

# Atlanta Results

Your Monthly Resource for Philanthropic News

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from the organized desk of  
**Sandra K. Kidd** | Senior Partner

## 3 Must Dos During the Dog Days of Summer

It's the Dog Days of Summer—a saying I have heard since I was a little girl sitting on my grandmother's front porch in sun-baked South Carolina. Their dog Red was fond of lying under that same front porch, and I always thought the Dog Days must be Red's favorite time to do his favorite thing: nothing.

Later, I learned that the Dog Days take their name from the stars: the 40 days from July 3 to August 11 represents the period when the sun appears in the same region of sky as Sirius, the Dog Star, a part of the constellation Canis Major. Hence, the Romans called this time *diēs caniculārēs*, or "Dog Days."



With the science lesson now concluded, what can we do during the long Dog Days of Summer? For many of us, the fiscal year has just wrapped up and it's not yet time to swing into fall giving. Volunteers are vacationing again, and maybe we and our staffs are getting some time away as well. The slowed-down rhythms of summer can make it hard to feel productive.

So here are a few ideas that can pair well with a cold glass of iced tea on a hot summer's day. You can even kick your shoes off and no one will be the wiser.

**1) Thank 10 people for their most recent gifts**—in a personal way. Pick up the phone, or write an old-fashioned note, or send a personal text if that is how you connect best with the person you are thanking. Take the time to be thoughtful in your thanks. And if you find you enjoyed thanking these 10 donors, then keep going and thank 10 more.

**2) Analyze 3 solicitation tools your organization used this year:** What worked? What didn't? How much did it cost, both in direct costs and in staff or volunteer time? What was the return on investment? If you were starting a new fundraising program, would you use this method again?

**3) Identify your top professional goal for the rest of 2021.** Imagine that you are writing your year in review on New Year's Eve. What will your headline be? I am happy to be working with several clients whose capital campaigns are gaining momentum every day, and so mine will be "Campaign Success!"

## We Think You Should Know

### Jerusalem House Names Successor for Retiring Frew

**Charlie Frew**, who has led **Jerusalem House** as President and CEO for the last 14 years, will retire this fall. After an extensive search, **Maryum Gibson** has been named to succeed Frew, and she began on August 2 where she will assist during the transition period.

"Charlie's visionary and compassionate leadership has benefitted our residents, staff and the cause of

providing housing and supportive services for people living with HIV/AIDS. We are grateful for his years of service; he will be missed," said **Mike McCoy**, chair of the Jerusalem House board of directors. "Maryum brings extensive non-profit executive leadership experience to Jerusalem House and we look forward to capitalizing on her perspectives and expertise as we continue the important work of the organization." *Jerusalem House is an Alumni Client of Alexander Haas. MetroAtlantaCEO.com, 7-27*

### Georgia Council for the Arts Grant Deadline 8/31

Applicants may apply for an FY22 Cultural Facilities Grant for the construction, renovation, or acquisition of a building, or the addition of equipment that supports arts programming. All facilities for which funding is being requested must be used for arts programs. The project for which support is being requested must start no earlier than November 1, 2021, and be completed no later than June 30, 2022. If an organization is carrying out a very large capital project that will not be finished in its entirety by June 30, 2022, the applicant may apply for support for a single component or phase of that project. Applicants must request at least \$10,000 and no more than \$75,000. Grants may be awarded for an amount less than what was requested. The deadline to apply is August 31, 2021, at 11:59 p.m. For more information, [go here](#).

### Other News

**Kennesaw State University's\*** *Academy for Inclusive Learning and Social Growth* received a \$25,000 grant from the **Homer N. Allen Charitable Trust** to provide scholarships for the Academy's students. The trust has now awarded the academy a total of \$100,000 over the past four years. The academy provides an inclusive post-secondary college experience to students with intellectual or developmental disabilities. *MetroAtlantaCEO.com, 7-26*

**UnitedHealthcare** awarded \$500,000 in *Empowering Health* grants to six community-based organizations in Georgia to expand access to care and address the social determinants of health for uninsured individuals and underserved communities. *Alexander Haas Alumni Client Recipients* include: **Open Hand Atlanta** – \$75,000 to expand its six-week Cooking Matters for Healthcare Partners nutrition and cooking education class. And, **Emory University** – \$75,000 to improve health outcomes in Black mothers and their babies.

