of which about half is spent on the public school system. Some of the more pressing needs in the County such as affordable housing and treatment for behavioral health issues require interventions that greatly exceed the capacity of private philanthropy. However, the participating funders in this initiative made important contributions to the COVID-19 emergency response by coordinating closely with Frederick County Government on specific projects such as assisting with childcare for frontline essential workers and organizing a combined response to pandemic-related food insecurity among lower income households. The funders also provided emergency stop-gap funding to many nonprofits experiencing financial difficulties due to the pandemic.

The \$14 million in grants went out to 246 separate nonprofits and community organizations for an average payment of about \$57,000 per grantee. The list of all known nonprofits and other organizations that have received funding from these funders over the past five years contains about 2,000 names. The 246 organizations that received funding in 2020 represent 13% of the total list.



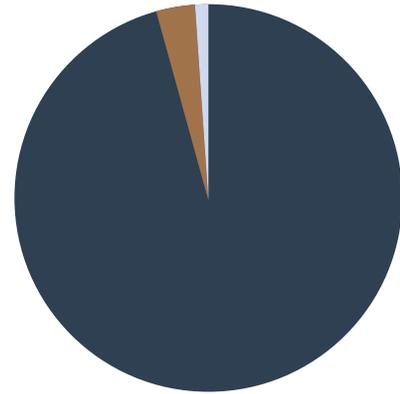
Funding Specific to Frederick County

The coding system for this project allowed the funders to indicate when grants were funding programs specific to Frederick County or including Frederick County among other participating jurisdictions. The following table and pie chart break out the \$14 million in 2020 grants using this coding.

Frederick Specific	Sum of Installments
Yes	\$12,726,761
No	\$810,585
Unknown	\$326,068
Grand Total	\$13,863,414

Were Grants Specific to Spending in Frederick County?

Yes: 92%
No: 6%
Unknown: 2%



This data indicates that the participating funders focused their 2020 grantmaking predominantly on needs in Frederick County rather than in the surrounding region. Please note that the data for this analysis only includes grants the participating funders made in 2020 that involved some spending in Frederick County and the analysis here does not provide a funder-by-funder accounting of total spending priorities by geography.



Funding by Purpose

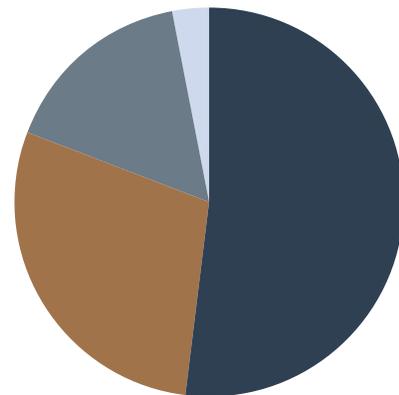
Grants can pay for many different purposes, but years of experience with nonprofit funding suggest a strong bias in philanthropy toward supporting specific programs and services through restricted grants. The following table and pie chart for the 2020 data show that this pattern is very evident among the participating funders. This table also is sorted from highest to lowest total amount.

Total Grants			
Grant Purpose	Regular	COVID-19	Grand Total
Programs/Services	\$6,009,248	\$1,152,323	\$7,161,571
General Operations	\$3,371,066	\$680,922	\$4,051,988
Capacity Building	\$2,222,165	\$20,413	\$2,242,577
Planning	\$159,845	\$0	\$159,845
All Purposes	\$84,200	\$0	\$84,200
Research	\$57,734	\$0	\$57,734
Advocacy/Policy	\$35,000	\$10,000	\$45,000
Other	\$60,500	\$0	\$60,500
Grand Total	\$11,999,756	\$1,863,658	\$13,863,414

Frederick County is fortunate to have several funders willing to support nonprofit capacity building as a priority. Many funders in Frederick County also are willing to provide grants for general (unrestricted) operations at a time when several large national philanthropies such as the Ford Foundation have announced that they will make general operations support their highest priority. A noteworthy gap evident in the 2020 data is support for advocacy and policymaking. Given the substantial price tag associated with such issues as affordable housing and behavioral health/substance use, more advocacy may be required to move public sector funding in the direction needed to address these issues with spending commensurate with their costs.

What Purposes Were Funded by Grants?

