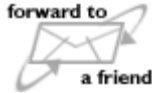




First Things First



April 16, 2020
www.fundraisingcounsel.com



George Douglass "Doug" Alexander
a Founding Partner of Alexander Haas

Born March 20, 1946 in Memphis, TN to Dorothy Provine and Henry Reid Alexander, G. Douglass Alexander passed away on April 6, 2020 after a valiant battle with Lewy Body Dementia.

Doug will be fondly remembered as a gentleman who loved his family, teammates and colleagues, believed in people's potential even when they didn't believe in themselves, passionately competed for important causes or for sport, and brought laughter to our world.

Over a 40-year career, Doug helped raise billions of dollars for important causes, founded six different companies that served the nonprofit industry including Alexander Haas (Atlanta, GA). He served two United States presidents, Jimmy Carter and George H.W. Bush, raised funds to bring the 1996 Olympics to Atlanta, and counseled numerous organizations, universities, schools, and museums, including the High Museum of Art (Atlanta, GA) for 15 years. He served as a board member of several private companies, the Association of Fund Raising Professionals (AFP), the AFP Foundation, and the Giving Institute. He served as a member of the Oglethorpe University Board of Trustees as well as the Georgia State University Foundation and the Oxford University School.

A former All-American basketball player at Oglethorpe University, Doug continued his love of sport throughout his life. Whether supporting all things Ole Miss Athletics or playing his newfound sport of Pickleball, Doug enjoyed healthy competition. He fell in love with airplanes at the age of six and obtained his IFR at the age of 60.

He is survived by his wife, Kristina Carlson, daughter, Elisabeth Alexander, son Captain Provine Alexander, and grandson, Tanner Reid Johnson (all in Oxford, MS). Other survivors include: brother, Robert Wayne Alexander MD, PhD (Atlanta, GA); nieces Kate Alexander Harmer (Toronto, ON) and Melissa Reddy Pamudurthy (NY/CT), nephew David Alexander (Atlanta, GA) and their families; sisters-in-law Cheryl Carlson (Deland, FL) and Pamela Carlson (Tampa, FL) and brother-in-law Christopher Carlson (VA).

The family is having a COVID-19 appropriate service at First Presbyterian Church and planning post-COVID-19 celebrations of his life for Oxford, MS and Atlanta, GA. Both at a later and safer date.

In lieu of flowers, please consider contributions to The Garland Pinholster Fund at Oglethorpe University, 4484 Peachtree Rd NE, Brookhaven, GA 30319 or to the Create Foundation (Designated for Leisure Lifestyles at OPC), PO Box 1053, Tupelo, MS 38802.

We are collecting memories, stories and tales about Doug that we would love to share with his family, and we'd like to hear from his friends and colleagues. Have one you'd like to share?

[Email us here.](#)

Coronavirus Philanthropy Atlanta Highlights

Georgia Natural Gas and the **Georgia Natural Gas Foundation** are donating \$200,000 to nonprofits including Georgia-based organizations to support their work to provide essential services and financial assistance. *MetroAtlantaCEO, 4-13*

The **Marcus Foundation** made a \$2.1M grant to the **Grady Healthcare System** to fast-track Grady's surge capacity plan. The grant will provide for 52 additional patient beds in preparation for a potential surge of COVID-19 admissions. *ABC, 4-13*

Gas South will donate more than \$1 million this year to support families throughout Georgia and Florida impacted by COVID-19, \$850,000 of these funds in the month of April. Additionally, the company increased annual funding to four of its primary non-profit partners: the **United Way, Atlanta Community Food Bank, Heating Energy Assistance Team (HEAT)** and **YMCA of Metro Atlanta**. Also receiving immediate funding are **Ser Familia, The Salvation Army and the Society of St. Vincent de Paul**. *MetroAtlantaCEO, 4-10*

The **Goizueta Foundation** awarded \$1M to the **Greater Atlanta Covid-19 Response and Recovery Fund**, a joint project of the **Community Foundation for Greater Atlanta** and **United Way of Greater Atlanta**. The **Robert W. Woodruff Foundation** and the **Coca-Cola Company** awarded the organizations \$10M, \$5M each, for money that will support the Fund as well. In the first three rounds of grant making to organizations in the Atlanta region \$8.7M was awarded. Recipients include: \$750,000 to the **Atlanta Community Food Bank** and \$500,000 to the **YMCA of Metropolitan Atlanta**. *COP, 4-8 & 4-7, PND, 3-21*

Arthur Blank created a \$1M emergency relief fund for associates and gameday workers at **Mercedes-Benz Stadium**. The fund, which will provide assistance for the venue's event-based associates, including ones that work for third-party companies in Levy Restaurants and SAFE Management. *ABC, 4-7*

Sara Blakely, founder and CEO of Spanx Inc., is donating \$5M to female entrepreneurs who need assistance amid the COVID-19 crisis. The donation will provide 1,000 female small business owners with \$5,000 each. *ABC, 4-5*

Emory Does it Again: Develops Diagnostic Antibody Blood Test to Determine Antibody-Responses to

COVID-19

Emory University has developed a sensitive and specific diagnostic antibody blood test that will help determine antibody responses in people who have been infected by COVID-19. Initially, testing will be available only to Emory Healthcare inpatients, certain groups of outpatients, health care providers and staff members, but will then be expanded significantly. The tests are being carried out by the Clinical Immunology section of Emory Medical Laboratories (EML). Emory will begin testing at a rate of 300 people per day, with plans to scale up over several weeks. [More here.](#)

News You Can Use

It Bears Repeating: Stimulus Bill Includes Help for Nonprofits

The \$2 trillion stimulus signed by President Trump, expands the charitable deduction to all taxpayers for a year, makes nonprofits eligible for federal loans that could be largely forgiven, and boosts tax incentives for corporate giving, according to nonprofit analysts. The stimulus bill will allow nonitemizers to deduct up to \$300 in cash giving for the 2020 tax year.

For those who itemize, the bill lifts the cap on annual giving from 60% of adjusted gross income to 100%. For corporate charitable giving, the bill raises the annual limit from 10% to 25% of taxable income. The cap on deductibility of food donations from corporations would increase to 25% of taxable income, up from the current 15% cap.

[Go here](#) to get more information about how the stimulus bill will benefit nonprofit organizations.

#GivingTuesdayNow

GivingTuesday announced **#GivingTuesdayNow**, a global day of giving and unity, set to take place on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19. The last #GivingTuesday, 12-3-19, generated \$2 billion in giving, just in the US alone.

It's a month away. Time to start alerting your audience and organizing your appeal.

[Go here](#) for help with making the most of the opportunity.



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