



**ABUNDANCE** VS **SCARCITY**



## Fundraising as a Herd

PATH International Regional 8 Conference, August 6, 2022  
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# Goals for this presentation

1. Raise awareness about why **abundance thinking** advances our work collectively
2. Consider why we should **apply** our **natural horsemanship skills** to our fundraising practices
3. Explore an idea together: **fundraising as a herd!**

# 1. Raise awareness

## Scarcity thinking

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- ★ There will *never* be enough
  - Competitive
  - Hoarding
  - Withholds knowledge
  - Suspicious of others
  - Resents competition
  - Fears being replaced
  - Times are tough
  - The pie is shrinking
  - Thinks small and avoids risk
  - Fears change

## Abundance thinking

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- ★ There will *always* be more
  - Collaborative
  - Generous
  - Shares knowledge
  - Trusts and builds support
  - Welcomes competition
  - Strives to grow
  - The best is yet to come
  - The pie is growing
  - Thinks big and embraces risk
  - Embraces change

# Example: Our Supply & Demand Issue

## Challenges

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- ★ **Scarcity thinking:** We don't have enough...
  - Instructors
  - Horses
  - Time
  - Money
  - Land
  - Manpower to take care of it all
  - Proof that this stuff works

## Opportunities

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- ★ **Abundance thinking:** we have no shortage of...
  - Passion about what we do
  - People wanting our services
  - Talent
  - Volunteers
  - Vision
  - Anecdotal evidence that equine-assisted services make a difference in people's lives

# Scarcity thinking QUESTION



Will they  
fund us?!

## 2. Consider why we should apply our horsemanship skills to our fundraising practices

- ★ We build a *relationship with a horse* by *thinking like a horse*
  - Loyal to the herd
  - Fearful and reactive, but *powerful*
  - Needs a trustworthy leader
  - Needs us to slow down and listen to feel safe joining up
  - While each horse is a breed, it also has its own personality

# Similarly...

- ★ We can build a *relationship* with a *funder* by *thinking like a funder*
  - Funders have different *motivations* for ‘doing good’
    - Communitarian: it good makes sense
    - Devout: it is the will of a higher power
    - Investor: it is good business
    - Socialite: it is fun
    - Repayer: it in return
    - Altruist: it feels right
    - Dynast: it is a family tradition

# Also...

- They are skittish
  - They will always reveal less than you do
  - They are often risk averse so they need reassurance
  - Like you, they have an ego
  - They need us to listen to build trust
- They are often fickle
  - They work as part of herds
  - They are easily distracted by current events
- They have power
- They have more than just \$ to give

# But, we can learn who they fund *with*...



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## GRANTMAKERS IN HEALTH

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Grantmakers In Health is a nonprofit, educational organization serving trustees and staff of foundations and corporate giving programs. Its mission is to help grantmakers improve the nation's health by strengthening grantmakers' knowledge, skills, effectiveness, and fostering communication and collaboration among grantmakers and with others.

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ORGANIZATION TYPE:  
TAGS: AFFINITY GROUP



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## DISABILITY FUNDERS NETWORK

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Disability Funders Network (DFN) is a national membership and philanthropic advocacy organization that seeks equality and rights for disabled individuals and communities by bridging philanthropic resources, disability and community. DFN envisions an empowered and functioning democracy with full equality under the law, equal access to services, unconditional respect for difference and the meaningful participation of all communities at tables where decisions are made.

Address:  
14241 Midlothian Turnpike #151, Midlothian, VA 23113

Phone Number:  
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Website:  
www.disabilityfunders.org

ORGANIZATION TYPE:  
TAGS: AFFINITY GROUP



# We can...

## Be where they meet



The screenshot shows the homepage of the Association of Small Foundations (ASF). At the top left is the logo for the Forum of Regional Associations of Grantmakers. Below it are navigation links: 'Understand Philanthropy', 'Meet Our Members', and 'Explore New Giving'. A central banner features a photo of a young girl and the text 'Learn More About Engaging Youth in Philanthropy'. The main navigation bar includes 'About Us', 'Membership', 'Educational Programs', 'Tools & Resources', 'Connections', and 'Store'. A search bar is located in the top right. Below the navigation bar, there are several content blocks: 'Share ASF' (invite others to engage), 'COUNCIL on FOUNDATIONS' (with a sub-menu: About, Those We Serve, Programs & Services, Events, Join), and 'PHILANTHROPY IN/SIGHT™' (with a sub-menu: FOUNDATION CENTER, COUNCIL on FOUNDATIONS). A large announcement for the '2011 Family Philanthropy Conference' is featured, including the date (January 23-25, 2011), location (Marriott Marquis in Times Square), and contact information for the Conference Team.

## Write where they read



The screenshot shows two website pages. The top page is 'THE CHRONICLE OF PHILANTHROPY', dated Friday, April 16, 2010. It features a navigation bar with links: Home, Today's News, Fund Raising, Giving, Managing, Causes, Facts & Figures, Jobs, Community, and Marketplace. Below the navigation bar is a search bar and a 'Search The Chronicle' button. The bottom page is 'Stanford SOCIAL INNOVATION Review', with the tagline 'Informing and inspiring leaders of social change'. It has a navigation bar with links: SOCIAL ISSUES, SECTORS, SOLUTIONS, MAGAZINE, and MORE. Below the navigation bar is a search bar and a 'SIGN IN | SUBSCRIBE' button. The main content area features a large image of stacked stones in water, with the text 'In Their Own Words; S' and 'Philanthropy & Funding' above it. The headline reads 'A 'Balancing Test' for Foundation Spending' by Dimple Abichandani. The text below the headline discusses the importance of looking beyond traditional formulas for foundation spending policies.



# 3. Explore an idea to explore together

Fundraising like a herd means learning as a herd so that....

We are a herd of ..... with an abundance of knowledge, skills, ...we should be using as a resource to support each other...

- ★ We can increase the number of clients we can serve
- ★ We can co-create/unify our evaluation criteria and metrics
- ★ We broaden how we learn, who we learn from and with to foster collective knowledge building and mobilization
- ★ We can increase our collective credibility and impact

# The Opportunity

- ★ As equine-related centers, what we do for and with each other resembles how a herd and its bands work
- ★ We are collaborative
- ★ We are better in the group than alone
- ★ We need to come together to explore new pastures

# Let's chew on this!?

- ★ There's an abundance of resources out there
- ★ *The word is out* about equine-assisted services and sharing its benefit to them (funders need to hear this)
- ★ If we amplify what we're learning...
  - Others show up to advance that learning
  - Clients tell others of the benefits they've experienced
  - What we do is exponential but to funders, if we just count clients, our impact seems too narrow/small