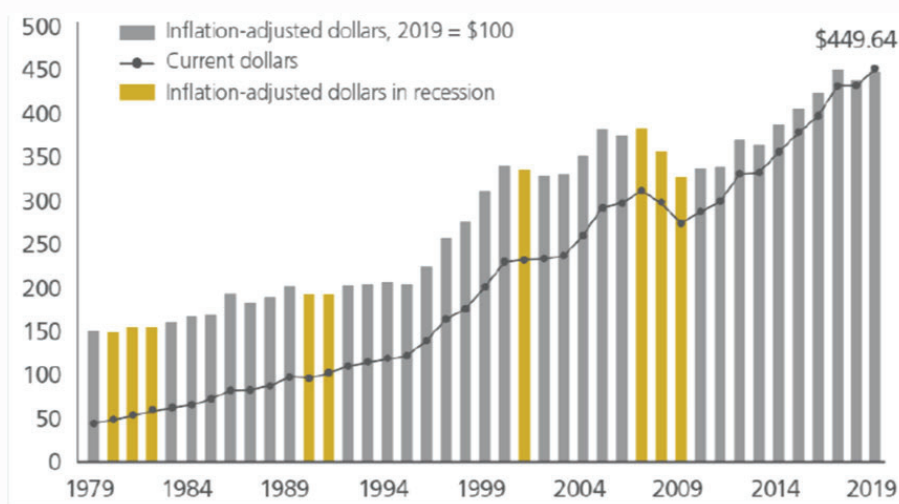


# Fundraising, Gift Acceptance, And Donor Relations: Now vs. Before

Sara Hall, ALSAC/St. Jude Children's Research Hospital  
Jonathan Blum, Polsinelli

1

## 2019 giving reached nearly \$450 Billion



Source: Giving USA Foundation

2

# Effects of COVID-19

- *NonProfit Times* reports:
  - Fundraising decline of 6% in first quarter
  - March alone showed 11% decline compared to last year
- *Chronicle of Philanthropy*:
  - 22,000 Nonprofits will fail due to Coronavirus
  - Assumes downturn will last 24 months
  - BUT, charitable giving in first half of 2020 increased by 7.5% YOY
  - <https://www.philanthropy.com/article/giving-was-up-7-5-in-the-first-half-of-2020-new-report-says>

# Pivot, Pivot, Pivot

- Stage One – cancel all in-person events
- Stage Two – virtual events with mixed success
- Stage Three - ????
- Fundraising success is inconsistent – Essential services vs. Arts
  - Food banks and other charities that provide basic services are up
  - <https://www.philanthropy.com/article/fundraising-in-uncertain-times?cid=CDP-articlebottom>
  - But data is showing that smaller nonprofits have suffered
  - <https://www.thenonprofittimes.com/report/new-data-shows-small-npo-fundraising-hammered/>
- Donor relations – social distancing; elderly major donors

# Restricted Gifts

- Shift to COVID-19 - Mission creep? Beyond charitable purpose?
- Too narrow scope – ability to comply?
- Operational consequences – cost to comply?
- Restrictions:
  - Duration – temporary/permanent
  - Spending – unlimited/limited/perpetual
  - Use – general/categories/specific use
  - Mixture of restrictions
- Gift acceptance policy – what is the pain worth?

# UPMIFA

- Uniform Prudent Management of Institutional Funds Act
- Adopted in 49 states and the District of Columbia
- Prudence standards for investment/management of charitable funds
- If gift instrument is silent or vague
- Governs removal of restrictions
- Outlines permissible endowment spending
- Compliance viewed at time of decision, not in hindsight

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## Title search: Fundraising, Gift Acceptance, and Donor Relations: Now vs. Before

Also available as part of the eCourse

[Governance and Fiduciary Issues for Charitable Organizations in the Age of Crisis](#)

First appeared as part of the conference materials for the

38<sup>th</sup> Annual Nonprofit Organizations Institute session

"Fundraising, Gift Acceptance, and Donor Relations: Now vs. Before"