

Philanthropy versus Fundraising:

What's the Difference?

Philanthropy and fundraising are both important, but they have different purposes and approaches:

- **Philanthropy**

A long-term, strategic approach to solving social issues. Philanthropy aims to improve the well-being of humanity by preventing and solving social problems. It's a mindset and a noble value that focuses on eliminating social problems at their source. Philanthropy focuses on matching opportunities for giving to donor interests and it is a long-term approach to building lasting change. To effect change, it often involves cooperation among organizations or causes and cross sector collaboration.

- **Fundraising**

A tactic to raise money for a specific cause or project. Fundraising activities include generating support, creating awareness, and fostering relationships with donors. Fundraising goals include raising money, increasing donor retention, and increasing the number of major gifts received.

Philanthropy and fundraising are related in that fundraising is a value-matching action that flows from a culture of values-based philanthropy. Fund development is another partner of philanthropy, bringing together a cause with potential donors.