



# Atlanta Results

Your Monthly Resource for Philanthropic News

Alexander-Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

August 2, 2022



from the desk of  
**Jerry W. Henry**  
Senior Partner

## Measure Twice...Cut Once

My grandfather enjoyed making handcrafted items from wood. I recall standing beside him when I was a child and watching him use his electric saws, drills, and other tools as he built tables, chairs, and other practical items. As he patiently attempted to explain his craft to me, I especially enjoyed playing in the sawdust (much to his chagrin)!

Early on, he taught me the old saying of woodworkers: “measure twice, cut once” which meant to make sure you’ve studied your planned project and taken accurate measurements before making your first cut. In other words, take some time to think through everything to do it right.

Fundraisers might heed this advice in this second half of 2022. Take time to “measure” your plans, your anticipated outcomes - not just once but twice - before you take an action.

For many of you reading these words, this advice will seem elementary. However, in the current “just get it done” culture, many of us seek shortcuts and are loathe to take the time to think through things, take some preliminary measurements, and double check them before moving forward with a fundraising plan.

Given rising inflation and the likelihood that our economy appears headed toward - if not already in - a recession, we are more prone than ever to make mistakes if we don’t take time to “measure twice, cut once.”

Here are a few thoughts as we move through the second half of 2022, a year marked with economic turbulence and uncertainty:

- Take time to focus on your top financial supporters. Take a measurement of how they’re faring in this economy. Talk to them and ask their advice especially concerning your plans for the next few months.
- Seek opportunities to nurture and grow your donor pipeline. While history shows us that donors tend to trim the number of organizations to which they give during an economic downturn, make it easy for donors to contribute. Monthly giving programs are increasingly popular among new donors according to recent studies.
- Keep telling your organization’s story and show that you’re making a difference

with the donated funds entrusted to you. Even as inflation causes you challenges and anxiety, show that you are a good steward of contributed funds.

In this ever-changing fundraising environment, assess your situation, draft your plan, test your plan with key donors and other trusted voices, and make sure nothing has changed since you crafted your initial plan. Then proceed.

Yes, it pays to follow my grandfather's advice. "Measure twice, cut once." But don't forget to find time to play in the sawdust as well!

[Our Team](#)

## The Be Haas Award Relaunch

### Nominations Being Accepted for Atlanta Fundraising Veterans Recognition

Our Firm is pleased to announce a three-year agreement to become presenting sponsor of the relaunch of the **Be Haas Award**, a Veteran in the Profession award presented to a standout fundraising professional, in cooperation with the Atlanta Chapter of the Association of Fundraising Professionals.

This will be awarded to an individual who exemplifies the legacy of Be Haas -- a passion for Greater Atlanta, dedication to the fundraising profession, and exemplary service to the community.

Click on the pic below for more information about how you can nominate someone! [Or go here.](#)

NOMINATIONS NOW OPEN FOR  
AFP GREATER ATLANTA'S 2022



*Honoring veteran and retiring nonprofit fundraisers who exemplify the legacy of Be Haas -- a passion for Greater Atlanta, a long history of dedication to the fundraising profession, and exemplary service to the community.*

**Nominations and self-nominations accepted through Aug 12.**  
One honoree will be celebrated at a reception in late September.

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## Atlanta Philanthropy Bits & Bytes

**Grubbly Farms** handed the **Atlanta Humane Society**, Alexander Haas current Client Partner, a 600-pound gift in the form of a new, sustainable snack. The Atlanta-based pet food company donated 800 bags of Vroomies to the Atlanta Humane Society's Alpharetta campus. Each bag contains 12 ounces of Vroomies, making for a hefty donation of 600 pounds. The donation comes at a time when there are hundreds of animals in Atlanta Humane's care who will greatly benefit. *Metroatlantaceo*, 7-29

**Joe Handy**, former president and CEO of the **Georgia Aquarium\*** will swim back into the world of all things fish when he becomes the CEO of Florida's Clearwater Marine Aquarium on Oct. 3. Handy was at the Georgia Aquarium for 15 years before leaving in 2019 to become CEO of the National Black MBA Association. *SaportaReport*, 7-28

The **Woodruff Arts Center's\*** 2021/2022 corporate campaign raised \$16.5 million in commitments and pledges from the top corporations in Atlanta. The campaign also had a new twist this year. It sought three-year commitments from key donors, which placed several companies in the prestigious \$1 Million Circle. **James Quincey**, chairman and CEO of the Coca-Cola Co., led the fundraising effort. *SaportaReport*, 7-28

After a two-year hiatus, the **2022 Beloved Benefit** was held at Mercedes-Benz Stadium with more than 2,000 attendees. The July 7 dinner, hosted and presented by **Arthur Blank** and **Dan Cathy**, has raised a total of \$6.3 million so far to donate to a host of nonprofits. All the costs of the event were covered by Cathy and Blank, so all the money raised will be distributed to the selected nonprofit organizations. The major nonprofits listed as beneficiaries include: **Atlanta Career Rise, Center for Employment Opportunities, the Goodr Foundation, Goodwill of North Georgia, Latin American Association\*, Quest Community Development Organization, the Village Market** and the **Westside Future Fund**. A host of other nonprofits also received smaller grants. *SaportaReport*, 7-14

\*Alumni Client Partner

### Foundations Reconsidering Time Horizons

The global challenges of 2020 and 2021 led more than one-third of philanthropies surveyed to accelerate their spending and several more to consider revising their philanthropic timelines. According to a study from **Rockerfeller Philanthropy Advisors**, education, community, and economic development were the top programmatic priorities overall, followed by health. When comparing differences among the time horizons, political, civil, and human rights was cited as the third leading area of focus among those considering a time-limited model, fourth for time-limited respondents, and fifth for in-perpetuity organizations.

The report also found that 76% of respondents cited a desire to influence social change as their top motivation for philanthropic giving, 64% wanted to "give back to society," and 57% cited "urgent need" as their motivating factor. *PND*, 7-22-22

### Top Concerns for Nonprofits

The inaugural **Not-for-Profit Survey 2022 Trends Report**, conducted by accounting firm UHY, found that 40% of respondents reported "a notable increase" in funding levels over the past year, while 22% reported "a notable decrease" and 34% reported no change. Another 40% said their top priority over the next year was attracting and retaining qualified talent.

### Other Key Findings

- Nearly half of respondents identified challenges with growth and scaling as a top concern.
- 37% cited continued reluctance among donors to contribute to critical operational expenses such as staff salaries, information technology, and evaluations.
- While 75% of respondents said they received emergency funding during the pandemic, there is an apparent and abrupt deceleration in such funding.

[Go here to download the report.](#)

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## We Know Atlanta Nonprofits

For more than 35 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.

[Our ATL Clients](#)

## A Fresh Approach to Nonprofit Fundraising

Our services aren't cookie cutter. We don't operate with a boilerplate, merely changing names and locations. We craft each and every service we provide to match your unique needs, wants and abilities. We work hard and expect you to do the same. Together we can help you transform your organization, your fundraising, and the people you serve.

Whether your need is in Capital Campaign, Annual Fund Campaign, Major Gifts, Leadership Annual Giving, Planned Giving or all of the above, we take a fresh approach to nonprofit fundraising.

[Our Services](#)



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