**Georgia Council for the Arts** awarded the **Spruill Center for the Arts\*** with an *Arts Education Grant*, which will allow Spruill to be able to offer 8 free art classes to youth and teens (ages 5-19) beginning Fall 2021. Thanks to the support of generous donors, particularly the **Belle and Louise Cofer Fund** and the **Tomlinson Memorial Foundation**, Spruill was able to provide free youth art classes for over 350 students during the first 2 quarters of 2021. *Press release, 7-19*

**Robert W. Woodruff Foundation** awarded \$15 million to **Georgia State University\*** to renovate the Southern Bell Telephone Company buildings in Atlanta and turn them into a student success center. *COP, 6-30*

**Virginia Shearer**, director of education at the **High Museum of Art\***, has been appointed executive director of the Sarasota Art Museum of Ringling College of Art and Design (FL). *COP, 7-30*

*\*Alumni Client Partner*

## We Think You Should Know

### Philanthropic Sector Increasing Diversity

Diversity among professionals in the philanthropic sector increased between 2018 and 2020, a report from CHANGE Philanthropy and funded by the Blue Shield of California Foundation, finds.

The **2020 Diversity Among Philanthropic Professionals Report** found that:

- 45.3% of respondents identified as people of color, up from 37.8% in 2018.
- African Americans accounted for 13.5% of respondents, up from 11.1%.
- Asian Americans 9.6%, up from 8.9%.
- Latinx 8.7%, up from 6.3%.
- Those with more than one racial/ethnic identity 12.2%, up from 9.5%.
- The percentages of Indigenous and Middle Eastern respondents, however, dropped to 0.8% and 0.5% from 1.6% each in 2018.
- Professionals of color had the largest representation at grantmaking public charities (50.4%, up from 47.5% in 2018).
- At private foundations (49.4%, up from 40.3%) narrowing the gap.
- And corporate funders (40%, up from 28.6%) and community foundations (29%, up from 26.4%).
- Grantmakers based in the Northeast were the most racially and ethnically diverse in 2020 (53.4%, up from 37.6%), while those in the Midwest (35.4%, up from 29.7%) and South (34.8%, up from 34.4%) saw smaller increases.

### **Schwab Charitable Awarded \$3.7B DAF in 2020**

Schwab Charitable, provider of donor-advised funds, facilitated 855,000 grants totaling \$3.7 billion in fiscal year 2021 — a 13% year-over-year increase in total funding awarded to charities.

In all, Schwab Charitable account holders supported more than 113,000 charities across all 50 states and boosted the number of grants by 24% compared to the previous all-time highs set in fiscal year 2020. The organization also noted a 48% increase in the number of grants that were not designated for a specific purpose, and an overall increase in awards driven by technology, as 79% of grants in FY21 were handled through an automated review and approval process. Approximately 60% of contributions to Schwab Charitable in FY21 were in the form of non-cash assets, including publicly traded securities, restricted stock, and private business interests. *PND, 7-20*

### **Trust in Nonprofits to Do The Right Thing Declining**

While the public's confidence in the ability of nonprofits to "strengthen society" rose slightly in 2021, trust that nonprofits and philanthropy will "do what is right" fell from 2020 levels.

A report from the **Independent Sector**, *Trust in Civil Society: Understanding the factors driving trust in nonprofits and philanthropy*, found that:

While 84% of respondents expressed confidence in the ability of nonprofits to strengthen society, up from 81% in 2020,

- 57% had "high trust" in nonprofits to "do what is right," down from 59%,
- 12% had "low trust" in nonprofits, unchanged from a year ago.

As for philanthropy,

- 65% were confident it could strengthen society, down from 68% in 2020,
- the share with high trust that it would do what is right fell to 30% from 36%,
- the share with low trust rose to 26% from 21%.
- Trust was a factor for 63% of respondents when deciding whether to financially support or volunteer with a nonprofit, while 83% said a nonprofit must earn their trust to receive support.

The survey also found that 67% of respondents were more likely to trust nonprofits that have a presence in their local community and that 57% reported receiving at least one type of service from a nonprofit, including attending religious services (36%), participating in youth (27%) or arts (24%) programming, or receiving health care or advice (24%) or goods or monetary assistance (24%) before the COVID-19 pandemic began. *COP. 7-21*

## We'd Like You to Know

### Transforming Institutions

For more than 30 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.

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### Our Transformational Services

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