- Programs/Services: 52%
- General Operations: 29%
- Capacity Building: 16%
- All Other: 3%



Funding by Scale

Scale pertains to the unit or level within society to which a grant's purpose is oriented. The following table and pie chart show that in the 2020 data the two largest amounts of spending were directed at the individual and organizational levels of scale.

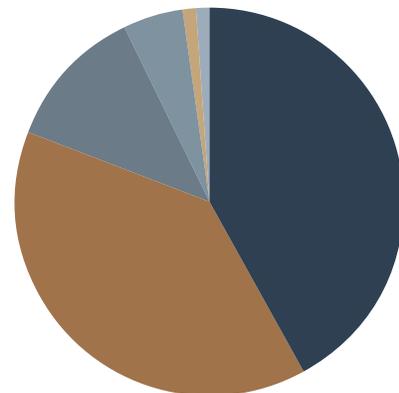
Total Grants			
Scale	Regular	COVID-19	Grand Total
Individual	\$4,831,254	\$1,034,041	\$5,865,295
Organization	\$4,924,283	\$531,200	\$5,455,483
Family	\$1,435,542	\$219,317	\$1,654,859
Community	\$612,525	\$22,000	\$634,525
Group	\$84,152	\$36,100	\$120,252
All Scales	\$98,500	\$21,000	\$119,500
Other	\$13,500	\$0	\$13,500
Grand Total	\$11,999,756	\$1,863,658	\$13,863,414

Organizational scale means that a grant was funding work internal to a nonprofit or other grantee including general operations and capacity building. The prominence of this scale further emphasizes the willingness of funders in Frederick County to invest in the longer term well-being of nonprofit organizations.

The data suggested that more attention should be paid to why grants often are not directed at the group scale. This may reflect the decisions of applicants for grants not to emphasize group-level interventions and/or reflect a possible reluctance on the part of funders to support group-level interventions. The current prominence of issues related to diversity, equity, and inclusion in national politics and policymaking makes it a priority to review the role of group-level interventions in the well-being of Frederick County.

How Did the Grants Distribute in Terms of Scale?

- Individual: 42%
- Organization: 39%
- Family: 12%
- Community: 5%
- Group: 1%
- All Scales: 1%
- Other: 0%



This pattern is confirmed by contrasting grant purpose with grant scale as presented in the following table:

Grant Purpose						
Scale	Programs/Services	General Operations	Capacity Building	Planning	All Other	Grand Total
Individual	\$5,314,967	\$517,493	\$17,835	\$0	\$15,000	\$5,865,295
Organization	\$153,652	\$3,173,457	\$1,922,744	\$133,630	\$72,000	\$5,455,483
Family	\$1,417,359	\$77,500	\$160,000	\$0	\$0	\$1,654,859
Community	\$177,779	\$202,598	\$82,499	\$26,215	\$145,434	\$634,525
Group	\$40,813	\$54,439	\$25,000	\$0	\$0	\$120,252
All	\$52,000	\$23,000	\$29,500	\$0	\$15,000	\$119,500
Not Applicable	\$5,000	\$0	\$5,000	\$0	\$0	\$10,000
Unknown	\$0	\$3,500	\$0	\$0	\$0	\$3,500
Grand Total	\$7,161,571	\$4,051,988	\$2,242,577	\$159,845	\$247,434	\$13,863,414

Looking down the columns for Program/Services, General Operations, and Capacity Building, there is a consistent pattern across the participating funders for interventions at the individual and family scale.

Funding by Aspects of the Grantee Organizations

Staff Size. The following table compares the distribution of 2020 grant recipient organizations in terms of staff size with the distribution of grant installments also by staff size.

Staff Size	Organizations	Percent Organizations	Sum of Installments	Percent Dollars
None	40	16%	\$608,640	4%
1 to 5	73	30%	\$2,265,277	16%
6 to 15	37	15%	\$3,506,390	25%
16 to 50	25	10%	\$2,693,980	19%
51 or more	32	13%	\$2,708,694	20%
Not Applicable	0	0%	\$1,337,380	10%
Unknown	39	16%	\$743,054	5%
Grand Total	246	100%	\$13,863,414	100%

Overall, the 2020 report suggests that the participating funders tended to make grants to larger nonprofits in terms of their staff size, perhaps reflecting concerns related to the intersection of efficiency and effectiveness. For example, grantees with 51 or more staff represent 13% of organizations funded in 2020 but received 20% of the total funding.

