



## ***Our Legacy – Our Future Fundraising Academy Resource Guide***

### **Sources:**

#### **American Society of Fundraising Executives (ASDFE) (<http://www.asdfe.net>)**

ASDFE is a professional organization of dental fund-raising professionals and foundation officers dedicated to enhancing their professional development, advancing their issues, and promoting their standards of ethics and performance. The ASDFE website has a good resource link that you may find helpful.

#### **BBB Giving Alliance ([www.give.org](http://www.give.org))**

Do you meet the Better Business Bureau's standards for well-run and transparent not-for-profits? Take the test at their website. Learn about how your organization is perceived by funders.

#### **The Center on Philanthropy at Indiana University ([www.philanthropy.iupui.edu/Research/](http://www.philanthropy.iupui.edu/Research/))**

The Center is recognized as a leader in nonprofit education and research. This link takes you directly to research studies. They also have a premium service, but much is available free of charge.

#### **Chronicle of Philanthropy ([www.philanthropy.com](http://www.philanthropy.com))**

This is still the professional standard for fundraising, with articles dealing with all aspects of development. If you have a subscription to the hard copy, you can also search their archive. They have an online newsletter that you can also register to receive.

#### **Foundation Center (<http://www.foundationcenter.org>)**

A great resource for any fundraiser. Access a foundation's 990 filings (Find Funders), learn about trends (Gain Knowledge) and read their news letter (PND – Philanthropy News Digest) for lots of current updates.

#### **Internal Revenue Service ([www.irs.gov](http://www.irs.gov))**

Check out the Charities & Non-Profits section for latest tax regulations and governing procedures relating to fundraising and management.

#### **Independent Sector ([www.independentsector.org/](http://www.independentsector.org/))**

Another good source for information on issues shaping the nonprofit operating environment.

#### **Public Library**

It's not your father's library anymore – most public libraries have extensive resources that can be accessed remotely with a valid library card. Look for databases on businesses, newspapers, biographical information, etc. If you can stop by, look for specialized resources on your community and region.

#### **Wall Street Journal ([www.wsj.com](http://www.wsj.com))**

The Journal has lots of breaking news and links to all aspects of business.

#### **Yahoo Finance (<http://finance.yahoo.com>)**

Get breaking market stories and stock quotes; drill down to find individual company reports, industry reports, ownership information, etc. There are a lot of financial web sites out there. Check your favorite news site for a link.

#### **Zillow ([www.zillow.com](http://www.zillow.com))**

When trying to find out property values, take a look at Zillow, where you can see a satellite view of the site as well as get an estimated value based on tax assessments.

### **Need More?**

Try the web sites for the Association of Fundraising Professionals ([www.afpnet.org/](http://www.afpnet.org/)) and the Association of Professionals Researchers for Advancement or APRA ([www.aprahome.org/](http://www.aprahome.org/)). Both have links to many other sources of information. At the AFP site choose Resource Center. At APRA, choose Research Resources (then Links).

### **Recent Topics:**

#### **Paying for Overhead**

A study released by the Center on Philanthropy at Indiana University and the Aspen Institute's Nonprofit Sector and Philanthropy Program has found that foundations are much more ready to fund operating expenses than is commonly realized. A full 69% of foundations surveyed reported that they fund expenses such as rent, administrative staff and accounting systems. Yet, when asked why there was a shortage of operating funds, 53% of nonprofits said it was because foundations are unwilling to pay for overhead. This disconnect may be based more on the decisions nonprofits make in regard to funding sources than reality. Other interesting findings: nearly half of foundations believe that funding administrative costs builds nonprofit capacity, and large foundations are more likely than small ones to fund operating costs.

#### **Study of High Net-Worth Philanthropy**

High net worth individuals make up only 3.1% of total households in the US, but are responsible for approximately two-thirds of all household philanthropy. What would induce them to give even more? High net-worth households reported they would give even more to charity if nonprofits spent less on administrative costs and more on serving constituents. The source of net worth was also shown to have a great impact on philanthropy. Households with wealth coming from entrepreneurship gave much more than when wealth came from other sources. The chief motivator for high net-worth households is to meet critical needs in society. Only 27% said that good business sense was a motivation, says a Bank of America and Center on Philanthropy study.

#### **Patient Fundraising Ineffective**

Less than 20% of hospitals said that their fundraising efforts aimed at former patients were as successful as their other fundraising strategies. A majority of hospitals surveyed said that their efforts were either fair or poor. Federal regulations limiting patient access was cited as a potential limiting factor. However, nearly 60% of hospitals either did not solicit patients at all or said that these efforts were not important to their overall fundraising efforts, raising the question of whether there might be greater potential to be tapped. The study was reported in the Chronicle of Philanthropy.

#### **New 990 Form**

The IRS has released a revised 990 form for e-filing. The 990 is the primary document for information about an organization's finances, governance, operations, and programs for federal regulators, the public, and many state charity officials. The new form has been designed to enhance tax compliance and transparency, improve oversight and enforcement. Independent Sector and the IRS provide additional information.