

# Helping Hand

A Fundraising Newsletter to Help Those  
Who Help Others

Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

**First Things First**



September 26, 2019  
[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)



from the desk of  
**Carl G. Hamm** | Managing Partner

## A Modern Day Fundraising Dilemma

Reviewing the ethical statements now required to be accepted when renewing my Certified Fund Raising Executive (CFRE) status last month, I was particularly struck by the following points in the International Statement of the Ethical Principles of Fundraising:

- *Fundraisers will always respect the free choice of all individuals to give donations or not.*
- *Fundraisers will not accept donations where the acceptance of those gifts would not be in the best interests of the organization or create a conflict of interest that would be detrimental to the organization's reputation, mission, and relationship with existing supporters and beneficiaries.*

Until recently, I wouldn't have thought about these statements representing donors' and organizations' rights necessarily being in conflict. However, considering recent high-profile cases of gifts being rejected, or being refused before they've even been offered, following these principles in certain circumstances can create quite a dilemma for the modern fundraiser.

On rare occasion, a donor's conflict of interest, such as their own personal gain, the burden of administering a particularly complicated gift, or a donor's desire to direct their gift for a use outside the organization's best interest requires invoking a review of gift acceptance policies or the consideration of a formal gift acceptance committee - the channels through which fundraisers are shielded from personally deciding whether an unusual gift should be accepted.

Yet, these days, institutions are increasingly facing external pressure to reject otherwise legitimate donations from individuals and families, not on these grounds, but based on perceived immorality on the proposed donor's part. As an example, numerous museums in the United States and England have recently been forced to respond to public pressure by rejecting current and future gifts from the Sackler

family, with protesters asserting the family's personal complicity and contribution to the opioid addiction crisis.

It is usually a straightforward decision not to accept a gift when a proposed donor has been convicted of criminal activity. But in recent cases, a donor's political views, their position on a provocative or hotly-debated topic such as climate change, or their legal ownership of a company with controversial business interests have encouraged bystanders to take a vocal, public position on the validity of the donor's giving and to criticize an organization's appropriateness in receiving it.

The essence of charitable giving in America relies on an individual's freedom to make a voluntary contribution to any organization or worthy cause they wish to support. These transactions of the soul can bring indescribable joy and fulfillment to the donor, while providing the resources necessary for an organization to maximize the delivery of its mission. Our job as fundraisers is not to question a donor's character or motive for choosing to be philanthropic; it is to facilitate their ability to give unless some real conflict exists that would substantially impede or damage the organizations we represent.

The values-based questions in play today supersede the function of a traditional gift acceptance committee. An organization's board of directors, with public input as it sees fit, should be the arbiter of whether a gift from a specific donor would be detrimental to its organization's reputation or mission or would harm its relationship with its constituents to the extent that the gift should be refused. But as boards diversify and represent more divergent points of view, debate about the receipt of controversial gifts is only likely to increase, further complicating fundraisers' ethical role in representing both donors' and institutions' interests.

In the end, I believe that the spirit of philanthropy and goodwill that has fueled America's nonprofit sector and provided immeasurable benefit to society will continue to thrive, reconciling the generosity of well-intentioned individuals and families with the organizations that are meaningful to them. And as far as I am concerned, it is a privilege to assist them both in this worthy endeavor.

## 1 in 3 Americans Give Money to Charity 5+ Times a Year

Americans enjoy giving to charity - and they're much more likely to donate to causes that impact their friends, family and communities, according to a new report.

### Key Findings

- 55% of respondents say they give to causes that have impacted them personally or people they know.
- Nearly three in four Americans donated to an organization that clearly communicated its need for donations.
- 79% of respondents donate money to charity because it makes them feel good to help others.
- 47% of women say they give when they feel emotionally moved by someone's story (compared to 33% of men).
- Fewer than half of donors were given a follow-up as to how their donation was used.



[Read the full "Americans Love to Give" report.](#)

# YOU HAVE UNIQUE CHALLENGES.

We have fundraising solutions.

CONTACT US  
TODAY

Alexander·Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

## Listening and *Enlightening*...

### Podcast While You Wait

While our podcast, *Futures in Fundraising*, is on a brief hiatus, we are catching up on listening to some of our favorite and informative conversations. A recent episode of *Business of Giving* features **Lisa Hamilton**, president and CEO of the **Annie E. Casey Foundation**. The foundation, started by UPS founder Jim Casey, is focused on improving the lives of children. Hamilton says she shares founder Jim Casey's passion for using data to discover solutions to advance child welfare, rethink juvenile justice, and find economic opportunities for low-income children.

