

Helping Hand

A Fundraising Newsletter to Help Those
Who Help Others

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



January 23, 2018
www.fundraisingcounsel.com



from the standing-desk of
David H. King | President & CEO

Buckle Up...It Could Be a *Bumpy* Ride

Here's what we know: The United States has a new set of rules for income taxation.

Here's what we don't know: What do these new rules mean to philanthropic giving?

Individuals and businesses are struggling to figure out what impact, if any, the new tax law has on them. This is especially true for the nonprofit sector.

The new tax bill DOES contain a piece of good news for nonprofits. **Individuals can deduct charitable gifts totaling up to 60% of their income, as compared to 50% under the previous tax law.** However, the bill doubles the standard deduction and places limits on the deduction of mortgage interest, state income taxes and property taxes. Because of these changes, experts estimate that only 5% of 2018 taxpayers will file an itemized tax return - and if you don't itemize your tax return, you aren't allowed to deduct your charitable contributions.

As Patrick Rooney, *Professor of Economics and Philanthropy and Director of the Lilly Family School of Philanthropy at Indiana University*, told *The Chronicle of Philanthropy*, for those who choose not to itemize under the new law, "Their cost of giving goes up dramatically." In the same article, Rooney predicts that charitable giving will decline by \$14-billion in 2018. That is 5% of the roughly \$282-billion U.S. charities received from individuals in 2016. Rooney adds, "**The new laws will absolutely have a negative impact.**"

[Now, here's what we suggest you do now....](#)

Tax Reform and Nonprofit Clout

In the wake of Congressional passage of the tax reform bill, *The Chronicle of Philanthropy* provided a thoughtful perspective in its December 20 Daily Update. [**Nonprofits Regroup for Budget Fights Ahead After Stinging Loss on Tax Bill**](#) analyzes the minimal impact the not-for-profit community seemed to have as it conveyed its concerns about the bill's potential dampening effect on giving.



Early in the debate, the *Chronicle* published an opinion piece that took the not-for-profit community to task for coming off as just one more interest group. A not-so-flattering comparison was drawn with mortgage bankers who proclaim their support for tax reform as long as the mortgage-interest deduction is preserved.

[Suggested reading....](#)

Successful Campaigns Require Planning
ARE YOU READY?
Take Our
CAMPAIGN READINESS
Assessment
Alexander-Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

You Should Know....

American Jews More Generous Givers

While only about one in 50 Americans are Jewish, 60% of Jewish households earning less than US\$50,000 a year donate to charities, compared with 46% of non-Jewish households in that income bracket. The average annual Jewish household donates \$2,526 to charity yearly, far more than the \$1,749 their Protestant counterparts give or the \$1,142 for Catholics, according to data from *Giving USA*.

And a larger percentage of Jews give to charitable causes than households of other faiths, according to *Connected to Give*, a joint effort by foundations to measure religious giving trends. Some 76% of American Jews gave to charity in 2012, compared with 63% of Americans who observe other religions or are not religious.

The same study also found that Jews, black Protestants, Evangelical Protestants, mainline Protestants and Roman Catholics give at similar levels to congregations and to other causes. However, Jews give relatively less to congregations and more to other causes. *Salon.com*, 12-16-17

PayPal Users' Giving Spike

People gave \$8.5-billion to nonprofits through **PayPal** last year, a roughly 16% increase from 2016. Holiday giving grew more sharply than the annual total did. From November 27 through the end of 2017, donations made through PayPal increased 19% over the same period in 2016, to more than \$1.1-billion.

The last day of the year also saw a big spike in giving, with \$91.8-million donated through PayPal, about 18% more than on December 31, 2016.

Giving on smartphones and tablets also continued its years-long growth: About 21% of contributions through

PayPal in the holiday season were made through a mobile device - a 14% increase in the number of mobile gifts over 2016's year-end fundraising period. *The Chronicle of Philanthropy*, 1-11-18

k

We'd Like You to Know....

Team Member Spotlight: **Mark Belcher**

Don't let Alexander Haas Partner **Mark Belcher's** seemingly quiet demeanor fool you... he can help invigorate your fundraising program. When Mark served as President of the Baptist Health Foundation, he took an underperforming development operation and transformed it - securing in excess of \$35-million in philanthropic support to the Foundation which included the institution's largest ever goal surpassing capital campaign for their flagship hospital.

In this month's Team Member Spotlight, Mark shares how he keeps track of industry trends and why the number of healthcare organizations in need of fundraising counsel continues to grow.



[Have a listen...](#)

Transforming Institutions

Welcome Returning Client Partner



THE DIAN FOSSEY
GORILLA FUND
INTERNATIONAL

The Dian Fossey Gorilla Fund International, in Atlanta, GA, is a returning Client Partner. We will provide Campaign Counsel.

[See our comprehensive list of client partners...](#)

Our Transforming Services

Alexander Haas offers a wide range of fundraising consulting services for organizations of all sizes. Our priority is to help transform institutions that transform lives. Whether you are readying for a capital campaign or need to assess your annual fund, our services are tailored to each individual client.

[What can we help you with?](#)

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

Piedmont Place
3520 Piedmont Road NE Suite 300
Atlanta GA 30305-1512
(404) 832-9200 info@fundraisingcounsel.com



This email was sent to: gingerchakalall@me.com

This email was sent by: Alexander Haas
Piedmont Place, 3520 Piedmont Road, N.E., Ste. 450 Atlanta, GA 30305

We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [Unsubscribe](#)