



Atlanta Results

Your Monthly Resource for Philanthropic News

Alexander-Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

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from the desk of
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You Need a Board. Yes, YOU

Recently, I was working with a client and interviewing board members. Some were experts with investment strategies, others were adept at innovation and marketing, and one was a CPA who loved audit and compliance. I was struck by the diversity of each outstanding volunteer's experience, background, and skills. However, one constant was found – a thoughtful dedication to the organization.

While many of us have the great fortune of working with board members at a nonprofit organization or a higher education institution, how many of us utilize experts for advancing our own careers? I was reminded of a social media post I saw a couple of years ago that spoke to the importance of assembling your **personal board**. To find the original infographic, I did an internet search for **personal board** which provided **587,000,000** results! Clearly this is a hot topic with many sources weighing in on the subject, including [Forbes](#), [Harvard Business Review](#), and [LinkedIn](#).

Much like a foundation board, a personal board should **give feedback, provide support, challenge your assumptions, advocate for you, offer encouragement, expand your network, and celebrate your accomplishments**. Personal board members sincerely care about your success and invest their time in helping you achieve your goals. The members of your personal board don't necessarily have to know they are on your **board**.

In choosing your personal board, you should place value on mutual respect and expect to receive open and honest feedback. While there isn't a magic number of how many personal board members you should engage, many sources suggest having at least five people on whom you can rely. These are my favorite personal board member **job descriptions**. (Plus, I love alliteration.)

1. Caring Coach – encourages you and challenges you to be better.
2. Expert Executive – leads others in ways that inspires you.
3. Sincere Sponsor – advocates for your career advancement and increases your visibility.
4. Creative Connector – broadens your network and shares professional opportunities.
5. Positive Peer – motivates you to make a difference and validates your work.

While it may sound cliché, each one of us is the CEO of our career experience. Just as we could not function effectively in our jobs with only one volunteer or foundation board member, we should not expect that one mentor can fulfill all the roles we need to advance in our professional development.

In this season of thanksgiving and celebration, consider reaching out to thank those who have invested in your success and career trajectory. In the new year, continue to invest in others and consider sharing your expertise by becoming a personal board member for someone else.

Our Team

Almost Time for THE Big Fundraising Day November 29, 2022

The logo for GivingTuesday features the word "GIVING" in a large, blue, sans-serif font. The letter "V" is replaced by a red icon consisting of three overlapping, curved lines that form a heart-like shape. Below "GIVING" is the word "TUESDAY" in a smaller, blue, sans-serif font.

[select for more info](#)

GivingTuesday is Ready...Are You?

Apple Pay Enters the Mix for GivingTuesday

Speaking of **GivingTuesday**, **Candid** has announced it is partnering with **Apple Pay** to make it easier for nonprofits to accept donations on GivingTuesday—and beyond. Last year, GivingTuesday raised \$2.7 billion in the United States. This year, nonprofits that have earned a **Candid Seal of Transparency** will be able to accept donations with Apple Pay.

Charities with a Candid Seal of Transparency provide information about their mission, contact details, leadership, grantmaker status, programs, financial information, strategic plans, and/or metrics that help funders and donors make educated giving decisions. The seal, which nonprofits receive for free, also gives organizations additional benefits such as appearing on more than 200 charitable sites. To learn how to [get your seal, go here](#). *Candid press release, 10-24*

GivingTuesday's \$10 Million Gates Gift

GivingTuesday received a \$10 million gift from the **Bill and Melinda Gates Foundation**, the largest single grant in the organization's 10-year history. The grant will enable GivingTuesday to scale existing programs and launch new initiatives aimed at advancing "a culture of radical generosity" around the globe. The organization will work to increase giving worldwide and hopes to inspire the next generation of generosity givers. GivingTuesday currently has national movements in more than 85 countries. The Gates Foundation is GivingTuesday's largest and one of its most longstanding financial supporters. *PND, 10-21*

Wealthy Young Donors Want to Give Differently Than Parents Do

When making big charitable-giving decisions, a new study finds that 76% of wealthy donors are likely to give to different causes and nonprofits than their parents and to give in ways that differ from how the older generation donates to charity. By contrast, 82% of parents in the survey who give believe that they and their children share the same philanthropic goals.

