



# Encore

A Spotlight on Philanthropy in the Performing Arts

Alexander-Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

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from the desk of  
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## Too Right! Too Left!

If you've been in the non-profit world for the last decade or so, you've undoubtedly heard these words describing your organization. I hear them used to describe organizations that do great work literally every single day. But when a major donor or top volunteer uses these terms to describe your organization, what then?

Let me digress for a moment. My late father always had lots of dadisms that he shared with my brother and me for over four decades. Dad would say stuff like; "Keep your eye on the ball", "Always be honest", or "The right way is usually the hardest way". As a profoundly faithful man, he would also say; "organized religion was created by people, and people are imperfect". But even though dad knew his religion of choice wasn't perfect he was at church nearly every time the doors were open. He volunteered, he served on countless boards, he raised millions of dollars, and he oversaw massive construction projects, all as a volunteer because he knew the organization and the mission was much greater than a few things with which he disagreed.

In my experience, when our donors and volunteers come to us with disagreements on points of view, I find it is rarely, if ever, about the mission and purpose of the organization. After all these folks support these institutions because they are passionate about the missions. As non-profit leaders and fundraisers, how should we address these concerns in the politicized and emotionally-charged divisions of today?

We must first remember to listen with an empathetic ear; listening to someone is the ultimate sign of respect. Also, we need to realize that their concerns may have some validity. And, finally, for those of us who remember a world without social media, we need to go back to talking **with** people, not **at** them through online forums.

This is where we keep our eye on the ball. The obvious thing to do is to remind them of the organization's important work, the mission. Remind them why they became involved in the first place. I assure you in almost every case the organization's story is much greater than one controversial decision, policy, or person.

The non-profit sector and its dedicated volunteers, donors, and staff members make their communities a better place every day. Let's continue to share this great work and focus on our mission. As my dad said, "The right way is usually the hardest way," and, as usual, he

was correct. While it may be hard to separate our personal beliefs from the work our organizations are doing, it is important to remember that mutual respect and collaboration lead to the outcomes we all are working together to achieve.

We all want to build deep and lasting relationships between our institutions, donors, and volunteers. These deep and lasting relationships start with relationships between people, and people aren't perfect. Let's always be honest as individuals representing our mission, and let's make sure our institutions are honest about what they can accomplish. This honesty will lead to a much deeper relationship between the people involved, and more importantly a deeper relationship between the donor or volunteer and the institution. And that almost always leads to greater support for our mission.

Our Team

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## NEA Chair Address Highlights the Arts Struggles & Victors



“I want you to know that, from my perch as chair of the Arts Endowment, I see the challenges and hardships that have hit this industry... Our arts ecosystems, much like natural ecosystems, are shifting—demanding new ways of working, new ways of gauging success and progress.”

**Maria Rosario Jackson** gave the closing plenary at the **Association of Performing Arts Professionals'** annual conference where she addressed both the hardships faced by the performing arts sector as well as the opportunities. [The full speech is available to watch on APAP's YouTube channel, here.](#)

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## Next-Generation Wealthy Have Big Plans

At least half of millennial and Gen X ultra-high-net-worth individuals (UHNWI) are making big plans for where and how to invest, as they prepare to assume responsibility for their family fortune.

A recent study surveyed UHNWI with a family net worth in excess of \$30 million and found that even though many millennials and Gen Xers are eager to be involved in strategic and finance-related roles, generational family conflicts impede succession planning.

While more than 60% of next-generation family members expressed an interest in strong communication as well as seeking external support for succession planning,

- 41% identified their diminished business roles and responsibilities and
- 36% voiced concerns over business strategy as substantial obstacles to a smooth transfer of wealth.

Once in control of the family fortune,

- 27% plan to shift toward alternative investments including private markets, hedge funds, and commodities.
- 24% want to integrate new technologies into business operations.

More than half of respondents surveyed (51%) believe they can invest sustainably without sacrificing returns.

- 68% believe sustainable investing is a permanent feature of the investment landscape, expecting that 43% of their portfolio will be dedicated to sustainability within five years.
- In addition, 82% identified philanthropy as a priority.

The report, *The Next Generation of Wealth Holders in the United States 2022*, from BNY Mellon Wealth Management and Campden Wealth, [can be downloaded here](#).

PND, 12-27-22

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## Giving Up 6%, Donors down 7% in 2nd Quarter '22

A report from *Independent Sector* indicates even as charitable giving continues to reach all-time records, there is a return to pre-pandemic trends showing a decline (over more than a decade) in the number of individual donors. The number of donors who gave less than \$100 decreased 17.4% year-over-year, and those giving between \$101 and \$500 fell by 8.4%, while donors who gave more than \$50,000 showed no decline.

The report also found that racial and ethnic diversity within the nonprofit sector remains largely unchanged. As of the third quarter of 2022, the proportion of white workers (76%) remained higher than pre-pandemic levels (approximately 70%) indicating that the disproportionate effect of the pandemic on the employment of non-white staff remains unresolved, particularly for Hispanic workers whose participation in the nonprofit workforce declined by 2.8%—echoing similar findings from a 2022 report from the Andrew W. Mellon Foundation. PND, 1-16

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## We Know the Performing Arts

For more than 35 years, Alexander Haas has been a fixture in the nonprofit community. We are honored to have worked with leading performing arts and cultural organizations across the country that help communities be a better place to live. Just ask our clients.

[Our Arts Clients](#)

## Face It: Arts Organizations are Different

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 organization's unique needs, wants and abilities. We work hard and expect you to do the same. Together we can help you transform your arts organization, your fundraising, and the unique community 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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