Budget. Similar to the data for staff size, the data for the budgets of grant recipient organizations suggests a tendency to favor larger organizations over smaller:

Organizational Budget	Organizations	Percent Organizations	Sum of Installments	Percent Dollars
Up to \$100,000	60	24%	\$756,669	5%
\$100,001 to \$250,000	26	11%	\$580,043	4%
\$250,001 to \$500,000	18	7%	\$867,100	6%
\$500,001 to \$1,000,000	27	11%	\$1,675,416	12%
\$1,000,001 to \$5,000,000	38	15%	\$3,182,637	23%
\$5,000,001 or more	35	14%	\$4,478,111	32%
Not Applicable	0	0%	\$1,354,123	10%
Unknown	42	17%	\$969,314	7%
Grand Total	246	100%	\$13,863,414	100%

This data shows that, for example, organizations with an annual budget of more than \$5 million were 14% of all grant recipients yet received 32% of all funding. Again, this may reflect concerns among the funders regarding the intersection of efficiency and effectiveness.

Organizational Age. The participating funders collected data on the founding year of nonprofits that received grants in 2020. Of the 246 total organizations receiving grants, the data has the founding year for 212 of them. This allows for calculating the approximate age of the organizations and comparing the distribution of ages with the distribution of grant dollars. The following table offers that comparison.

Age Range	Organizations	Percent Organizations	Sum of Installments	Percent Dollars
1 to 20	88	42%	\$2,140,899	18%
21 to 40	54	25%	\$5,271,953	44%
41 or more	70	33%	\$4,660,357	39%
Total	212	100%	\$12,073,209	100%

This data shows that there is a tendency among the funders to give grants to older, more established organizations. For example, organizations aged 1 to 20 years are 42% of those for which age is known but received just 18% of grants among these 212 grantees.

Funding by Topic/Issue

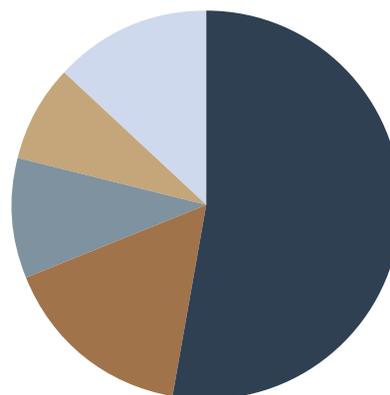
All Issues. The funders coded every grant installment in terms of the topic/issue most connected to its intended purpose. In instances where a grant could pertain to more than one top-level topic/issue, applicant or funder discretion was used to assign the grant to just one of the alternatives to avoid duplication. Within two top-level topics/issues – human needs and education – grants that pertained to more than one sub-topic were classified as having “multiple purposes” also to avoid duplication. The following table and pie chart present an overall summary of spending in terms of topic/issue, sorted from largest total to least. Tables and charts below further explore the details of topics/issues that received the most funding in 2020.

Total Grants			
Topic/Issue	Regular Grants	COVID-19 Emergency	Grand Total
Human Needs - All Categories	\$5,918,309	\$1,418,719	\$7,337,028
Education - All Categories	\$2,139,685	\$145,000	\$2,284,685
Community Development	\$1,295,450	\$29,000	\$1,324,450
Arts and Culture	\$986,805	\$98,210	\$1,085,015
Personal Development Non-Athletic	\$484,909	\$98,017	\$582,926
Religion and Spirituality	\$539,564	\$0	\$539,564
Public Services - All Categories	\$251,925	\$0	\$251,925
Historic Preservation	\$219,598	\$20,000	\$239,598
Animal Welfare	\$31,830	\$34,112	\$65,942
Other Issues	\$44,220	\$15,600	\$59,820
Sports and Athletics	\$44,038	\$0	\$44,038
Disaster Response	\$25,000	\$0	\$25,000
Civic, Public Affairs, and Governance	\$5,000	\$5,000	\$10,000
Science	\$10,000	\$0	\$10,000
Environment	\$3,420	\$0	\$3,420
Grand Total	\$11,999,756	\$1,863,658	\$13,863,414

The data shows how human needs and education are the top two priorities for spending by the participating funders. One possible gap evident in the 2020 data is spending on issues related to the environment, perhaps intersected with disaster response. Frederick County, like most other areas of the United States, is showing increasing vulnerability to the consequences of climate change, including problems related to ecosystem decline, invasive species, and natural disasters such as floods.

