

# Team

The Education Advancement Monitor

Alexander Haas  
TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES

First Things *First*



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[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)



from the Education desk of  
**Arthur L. Criscillis** | Managing Partner

## Planning for the Beyond

This has been a year derailed by unexpected challenges, difficult decisions, and one that has required learning to cope with new realities. As we look forward to 2021, optimism finally seems to be on the horizon as well as an opportunity for organizations to chart new paths for the future.

People will resume their daily routines and the economy will rebound. But, the events of the past year will continue to have long lasting effects for colleges and universities, many operating under reduced budgets, remote learning with limited resources, and a clearer, stronger mandate to advance critical areas of equity and inclusion. Focusing on long-term goals and aspirations have been pushed off in favor of the short-term crisis management strategy required this year.

The beginning of the new year is the perfect time to draw on lessons learned, and move beyond simply reacting to the issues of the day. Especially now, there is a strong case to consider undertaking a formal strategic planning process to ensure that we emerge from the nefarious and deleterious effects of the pandemic stronger and better positioned to do the important work of securing financial support for our colleges and universities and engaging constituents.

- Strategic planning gives staff a **forum to work together** toward a unifying, common purpose after a year of crisis management and isolation.
- Strategic planning is an inspiring opportunity to **imagine and work toward life beyond the pandemic**, which could be an entirely different reality after the events of the past year.
- Strategic planning is focused more on **what advancement will stand for and could become**, rather than the actions it will repeat or modify just to get back to the “old normal” of 2019.
- Strategic planning results in a **clear, agreed-upon statement of advancement's priorities and goals beyond 2021**, which can be articulated to our campus partners as well as our external constituents.

By necessity, we have instinctively looked inward and focused on recalibrating and adjusting, which is right and well, rather than more comprehensively imagining the possibilities of what could be and how we can do even better the important and good work we undertake. As you contemplate how to move forward, we would welcome the opportunity to assist you in planning for work beyond our current circumstances. It is our hope and expectation that our colleges and universities will emerge from these challenging times prepared for the future and poised to seize the opportunities of the years ahead—and advancement will play a critical role in enabling them to do so.

As always, we send all our best for a peaceful, wonderful holiday season.

## We Think You Should Know

### Donors Give \$2.47 Billion on GivingTuesday

Donors to the ninth annual **GivingTuesday** broke records during the global day of generosity, with donations to US nonprofits garnering an estimated \$2.47 billion. The GivingTuesday Data Commons, a group of more than 60 partners, estimates that 34.8 million people participated in GivingTuesday 2020, a 29% increase over 2019.

Social media played a critical role in the event's success. On Facebook and Instagram alone, more than 1.9 million people raised more than \$135 million. That includes \$7 million in matching donations from the technology giant.

This is the first year in more than three decades that all Americans will receive at least some deduction for their charitable gifts, even if they don't itemize their taxes. *COP, 12-2*

### Mackenzie Scott's \$4.2 Billion Round of Gifts Benefit Higher Education

Mackenzie Scott, whose latest round of gifts to 116 nonprofits totals almost \$4.2 billion. She has declared she will give away most of her wealth, and we are happy to share that several of our current and recent clients are among the recipients!

"Though I'm far from completing my pledge, this year of giving began with exposure to leaders from historically marginalized groups fighting inequities and ended with exposure to thousands of organizations working to alleviate suffering for those hardest hit by the pandemic," Scott said of this round of gifts.

Congratulations to current Client Partner, **Norfolk State University** who will receive a \$40 million gift, the largest single donor gift in the university's history.

#### Alumni Client Partner Recipients

(all largest single donor gift in the institutions' history)

**Elizabeth City State University:** \$15 million

**Lincoln University:** \$20 million

**North Carolina Agricultural and Technical State University:** \$45 million

**Winston-Salem State University:** \$30 million

**Voorhees College:** \$4 million

### More Historic Gifts for Current & Recent Clients

Congratulations to **Kennesaw State University**, our current Client Partner, on the receipt of a \$9 million gift from **Norman J. Radow** and his wife **Lindy** to benefit the College of Humanities and Social

Sciences. In recognition of the gift, the University will rename the College as the **Norman J. Radow College of Humanities and Social Sciences**. The gift is one of the largest contributions from a single donor in the University's history.

