



Encore

A Spotlight on Philanthropy in the
Performing Arts

Alexander-Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

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from the desk of
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Here We Go Again – But Still . . .

Nearly every year, there are local, regional, national, and global events that disrupt our equilibrium and upset our sense of well-being. Be they catastrophic weather events, political upheaval, public health crises (think COVID, AIDS, the opioid crisis), war, bank failures, economic uncertainty – the list goes on – these disruptions can unnerve us and undermine our sense of safety and security. As distressing, or even disastrous, as such episodes are or can be, they almost always elicit a response that is heartwarming, that restores our faith in humanity, and that reminds us how very generous the human spirit is and how powerful philanthropy is.

There are countless definitions of the word “philanthropy.” It is described variously as charitable acts or other good works that help others or society, or altruistic concern for the welfare of others and society that usually is manifested by **doing** something – donating money or property or volunteering time or effort. It also means the desire to promote the common good, often accomplished through donating money. Our individual definition of philanthropy notwithstanding, those of us privileged to work in fundraising, development, philanthropy, advancement, or whatever label we choose to call our profession, know what a formidable force it is.

I am constantly amazed at the generosity of people, particularly in the U.S. Regardless of political, religious, ideological, or cultural differences, people often are united by the desire to make a difference, to have a positive impact, to solve problems, to provide relief. The countless not-for-profit institutions and organizations that exist to bring art, music, and theatre to communities; to provide services, disaster relief, education; to conduct research; to battle hunger and homelessness; to rescue animals; to protect the environment; and that advance myriad other important causes simply could not fulfill their missions without the generosity of the millions of people who, in the aggregate, donate billions and billions of dollars each year.

It is no surprise that economic conditions have an impact on the ability and willingness of individuals and organizations to support charitable causes. It also is no surprise that some are more significantly affected by the economy than are others. What I do **not** find at all surprising is that, if a charitable organization effectively tells its story, demonstrates the

positive impact of its work, consistently exhibits responsible stewardship of the money it receives, and has leadership that operates with integrity and transparency, people who care about the organization and its work will support it no matter the external disruptors that might shake our confidence. The magnitude of individual gifts might be affected, but people still give. They still care. They still want the causes that touch their hearts and minds to be able to fulfill their missions.

Our Team

Economic Activity of the U.S. Arts & Cultural Sector in 2021

A report from the **National Endowment for the Arts** and the **Bureau of Economic Analysis** shows that while the total economic value added by arts and cultural industries grew by 13.7% from 2020-2021, several core arts industries did not return to pre-pandemic production levels. This group includes performing arts organizations, and arts-related construction, among many others. Despite setbacks for those industries, the overall arts economy in 2021 represented 4.4% of GDP, or just over \$1.0 trillion—a new high-water mark.

Highlights from the report:

- Just under 4.9 million workers were employed to produce arts and cultural goods and services, which is less than the 2019 (pre-pandemic) level of 5.2 million but more than the 2020 level of 4.6 million workers.
- Between 2020 and 2021, the total economic value added by arts and cultural industries grew by 13.7%. This surpasses the increase of the total U.S. economy, which grew by 5.9% in the same period.
- In terms of economic activity, 22 of the 35 arts industries returned to or exceeded pre-pandemic levels.
- Other industries that saw growth from 2019 and 2020 included traditional and software publishing, arts retail, creative advertising, specialized design services, and non-government-run museums.
- Performing arts presenters (such as performing arts venues and festivals) contributed just over \$14.3 billion to the economy (a 122% rise from 2020), bringing the industry slightly over the 2019 level.

More can be found [here](#). Arts.gov, 3-15

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New Surveys Cast Doubt on Giving

Two recent surveys show that confidence in the economy is declining. One found that the share of donors who plan to give less this year than last is the highest it's been since 2020.

Dunham+Company recently released its donor confidence survey, which in January polled people who had donated \$20 or more in the previous year. In 2021, 80% planned to give the same or more, but that dropped to 76% in 2022, and then down to 70% this year. The nearly 25% of donors who plan to give less is the highest percentage recorded in the past three years – including the 2020 poll, which was taken in July, near the height of pandemic uncertainty and job loss.

A Gallup Poll was conducted during the same time frame, but for the general public – not just donors. The poll found 50% of Americans said they were worse off financially than they had been a year ago. Gallup says the last time that many Americans felt worse off financially was during the Great Recession in 2008 and 2009.

In the Gallop survey of donors, people who said they plan to give less cited three primary reasons: personal finances (62%), the economy (17%), and inflation (16%). This changed from the 2022 survey, when 35% cited inflation as the reason they would give less, and 41% blamed personal finances.

More info on [Dunham](#) and [Gallup](#). COP, 4-4

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Fundraising Professionals Celebrate an Icon’s Legacy at the Be Haas Awards

On March 28th, the Woodruff Arts Center in Atlanta was filled with accolades for the lasting impact Be Haas has had on the philanthropic and fundraising communities and those that work in the organizations that serve them, when the Be Haas Awards Ceremony was held. The event was hosted by the Association of Fundraising Professionals, Greater Atlanta Chapter. Alexander Haas is the presenting sponsor of the relaunch of this award, in cooperation with AFP.

This year’s event is especially significant as it marks the 30th anniversary of philanthropist and community leader Beatrice “Be” Haas being awarded the organization’s Lifetime Achievement Award. Alexander Haas President & CEO, David King, addressed the audience and spoke of his beloved former colleague and those individuals that best represent the aims she stood for.



This year’s Be Haas Award recipients are:

Birgit Smith Burton, Founder and Executive Director of the African American Development Officers Network and former Executive Director of Foundation Relations, Georgia Institute of Technology.

Kathryn H. Graves, Senior Associate Dean of Development and External Relations, Rollins School of Public Health at Emory University.

Randy Redner, Chief Strategy and Philanthropy Officer at Rainbow Village and retired President & CEO, Community Foundation of Northeast Georgia.

“It’s a privilege to be able to uplift those who have helped create change and breathe new life into philanthropy in the greater Atlanta region,” said AFP Greater Atlanta Chapter President **Kate McNeely**. “Philanthropy doesn’t happen in a vacuum, and we believe that leaders like these help to drive impact—and empathy—in our communities.”



For more than 35 years, Alexander Haas has been a fixture in the nonprofit community. We are honored to have worked with leading performing arts and cultural organizations across the country that help communities be a better place to live. Just ask our clients.

[Our Arts Clients](#)

Face It: Arts Organizations are Different

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 organization's unique needs, wants and abilities. We work hard and expect you to do the same. Together we can help you transform your arts organization, your fundraising, and the unique community 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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