

Team

The Education Advancement Monitor

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

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

Must Dos Before The Dog Days Are Over

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 concluded, what can we do now that we've reached the end of the Dog Days of Summer and head into Fall? For many of us, the fiscal year has just wrapped up and it's not quite time to swing into fall giving. Volunteers and donors are coming back from vacations, and maybe we and our staffs are getting some last-minute 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 end-of-summer 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!"

Gift News for Current & Recent Clients

Couple's Love of Music Honored Through Gift to UWF

The **University of West Florida** (UWF) received an historic gift valued in excess of \$8.5 million from the estate of the late **Dr. Herman and Valerie Rolfs**. The gift, which created the *Dr. Grier Williams School of Music*, will provide scholarships and resources for music students and includes an *Imperial Bösendorfer* piano.

"This incredibly generous gift will allow every music student at UWF to have access to scholarship

support," said UWF President **Martha D. Saunders**. "The impact of their gift and their legacy will be revealed for years to come through the very best music education for our students."

Herman Rolfs was a pioneering nuclear radiologist, and Valerie was a nurse and nursing professor. Both benefited from scholarship support when they went to college and wanted to provide that same access to higher education for students at UWF.

"Attract the best students, give them opportunities and great things will happen. That was their goal," said **Howard Reddy**, vice president for the Division of University Advancement. *University Press Release, 9-8*

University of West Florida, in Pensacola, FL, is a current Client Partner of Alexander Haas.

Kansas State University Announces \$11.5 Million Gift

Kansas State University received a \$11.5 million gift from alumni **Ike and Letty Evans**. The gift, which will launch the *Ike and Letty Evans Student-Athlete Success Program*, will enhance staffing of the Student-Athlete Services Department, advance its technology, and improve programming for all student-athletes and academic services staff.

Longtime Kansas State supporters, the couple recently contributed to name the *Ike and Letty Evans Academic Success Center* in the Carl R. Ice College of Engineering. Ike, who was a Wildcat baseball letterman, graduated with a degree in electrical engineering and is the former president and COO of Union Pacific Railroad.

"We are so incredibly grateful and humbled by the generosity of Ike and Letty," said **Kristin Waller**, senior associate athletics director for Student-Athlete Services. "The magnitude of this gift will allow us to re-imagine services and implement practical experiences and programming that we've only ever dreamed of providing to our student athletes. This is a very special day for K-State student-athletes." *University Press Release, 9-2*

Kansas State University Foundation, in Manhattan, KS is an Alumni Client Partner of Alexander Haas.

We Think You Should Know

Donate Button on a Zoom Call?

Speaking of raising money through virtual events...things may have just gotten a little easier thanks to the launch of a new donate button on **Zoom**. Now, participants in Zoom meetings and events can make charitable contributions within video calls through Donations by *Pledge*, a free app created by Pledge, a fundraising technology firm. Pledge does not take a cut of donations.

Last year, an estimated 25,000 nonprofits used its virtual event tools to broadcast fundraising appeals and a real-time ticker that lists donors on roughly 50,000 virtual events streamed on Zoom, Twitch, YouTube, Facebook Live, and Instagram Live.

Free and paying users of Zoom can activate the donate button by going to their Zoom account settings, switching on Zoom Apps, and installing the free app. They can start a campaign by selecting at least one charitable beneficiary from the more than 2 million nonprofits in Pledge's global charity database. Nonprofits that aren't in the database can work with Pledge's support team to get approved and added to the list.

[Here's more information about Zoom's new donate button.](#) *COP, 8-31*

Vanguard DAFs Total \$1.7 billion in Grants

Vanguard Charitable awarded grants totaling \$1.7 billion to more than 50,000 charities through its donor-advised funds during the fiscal year that ended on June 30, a 9% year-over-year increase in giving. The increase was fueled in part by responses to racial injustice and inequality, pandemic and natural disaster relief and recovery, and giving in support of nonprofits impacted by a contracting economy. Other significant focus areas for donors included support to education with nearly 25,000 grants. *PND, 9-5*

Schwab Charitable Awarded \$3.7B DAF in 2020

Schwab Charitable facilitated DAFs of 855,000 in 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 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. 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*

Foundation Investment Study Results for 2020

Long-term investment returns held steady and U.S. foundations generally maintained or increased their spending rates in 2020. The ninth annual study, the **2020 Council on Foundations—Commonfund Study of Investment of Endowments for Private and Community Foundations** found that U.S. foundations:

- Generally maintained or increased their spending rates, which rose to 5.6% from 5.4% for private foundations in 2020, but declined moderately to 4.7% from 4.8% among community foundations;
- Private and community foundations with assets of at least \$500 million spent at the highest rate, 6.1%; and
- 45% of community foundations reported an increase in donations received, with a median increase of 83.6%.
- Private foundations reported an average of 13.1% in short-term returns and community foundations reported an average return of 12.1% in 2020, both representing a decrease compared with 2019's returns of 17.4% and 18.2%, respectively.
- Long-term investment returns held steady, however, as private foundations reported an average ten-year return of 8.4%, up from last year's 7.8%, while community foundations reported a ten-year return of 7.6%, slightly lower than last year's 7.7%. *PND, 9-24*

Walmart to Put Employees Through College

Walmart launched a five-year, \$1 billion commitment to cover 100 percent of the cost of college tuition and books for its employees through the company's *Live Better U* education program. Through the program, 1.5 million full- and part-time employees of Walmart and Sam's Club will be eligible to earn college degrees or learn trade skills without the burden of education debt, and the \$1 daily fee that was part of the program since its launch in 2018 will be eliminated as of August 16. Employees also will be able to access in-demand college degree and certificate options in business administration, supply chain, and cybersecurity. *PND, 7-29*

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Transforming Institutions Continuing Client Partners

Cumberland University in Lebanon, TN is a



continuing Client Partner.



Trine University in Angola, IN is a continuing Client Partner.



Washington & Jefferson College in Washington, PA is a continuing Client Partner.

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, institutions that help make our country a better place to live.

[Take a look at our past and present Higher Education Client Partners.](#)

Our Transformational Fundraising Services

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

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