

Atlanta Results

Your Monthly Resource for Philanthropic News



First Things First



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www.fundraisingcounsel.com



from the remote desk of
John H. Taylor | Partner

Are Annual Gifts a Thing of the Past?

Earlier this year we talked about the possible impact of the *Tax Cuts and Jobs Act* (TCJA) on charitable giving. The "bumpy road" our President & CEO **David King** suggested then, seems to be even more uncertain now - thanks, in part, to some accounting world advice.

A likely impact of the increase in the standard deduction to \$12,000 and \$24,000 (single and joint), plus the near elimination of the deduction for state and local taxes, will drop the number of itemizers in the US to something less than 10% (according to some estimates). Meaning fewer individuals will need to make a charitable donation to realize a tax savings. We have argued, however, that it is unlikely this will cause charitable giving to dry up.

People will continue to give because, well, they have a charitable nature! But for many, any reduction of taxable income is a good thing. So, to capitalize on that undercurrent there seems to be a growing sentiment in certain financial sectors that individuals should be encouraged to "bunch" or "bundle" their gifts. Rather than make an annual contribution of a modest amount to their favorite charities, their advice is to wait and make a more substantial gift every three-five years that will cause their donation amount to rise above the new higher standard deduction level.

[Here's the rub...](#)

National Philanthropy Day in Atlanta: November 8

This year marks the 35th anniversary of **National Philanthropy Day** in Atlanta. Presented by the **Greater Atlanta Chapter of the Association of Fundraising Professionals**, the NPD Awards luncheon acknowledges the individuals and institutions that make



our community strong. This year the event will be held Thursday, **November 8**, at the **Georgia Aquarium**.

This year, our friend **J. Rex Fuqua** will be honored as **Philanthropist of the year**. His late mother and father-J.B. and Dorothy Fuqua -were also honored as Philanthropists of the Year in 1989. Fuqua is being honored for his contributions in the Atlanta community. He has supported **Skyland Trail*** since its early years,

joining its advisory board in 1990 and its board in 2011. He made a personal \$3 million commitment to the organization's *Building Resilience, Changing Lives* campaign, and served as one of three campaign co-chairs, helping raise more than \$17 million in just eight months.

National Philanthropy Day will also honor **Dave Stockert**, former CEO of Post Properties, as the **Volunteer Fundraiser of the Year** for his work benefiting Holy Innocents' Episcopal School. As board chair, Stockert led the largest campaign in the school's history. He also chairs the advisory board of the Metro Atlanta YMCA.

Kate Atwood will be recognized as the **Philanthropic Leader of Tomorrow**. Atwood founded **Kate's Club**, a nonprofit that provides support to children and teens facing life after the death of a parent or sibling. Atwood also served as executive director of the **Arby's Foundation**. And she is now executive director of **ChooseATL**.

To purchase tickets for the event, and more information, [please go here](#).

*Alumni Client Partner

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A Guide to Selecting Fundraising Counsel

The decision to engage outside counsel is an important step for your organization. Inside our guide you will find information on the 6 crucial steps to selecting counsel.

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Understanding the Repeal of the 80/20 Rule

The recently passed tax legislation disallowing 80% of tax-deductible "gifts" has raised issues when it comes to athletic seating deduction/counting. Athletic departments now require individuals to pay for the privilege of purchasing season tickets. On this edition of *Futures in Fundraising*, **Tom Jennings**, Vice President of University Advancement and President of the **Florida State University Foundation** joins Alexander Haas President and CEO, David King to break down what all this means for colleges and universities.

Download our guide to [Overcoming Objections](#) for additional fundraising help.

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Catch a new episode of Futures in Fundraising each month on Tuesdays at 10:00 am (EST) on Facebook Live.

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YOU NEED TO CAPTURE INFORMATION FROM GUESTS ATTENDING YOUR FUNDRAISING EVENT. OTHERWISE, YOU HAVE NO OPPORTUNITY TO RE-ENGAGE WITH THEM.

-David King, President & CEO



A portrait photograph of David King, a middle-aged man with short, light-colored hair, wearing a dark suit jacket, a white shirt, and a light-colored tie. He is smiling slightly and looking directly at the camera. In the bottom right corner of the photo, there is a small purple logo for Alexander Haas with the tagline "TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES".

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[**Our Metro Atlanta Client Partners**](#)

Our Transformational Services

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

[**Jump!**](#)


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