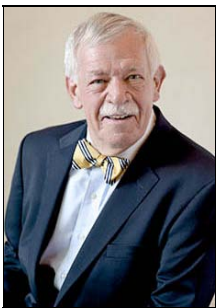




**First Things First**



February 6, 2018  
[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)



from the coastal-desk of  
**David T. Shufflebarger** | Senior Partner

## **Giving Up...Donors Down**

Despite encouraging news that giving in America reached almost \$400-billion in 2016, there are signs for concern when it comes to the number of people giving.

A recent *Chronicle of Philanthropy's* analysis found only 24% of those who itemized in 2015 reported a gift. That was down from 30 to 31 percent between 2000 and 2006. Two university studies documented a similar decline among all households.

Between 2000 and 2014 the *Philanthropic Panel Study* by the *Lilly School of Philanthropy at Indiana University* showed the number of households making a gift declined from 66.2% to 55.5%.

An obvious assumption is that the Great Recession had a major impact on household giving, but the trend started before that, dropping from 67% in 2004 to 65% in 2006.

There is evidence that the recession had an impact on middle-income families. The *Chronicle* noted that among those who itemized charitable deductions on their tax returns between 2000 and 2014, the share of reported giving from families making more than \$100,000 grew from 43% to 75% meaning the share from those below \$100,000 dropped from 57% to 25%.

There is no consensus on what caused these declines...

**[but there are several points worth noting:](#)**

### **The How & Why of Data & Digital Giving with Quinetha Frasier**

Giving has changed. Many of us have phone in hand most of the day and spend hours in front of our

computers. **Quinetha Frasier** joins the podcast to share how **MyPledger** is making the switch to digital giving easier, for both organizations and donors, and why tracking the success of campaigns through data is essential.



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

To download this show and catch up on others, find us on iTunes.

[\*Listen up this is good stuff....\*](#)



### *Client Partner Shout Out....*

#### **When a Gift to Someone Becomes a Gift to Someone Else**

As a gift for her wife's 60th birthday, actress **Portia de Rossi** has established the **Ellen DeGeneres Wildlife Fund**, a foundation that will support a variety of causes near and dear to DeGeneres. The initial gift from the foundation was made to the **Dian Fossey Gorilla Fund International** in support of its Karisoke research center project and its campus in Rwanda. The gift was announced on Ellen's national syndicated television talk show.

The President and CEO of Dian Fossey Gorilla Fund, **Tara Stoinski**, said the campus will serve as a brilliant focal point for their efforts to protect wild gorillas over the next decades.

*Alexander Haas is proud to be working with the Dian Fossey Gorilla Fund and to have played a background role so that the talk show host's birthday celebration was truly memorable.*



[You can watch the announcement here.](#)

## We'd Like You to Know....

### From *Volunteer* to Development Director

One school, one mission, one campus. That vision inspired **Natasha Lebowitz** to accept a position on the board for the **Atlanta Jewish Academy**. But what started as a volunteer position, moved into full-time dedication when Natasha became Development Director for the school. In this podcast, she and Alexander Haas CEO, David King, talk about that transition, how Natasha's mentor inspired her to reach for more in the fundraising field, and share tips for others looking to develop their career.

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[Listen here...](#)

### 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.

[Our Metro Atlanta Client Partners](#)

### Our Transforming Services

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

[Jump!](#)

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