

AAPIP **GIVING CIRCLES**

The success of Giving Circles shows the power and potential of new philanthropy

What **does AAPIP do?** Aware of the lack of funding for the many needs in Asian American, Native Hawaiian & Pacific Islander (AANHPI) communities, AAPIP champions community philanthropy, which leverages institutional philanthropy and engages people to raise and distribute funds to lift their own communities.

What **is an AAPIP Giving Circle?** Five years ago we launched our National Giving Circle Campaign, which turned everyday people into passionate, successful philanthropists, and in the process, turning dreamers into doers. The Giving Circles that we created, and the success they've attained, is reinvigorating the model of traditional philanthropy and creating a place where people and foundations can work together to achieve more.

In just 5 years we:



Activated

96%

of Giving Circle members

to give in addition to their regular giving



Inspired

92%

of Giving Circle members

to say they find great value in the model and will continue to participate. Now that's sustainable!



Captured

new and seasoned philanthropists in our community who otherwise would have gone under the radar:

64%

of Giving Circle members increased their giving after joining



Unearthed
youth philanthropists:

100%

of those 25 years old and younger increased their giving after joining a Giving Circle



Awakened

everyday people to the idea that they can make a profound difference in their community:

95%

of Giving Circle members feel they can make their community a better place



Donated

\$2.7 million

to the underserved AANHPI community



While our primary goal was to increase financial resources for AANHPI nonprofits, we had no idea how significant the individual impact would be on the donors. Giving Circle participants consistently say that their involvement is one of the most meaningful things they do. They also tell us that being part of the Giving Circle Network has increased their awareness and giving to charitable causes, making them feel like true members of their community.

We've achieved much together but there's still much to do

More philanthropists need to be unearthed and “discovered,” particularly in regions with limited AANHPI community infrastructure and AANHPI high growth regions.

More education about AANHPI issues is needed within our community and in the wider public, so that people and philanthropic institutions begin to understand the challenges facing the AANHPI community and the vital importance we play in society.

What can you do?

- Join us, partner with us.
- Or contact us and we'll share the full, comprehensive study we just completed on the Who, What and Why of Giving Circle members.

**For more information, e-mail us at
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