



Atlanta Results

Your Monthly Resource for Philanthropic News

Alexander-Haas
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

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Making the Case

by Arthur C. Criscillis, Ed.D.
Managing Partner

In seeking philanthropic support, we present to our prospects specific funding objectives. It could be a building project of some sort. It could be programmatic or something in support of people. The specific objectives are legion. That having been said, they are united in that they require a well-stated, compelling case, that is why this is needed.

In making the case for support, we really need to answer one basic question: “So what?” We need a new building? So what? We need support for a specific program? So what? In answering that question, we will be telling the prospect why what we are asking that prospect to support matters in human terms. How does this help to make lives better? How does this save and change lives? In short, what is the impact?

In presenting the impact, we need to distinguish between the impact on people vis a vis the impact on the institution. The former is the end. It’s what we are about. It entails our mission. The latter (impact on the institution) is a means to an end—the end being to impact people. In short, our institutions are not ends—they are means; they are instruments in making positive changes in people’s lives. That is not to suggest that discussing how a gift can make our institutions stronger or even more competitive is not necessary. Having pointed to that, we need to make explicit how that enables us to discharge our mission (helping people in some way or ways) even better, because at the end of the day that is what donors want to know—that they are having an impact on people.

When we present our priorities, they almost always fall into one of three baskets. The first is when we ask them, in making their gift, to help us to do more of something that we are already doing well and that has an impact. The second is when we ask them to enable us to do even better something that we are currently doing so that it can have a greater impact. The third is asking them to enable us to do something new that will have an impact on people in ways that we have not been able to date. More, better, new—our funding objectives typically fall into one of the three and knowing which can help us to more clearly make our case.

[Our Team](#)

Foundation Investments Rebound

A report from the **Council on Foundations and the Commonfund Institute** says that private foundations reported an average 12.6% increase in asset values compared with a 12% decrease in 2022, while community foundations reported a 14.1% increase compared with a 13.3% decrease the previous year.

Other Key Findings

The 10-year average annual return remained relatively unchanged with private foundations reporting an average 7.1% return, compared with 7.3% in 2022, and community foundations reported 6.2%, compared with 6.4%.

Giving to community foundations retreated for the second consecutive year, with 51% reporting that giving had decreased in 2023 compared to 63% in 2022, while 36% reported an increase compared to 29% the previous year.

The share of foundations reporting environmental, social, and governance (ESG) criteria was broadly unchanged in 2023—27% of private foundations and 26% of community foundations, compared with 28% and 26% in 2022. Only 7% of private foundations and 16% of community foundations anticipate adding ESG criteria to their investment policies in the coming year.

[The report can be found here.](#) *PND, 9-4*

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A Look into Capacity Building Goals

Most **Kenneth Rainin Foundation** grantees did not achieve their capacity building goals, because of flawed assumptions concerning time, resources, and the conditions necessary for success, a report from the foundation finds.

And while the Rainin Foundation provides support for arts organizations in the San Francisco Bay Area, the report offers a glimpse of how like organizations are operating throughout the US.

The report finds that a focus on organizational growth over stability proved misguided and that an organization's readiness across a broad array of metrics—staffing, technology, board support, among several others—as well as the rightsizing of goals, were equally critical to success. According to the report, 16 of 21 organizations (76%) did not achieve their original goals.

With 67% of participating organizations operating with budgets of \$1 million or less—and 48% with \$500,000 or less—the report found common “systemic headwinds” that prevented grantees from realizing their capacity goals, including the pervasive reliance on sweat equity (unpaid and underpaid labor), staff members doing multiple jobs, frequent staff turnover driven by an inability to provide a living wage, and a permanent struggle to increase visibility.

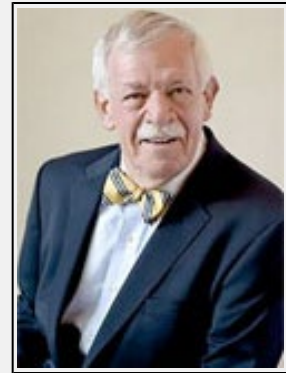
[The report can be found here.](#) *PND, 9-10*

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We Are Celebrating a Milestone!

Please join us in congratulating **David Shufflebarger** on his **30th Anniversary** with Alexander Hass. Shuff has been a bedrock foundation for all that we have accomplished at the Firm and has been a mentor to each and every one of us.

“He is always talking about retiring and I’m always saying ‘no Shuff, just one more year’. I cannot imagine this firm without him. Congratulations Shuff, it is an honor and a pleasure to call you colleague and friend,” said David King, CEO & President.



Welcome New Atlanta-Area Client Partner



This organization sprang from the Paralympics held in Atlanta in 1996. Alexander Haas was honored to lead the fundraising effort to bring the '96 games to Atlanta, and excited to keep this flame alive.

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 Capital Campaign, Campaign Strategy Study, 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





www.fundraisingcounsel.com
info@alexanderhaas.com

Headquartered in Atlanta, GA
404.525.7575