

# Museum Results

Your Monthly Resource for Philanthropic News  
from Alexander Haas

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

## 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

### Communities for Immunity Partners With the Arts and Sciences

The **Association of Science and Technology Centers (ASTC)**, the **Institute of Museum and Library Services**, the U.S. Centers for Disease Control and Prevention, the **American Alliance of Museums**, the American Library Association, and the Network of the National Library of Medicine together launched Communities for Immunity, an unprecedented partnership to boost COVID-19 vaccine confidence in communities across the country.

Launched at a critical time, with support of partner organizations, ASTC will lead **Communities for Immunity**, which will provide funding to museums, libraries, science centers, and other cultural institutions to enhance vaccine confidence at the local level. The partnership will activate museums and libraries to create and deliver evidence-driven materials and develop resources, programs, and approaches specifically designed to help museums and libraries engage diverse audiences in building trust in the COVID-19 vaccine.

Additional organizations joining in the effort include the **Association of African American Museums**, the **Association of Children's Museums**, the **Association for Rural and Small Libraries**, the **Association of Tribal Archives, Libraries, and Museums**, and the **Urban Libraries Council**. This national coalition of partners is creating a Community of Practice to develop and refine vaccine education resources that will be shared with the broader museum and library community.

### Funding for FLA Arts: Deadline 9-1

**Florida Humanities** is offering up to \$2 million in grant funding to humanities organizations that continue to be affected by the COVID-19 pandemic. Funding is available for general operating support. Awards will be up to \$25,000 for eligible organizations with annual budgets of less than \$2 million. Applications for these grants, which are part of the American Rescue Plan Act (ARP) of 2021, are due

September 1, 2021.

Quick action recommended. [More info here.](#)

### Other News

The **Mint Museum of Art** (Charlotte, NC) received a grant of more than \$926,000 from the Foundation for the **Carolinas Infusion Fund**. The Fund is a public-private partnership working to support Charlotte's cultural sector. *The Mint is a current client partner of Alexander Haas. Press Release, 7-28*

**Crystal Bridges Museum of American Art** (Bentonville, AK) received a \$10 million gift from the **Pamela and Wayne Garrison Family Foundation** to support efforts to design programs for intergenerational families to explore the museum's collection together. The activities focus on museum programs and interactive art installations designed to appeal to all ages. *COP, 8-16*

The **Windgate Foundation** awarded \$2.1 million to the **Smithsonian American Art Museum** to create an endowment that will be used to acquire artworks by living craft artists as well as pay for two predoctoral fellowships for scholars of American craft. *COP, 8-11*

**Min Jung Kim** was named the Barbara B. Taylor Director of the **Saint Louis Art Museum**. Kim, the first female to be named director, takes the helm from **Brent R. Benjamin**, who retired in July after spending 22 years at the Museum. *Ladue News, 8-5*

**Timothy Rub**, the director and chief executive officer of the **Philadelphia Museum of Art**, announced that he will retire early in 2022, after 13 years at the helm. He joined the museum in 2009 following the sudden death of his predecessor, **Anne d'Harnoncourt**. *NYTimes, 8-1*

**Virginia Shearer**, director of education at the **High Museum of Art\*** (Atlanta), was named executive director of the **Sarasota Art Museum of Ringling College of Art and Design**. *COP, 7-30*

**Ngairé Blankenberg** was named director of the Smithsonian Institution's **National Museum of African Art**. She is a consultant who has advised museums and other clients on strategies for decolonization. *COP, 7-16*

**Jeff Bezos** pledged \$200 million to the **Smithsonian Institution** to benefit its **National Air and Space Museum**. Bezos is directing \$130 million to launch a new education center at the museum, and the remaining \$70 million will help pay for the museum's extensive renovation project. The gift is the first donation Bezos has publicized this year. *COP, 7-15*

\*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%, and
- 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 Want You to Know

### Transforming Institutions

The **Mint Museum of Art** in Charlotte, NC, is a



returning Client Partner. We are honored to work with them again.

For more than 30 years, Alexander Haas has been a fixture in the nonprofit community. We are honored to have worked with some of the largest, and some of the smallest, cultural organizations that help make our country a better place to live.

[Take a look at all of our past and present museum Client Partners.](#)

### **Face It: *Museums* are Different Our Transformational Museum Services**

**Alexander Haas** serves a cross section of museums throughout the country. We specialize (and delight in) what makes you distinctive. As a museum, you have different needs at different times. We can help you create real results.

[Read all about them!](#)



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