



November 17, 2022



from the desk of
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You Need a Board. Yes, YOU

Recently, I was working with a client and interviewing board members. Some were experts with investment strategies, others were adept at innovation and marketing, and one was a CPA who loved audit and compliance. I was struck by the diversity of each outstanding volunteer's experience, background, and skills. However, one constant was found – a thoughtful dedication to the organization.

While many of us have the great fortune of working with board members at a nonprofit organization or a higher education institution, how many of us utilize experts for advancing our own careers? I was reminded of a social media post I saw a couple of years ago that spoke to the importance of assembling your **personal board**. To find the original infographic, I did an internet search for **personal board** which provided **587,000,000** results! Clearly this is a hot topic with many sources weighing in on the subject, including [Forbes](#), [Harvard Business Review](#), and [LinkedIn](#).

Much like a foundation board, a personal board should **give feedback, provide support, challenge your assumptions, advocate for you, offer encouragement, expand your network, and celebrate your accomplishments**. Personal board members sincerely care about your success and invest their time in helping you achieve your goals. The members of your personal board don't necessarily have to know they are on your **board**.

In choosing your personal board, you should place value on mutual respect and expect to receive open and honest feedback. While there isn't a magic number of how many personal board members you should engage, many sources suggest having at least five people on whom you can rely. These are my favorite personal board member **job descriptions**. (Plus, I love alliteration.)

1. Caring Coach – encourages you and challenges you to be better.
2. Expert Executive – leads others in ways that inspires you.
3. Sincere Sponsor – advocates for your career advancement and increases your visibility.
4. Creative Connector – broadens your network and shares professional opportunities.
5. Positive Peer – motivates you to make a difference and validates your work.

While it may sound cliché, each one of us is the CEO of our career experience. Just as we could not function effectively in our jobs with only one volunteer or foundation board member, we should not expect that one mentor can fulfill all the roles we need to advance in our professional development.

In this season of thanksgiving and celebration, consider reaching out to thank those who have invested in your success and career trajectory. In the new year, continue to invest in others and consider sharing your expertise by becoming a personal board member for someone else.

[Our Team](#)

Almost Time for THE Big Fundraising Day

November 29, 2022

The logo for GivingTuesday features the word "GIVING" in blue, with a red heart icon where the letter "V" would be. Below "GIVING" is the word "TUESDAY" in blue.

[select for more info](#)

GivingTuesday is Ready...Are You?

Apple Pay Enters the Mix for GivingTuesday

Speaking of **GivingTuesday**, **Candid** has announced it is partnering with **Apple Pay** to make it easier for nonprofits to accept donations on GivingTuesday—and beyond. Last year, GivingTuesday raised \$2.7 billion in the United States. This year, nonprofits that have earned a **Candid Seal of Transparency** will be able to accept donations with Apple Pay.

Charities with a Candid Seal of Transparency provide information about their mission, contact details, leadership, grantmaker status, programs, financial information, strategic plans, and/or metrics that help funders and donors make educated giving decisions. The seal, which nonprofits receive for free, also gives organizations additional benefits such as appearing on more than 200 charitable sites. To learn how to [get your seal, go here](#). *Candid press release, 10-24*

GivingTuesday's \$10 Million Gates Gift

GivingTuesday received a \$10 million gift from the **Bill and Melinda Gates Foundation**, the largest single grant in the organization's 10-year history. The grant will enable GivingTuesday to scale existing programs and launch new initiatives aimed at advancing "a culture of radical generosity" around the globe. The organization will work to increase giving worldwide and hopes to inspire the next generation of generosity givers. GivingTuesday currently has national movements in more than 85 countries. The Gates Foundation is GivingTuesday's largest and one of its most longstanding financial supporters. *PND, 10-21*

DAFs Impressive Gains in '21 "Are Unsustainable"

Donors added more than \$73 billion to donor-advised fund accounts in 2021, marking a 47% increase in the sums they contributed to the funds over 2020. The sums donors channeled out of their funds grew at a slower clip, according to a study by the **National Philanthropic Trust**. Donors awarded \$46 billion to nonprofits in 2021, an increase of 28% over 2020 and an amount that approaches 10 times the \$5.4 billion in grants made by the **Bill & Melinda Gates Foundation** in 2021. The combination of the \$73 billion donors contributed on top of the investment gains realized by the funds enabled the assets to increase by 40% to top \$234 billion.

The high rate of growth of donors putting more money into their funds is unsustainable, said **Eileen Heisman**, the trust's CEO. "These numbers are not a new normal," Heisman said. "I don't think the numbers are going to stay this robust."

The flow of dollars from accounts to actual charities lagged so far behind growth in contributions and assets, Heisman said, because gains in contributions and stock-market increases came late in the year. Often donors give more in the few years following a bull market, she said. Despite uncertainty in today's economy, Heisman said last year's increase in donor-advised fund assets bodes well for charitable giving in the near future. *COP, 11-15*



Fiduciary

*All too often, I see Board members who were never made aware of their fiduciary duties of care, loyalty, and obedience so I tend to be a pain in the posterior about including it in both recruitment and orientation. I was struck by these comments in a **The Chronicle of Higher Education** piece this week and thought I want to pass them on. David Shufflebarger*

"The word fiduciary comes to us from the Latin *fidere*, *to trust*. In any large-scale society, people need to rely on others who are not kin, often when they are in a position of vulnerability. Roman, English, and later American law all developed legal designations that enable some people or institutions to hire themselves out as **trustees** who act as *agents* of the person (the *principal*) who invests trust in them. Such agents have fiduciary duties toward their beneficiaries, which means first and foremost absolute loyalty. They must put the needs of the beneficiary first and must never, ever profit at the beneficiary's expense. They must avoid and eliminate all conflicts of interest, because the lure of such potential benefits can – and often does – corrupt and subvert the fiduciary's ability to carry out their duty."

[Our Facebook](#)

Foundations Gave More in 2021

Foundations gave abundantly in 2021 as they continued to assist with pandemic-related recovery efforts, responded to natural disasters and humanitarian crises, and revisited their core pre-pandemic charitable missions.

A new report, **2022 Report on Private Philanthropy**, reports that nearly 1,000 private and family foundations (with assets between \$1 million and \$500 million) awarded a total of \$689 million in 2021, \$40 million more than in 2020. The increase was more pronounced among larger foundations – those with assets totaling between \$50 million and \$500 million – through which giving increased nearly 21%.

The study also found that private foundation endowments experienced double-digit growth in both 2020 and 2021, and that grants to individuals, which foundations used extensively during the crises in 2020, decreased by 64% in 2021. *COP, 10-31*

[Our LinkedIn](#)

We Know College & Universities

For more than 35 years, Alexander Haas has been a fixture in the nonprofit community. We are honored to have worked with so many large and small college and universities; both public and private institutions, across the country. These schools that help mold today's young adults into tomorrow's leaders. Take a look at our list of higher education clients, past and present.

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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 institution, your fundraising, and the 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.

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