



# Atlanta Results

Your Monthly Resource for Philanthropic News

Alexander-Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

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## Focus on the Fundamentals—Not the Market

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Managing Partner

With concerns about the stock market, the effects of the Federal Reserve's rate hiking and quantitative tightening on the economy, the disruption and fears created by Russia's war on Ukraine, and the disruption of supply chains caused by China's COVID-19 lockdown policy rising to the forefront in the minds of so many, it is difficult to not have some concerns about the impacts of these on philanthropy. Some combination of these is beginning to be raised as concerns for our fundraising efforts by development professionals and volunteers. This has not become widespread and the actual impacts of these on

philanthropy are not yet being seen on any widespread basis, but the concern is growing. And the concern has a foundation in what is happening—market declines mean many of our prospects are (and feel) less wealthy, concerns about recession can create uncertainty and even fear (both of which are not amenable to economic activity and philanthropy), inflation and rate hikes erode the spending (and giving) power of individuals—particularly the lower-end donors.

It is appropriate to be concerned and to be aware of factors that can affect our prospects—effects that could be more deleterious on them than simply ability to give. That having been said, we can't let these cloud our vision or cause us to be distracted. We need to keep first things first and in the spirit of helping us to do that, let me offer the following:

**1. Stay focused on demonstrating the positive impact of your organization.** Our organizations are doing good, important work that elevates and improves the lives of people and communities. The importance of our work is not diminished by these factors. In fact, in some instances the importance of our work increases. Keep first things first—your mission and its importance.

**2. People still give.** Philanthropy has consistently either increased or been flat in current dollars every year since 1979, except for 1987 (tax-reform infused because people accelerated their giving), 2008 (6% decline) and 2009 (3.6% decline) according to Giving USA. And, as bad as the Great Recession was, giving was still substantial. So, we can and should continue to make the case for our organizations and the case for philanthropic investments that will help us to do our work better, to help us do new things and to help us do even more of some things that we already do well.

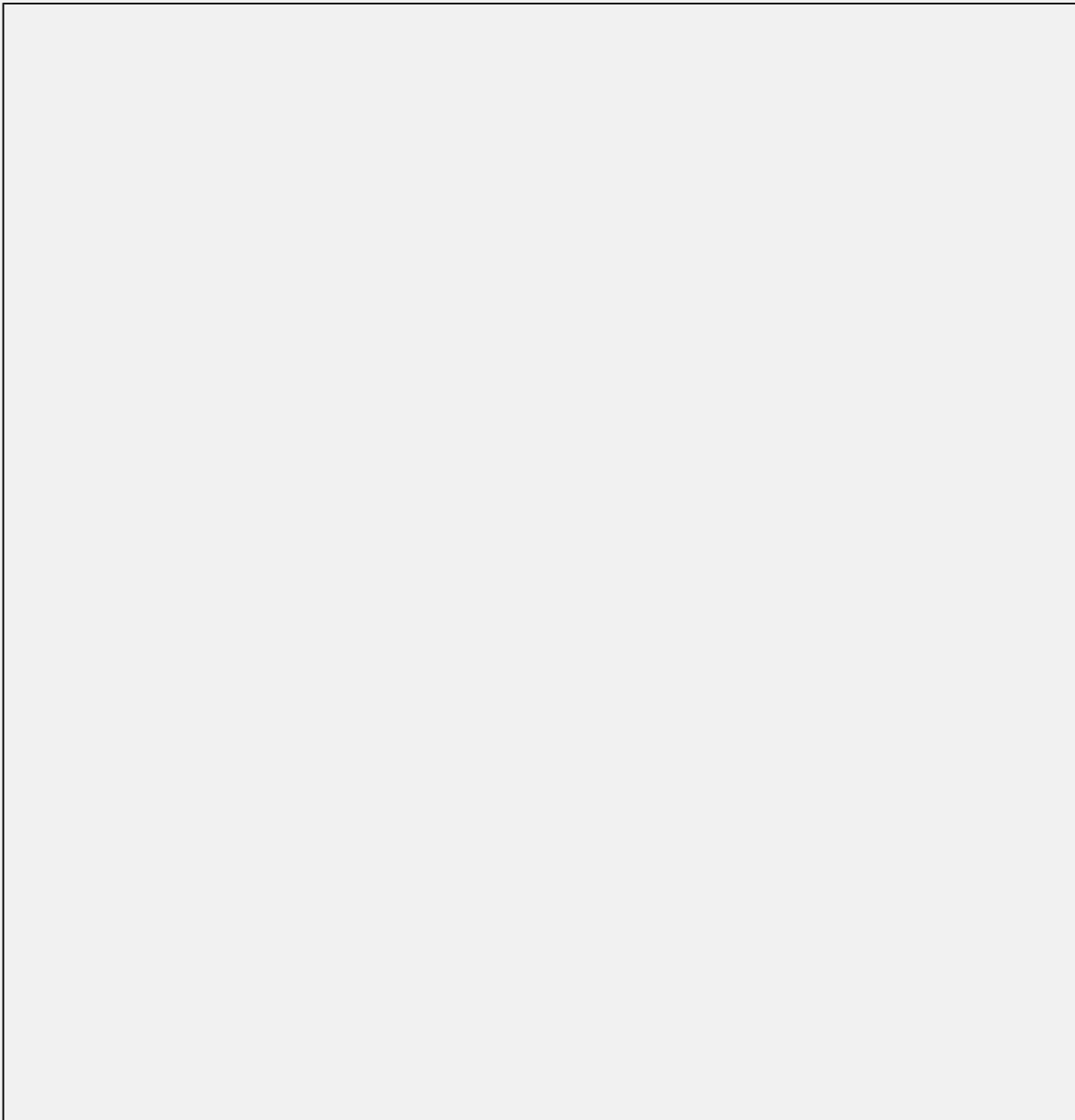
**3. Don't decide for others.** If a prospect has demonstrated interest in our work and/or some project that will help us in doing that work (and assuming we have taken the appropriate steps in cultivating them), then we can and should ask for their

