



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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Adjusting Behaviors for the Neurodiverse Donor & Staff

I live in a house full of neurodiverse thinkers who see, feel, and experience the world differently than those who approach the world through a “neurotypical” lens. My dyslexic and ADHD family is not alone with approximately 20% of the population living with different wiring in their brains in the form of Autism, ADHD, dyslexia, dyscalculia, dysgraphia, and OCD (obsessive-compulsive disorder) among others. Because I live in a neurodiverse world, I am fascinated by studies that show we can all benefit in a world more accommodating for those who see things and think differently – especially in the workplace. To take that a step further, shouldn’t we as fundraisers keep in mind that 20% of our donors are probably neurodiverse as well?

Just because an individual falls in this category does not mean that they are less than or disabled. Many have high IQs and are extremely bright. Heightened skills, such as pattern recognition, empathy, interpersonal skills, innovation, creativity, and leadership are prevalent among dyslexic thinkers (of which experts say 15 and up to 20% of the population fall into this group). Because these are such critical business skills, 40% of the world’s greatest innovators and entrepreneurs are dyslexic. With that said, it would be safe to assume that some of your best donors are likely dyslexic as well.

What does this mean for us as development professionals? We need to be mindful in our communication. Lengthy emails are probably not going to be read. Those with ADHD and dyslexia often rely on administrative support to keep them organized and on track. Get to know gatekeepers and make sure that you schedule meetings through the proper channels. In designing printed materials and proposals know that text needs to be concise, have visuals and include summaries that hit the highlights.

Something else to consider, meetings or events. If someone struggles with anxiety, simple steps like those listed below can make the difference in whether someone agrees to meet with you or not. However, isn’t it nice to take these steps regardless?

- Provide detailed parking information and where to go once they arrive.

- Include the appropriate attire (if necessary).
- Personally meet guests as they arrive at the door.
- Take away any other anxiety-inducing stressors.

Along those same lines, if you work in an organization, be mindful of your neurodiverse colleagues and those that you are looking to hire. Accommodations can be simple. Quiet workspaces, understanding that a complex CRM system can be overwhelming for someone with ADHD, so they may need more time with meeting notes or voice-to-text technology, or even some admin support. Try not to get frustrated if a colleague doesn't have the same work schedule as you do. You never know what they are struggling with. Anxiety, depression, OCD, etc. can be crippling at times, and we are not to judge others.

Finally remember, divergent thinking generates multiple ideas or solutions to a problem. Creative problem-solving is a good thing. Ernst & Young did a research study that showed that many of the future workplace skills perfectly align with those that you find in individuals with dyslexia. LinkedIn has added dyslexic thinking as a skill. If we can all see these differences as talents as opposed to disabilities or hindrances, make accommodations, and approach every donor and colleague with grace and understanding, the possibilities are endless.

Please welcome Shelly to our team.

[Read all about our new Partner here.](#)

Our Team

Atlanta Area Nonprofit News

Trees Atlanta, an Alumni Client Partner, received \$10 million to fund urban tree canopy protection efforts in the metro from the **U.S. Department of Agriculture's Forest Service**. The funding is part of a set of grants worth more than \$1 billion from President Joe Biden's landmark climate and healthcare law, the Inflation Reduction Act (IRA). The agency said the investment is the largest yet set aside by the IRA to protect and plant new trees in cities around the country. *AJC, 9-14*

Congratulations to our Alumni Client Partner, **The University of West Georgia**, who will embark on a transformative journey to join NCAA Division I Athletics in the coming year. As part of the transition, the UWG Wolves will join the **Atlantic Sun Conference**, effective July 1, 2024, creating a conference of 12 athletics teams across the southeastern United States. The change to NCAA Division I athletics is expected to yield numerous positive outcomes for UWG, including increased visibility on the national stage, expanded athletic scholarships and enhanced opportunities for student-athlete recruitment. *We Are One, UWG, 9-8*

Gas South announced the donation of more than \$2.2 million to 10 nonprofits in Georgia and Florida that are a part of their *Fuel For Good Allies* program. The company's give-back initiative to Be A Fuel For Good shares 5% of profits with organizations supporting needy children. Alexander Haas alumni Client Partners are among the recipients: **Covenant House, Shepherd Center, and St. Vincent de Paul**. *MetroAtlantaCEO.com, 9-6*

The emergency fund from the **Entertainment Community Fund** has granted \$5.4 million as of August 25 to its striking members. The fund, formerly known as the Actors Fund, is one of several nonprofits that have long supported entertainment industry workers. The fund has received the most requests for help from people in California, followed by **Atlanta** and New York. It's raised \$7.6 million so far and is granting about \$500,000 a week. For now, it's issuing one-time grants of up to \$2,000 for individuals or \$3,000 for families. *COP, 8-30*

[Our LinkedIn](#)

Are Nonprofit Salaries Keeping Up With Inflation?

The median pay for fundraisers grew 6.4% in 2022 – shy of the 8% increase in the cost-of-living last year. According to *Candid's* annual pay report, median compensation for top officials climbed 3.2% in 2021 to \$129,000, up from \$125,000 in 2020. Inflation, meanwhile, climbed 4.7% that year. This ends a long run when pay ran ahead of inflation. From 2017 to 2021, median compensation was up 6% when adjusted for growth in the cost of living over the four years.

Other findings from Candid's report:

- Median executive compensation at the largest groups – those with annual revenues of more than \$50 million – was \$293,000. At the smallest organizations, whose revenues were under \$250,000, median pay was \$43,000.
- Executives in the Northeast earned the highest salaries – a median of \$140,000. Those in the Midwest earned the least, a median of \$111,000.
- Pay for women executives continued its decade-long creep upward. For every dollar men made, women made a median 67 cents in 2011 and 73 cents in 2021.
- Another trend that continued: Women represented the majority of CEOs at smaller organizations but less than one-third of CEOs at the largest groups.

[More here.](#) *COP 8-8*

[Our Facebook](#)

Most Black-led Nonprofits Operate on less than \$500,000

A new report, [Grassroots, Black & Giving: How Philanthropy Can Better Support Black-led and Black-Benefiting Nonprofits](#), found that Black-led and -benefiting nonprofits are often grassroots, hyper-local, and founder-led, with deep connections to the communities they serve. About 76.8% of such nonprofits are operating on a budget of less than \$500,000 a year, and nearly one-third operate with just \$30,000 a year. Primarily made up of volunteers, 43.5% of the organizations operate without any paid, full-time employees, and 45.65% have no paid, part-time employees.

According to the report, Black-led and Black-benefiting nonprofits also face unique fundraising challenges, with 86.5% always or often having trouble accessing a large, diverse number of funding sources, and 72.7% always or often challenged to identify or cultivate new funders. Moreover, nearly 53 percent of organizations indicated they would shut down if they lost one or two key funders.

Released by the *Young, Black & Giving Back Institute*, and supported by the *Nielsen Foundation* through its Data for Good grant program, [the report can be found here](#). PND, 8-29

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 Client Partners

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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