What Issues Were Funded by These Grants?

- Human Needs - All Categories: 53%
- Education - All Categories: 16%
- Community Development: 10%
- Arts and Culture: 8%
- All Other: 13%



Human Needs. The following table breaks down the \$7,337,028 in spending on human needs into specific issue categories. The table is sorted from highest total spending to lowest.

Human Needs Grants			
Topic/Issue	Regular Grants	COVID-19 Emergency	Total Installments
Health - Physical	\$1,888,836	\$86,600	\$1,975,436
Multiple Needs	\$950,975	\$410,022	\$1,360,997
Housing	\$883,583	\$241,800	\$1,125,383
Food	\$336,701	\$272,944	\$609,645
Substance Use/Addiction	\$464,385	\$58,300	\$522,685
Personal Safety*	\$350,381	\$43,740	\$394,121
Health - Mental/Behavioral	\$268,496	\$98,950	\$367,446
Personcare**	\$189,850	\$131,863	\$321,713
Transportation	\$115,685	\$62,000	\$177,685
Other Income Supports/Benefits	\$163,525	\$2,000	\$165,525
Employment/Job Training	\$97,416	\$3,000	\$100,416
Human Rights	\$77,715	\$7,500	\$85,215
Services Navigation	\$64,762	\$0	\$64,762
Person Hosting	\$56,000	\$0	\$56,000
Family Stability	\$10,000	\$0	\$10,000
Human Needs Total	\$5,918,309	\$1,418,719	\$7,337,028

*Personal Safety includes services for persons suffering from abuse.

**Personcare includes childcare, eldercare, and care for persons with disabilities.

Within the subcategories related to health care, 2020 grantmaking of the participating funders spent a total of \$890,131 on the combination of substance use/addiction and mental/behavioral health, or about 45% of the amount spent on physical health. This indicates that there is a potential gap in spending priorities related to behavioral health issues relative to spending on physical health.

Another potential gap concerns spending on physical health related to early childhood. Of the 328 grant installments in 2020 related to physical health, personal safety, or to multiple human needs, just 26 specifically were coded as pertaining to early childhood. The 2019 Frederick County Community Health Needs Assessment Report specifically encouraged more attention to ACEs and infant health and that priority is not prominent in the 2020 grantmaking data.

Looking at the other end of the age distribution, out of the 845 grant installments related to any human need, 229 (27%) specifically referenced seniors 65 to 80 and 144 (17%) referenced super seniors older than 80 years. These are much stronger numbers than those for early childhood but do indicate that the growing population of persons older than 80 in Frederick County may require additional attention.

Spotlight on Food Insecurity

Many of the participating funders in this initiative helped to coordinate a collective response to food insecurity during the COVID-19 pandemic. This effort involved convening the numerous organizations and community groups seeking to address food insecurity and finding ways to eliminate duplication of effort. The funders also nearly doubled their grants for food as shown in the table above (\$336,701 in regular grants augmented by \$272,944 in COVID-19 emergency grants). Personnel at the funders became deeply engaged in this coordination effort and helped to achieve greater collective impact on food insecurity in Frederick County.



Education. The following table and pie chart break down the \$2,284,685 in spending on education into categories by education level. The table is sorted from highest total spending to lowest.

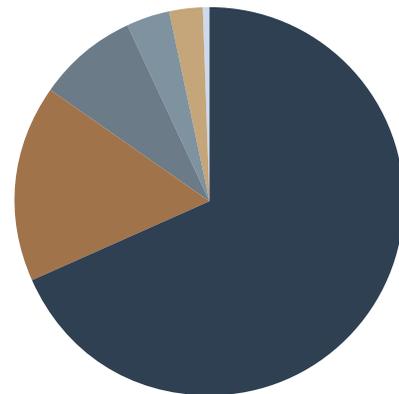
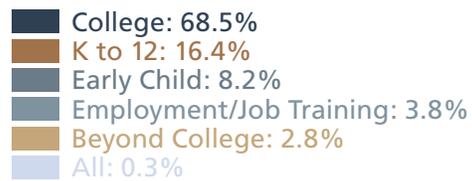
Education Grants			
Topic/Issue	Regular Grants	COVID-19 Emergency	Grand Total
College*	\$1,590,927	\$17,000	\$1,607,927
K to 12	\$281,510	\$104,000	\$385,510
Early Child	\$192,332	\$0	\$192,332
Employment/Job Training	\$64,557	\$24,000	\$88,557
Beyond College**	\$65,859	\$0	\$65,859
All	\$7,500	\$0	\$7,500
Education Total	\$2,139,685	\$145,000	\$2,284,685

*Includes scholarships for individual students and grants directly to colleges and universities.

