



Atlanta Results

Your Monthly Resource for Philanthropic News

Alexander-Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

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from the coastal-desk of
David T. Shufflebarger | Senior Partner

What's it All About?

I have been giving a good deal of thought lately about the state of our fundraising profession amid a myriad of reports about such things as the increasing number of folks who are planning to leave the nonprofit sector, an upsurge in those pushing for unions, and analyses for why this is all happening.

One of those analyses by Lisa Pilar Cowen and Michele Flores titled *'Let's address the real reason great fundraisers are in short supply'* appeared recently in *The Chronicle of Philanthropy* as an opinion piece. It's a thoughtful essay well worth the read but I must say I was greatly turned off by how the Chronicle introduced the article:

Too often, nonprofits force development officers to grovel for donations from the rich, rather than emphasizing how to connect people in a community to support an organization's mission.

Groveling? I don't think so even though I entered the field more than 50 years ago with a misguided impression of fundraisers as folks going around with a tin cup begging for money. Fortunately, an extraordinary volunteer recognized the depth of my ignorance and took me on call to show me what it's all about. I sat quaking in my boots as he invited a prospective donor to join him in supporting the cause by considering a gift of \$100,000. After what seemed like infinite silence the gentleman responded 'We know your enthusiasm for this project and believe in it as well. We expected you would be calling and have decided to give \$150,000.' Needless to say, I was stunned. And to compound it as we left the gentleman put his arms around both of us and thanked us for letting him and his wife be a part of it.

When I expressed my incredulity at a gift larger than our ask and a thank you for involving the couple, my mentor simply replied: 'You dunderhead, all we are doing is inviting good people to do a good thing for a good cause. What could be nobler than that?' Indeed. That lesson changed my life and made me love what we do.

More recently we noted the passing of Burt Bacharach at 94 and I recalled one of his songs from 1966 that sticks in your mind, *What's it all about, Alfie?*

What's it all about, Alfie?

Is it just for the moment we live?

What's it all about when you sort it out, Alfie?

Are we meant to take more than we give

Or are we meant to be kind?

And if only fools are kind, Alfie
Then I guess it's wise to be cruel
And if life belongs only to the strong, Alfie
What will you lend on an old golden rule?
As sure as I believe there's a heaven above, Alfie
**I know there's something much more
Something even non-believers can believe in
I believe in love, Alfie**
Without true love we just exist, Alfie
Until you find the love you've missed you're nothing, Alfie
When you walk let your heart lead the way
And you'll find love any day, Alfie

Songwriters: Burt Bacharach, Hall David. For non-commercial use only.

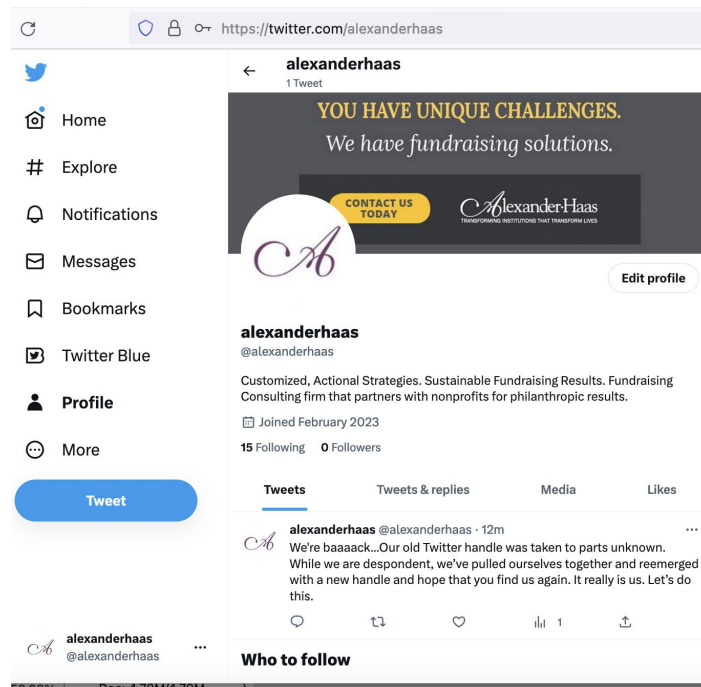
I have highlighted a couple of lines that speak to me. If my etymology is correct, the roots of philanthropy are the love of humankind. That's what it's all about and if we say that loud and clear I think we will be able to attract and retain good folks to our work. And recall the words of John R. Mott the legendary YMCA leader: *'Blessed are the money-raisers. For in heaven they shall stand next to the martyrs.'*

Our Team



ARGH! We've Been Hijacked!

