

Atlanta Results

Your Monthly Resource for Philanthropic News

Alexander Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things First



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www.fundraisingcounsel.com



from the home-office desk of
Sandra K. Kidd | Senior Partner

Why It's Good to Talk About Planned Giving in the Pandemic

Recently, a long-time community fundraising volunteer asked me if it was okay to talk about planned giving in the midst of the COVID-19 crisis. My answer? It is not only okay; it is a good thing to do.

In fact, fundraisers across the country are reporting an increased level of donor interest in planned giving this year, and many organizations are hearing from donors that they are making or revising their intentions to make charitable bequests. Some of the reasons are financially-driven; a stronger stock market has helped portfolios rebound and changes in the way we work may spur decisions about where to live or when to retire.

But what motivates gift planning is not only about economics, it is deeply personal as well. On one level, this is not surprising since the pandemic has touched so many lives. We have also had much time with our own thoughts since mid-March to reflect on what we value most.

In the spring, we advised our non-profit partners to call their donors, volunteers, and alumni—simply to see how they were doing, and to let them know how the institution was coping. We have heard that these calls, made from home, have allowed fundraisers to connect in meaningful ways with their donors, learning more about their families and where the donors are in their own lives. And our professionals have had the chance to talk about their lives, as donors ask about their children, inquire about the health of parents, and are charmed by a child popping onto the video screen or a pet making a cameo appearance. The result is a new level of personal connections that, nurtured, will grow.

Often, fundraisers feel that they need formal training in order to talk about planned giving with donors. I have long advocated that anyone can start a conversation about planned giving, because planned giving is, at its core, simply about a person's

values.

Leaving a legacy through charitable giving is a powerful and enduring way to support the mission of organizations that matter most to us. So, yes, pick up the phone, set up the video call, or sit six feet apart—and have the talk about planned giving with your donors. It's always the right time to give someone the opportunity to act on what they believe and what they value.

It starts with an email.....
and ends with 30 minutes of
fundraising counsel*
info@fundraisingcounsel.com
*free time

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TODAY**

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News of Interest

Majority of Donors are Optimistic

A nationwide survey of the giving intentions of donors across 44 states finds overall, U.S. donors appear to be optimistic about the economic recovery in the coming months, and more than a third surveyed reported their financial situation was better than last year.

Key Findings

- Nearly two-thirds expect the economy will rebound by the end of 2020 or by the middle of 2021 at the latest. Nine percent say they don't expect the economy to recover to pre-pandemic levels for a very long time.
- Six out of 10 mid-level and major donors expected their giving to stay at the same level as last year, and that one in four respondents expected to increase their charitable gifts in the second half of 2020.
- One-in-six donors expected to give less, and fewer than one in 20 anticipated a substantial drop in their giving for the rest of the year.

More than 40% of major donors surveyed said they won't attend a big in-person gathering until there's a vaccine. About 80% of donors expressed a willingness to meet one-on-one with fundraisers, or attend a small event at their church or in someone's home, as long as social-distancing and other measures were in place. *Financial Advisor*, 8-3

However, Single Women Reduced Giving Early in Pandemic

Single women were more likely than single men or couples to decrease their giving during the first two months of the Covid-19 pandemic. Nearly 40 percent of those women said they had done so because they were uncertain how the public health crisis would affect the economy — and by extension, their finances.

Only about 30 percent of single men and 32 percent of couples decreased their giving for that reason.

A new report, conducted in mid-May, tracks with other recent studies that show women have been disproportionately affected by the pandemic and its negative effects on the economy. That is in contrast with the Great Recession, which had a bigger impact on men.

The study cited other reasons single women reduced their giving:

- A third did so because they were uncertain about the further spread of Covid-19, compared with 24 percent of single men.
- Nearly 32 percent did so due to reduced income because of social distancing and business shutdowns, compared with 23.4 percent of single men.
- More than 30 percent did so because of "reduced interaction with community," compared to 24 percent of single men.
- More than half of the people surveyed — 56 percent — said they engaged in some kind of charitable activity during the first couple of months of the Covid-19 pandemic.