FUTURES IN FUNDRAISING

Presented by Alexander·Haas

"There was a quote that he had," Hamilton says, "In God We Trust. In everything else, we measure." Listen [here](#).

We will be back soon with new episodes of our podcast. Until then, we'd like to share some of our favorites with you. [Check out our catalog here](#).

## We'd Like You to Know...

The **Bill & Melinda Gates Foundation**, along with the **Raikes**, **Robert Wood Johnson**, and **W.K. Kellogg** foundations, is offering grants of up to \$100,000 for groups that propose ways to change how Americans talk and think about people living in poverty. The details are still being worked out, but it is expected the foundations will award about 10 grants next spring. Proposals are due by November 13. [More COP](#), 9-23

**Bloomberg Philanthropies** announced a three-year, \$160 million initiative to be led by the **Campaign for Tobacco-Free Kids**, in partnership with parent and community organizations. The *Protect Kids: Fight Flavored E-Cigarettes* initiative aims to ban all flavored e-cigarettes and stop e-cigarette companies from marketing their products - which deliver nicotine and other additives in vapor form - to kids and adolescents. [PND](#), 9-10

**Piedmont Healthcare's** (Atlanta) community benefit grant program, which aims to improve the health and well-being of the community through direct service grants, is now accepting grants through Monday, Oct. 1 at 5 p.m. This year, Piedmont will provide \$500,000 in funding for programs that eliminate barriers to affordable, appropriate care or address the current opioid crisis. Grant recipients will be notified in November, and funding

will start in January 2020. *Metro Atlanta CEO, 9-6*

**Peach Bowl, Inc.**, (Atlanta) awarded a \$20 million gift in support of the **Aflac Cancer and Blood Disorders Center at Children's Healthcare of Atlanta**. The largest gift ever made by the Peach Bowl will establish the *Peach Bowl LegACy Fund*. *PND, 8-21*

**Caryl Stern**, president of Unicef USA, has been named CEO of the **Walton Family Foundation**. She succeeds Kyle Peterson, who, after three years in the position, announced in January his intention to depart. *COP, 8-20*

A new study found that private foundations reported an average return of -3.5 percent, down from 15 percent in 2017, while community foundations reported an average return of -5.3 percent, down from 15.1 percent in 2017. The 2018 returns were the lowest since 2008, pushing down trailing three-year average returns to 6.1 percent for private foundations and 5.6 percent for community foundations. [More](#) *PND, 7-19*

A new report, *Identifying Best Practices for Communications Workforce at Science Philanthropies*, argues that while effective communications are critical to science philanthropies achieving their goals in a rapidly changing scientific and political environment, current organizational practice in this area lags. [More](#) *PND, 7-11*

**Children's Hospital Los Angeles** received a \$50 million gift from the Anderson Stewart Family Foundation. The latest gift from the couple makes them the largest benefactors of the hospital in its history. Previously, the family made a \$50 million gift. *PND, 7-1*

---

## Transforming Institutions

### Welcome Returning Client Partners



**Erlanger Health System Foundations** in Chattanooga, TN is a returning Client Partner.



**Girl Scouts of Central Maryland** in Baltimore is a returning Client Partner.

For more than 30 years, Alexander Haas has been a fixture in the nonprofit community. We are honored to have worked with some of the largest, and some of the smallest, organizations that help make our country a better place to live.

[See our comprehensive list of client partners...](#)

### Our Transformational Services

Alexander Haas offers a wide range of fundraising consulting services for organizations of all sizes. Our priority is to help transform institutions that transform lives. Whether you are readying for a capital campaign or need to assess your annual fund, our services are tailored to each individual client.

[What can we help you with?](#)

---

**Alexander·Haas**  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

3520 Piedmont Road | Suite 450 | Atlanta, GA 30305  
404.525.7575



This email was sent to: **gingerchakalall2@gmail.com**

This email was sent by: Alexander Haas  
Piedmont Place, 3520 Piedmont Road, N.E., Ste. 450 Atlanta, GA 30305

We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [Unsubscribe](#)