

# Environment

Phoenix Philanthropy consultants bring local, national and international fundraising expertise, all based on their years of practical experience in the field.



“Phoenix Philanthropy was instrumental in setting up the necessary infrastructure to allow the Charles Darwin Foundation to seek new donors, including major gifts, annual fund appeals, marketing campaigns and institutional support. Furthermore, Richard Tollefson and his team at Phoenix Philanthropy were incredibly professional and eager to help with any task to help CDF launch a successful fundraising team. We are grateful for Phoenix Philanthropy’s great assistance to help CDF become self-sufficient with its fundraising efforts.”

**Renee Monroe, Chief Development Officer**

The Charles Darwin Foundation

## Impact

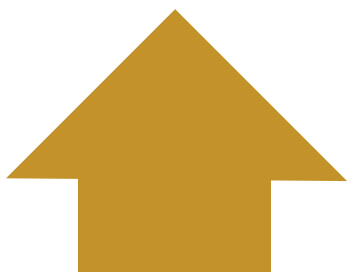
The Charles Darwin Foundation’s 2017 fundraising performance improved 21% over 2016.

### Giving to Environmental Organizations

The ongoing global climate crisis has shifted significant attention and urgency to the environmental sector. Growth in giving has been significant and is expected to continue and perhaps accelerate.

The most successful organizations will:

- Leverage increasing interest among low-dollar and youth donors to expand annual fund pool.
- Take advantage of growth in online and mobile giving.
- Look for opportunities to expand impact and visibility through strategic partnerships with other organizations.



# 13.5%

**Donations to environmental institutions have increased nearly 14% since 2016.**

### Clients Include

**Charles Darwin Foundation** – development of fundraising infrastructure; prospect and donor relationship management; enhanced volunteer leadership development; coaching and training; Interim Chief Development Officer, help onboard permanent CDO.

**McDowell Sonoran Conservancy** – Internal assessment; fundraising management.

**Grand Canyon Association** – Strategic planning; campaign market research study; consultation on declaration of board endowment language

