



February 22, 2022



from the Carolina desk of
Sandra K. Kidd
Senior Partner

One Small Step...

I confess: I like lists. Short lists where each point starts with an action word and ends with an action that seems, well, doable.

So when I recently read a post by Dan Rockwell, whose [website](#) has a great tagline “Leadership Freak: empowering leaders 300 words at a time,” I felt it was worth sharing:

7 ways to challenge yourself today.

1. **Avoid doing things that matter less.**
2. **Build new relationships.**
3. **Strengthen current relationships.**
4. **Practice a relevant skill (listening, planning, coaching).**
5. **Participate more in meetings.**
6. **Bring up an issue you’ve been avoiding.**
7. **Say no.**

I see lots of ways to put this list to work in advancement:

First, look at what you did last week, note what didn’t really accomplish anything, and resolve not to do it again for at least two weeks.

Second, do something instead to build a stronger personal relationship: call a donor, talk with a colleague at another organization, or, best of all, reach out to someone who benefits from your organization’s good work.

Third, tackle some subject you’ve been avoiding: helping a staff member who’s hit a productivity slump or hearing out a board member or donor who has been critical of a recent decision. If it’s keeping you awake at night, then resolve to deal with it the very next day.

As Rockwell sums it up: **“Set short-term wins. Long-term goals can paralyze. Short-term wins lend themselves to taking action today.”**

Here’s to more short-term wins that will have long-term impact — for all of us!

ATL's Nonprofit News

Bank of America today announced a \$250,000 donation, the equivalent of approximately 1 million meals, to **Atlanta Community Food Bank** to address food insecurity in the region. *MetroAtlantaCEO, 2-17*

Kimbrell Smith has been appointed the permanent Head of School for **Atlanta Girls School***. She has extensive experience with schools in both volunteer and staff roles and has served as Interim Head of School this past year. *Atlanta Girls School announcement, 2-18*

The city of Atlanta is relaunching the **Resurgence Grant Fund**. The program was originally formed in 2020 to help small nonprofits & businesses recover from the impacts of the coronavirus pandemic. To apply, go [here](#).

Communities In Schools of Atlanta received a gift of \$4 million from philanthropist MacKenzie Scott. *MetroAtlantaCEO, 2-8*

Spelman College* received a \$10 million grant from **The Arthur M. Blank Family Foundation** to support an on-campus creative hub for young entrepreneurs and innovators. *MetroAtlantaCEO, 2-4*

The O. Wayne Rollins Foundation has committed \$100 million to **Emory University's*** Rollins School of Public Health. The transformative gift is the largest in the school's history. *Press release, 2-1*

*Alumni Client Partner

Our Facebook

Giving, Value of Avg Gift Up in '21

Both overall giving and the average gift amount increased in 2021, a report from the Blackbaud Institute finds. The *2021 Charitable Giving Report* found that giving increased by 9% on a year-over-year basis and 19% over the last three years. The report also found that the overall average gift amount increased 10% from 2020, with an average donation amount of \$813.

According to the report, online giving also grew 9% in 2021, showing a three-year increase of 42%; and 28% of online contributions were made from a mobile device. Indeed, all giving subsectors showed growth in 2021, with giving to environmental organizations growing the most, at 19.3%, followed by arts and culture organizations, which saw an increase of 15.2%. *PND, 2018*

Speed Up Giving Boost in Congress

A bipartisan set of tax proposals intended to speed up distributions from foundations and donor-advised funds has been introduced in the House of Representatives, raising the hopes of its backers that the legislation has momentum. The legislation would allow donors to get an upfront tax deduction for donor-advised-fund deposits only if they distribute the money within 15 years. For community foundations and certain other organizations, the bill would exempt donor-advised fund accounts of \$1 million or less from any payout requirements; larger accounts would have to distribute at least 5% annually. *COP, 2-3*

Our LinkedIn

We Know Atlanta Nonprofits

For more than 35 years, Alexander Haas has been a fixture in the Atlanta nonprofit community. We are honored to have worked with some of the largest, and some of the smallest, organizations that help make Atlanta a better place to live.

Our ATL Clients

A Fresh Approach to Nonprofit Fundraising

Our services aren't cookie cutter. We don't operate with a boilerplate, merely changing names and locations. We craft each and every service we provide to match your unique needs, wants and abilities. We work hard and expect you to do the same. Together we can help you transform your organization, your fundraising, and the

people you serve.

Whether your need is in Capital Campaign, Annual Fund Campaign, Major Gifts, Leadership Annual Giving, Planned Giving or all of the above, we take a fresh approach to nonprofit fundraising.

Our Services



www.fundraisingcounsel.com
info@alexanderhaas.com

Piedmont Place | 3520 Piedmont Place NE, Suite 450 |
Atlanta GA 30305-1512 | 404.525.7575