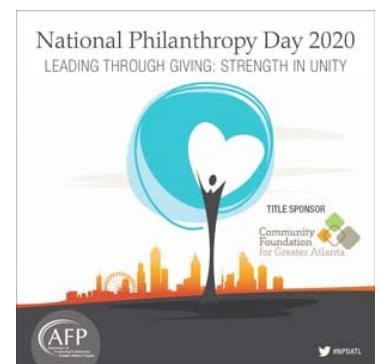
Read the report [here](#).

News of Interest

National Philanthropy Day 2020 Leading Through Giving: Strength in Unity

This year's **Philanthropy Day** in Atlanta (October 29), hosted by the **Greater Atlanta Chapter of the Association of Fundraising Professionals**, is going virtual! As usual, but a bit unusual, the event will include networking along with the National Philanthropy Day program where individual and organizational awards will be handed out. This year's *Volunteer Fundraiser of the Year* has been announced as **Kim Gresh**, President of S.A. White Oil Company.

For more information, go [here](#).



Mark Becker, who led the **Georgia State University*** through its largest period of growth and development, plans to leave his role as president at the end of June 2021. Becker, who has spent 12 years in the position, plans to take an "educational leave" to conduct research and write. A successor is expected to start in July of 2021. *ABC, 9-15*

Bloomberg Philanthropies awarded **Morehouse School of Medicine** \$26 million for currently enrolled students who receive financial aid. Each eligible student will get about \$100,000. *ABC, 9-3*

Rainbow Village* CEO, **Melanie Conner**, received the *Pay It Forward Moxie Award* from the Gwinnett Chamber of Commerce. "For me, it means Gwinnett County sees what we are doing at Rainbow Village. They see the families we are helping, the lives we are changing. More importantly, it means they see that there's a real need out there for the work we are doing," said Conner. *MetroatlantaCEO, 9-3*

The **Community Foundation for Greater Atlanta** awarded funding through the Metropolitan Atlanta Arts Fund. A total of \$1.15 million is awarded to 28 arts organizations profoundly impacted by the COVID-19. Ninety-one percent of total funding was granted to organizations founded or led by Black, Indigenous or people of color (BIPOC). *MetroatlantaCEO, 8-28*

Groundwork Atlanta named **Heather Hussey-Coker** as executive director to lead the five-year old local nonprofit organization. Groundwork Atlanta is a trust in the Groundwork USA network. *MetroatlantaCEO, 8-28*

Georgia Power's Atlanta Region & Corporate Relations team provided a \$10,000 donation to **March for Dimes** to support mothers and babies in the metro area to provide new programs and resources for families during the COVID-19 pandemic. *MetroatlantaCEO, 8-27*

Synovus Financial Corp. made a \$1 million gift to **UNCF** for the establishment of *The Synovus/Calvin Smyre Scholarship Fund*, which will provide scholarships for African-American students to attend HBCUs. *ABC, 8-27*

Grady Health System's* new Advanced Surgery Center, planned for completion in 2022, will be named the *Correll Pavilion* to honor **A.D. "Pete" Correll**, Georgia-Pacific's chair emeritus and noted civic leader who helped Grady achieve financial stability. *ABC, 8-21*

Ideabar is accepting nominations for the *Empowering Equality* program now through Sept. 30. One metro Atlanta nonprofit will win \$250,000 of in-kind marketing services to advance racial equality and social justice. The organization that tells the most compelling story about how it is advancing racial equality and social justice will be awarded in-kind marketing services. Go [here](#) for more information.

The **United Health Foundation** has donated \$750,000 to the **Healthy Mothers, Healthy Babies Coalition of Georgia** to improve access to health care and health outcomes for Georgia's mothers and babies. The funding will support increased access to services. *MetroatlantaCEO, 8-13*

Center Parc Credit Union and Georgia State Athletics have agreed on a 15-year, \$21.5 million contract for naming rights to Georgia State Stadium, which will be called *Center Parc Credit Union Stadium* or "Center Parc Stadium." *MetroatlantaCEO, 8-12*

*Alumni Client Partner

We'd Like You to Know....

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

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