philanthropic support. We don't know their financial circumstances or the relative priority that they accord to our organization and its work. Our job is to educate, inform, involve, engage and ask prospects. Their job is to determine if they will give and how much they will give, based upon their circumstances and priorities. If we have done our work well, we may secure the gift. If not, we are likely to hear why they can't support us at the level we had hoped and/or also hear when it might be opportune to talk with them about their commitment or an increased commitment.

**4. Bolster efforts to demonstrate exemplary donor appreciation.** Letting donors know the impact of their giving and letting them know how much we appreciate their gifts and them is something we should always do. As times become a bit more challenging, we need to reexamine and redouble our efforts to do so. That applies both to our largest donors and our faithful donors. They and their support for us only increases in value.

As you can easily see, the focus of our efforts should be on who we are, what we do and how much we appreciate those who assist us—not on the externals. We can control the former, not the latter. So, focus on the fundamentals. That is more important than ever.

Our Team





# Alexander·Haas

please join us for the release of

## **Giving USA Results for 2021**

**Tuesday, June 21, 2022**

Giving USA Presentation & Reception  
In-Person & Zoom

4:00pm Presentation

5:00pm Reception

Presented by Alexander Haas  
in partnership with AFP Greater Atlanta Chapter

Are nonprofits still reeling from the pandemic that impacted every sector in 2020 and 2021? David King's presentation of Giving USA Foundation's Annual Survey of Giving will offer an in-depth look as to how nonprofits are performing and share trends in giving.

We hope you will join us.

**Reservations are required.**

Click [here](#) for more information and to register.

### **Alumni Client News**

Boys & Girls Clubs of America\* has received its largest single-year donation of \$10.5 million from the Panda Cares Foundation, the philanthropic arm of Panda Express. The donation will ensure funding to provide high-quality in-person learning opportunities for more than 500 Boys & Girls Clubs. The donation will also launch 35 Panda Cares Centers of Hope in Clubs. Each Panda Cares Center of Hope will be designed to meet the needs of their individual Club. *MetroAtlantaCEO, 5-17*

The Home Depot Foundation has granted more than \$4.2 million to seven national nonprofit partners to support disaster preparedness and response, including investing more than \$900,000 into Habitat for Humanity International's\* long-term recovery program, which supports repairs and storm resilient rebuilding for impacted homeowners. *MetroAtlantaCEO,*