Women respondents were especially keen to differentiate their giving: 88% of women said they plan to or are already giving differently than their parents, compared with 69% of men.

Roughly 60% of affluent people of color said they would give differently than their parents, which the study's authors interpret as evidence that wealthy people of color's philanthropic identities are more rooted in their family's giving legacies and traditions than that of their white counterparts.

The [2022 Bank of America Private Bank Study of Wealthy Americans](#) surveyed 1,052 high-net-worth U.S. respondents over the age of 21 with at least \$3 million in investable assets, excluding their primary residence.

More Key Findings

- Half of the younger donors said they would give through a charitable trust, compared with only 15% of older donors.
- Thirty percent of younger donors said they favored DAFs compared with only 14% of older donors.
- Twenty three percent of younger donors showed a preference for giving through a foundation, compared to only 11% of older donors.
- Nearly 70% of people who made their own wealth reported feeling an obligation to give back, compared with 44% of people who come from already-wealthy families.
- Almost 90% of the younger people were extremely confident that they are not only well prepared to step into the role of wealthy philanthropists, but that they will also be more effective at it than their elders.

[More here.](#) COP, 10-11

Current & Alumni Client Partners in the News

Agnes Scott College* will receive a \$1 million grant from **The Delta Air Lines Foundation** designated for the college's *Global Journeys* initiative called SUMMIT. As part of SUMMIT, 100% of Agnes Scott's first-year students engage with the wider world by traveling globally on college-sponsored, faculty-led trips. *MetroAtlantaCEO, 10-27*

Congratulations to our Alumni Client Partner **Jerusalem House***, who celebrated 30 so service to Atlanta's low-income and homeless individuals and families affected by HIV/AIDS. The organization celebrated with a luncheon attended by Atlanta **Mayor Andre Dickens**, and announced a new housing strategy, which will lessen its reliance on rental properties, in the face of Atlanta's housing crisis and looming cuts to funding. *MetroAtlantaCEO, 10-26*

Georgia State University's* fifth annual day of giving, **Georgia State Day**, was its most successful yet, with more than \$973,000 raised from 2,166 gifts supporting the institution. This giving day broke previous Georgia State Day records in several categories, including dollars raised, total value of challenge gifts and number of funds supported. *MetroAtlantaCEO, 10-17*

Rainbow Village held a **Benefit Gala** in October and raised almost half-a-million dollars to support its mission to provide help, hope, housing and healing to families experiencing homelessness. In the days that followed, the nonprofit presented a challenge to meet the \$500,000 goal it had set for its *We Are Family* gala. Supporters stepped forward to close the gap with a final tally of \$501,970. Additionally,

Georgia Council for the Arts announced the recipients the 2023 *Vibrant Communities and Cultural Facilities* grant awards, that support a variety of arts programming and restorations or renovations of buildings used for arts programming. Congratulations to current and alumni client recipients that include **Aurora Theatre**, a current Client Partner; **The Jacqueline Casey Hudgens Center for Art & Learning***; **Spruill Center for the Arts***; **Boys and Girls Clubs of Metro Atlanta***; and **Telfair Center for the Arts***.
MetroAtlantaCEO, 10-21

**Alumni Client Partner*

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Rainbow Village will serve as one of four designated organizations to benefit from Ordner Construction's 11th annual **Run 4A Reason 5K**. It is an official AJC Peachtree Road Race qualifying event.
MetroAtlantaCEO, 10-17 & 10-13

And we would be remiss if we didn't wish a belated Happy Birthday to former **President Carter**, who holds the record for Longest-Living President, as he celebrated his 98th birthday on October 3. Forty years ago, President Carter, along with his wife, Rosalynn, founded **The Carter Center***.

**Alumni Client Partner*

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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.

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