

Atlanta Results

Your Monthly Resource for Philanthropic News

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from the coastal-desk of
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First Principles

A friend gave me Thomas Ricks' recent book, **First Principles**, an examination of the impact of the Greek and Roman classics on the thinking of our first four American Presidents. As a political science major and a recovering Virginian, I immediately took to it and was delighted by Ricks' portrayal of how Washington, Adams, Jefferson, and Madison were influenced by the classics in their approach to governing with a central theme of virtue. (Just in case you missed it, three of the four are from Virginia).

Now, you may wonder, what place does this have in a newsletter devoted to philanthropy? Well, *First Principles* reminded me of what influenced me the most and shaped my thinking about our work in development. My two classics are *Designs for Fund-Raising* (1966) by Harold J. Seymour and *The Raising of Money: Thirty-Five Essentials Every Trustee Should Know* (1983) by James Gregory Lloyd. I suspect I am not alone in having been greatly impacted by their enduring wisdom.

To be sure much has changed in the 55 years since Seymour and the 38 years since Lloyd put pen to paper. Indeed, when the Fund Raising Institute published a second edition of Seymour's work in 1988, it included annotations from Charles E. Lawson, the then Chairman and CEO of Brakeley, John Price Jones, to reflect changing trends in the 22 years since it was first published. While Lawson cited 21, most of them were statistical updates. The major changes noted included the increasing role of women, computers, and phone-mail; annual giving becoming a year-round program; and Seymour's rule of three in campaigns (one third of the total from the top 10 gifts, one third from the next 100, and the final third from all of the rest) morphing into 40-40-20 (40% from the top 10 gifts, 40% from the next 100, and 20% from all the rest). Alexander Haas updated that with our study focusing on the outsized role of the top 10 gifts which we presented to the *CASE Annual Assembly* in 2006.

But while much has changed including the role of social media, the sophistication of prospect research with predictive modeling, and the use of artificial intelligence, the core principles endure. Indeed, as I reviewed Lloyd's 35 essentials, all ring true today and are well worth repeating:

1. Organizations Have No Needs
2. Seek Investment, Not Charity
3. Position Your Organization Relative to its Competition
19. People Prefer Structure
20. Take One Step at a Time
21. Scheduling Creates Momentum

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| 4. Listen to the Donor Community | 22. Build a Sense of Campaign |
| 5. Listen to What Each Donor Has to Say | 23. Create a Climate of Universality |
| 6. Donors Will Tell You What They Want | 24. Winning is Fundamental |
| 7. Make Your Case Larger Than the Institution | 25. Meetings Keep Things Moving |
| 8. Go for the Gold | 26. People Give to People |
| 9. Create Authentic Involvement | 27. The Right Person Makes the Difference |
| 10. The Process of Planning is More Important Than the Plan Itself | 28. The One Who Asks Must First Give |
| 11. Share Your Plans Without Asking for Money | 29. See Each Prospect Face to Face |
| 12. Use a Feasibility Study to Build a Strategy | 30. Ask for a Specific Amount; As for Enough |
| 13. If You Seek Average Gifts, You Get Below-Average Results | 31. Qualify the Prospect |
| 14. A Few Will Do the Most | 32. Tenacity Prevails |
| 15. The Early Donor Sets the Pace | 33. Ask for the Order |
| 16. Trustees Have an Opportunity, Not an Obligation | 34. The Donor Deserves Good Stewardship |
| 17. Staff Giving Lends Credibility | 35. The Best Advocate is Both Donor and Volunteer |
| 18. Make Great Investments Possible | |

Underlying all of this is the principle that ours is a virtuous endeavor, exemplified by Seymour's inclusion of a quote from John R. Mott the legendary leader of the YMCA:

Blessed are the money-raisers. For in Heaven they shall stand next to the martyrs.

We Think You Should Know

Blank Foundation Ups Gifts to Lure More to the South

Attention Atlanta, Georgia, and Southern nonprofits. The **Arthur M. Blank Foundation** announced plans to increase gifts in an effort to attract more foundation giving to the South. In a recent feature in *The Chronicle of Philanthropy*, the publication spoke with **Fay Twersky**, the new president of the foundation. Twersky indicated the organization is poised to direct more than tens of millions of dollars in annual grants to nonprofits. Much of the money will go to nonprofits in Georgia, where Blank, the co-founder of Home Depot, made his fortune. The goal is to produce a ripple effect as Twersky, a prominent grant maker with a national network of contacts, works to attract other grant makers to the South, which has long failed to draw the kind of charitable dollars other regions obtain.

Last year the Blank Foundation, along with the giving programs of Blank's businesses, made more than \$277 million in grants. This year, the foundation expects to make \$75 million in grants, not including grants from the associated businesses. Twersky said she expects the private foundation's giving to grow considerably each year over the next decade.

The foundation is still making final its plans for how its new grant making will work. But recent activity offers a glimpse at how Blank intends to use both the popular brands of its sports teams and Twersky's ability to attract other philanthropy leaders to a cause to get things done.

Meanwhile, Twersky will host a group of foundation and nonprofit leaders for a meeting of the New Pluralists, a pooled fund that aims to bring people of different backgrounds and ideological perspectives together to recognize their shared values. Blank has not made a commitment to the group, which would like to raise \$100 million, but Twersky, who was instrumental in getting the **Hewlett Foundation** to participate with a \$1.2 million grant, is clearly a fan. [Read the article here.](#) (subscription needed) *COP*, 8-24

Peachtree Corners Launches Grant Program

The city of Peachtree Corners will receive \$16.4 million through the *American Rescue Plan Act of 2021*, and in turn award these funds to qualified small businesses and nonprofits that suffered economic hardships due to the impact of COVID-19.