**Anthony Rodriguez** is stepping down as **Aurora Theatre's\*** producing artistic director to become the first executive director of the HUB404 Conservancy. Rodriguez will lead a \$270 million campaign to bring the nonprofit's mega urban design project, HUB404 Atlanta GA, to fruition. The long-in-the-works project seeks to create a half-mile-long park that would be home to public art, arts programs and other events. Fellow Aurora co-founder, Ann-Carol Pence, will be assuming the title of Aurora producing artistic director, and will run the theater with managing director Katie Pelkey, a longtime Aurora staffer. *AJC*, 5-9

The **Fox Theatre\*** announced the *Fox Theatre Institute Preservation Grant Program* and will award funding for historic theatres in the state of Georgia. Grants will be awarded to projects designed to provide significant economic and cultural impact to the communities they serve. Grant award winners will also receive operations expertise and guidance through seminars and strategic planning fostering professional development. FTI Staff will host three grant workshops in June 2022. [Go here for more information.](#) *MetroAtlantaCEO*, 5-9

The **Shepherd Center\*** received a \$50 million capital grant from the **Arthur M. Blank Family Foundation** that will support construction of a family housing building, adding 160 units to reinforce the hospital's family-centered approach to rehabilitative care. The building will be named in honor of foundation chairman **Arthur M. Blank**, a longtime donor to Shepherd and co-founder, with Bernie Marcus, of Atlanta-based Home Depot. Both men and their spouses have joined the Giving Pledge, and the Marcus Foundation awarded \$80 million to Shepherd in 2020. *PND*, 4-29

\*Alumni Client Partner

### **The Chronicle of Philanthropy to Become Nonprofit**

*The Chronicle of Philanthropy* announced plans to become an independent nonprofit organization. In September 2020, the publication entered a partnership with the Associated Press and the Conversation, which added five AP and Chronicle journalists to cover the nonprofit sector and created a yearlong fellowship program designed to help local and regional news organizations better cover the social sector. As a nonprofit, the Chronicle intends to expand its staff with at least 13 new positions, including at least eight new editorial staff, and expand its technology and business teams. It aims to double its revenue and number of subscribers within five years.

In support of the transition, the Chronicle has received commitments totaling nearly \$6 million from the **William and Flora Hewlett** (\$3 million), **Ford** (\$2 million), **Charles Stewart Mott** (\$500,000), **Walton Family** (\$200,000), **John D. and Catherine T. MacArthur** (\$100,000), and **Conrad N. Hilton** (\$75,000) foundations and the **Heinz Endowments** (\$50,000). *COP*, 5-6

### **One-third of Donors Gave Half Their Giving to Disaster Relief**

Last year, 37% of American donors gave half or more of their charitable contributions to disaster relief efforts, and 64% gave to a charity they had never supported before. A survey commissioned by Vanguard Charitable and conducted by the Harris Poll found that the top reasons American donors gave to disaster relief included wanting to assist those impacted by humanitarian crises (46%), feeling overwhelmed by a situation, and wanting to help (33%), seeing charitable giving as the only way they could provide support (30%), and having a personal connection to the disaster/crisis (30%). The survey found that donors who contributed to disaster relief efforts gave more overall, meaning that disaster relief giving did not take away from, or occur in place of, ongoing giving. *PND*, 5-21

### **Trust in Nonprofits Falls Slightly**

While there is room for U.S. institutions across the board to increase public trust, a majority of respondents to a new survey believe nonprofits will do what is right for society. The third annual *Trust in Civil*

Society survey found that 56% of Americans said they trust nonprofits, down 3 percentage points from the 2020 benchmark study (59%). Trust in philanthropy edged down from 36% to 34% during the same period. According to the survey, financial well-being and education are major drivers of trust, and trust of nonprofits among women fell during the pandemic. *PND, 5-21*

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[Our LinkedIn](#)

## We Know Atlanta Nonprofits

For more than 35 years, Alexander Haas has been a fixture in the Atlanta nonprofit community. We are honored to have worked with some of the largest, and some of the smallest, organizations that help make Atlanta a better place to live.

[Our ATL Clients](#)

## A Fresh Approach to Nonprofit Fundraising

Our services aren't cookie cutter. We don't operate with a boilerplate, merely changing names and locations. We craft each and every service we provide to match your unique needs, wants and abilities. We work hard and expect you to do the same. Together we can help you transform your organization, your fundraising, and the people you serve.

Whether your need is in Capital Campaign, Annual Fund Campaign, Major Gifts, Leadership Annual Giving, Planned Giving or all of the above, we take a fresh approach to nonprofit fundraising.

[Our Services](#)



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