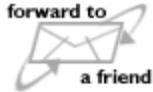




First Things First



March 15, 2018
www.fundraisingcounsel.com



from the organized desk of
Sandra E. Peterman | Partner

Setting the Stage for Endowment Compliance

A vice president for advancement who read something our firm wrote several years ago on conducting an endowment compliance audit contacted us recently. She mentioned this is a present concern for her organization because it had not been a priority of those who preceded her.

Unfortunately, throughout the years, there have been numerous public cases where donors or their heirs believed that the terms of an established endowment were not carefully followed. Most notably is the case at Princeton University involving the A&P grocery chain heirs, and their very public case against the University.

Search the term "endowment misuse," and links to a number of articles will appear. It is wise to carefully monitor endowment funds, not only for investment growth, which is often the primary concern of boards or investment committees, but also to ensure the intent of the donor is at the forefront.

For organizations with a low threshold for endowment creation, over the years, the number of funds grows much faster than the staff monitoring the use of funds. Automation helps with labeling and categorization of line item expenditures, but human oversight from time to time is invaluable.

Providing good stewardship for endowments requires advance work.

[Here are several steps to keep in mind:](#)

Taylor Leads CASE Webcast

There is seemingly no end in sight when it comes to the IRS updating or changing rules pertaining to charitable giving and nonprofit management.



Alexander Haas Partner **John Taylor** and **Brian Flahaven**, Senior Director of Advocacy for **CASE**, hosted a CASE webinar on February 28. **Legislative and IRS Update 2018** examined the upcoming changes regarding rules for charitable giving and nonprofit management.

During the one-hour-plus online event, the pair also delved into the myriad of IRS regulations and restrictions regarding quid pro quos, donor-advised fund and family foundations, donor control, scholarships, non-gifts, and fundraising events.

Did you miss it? You can watch this seminar any time on your computer when you purchase a recording of the event, available through the CASE Store.

[Go here for information...](#)

Data is useful - but only if utilized!
Are you collecting data from your donors?

”

YOU NEED TO CAPTURE INFORMATION FROM GUESTS ATTENDING YOUR FUNDRAISING EVENT. OTHERWISE, YOU HAVE NO OPPORTUNITY TO RE-ENGAGE WITH THEM.

-David King, President & CEO



Our Client Partners Have Great Stories to *Tell....*

Orchestrating Student Success

Dr. Kyle Marrero's background in music lends itself to planning for the future, guiding faculty and helping students achieve success at the **University of West Georgia**. As Dr. Marrero points out, each individual is important to the overall goal, but each must be allowed to play to his or her area of expertise.

In this episode of **Futures in Fundraising**, Alexander Haas President & CEO, **David King** talks with Dr. Marrero about higher education, breaking down barriers and student success, both in the classroom and beyond.

Alexander Haas was proud to provide Campaign Counsel to the University of West Georgia.

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*....

Partner Spotlight: Arthur Criscillis

Have you met **Arthur Criscillis**? As Managing Partner of Alexander Haas, Arthur brings over 25 years of development and nonprofit experience to the Firm.

He heads up our higher education fundraising consulting unit and was most recently Lead Counsel on behalf of Alexander Haas working with **Auburn University** on its \$1-billion fundraising campaign, which reached that ambitious goal more than a year earlier than projected.

He is a frequent speaker and lecturer, and in March presented to a standing-room-only audience at the **CASE** District III Annual Conference.

Arthur is someone your advancement office needs to know.



[Hear his story.](#)

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

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



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