**Pertains to support for postgraduate education of any type or level.

More than 70% of grants for education went to support college scholarships or funding for postgraduate education. Most of these grants came from donor-designated funds restricted to supporting college scholarships. In terms of the needs assessments, the relatively low percentage spent on early childhood education may merit further attention from the funders. There is a known need for high quality early childhood education in Frederick County especially in the context of supporting families with young children.

How Was Funding for Education Distributed?



The participating funders did allocate additional grant funds in 2020 to assist with emergency childcare options for front-line, essential workers. Those funds were not coded in the data as pertaining to education but to personcare (childcare). This effort greatly helped to keep essential workers at their jobs during the pandemic while providing safe childcare for their youngest children.

Another finding from the 2020 data is the relatively low spending on employment and job training. This issue has been a major focus of U.S. federal government programs with some participation by state governments. Recently, the role of community colleges in supporting training for careers that do not require a four-year degree has been a focus at the national level. The recent needs assessments in Frederick County have not prioritized job training. However, the national-level conversation about the issue may merit more attention to it by the funders.

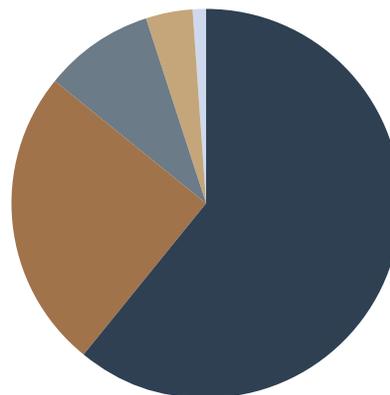
Intervention Modalities for Spending on Human Needs

Programs and services for addressing human needs can be palliative (treating or solving temporary symptoms), curative/restorative (attempting a permanent repair for a problem), or preventative (attempting to keep future problems from occurring). Policy analysis shows that investments in prevention have the highest returns. The following table and pie chart break down 2020 grantmaking on programs and services for human needs in terms of these intervention modalities, sorted from highest to lowest spending.

Human Needs Grant Payments for Programs/Services			
Intervention Modality	Regular	COVID-19	Installments Total
Palliative	\$1,998,369	\$681,394	\$2,679,764
Restorative/Curative	\$1,001,762	\$110,500	\$1,112,262
All Modalities	\$318,329	\$60,000	\$378,329
Preventative	\$91,763	\$98,800	\$190,563
Not Applicable	\$58,336	\$6,500	\$64,836
Programs/Services Total	\$3,468,558	\$957,194	\$4,425,753

The results show that just 4% of 2020 grant dollars for programs/services addressing human needs were specifically focused on prevention compared to 61% on palliative responses and 25% on cures. It is well known that preventative measures often have difficulty competing for funding when compared to palliative and/or curative modalities, especially those associated with specific organizations that have strong financial incentives to attract contracts and grants. For example, there are far more resources devoted to helping adults end nicotine addiction or to treat the health consequences of their nicotine addiction than there are devoted to preventing youth from becoming nicotine addicts. Many of the funders in Frederick County are relatively insulated from this politicized competition and conceivably could give prevention more attention and emphasis in their future grantmaking.

How Did Human Needs Grants Fund Different Interventions?



Spending on Poverty

The coded grantmaking data includes information about whether persons and households experiencing poverty were a focus of work performed under a grant. The following table distinguishes two levels of poverty: extreme poverty, meaning that the persons affected are living under the federal poverty line and often unemployed, and ALICE, the United Way’s classification for households that are, “Asset-Limited, Income-Constrained, Employed.”⁴ The following table summarizes the 2020 grantmaking in these terms.

Grant Purpose					
Target Group	Programs/Services	General Operations	Capacity Building	All Other	Total
Extreme Poverty	\$5,022,583	\$899,663	\$331,316	\$35,000	\$6,288,562
ALICE Households*	\$5,209,583	\$955,163	\$362,816	\$40,000	\$6,567,562
Difference	\$187,000	\$55,500	\$31,500	\$5,000	\$279,000

⁴ More information on ALICE households in Frederick County is available at <https://www.unitedwayfrederick.org/challenge-alice>.

