

## **THE NONPROFIT TIMES**

The Leading Business Publication For Nonprofit Management

### **GIVE MIAMI DAY DOUBLES YEAR-OVER-YEAR**

November 22, 2013

By The Nonprofit Times

Give Miami Day generated \$3.2 million for more than 400 area nonprofits in just 24 hours. The event, held from midnight to 11:59 p.m. this past Wednesday, drew 12,307 unique donations.

The total raised was more than twice the inaugural event last year, which raised \$1.2 million from 5,000 donors for approximately 300 organizations.

Javier Soto, president and CEO of event organizer the Miami Foundation, said his organization has a match pool of \$300,000 that is included in the \$3.2 million total. Some donations were in the match pool before Give Miami Day, and some arrived during the event. "Basically it's giving to every nonprofit that receives a donation," he said. The Miami Foundation will match each donation by a certain percentage, to be determined next week, up to \$10,000.

Soto attributes the success of the second Give Miami Day to more time to plan and to greater familiarity among donors in the community. "In Year Two, people understood how it worked better," he said. "Nonprofits were really energized, and we all learned how to maximize fundraising on Give Miami Day. In general, there's a growing awareness in the importance to invest in Miami's future."

The Greater Miami Jewish Federation raised the most at \$207,362. Representatives could not be reached for comment. The Children's Movement of Florida received the most donations at 397, for a total of \$95,585. Director Vance Aloupis said that's more than double last year's total, when the organization raised slightly more than \$41,000.

"A lot of it is approaching the 24-hour period strategically, having a game plan that engages the entire staff," said Aloupis. "For the organizations that did exceptionally well on Give Miami Day, it was a result of the staff coming together and tapping into their individual networks. The first rule of development is people give to people. We did it by engaging staff members, getting them excited and asking that they become development officers for 24 hours."

The Miami Foundation ran a number of training sessions and sent electronic communications to nonprofits throughout the year, said Soto. "Nonprofits are the key actors in terms of getting the word out," he said. He added that Twitter in particular was a very powerful tool for spreading awareness.

The Children's Movement of Florida leveraged Twitter throughout the day. "Every time an individual was giving, we would do our best to celebrate that person on Twitter so they'd feel good about themselves and others would see that they're giving on Give Miami Day," he said. Another tactic Aloupis's organization used was segmenting its email database. "We tried to see who had given before and who had given on Give Miami Day. We tried not to mass email people because the noise around Give Miami Day was very loud."

Both Aloupis and Soto are already looking forward to Give Miami Day 2014. "We're still going through the action report preparation process, but we're just scratching the surface," said Soto. "There is tremendous generosity in Miami, and this event is a call to action for the community." Aloupis agreed, saying, "It's a very exciting day for the community as a whole. To have 12,000 donor participate was stunning for all of us."

<http://www.thenonproffitimes.com/news-articles/give-miami-day-doubles-year-over-year/>

# The Florida Times-Union

## JACKSONVILLE.COM

### TAX DEDUCTIONS HELP NONPROFITS SERVE 2 MILLION FLORIDIANS

November 4, 2013

By Sherry Magill and Nina Waters

Today, Jacksonville's community leaders will pause to recognize the importance of philanthropy in our community. Across the country, Philanthropy Day observances in November will lift up the importance of private charitable giving for the common good.

This year, we arrive at Philanthropy Day with the recent rancorous budget debate ringing in our ears.

With these issues still lacking long-term resolution, we remain concerned that elected officials are seriously considering unraveling a 100-year-old American tradition that incentivizes charitable giving and benefits millions of people. In jeopardy is the provision that allows taxpayers to deduct donations to nonprofits.

Roughly 20 percent of all taxpayers in Florida (1.9 million Floridians) use this incentive, which is designed to encourage donors to support worthy causes. Add up the donations they made to nonprofits in 2011, and it comes to an incredible \$9.7 billion.

It's important to recognize that donors at all income levels itemize their deductions, not just the wealthy. In fact, more than half of Florida's taxpayers who use the charitable deduction earn less than \$75,000 annually, and one-third earn less than \$50,000.

North Florida is fortunate to be home to many people — past and present — who carry on the unique American tradition of charitable giving.

#### JACKSONVILLE GIVES

We have foundations willing to take a leadership role to encourage philanthropy and residents willing to dig deep into their pockets to help those who are less fortunate.

In fact, donors in the Jacksonville metro area give a larger proportion of their incomes to charity than those in much larger South Florida communities.

While elected officials in Washington express support for the value and impact of charitable giving, proposals on the table pose a real threat to incentives that encourage this kind of generosity.

According to a recent public opinion poll conducted by United Way Worldwide, nearly 80 percent of Americans agree that reducing or eliminating the charitable deduction would have a negative impact on nonprofits and the people they serve. Nearly two-thirds say they would have to reduce their contributions by a significant amount — 25 percent or more. Americans are a giving people and are likely to support worthy nonprofits whether or not there is a charitable giving incentive, but the incentive often encourages people to give more.

