



First Things First



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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....](#)

It's A New Day for College Athletics Fundraising

Now that the new tax bill has been signed and sorted, college

athletic fundraisers need to let this really sink in: The new tax bill **repeals the 80% deduction for contributions that allow the donor access to sporting event tickets** - known as the 80/20 Rule.

This creates a sea change in how colleges and universities execute their athletic fundraising programs in 2018 and beyond. We began preparing our clients for this over a month ago, and have plans in place for this new reality.

There is no "one size fits all solution" for this challenge. Your current practices, size and makeup of your donor pool, financial needs, donor culture, etc., all impact what strategies and tactics you will choose to implement.

We are here to help you navigate these waters.



[See how we can help...](#)

A dark-themed advertisement with white text. The main headline reads 'Successful Campaigns Require Planning ARE YOU READY?'. Below this is a white rounded rectangle containing the text 'Take Our CAMPAIGN READINESS Assessment'. At the bottom, the Alexander-Haas logo is displayed with the tagline 'TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES'.

Client & Peer Highlights



Congratulations to our Client Partner the **University of West Florida** in Pensacola, who is the recipient of *Timeless Tanglewood*, the Bayou Texas estate of Pensacola attorney **Fred Levin**. Levin's donation includes much of the home's contents, including works of art and collector's items. The total value of Levin's gift tops \$8-million makes it the largest gift by a living donor in the University's history. The property - which will now be known as the *UWF President's Club at Timeless Tanglewood* - will provide the opportunity for enhanced learning experiences for students in the global hospitality and tourism management program. *Pulsegulfoast.com*, 1-19-18



Our Client Partner the **University of North Carolina at Wilmington** broke ground in January on a \$66-million project, which will house the College of Health and Human Services along with several programs from the College of Arts and Sciences. The building will be dubbed *Veterans Hall* in honor of the school's military students and alumni. Congratulations. *Starnewsonline.com*,

1-19-18

Follow Your Passion

James Hackney joins Alexander Haas President and CEO, David King to share how he followed his passion and became Senior Director of Development for **Yale Divinity School** in the spring of 2014. Currently leading the School's efforts to raise \$200,000,000 and meet 100% of student financial aid need by 2022, Jim details how previously being a Partner at Alexander Haas prepared him for the journey.

Catch a new episode of **Futures in Fundraising** each month on Tuesdays at 10:00 am (EST) on Facebook Live.



[Listen here...](#)

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 a large hospital 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.

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...](#)

Our Transforming **Fundraising Services**

You're just a jump away from learning about all the fundraising aids Alexander Haas has in its vault of Transforming Services.

[Jump!](#)

Transforming Institutions

Welcome New & Existing Client Partners



Cottey College in Nevada, Missouri is a new Client Partner. We have been retained to conduct an Endowment Assessment.

Omicron Delta Kappa in Lexington, Virginia is a returning Client Partner. We have been retained to provide Pre-Campaign Counsel.



Saint Mary's College of California in Morega, California is an existing Client Partner who has added an additional scope of service. We will also conduct an Annual Giving Assessment

[Take a look at our past and present Higher Education Client Partners.](#)



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