**Arkansas Tech University** received a \$6 million commitment from **Laurie and James Bibler**. The estate gift — the largest pledge from an individual or couple in the university's 111-year history — will be earmarked to two funds at the **Arkansas Tech University Foundation** — a *James and Laurie Bibler Scholarship* fund and the *University's Greatest Need* fund. The couple's previous support for ATU includes a gift that helped fund construction of Hindsman Tower. Congratulations to our Alumni Client Partner.

Our Alumni Client Partner, **Hendrix College**, received a \$15 million gift from the **Windgate Foundation** to support student scholarships. The gift is the largest non-estate gift in the college's history.

**Florida Atlantic University** received a \$20 million gift from **Kurt and Marilyn Wallach** in support of Holocaust and Jewish studies. The largest gift in FAU history will create the *Kurt and Marilyn Wallach Institute for Holocaust and Jewish Studies* in the *Dorothy F. Schmidt College of Arts and Letters*. Congratulations to our Alumni Client Partner

**Wilmington College**, an Alumni Client Partner, received a \$16.8 million estate gift from an alumnus who wished to remain anonymous. The record-breaking bequest will be used to grow the college's endowment. The donor was a lifelong supporter of the college with a history of giving that initially was modest but grew over the years.

### HBCUs Receiving Support

**Bank of America** announced a \$25 million commitment to enhance job-skills training for Black and Latino people. As part of this pledge, the bank is granting \$1 million each to 21 higher-education institutions that include community colleges, Historically Black Colleges and Universities (HBCUs), and Hispanic-serving institutions.

In October, **Bill & Melinda Gates Foundation** launched a three-year, \$15 million investment in support of COVID-19 diagnostic testing hubs at HBCUs. Also, Morgan Stanley launched of a four-year, \$12 million initiative in support of students at HBCUs.

Start 2021 off right.....

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\*free time

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**News of Interest**

## Virtual Events Helped Nonprofits Meet Fundraising Goals

More than half of nonprofits are ending the year with a budget shortfall, according to a new survey of nearly 2,000 nonprofit professionals. Much of that missing revenue was forfeited when nonprofits canceled in-person fundraising events due to Covid-19. While nearly all respondents to the survey said their organization typically holds at least one fundraising event each year, 48% said their organization canceled an event this year. Among groups that raised less money than they expected, 66% said they canceled at least one fundraising event.

Charities that pivoted to an online event, or one that mixed in-person and virtual experiences, were 10% more likely to meet or exceed their original 2020 fundraising goal. The 62% of groups that moved an in-person fundraising event online, 70% said it was a success, just 3% said it was not successful at all.

Among the other findings:

- 95% of nonprofit professionals said forfeited revenue due to Covid-19 was one of the biggest fundraising challenges they faced this year.
- 88% said donor engagement was among their toughest challenges.
- Respondents were mixed about whether in-person events without a virtual component would return next year: 55% said they expected to hold in-person events in 2021, while 45% said they were not planning any in-person events.
- 64% of nonprofits that held benefit runs, walks, or bike rides said their event was successful.
- 42% said their charity will hold an event in 2021 that features both in-person and online activities. That's almost twice the share of nonprofits that planned an event this year that blended in-person and online components.
- Roughly one in five nonprofits indicated fundraising plans for next year are still up in the air.

*COP, 12-11*

## Funders Call for Reforms to Increase Giving

A coalition of philanthropists and foundation leaders launched an initiative to promote common sense, nonpartisan charitable giving reforms that help increase donations to charities while enhancing the effectiveness of the philanthropic sector. The ***Initiative to Accelerate Charitable Giving*** will work "to promote greater and more accountable charitable giving" by "fixing the inefficiencies in our charitable giving tax laws [to] ensure the timely flow and increase of resources to working charities.

The coalition is calling on lawmakers to enact reforms to close loopholes for private foundations and better ensure that distributions that can be applied to the mandatory payout requirement are available for use by working charities; incentivize higher payout through reforms to the excise tax on private foundations; adopt measures to ensure that funds in donor-advised accounts are distributed to working charities within a reasonable period of time; and incentivize greater giving by individuals by expanding and extending the non-itemizer charitable deduction in a cost-effective way. *PND, 12-2*

## We'd Like You to Know

### Transforming Institutions Welcome Client Partners



Cumberland University



Florida A&M University Foundation

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, institutions that help make our country a better place to live.

[Take a look at our past and present](#)

### **Our Transformational *Fundraising* Services**

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