*ALICE = Asset-Limited, Income-Constrained, Employed.

Note that the same grants mostly are counted twice for these categories: nearly 100% of the ALICE-related grants also could be spent on persons and households experiencing extreme poverty. The difference, shown in the bottom row of the table, suggests a small preference on the part of the funders to support ALICE-related programs and activities. The bottom line is also important: Of the nearly \$14 million in grant funds expended in 2020, about 47% went to support nonprofits and community groups engaged with issues related to poverty.



Spending on Specific Demographics

Several demographic categories are coded in the grantmaking data, recognizing that these categories connect to current issues of specific concern for the funders and for the overall community. The following table summarizes 2020 grants that pertain to these categories and breaks out the spending by grant purpose. To be coded for a specific demographic, a grant should make that demographic a central but not necessarily exclusive focus of its purpose. Please note that overall these are not exclusive categories – the same grant can be applied to multiple categories.

Grant Purpose						
Demographic Category	Programs/Services	General Operations	Capacity Building & Planning	All Other	Total	Pct of Total*
Women	\$593,331	\$73,873	\$0	\$0	\$667,203	4.81%
LGBTQ+	\$26,806	\$10,362	\$14,500	\$94,000	\$145,668	1.05%
Disability	\$1,641,593	\$132,734	\$33,413	\$0	\$1,807,740	13.04%
Military Veterans & Families	\$1,456,317	\$65,000	\$10,000	\$84,000	\$1,615,317	11.65%
English as a 2nd Language	\$1,604,185	\$163,322	\$10,000	\$84,000	\$1,861,507	13.43%
*Total = \$13,863,414						

A note about coding for race and ethnicity

The coding effort for the 2020 grantmaking data did include categories related to race and ethnicity. However, during the review of the combined grantmaking data Devereux Consulting determined that there were systematic misunderstandings on the part of the funders and on the part of applicants for grants regarding how to use these codes. Some applicants mistakenly viewed the codes for race and ethnicity as referring to exclusivity – meaning that if a grant was coded as connected to a specific race category then the uses of the funding were restricted to persons of that race. This mistake resulted in very few grants being coded correctly for race and ethnicity. The participating funders are working to improve the coding system to better capture and understand shared data around race and ethnicity in future reports.

Although not all-encompassing, in terms of gaps, the 2020 data shows that little funding went to support advocacy or research related to these demographic categories of interest. The participating funders may benefit from reviewing why their grantmaking has tended not to support advocacy and research connected to women, the LGBTQ+ community, persons with disabilities, military veterans and their families, and/or persons learning English as a second language.

Summary, Conclusion, and Next Steps

The data provided by the participating funders in this initiative included nearly \$14 million in grants paid in 2020 amidst the unfolding crisis of the COVID-19 pandemic. Detailed coding of the data allowed for comparing patterns in that \$14 million with priorities coming out of several recent human needs assessments. The analysis presented in this report highlights several areas in which the collective 2020 grantmaking by the funders did not fully match the priorities of these needs assessments especially regarding a variety of needs of infants and young children in the County. Other areas of concern are support for interventions related to mental/behavioral health and substance use disorder, and funding related to the growing population of persons over the age of 80. However, the overall pattern of grantmaking in 2020 was impacted significantly by the COVID-19 pandemic. It remains to be seen in future reports if the patterns in the 2020 data are representative of longer-term trends.

The patterns in the 2020 data also demonstrate some important strengths for philanthropy in Frederick County including the funding for general operations (unrestricted) and capacity building. The 2020 data demonstrates the commitment of these funders to coordinate their response to unexpected challenges facing the County such as food insecurity and childcare for essential workers during the COVID-19 pandemic.

There are some important limitations in the 2020 data primarily due to the absence of grantmaking numbers from several other funders active in the County. As emphasized previously, the County Government's total spending on human services nonprofits and COVID-19 emergency relief certainly exceeded the funding reported here. The group of funders who initiated this project are engaging in outreach to these other sources to encourage their participation in future years. As more funders share their grantmaking data, these reports will provide an improved assessment of how support for nonprofits and community groups in Frederick County is helping to address the community-wide concerns evident in recent needs assessments.





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