

# Helping Hand

A Fundraising Newsletter to Help Those  
Who Help Others

Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES



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

## Looking Back & Looking Forward

We are celebrating our 31st anniversary this month...and looking back on 2018. What a year it has been!

Our founder, the legendary fundraiser Mrs. Leonard "Be" Haas, built our firm over many years, establishing a substantial base in the fundraising community. We honor her today as we continue to build partnerships with nonprofits that are transforming lives across the country, despite the ups and downs 2018 brought to the industry.

Even before New Year's Day, 2018 was set up to be an interesting year for nonprofits, especially with the pending implementation of significant tax law changes including the increase in the standard deduction and anticipated 'gift bundling' that may result.

Our team of industry-leading experts remained steadfast as we planned and executed campaigns with goals over \$2.5 billion this year. In 2018, we partnered with over 70 organizations in 21 states providing a plethora of fundraising services. We met with more than 260 philanthropists in our campaign strategy study interviews to evaluate their potential support for client projects.

Suffice it to say that we have kept busy...as have our clients. Twenty-nineteen could prove to have its own challenges, and we are here to provide results-driven guidance that your organization's development team might need.

**[Here's to another robust year of philanthropy in 2019!](#)**  
**[Let us know how we can help!](#)**

# 2018 Year in Review

Alexander·Haas

## ACROSS THE COUNTRY

Celebrated  
**\$410.02 BILLION**

given to charities  
in the 2018  
Giving USA Report

Increase  
in the  
standard  
deduction

"To bundle  
or not to bundle  
my gifts?"

Alexander Haas is committed  
to transforming organizations  
that transform lives. >>>>>

## OUR CLIENTS

**70** ORGANI-  
ZATIONS

Colleges and universities, churches, human and  
animal welfare organizations, independent schools,  
museums, performing arts organizations . . . . .

in **21 STATES**  
in **50+** communities

## OUR SERVICES

During 2018 we  
helped to plan  
and execute  
campaigns with  
goals totaling over  
**\$2.5 Billion**

**263+** CAMPAIGN STRATEGY  
STUDY INTERVIEWS

**PLUS** campaign planning and execution,  
annual fund enhancements, major gift  
program development, staff mentoring  
and training, and establishing first-time  
development offices at organizations.

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