DYNAMICS OF HOSTING
Giving Circles and Collective Giving Groups

Giving circles have received attention from community foundations and other public funders for their capacity to reach a broad range of donors, flexible and authentic appeal for donor engagement, and democratic approach to building a culture of philanthropy. But what does the giving circle—host relationship look like, and what benefits and challenges exist for hosts?

A new study by the Collective Giving Research Group and supported by the Women’s Philanthropy Institute explores giving circle hosting. Here’s what it found:

HOST ORGANIZATIONS expect and realize significant benefits by supporting giving circles

The most COMMON SERVICES hosts offer giving circles:

- Serving as a fiscal sponsor
- Providing communications support
- Organizing educational opportunities for members
- Soliciting proposals from potential grantees

Top reasons cited for hosting

- Contributing to a culture of philanthropy in their communities
- Reaching new donors
- Attracting a more diverse set of donors
- Increasing community visibility

Actual benefits of hosting

- Contributing to a culture of philanthropy in their communities: 92% (91%)
- Reaching new donors: 81% (85%)
- Attracting a more diverse set of donors: 74% (64%)
- Increasing community visibility: 70% (74%)

BIGGEST CHALLENGES associated with hosting giving circles:

- Staff time required
- Differences in expectations between the giving circle and host
- Costs

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