The city has created four distinct funds and grant application pathways that will provide operating funds for small businesses and nonprofits; capital funding for businesses and nonprofits to use to help prevent the spread of COVID-19 or to improve the exterior of their facility; and emergency funding for nonprofits to distribute to Peachtree Corners' residents most severely impacted. The city's nonprofit operating grant will provide nonprofits serving Peachtree Corners' residents with operational funding. Another application is intended for nonprofits providing emergency assistance to Peachtree Corners' residents who have been hit the hardest during the pandemic. The capital expense fund will provide money to beautify a small business or nonprofit's facility's exterior and/or renovate the facility to prevent the spread of COVID-19.

To learn more go here. The grant application process **ends at 11 p.m. Oct. 29.** *MetroAtlantaCEO*, 9-21

More Atlanta-Area News

The **Southern Company Gas Charitable Foundation** will donate \$700,000 to charities in support of improving equity and social justice. On the six-month anniversary of the attack on two Atlanta spas, the Foundation committed the first \$100,000 to charities who help raise awareness of and strive to end bias against the AAPI community, which includes anyone of Asian, Asian American or Pacific Islander ancestry. The organization is donating \$10,000 to the **AAPI Crime Victims & Education Fund**, and \$5,000 to the **Asian American Bar Foundation** in Houston. *MetroAtlantaCEO*, 9-17

The **Georgia Historical Society** named **Leanda Rix** as the new director of development and Strategic Initiatives. She rejoins the GHS team, originally starting in 2006 as senior grants writer and leaving in 2014 as director of grants & special projects. She was most recently executive director of Foundation Relations at Ohio State. *MetroAtlantaCEO*, 9-13

Apple has announced commitments totaling \$30 million through its *Racial Equity and Justice Initiative*, which aims to elevate equity-focused solutions across the academic and advocacy landscapes. Apple will expand the HBCU C2 initiative to an additional eleven schools, including **Clark Atlanta University**. *PND*, 9-3

The **Arthur M. Blank Family Foundation** awarded two grants totaling \$1 million to the **American Red Cross** (\$500,000) and the Greater New Orleans Foundation (\$500,000), in response to the impact of Hurricane Ida in Louisiana, Mississippi and the Northeast. *MetroAtlantaCEO*, 9-1

Truist Financial Corporation launched the *Homers for Hank* program, a five-year commitment to donate \$755 to the *Henry Louis Aaron Fund* for every home run hit by the **Atlanta Braves**, totaling a minimum of \$1 million. The funds will be used to build a program to provide scholarships for students attending historically black colleges and universities, career development programs for HBCU students/alumni and other future support initiatives in honor of Hank Aaron's legacy. *MetroAtlantaCEO*, 8-30

More Philanthropic News

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*

Nonprofit Sector Jobs Recovery Slowed in August

After two consecutive months of robust gains, the recovery of nonprofit sector jobs slowed in August. The impact of COVID-19's delta variant was apparent in the August data, which showed a month-over-month increase of just 42,000 nonprofit sector jobs, or 6.9% of the jobs still lost as of July, according to an analysis of *Bureau of Labor Statistics* data by the *Johns Hopkins Center for Civil Society Studies*.

Key Findings

- The majority of job gains was in the educational field, which added an estimated 28,518 jobs, or 18.2% of the jobs still lost.
- Religious, grantmaking, civic, professional, and similar organizations added 5,140 jobs, or 13.7%.
- Arts, entertainment, and recreational organizations added 5,509 jobs, or 8.2%.
- Social assistance sector, remained largely stagnant, adding just 123 jobs in August, or 0.2% of jobs still lost as of July.
- Healthcare organizations lost 2,129 jobs, or 1%.

The analysis also estimates that 65.2% of the 1.64 million nonprofit-sector jobs estimated to have been lost during the first three months of the pandemic had been recovered as of the end of August. Based on average rates of job recovery from January through August 2021, the center estimates that it will take the sector another 11.4 months to return to pre-pandemic levels, down from 12.4 months in the July projection. *PND, 9-16*

Nonprofit Executive Compensation Rose Steadily Between 2015 & 2019

While the median compensation for nonprofit executives grew steadily between 2015 and 2019, the gender gap for female CEOs and executive directors remained, a report from Candid finds.

The *2021 Nonprofit Compensation Report* found that:

- Median compensation across 14 categories of executive positions increased from \$106,000 in 2015 to \$121,000 in 2019.
- Median compensation for CEOs and executive directors declined between 2018 and 2019 except among the largest and smallest organizations — those with budgets of at least \$50 million and those with budgets of \$250,000 or less.

In 2019 the median compensation of female CEOs remained lower than that of male CEOs across all budget sizes.

- Women represented the majority of CEOs/EDs at smaller organizations with budgets of \$2.5 million or less.
- Women CEOs/EDs were paid 94 cents for every dollar male CEOs/EDs made at nonprofits with budgets of \$250,000 or less, compared with 80 cents at those with budgets of at least \$50 million.
- Science and technology-related research institutions and services paid the highest overall median executive compensation (\$196,000), followed by health organizations (\$189,000) and medical research organizations (\$188,000), while religious institutions (\$65,000), animal-related organizations (\$86,000), and arts organizations (\$92,000) continued to pay the lowest.

[More information here.](#) PND, 9-17

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