Our Twitter was swallowed by the internet. While we are despondent, we've pulled ourselves together and reemerged with a new handle and hope that you will take the time to refollow us, if we've been friends before this sad event. And if you haven't followed us on Twitter, what's wrong with you? Let's do this. [This is us! alexanderhaas](https://twitter.com/alexanderhaas)



Kennesaw State Ready for the Brackets

For the first time in program history, and just three years after its one-win season, our Alumni Client Partner **Kennesaw State University** is headed to the men's NCAA basketball tournament. They beat Liberty University by one point to win the Atlantic Sun tournament. Reaching the NCAA tournament is an incredible feat for Kennesaw State. Looking at where the program was a few years ago makes that accomplishment even more impressive.

It's unclear where the Owls will land in the NCAA tournament, but it doesn't matter much. After setting a school record with 26 wins and winning 16 of their past 18 games of the season, the Owls are headed to the dance. *Yahoo Sports*, 3-5

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Economy Shows Positive Signs, Nonprofits Still Weary

Inflation rates have slowed, and consumer confidence has made gains. Despite those positive trends many nonprofits are still struggling to cope with a major increase in demand for their services. With most Covid-era relief funding already used up, many groups are continuing to adapt.

Here's a closer look at some of the economic data experts say nonprofit officials should be watching.

Inflation

Inflation has continued to show signs of easing, registering a 6.6% growth rate in January 2022. While that was a slight increase over the previous month, it reflects a marked decline from last year's high rates. However, the impact of those slower rates hasn't trickled down to everyday Americans – or most nonprofits. Even as inflation cools, human-service nonprofits are still seeing heightened demand from people struggling to keep up with the costs of basic necessities.

Unemployment

The national unemployment rate of 3.4%, its lowest level since 1969. However, hiring employees is more difficult for nonprofits in the economy because nonprofits' revenue comes largely from donations, grants, and contracts that often don't keep pace with rising costs.

Consumer Sentiment

Consumer confidence rose 8.7% in January from the previous month. Despite positive signs, nonprofits are still struggling to attract donations from individuals. Even as some large nonprofits reported successful year-end giving campaigns, many small charities have had trouble gaining traction with donors who still haven't found their footing in an uncertain economy.

Stock Market

The stock market remains volatile. Even so, one benchmark equities index, the S&P 500, ended the month up 6.2% in January. The gains marked the S&P 500's best January since 2019, driven by optimism that the Federal Reserve would continue to slow down the pace of its interest-rate hikes. However, uncertainty about future Federal Reserve action and disappointing earnings from major retailers have continued to make stocks volatile in recent weeks. *COP*, 2-28

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The Philanthropy 50 Shuffle

The Chronicle of Philanthropy released its *Philanthropy 50* list recently which reported that giving by the 50 biggest donors in the United States totaled more than \$14.1 billion in 2022. The total represents a 49% decrease from the \$27.7 billion given by the 50 biggest donors in 2021. The number one spot went to **Bill Gates**, followed by **Michael Bloomberg**, **Warren Buffett**, **Jacklyn and Miguel Bezos**, and **John and Laura Arnold**, who rounded out the top 5 spots.

However, it has now been reported that **Elon Musk** gave more than \$1.9 billion worth of Tesla stock to his foundation in 2022. The Chronicle has amended its list and now lists Musk in the number two spot.

Causes Supported

According to the Chronicle, contributions by the 50 biggest donors toward climate change mitigation and solutions, reached only \$195 million—less than 10% of the more than \$2 billion directed to conventional philanthropy that included scholarships and disease prevention. “The default setting for the biggest donors still seems to be to steer away from addressing some of the thorniest societal challenges related, for example, to inequity, racism, and the future of our planet,” said **Center for Effective Philanthropy** president Phil Buchanan. *COP*, 2-17

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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