



Rockefeller Philanthropy Advisors (RPA)

1. About

<i>Location: New York City (HQ), Chicago, London, and San Francisco</i>	<i>AUM/Capacity: ~\$200M</i>	<i>Avg. Grant: Varies greatly and dependent upon donor</i>
<i>Largest Grant: Not Disclosed</i>	<i>Program Potential: N/A</i>	<i>Alignment Score: Low *better placed as an ally or connector</i>

NOTE: Insights partially sourced through a September 30, 2020 Meeting Between Natalie Rekstad of Black Fox Philanthropy and RPA contact: _____, Title, Role.

Mission:

Rockefeller Philanthropy Advisors provides research and counsel on charitable giving, develops philanthropic programs, and offers complete program, administrative and management services for foundations and trusts. RPA also operates a Charitable Giving Fund, through which clients can make gifts outside the United States, participate in funding consortia and operate nonprofit initiatives. While a lot of their work is rooted in **advising, consulting, and project management** in service to funders and philanthropic institutions, some relevant workstreams that could be leveraged for WP are listed below:

Research: For donors/clients looking for the best opportunities for their resources; RPA considers it their primary role to help them find them. RPA are known in the space to be experts at analyzing and synthesizing large amounts of information and making complex issues accessible. They know the right questions to ask in order to surface core concerns and can provide sector scans, benchmarking reports and subject-specific white papers to help donors/clients make confident giving decisions. (*Tends to be heavily focused on initiatives that are in service of philanthropy as a practice area)

Fiscal Sponsorship: For donors whose funding goals require a neutral but

professionally managed fiscal home, RPA offers comprehensive fiscal sponsorship services that help make an impact quickly and efficiently.

Collaborative Funds: Funders that join forces can often create greater impact than they would alone. RPA has unique expertise in supporting funder collaboratives and cross-sector partnerships, allowing grantmakers to work together more effectively to better realize their goals.

Funding priorities/alignment: Whether advising families and foundations or incubating new nonprofits and donor collaboratives, some of RPA's current projects, with an emphasis on the "Rights" space for sake of its potential alignment with ORG, are listed below. (*Please note that RPA also has projects under additional issue areas including Economic Opportunity, Arts & Culture, Education, Environment, Financial Inclusion, Health & Science, Impact Investing, and Philanthropic Practice):

- **Collaborative Fund for Women's Safety and Dignity:** The vision of the Collaborative Fund for Women's for Safety and Dignity is to create a future where all girls and women, cis, transgender and gender non-confirming, can live, learn and work with safety and dignity. The collaborative will focus on supporting strategies to remove structural barriers, starting with the workplace as a focus of inequity and violence, as well as a potential site for movement building.
- **The Girl Effect:** Using a pioneering integrated brand approach, Girl Effect works to re-frame the value of girls and shape new social norms that break the cycle of poverty. RPA is Girl Effect's U.S. fiscal sponsor and serves on its advisory committee representing the interests of a wide array of donors including the Gates Foundation, the Emerson Collective, and significant anonymous donors. This in turn increases resources targeting girls in poverty by private philanthropists and international aid organizations.
- **A Call to Men:** As a sponsored project of RPA, this organization works to promote a healthy and respectful manhood and shift attitudes and behaviors that devalue women, girls and other marginalized groups.

2. Grantmaking

Type: varies and highly dependent on donor/client direction (a very small amount is at RPA's own discretion)

Process: No application process, either an initiative under management by RPA will have a separate page and website (and depending on that initiative may do open RFPs from time to time from their) or individual organizations will be contacted by RPA if one of their donors/clients is interested in them.

Timeline: RPA can deploy funds quite quickly given that they manage the grantmaking process for a majority of their clients/Assets Under Management (AUM).

Key Insights / Criteria: Getting to know (Senior Level Interviewee) and building a relationship with her is key.

3. Recommendation: Target RPA as a thought partner and potential connector. (Interviewee) is “everywhere at once;” she is a true pillar in the philanthropy sector travels to and participates in almost all of the big conferences around the world and is a great connector. Finding time to get feedback from her and to pitch your “Big Idea” will be key; if she is truly impressed, she will be willing (and has done so in the past with others) to share funding contacts with you. She already shared some feedback from looking at the website to get us started:

- Introduce (ORG leader) in a way that makes her come across as first and foremost: credible, trustworthy, and committed to solving this issue. At the moment her bio on the website... (DELETED CONTENT)
- “START with the WHY” and attempt to create an URGENCY around this. There are many issues and problems vying for everyone’s attention at any point in time, but why is this the most important one?
- What is ORG’s pathway/framework in solving the urgent issue? What does this look like in the short and long-term and why is ORG best placed to lead and execute on it? At the moment, it is not apparent on the website.
- Punch up why we need a (ORG & MISSION) and how this translates into women-led movements that change the world.