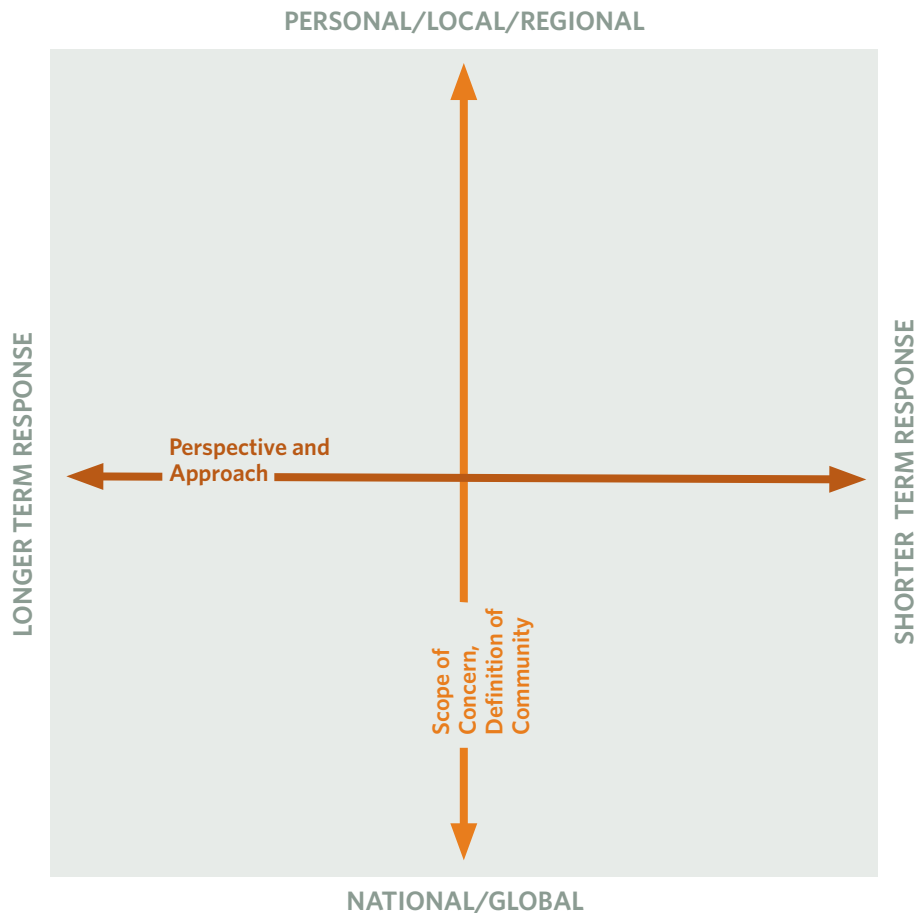


Mapping Your Giving

This matrix provides you with one way to understand the balance of giving within your philanthropic portfolio. The horizontal axis reflects the perspective and approach of your giving. Is the gift of your time or money immediate and responsive, as when a hurricane hits or a homeless person asks for help? Or is the gift meant to initiate longer term, more systemic change, as in battling the reason that the person is homeless in the first place?

The vertical axis represents the gift's scope of concern. Is the gift in support of a personal community that you are part of, such as a church, or meant to benefit a place that you have direct contact with and knowledge of, because you live there? Or are you extending beyond your immediate environment with a gift, trying to reach a person or institution or cause that is national or global in scope?

Map all of your gifts along these two scales, and you can get a sense of the diversity of your giving portfolio. How balanced is your portfolio? Do you see gaps or clusters in your giving strategy that you might want to change?



Excerpted from *Looking Out for the Future: An Orientation for Twenty-First Century Philanthropists*, by Katherine Fulton and Andrew Blau

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