Nonprofits and philanthropy play a vital role in North Florida. Whether responding to natural disasters or the economic disasters caused by the Great Recession, nonprofits and foundations have stepped in to help our community.

#### NONPROFITS HURTING

Meanwhile, the recession has exacted a toll on the nonprofits. A recent survey from the Nonprofit Finance Fund reveals that for the first time in the survey's five-year history, more than half of the nonprofits say they could not meet demands for assistance last year and expect the number to increase this year.

One in four had less than 30 days' cash on hand. We should proceed cautiously in making any decisions that could worsen the situation for nonprofits that are still reeling from the effects of the recession.

Tough decisions must be made to tackle the nation's fiscal challenges without hurting our communities. At a time when charitable contributions are more vital than ever to meet the growing needs in our communities, it seems unwise for Washington to consider changes as part of tax reform that would hurt the charitable community and the valuable services it provides.

Now more than ever, we should be working together to find ways to encourage more giving, not less.

*Sherry Magill is president of the Jessie Ball duPont Fund. Nina Waters is president of The Community Foundation for Northeast Florida.*

**<http://members.jacksonville.com/opinion/premium-opinion/2013-11-04/story/guest-column-tax-deductions-help-nonprofits-serve-2-million>**

# The Florida Times-Union

JACKSONVILLE.COM

## NONPROFITS COULD SUFFER 'IF CONSUMERS ARE NERVOUS' ABOUT GIVING

October 21, 2013

By Beth Reese Cravey

With year-end tax break giving still to come, well-endowed foundations are doing well but public charity fundraising depends on how economically stressed the public has become, said Rena Coughlin, executive director of the Nonprofit Center of Northeast Florida. "I do think there are a bunch of different stories," she said. "Most nonprofits are reliant on consumers. If they [consumers] are nervous about the economy, the shutdown, job losses, I could see giving being really crimped."

Full article available to subscribers here: <http://members.jacksonville.com/news/premium-news/2013-10-21/story/some-ne-florida-nonprofits-could-suffer-if-consumers-are-nervous#ixzz2iPH0swT>



## TAMPER WITH THE CHARITABLE DEDUCTION AND COLLIER COMMUNITIES LOSE

September 3, 2013

By Eileen Connolly-Kessler and David Biemesderfer

Federal lawmakers are heading into an intense period of political and policy debate regarding the budget, deficit reduction and tax reform. There is growing and urgent concern that elected officials are still seriously considering unraveling a 100-year-old American tradition that encourages charitable giving and benefits millions of people.

In jeopardy is the provision that allows taxpayers to deduct donations to charities.

It's important to recognize that donors at all income levels itemize their deductions — not just the wealthy. In fact, half of the taxpayers in Florida who use the charitable deduction earn less than \$75,000 annually, and one-third earn less than \$50,000. Add up the donations Floridians made to charities in 2011 and it comes to an incredible \$13.98 billion.

Collier County is fortunate to be home to so many people who carry on the unique American tradition of charitable giving. Residents of Collier County give more than \$390 million to charity each year, according to The Chronicle of Philanthropy, placing it among the top 2 percent of all counties in the country. In addition, charitable foundations in Collier County give more than \$49.3 million annually, according to Florida Philanthropic Network.

While elected officials in Washington express support for the value and impact of charitable giving, proposals on the table pose a real threat to incentives that encourage this kind of generosity. Several reputable studies have shown a link between the charitable deduction and the level of charitable giving. A recent study by the Urban Institute revealed that caps on the charitable deduction would result inasmuch as a 10 percent drop in donations.

In a recent public opinion poll conducted by United Way Worldwide, nearly two-thirds of Americans said they would have to reduce their contributions if the charitable deduction were to be reduced or eliminated.

We can't let that happen. Charities and philanthropy play a vital role in Collier County. The needs of seniors, children, the environment, education, health care and the arts rely on the assistance of charitable donations and grants. Here are just a few examples of the power of giving in our county:

Through charitable donations, the Community Foundation of Collier County funded an integral Naples Area Senior Needs Assessment that established the need for senior centers in the county. Plans are well under way for the first senior center to open this fall at 5025 Castello Dr. in Naples, sponsored by Jewish Family & Community Services. Other areas under consideration for development include Golden Gate, East Naples and North Naples. These new centers will dramatically improve the quality of life for many older adults in Collier County.

Did you know that Florida ranks third in the country for the number of human trafficking cases? The statistics are shocking and it's scary to learn trafficking is taking place in our own backyards. In an effort to thwart this prolific crime, the Community Foundation of Collier County granted moneys to the Women's Fund of Southwest Florida to support the opening of the Esperanza Anti-Slavery Resource Center and will be hosting guest speaker Connie Rose at the annual Power of the Purse luncheon and fundraiser on Dec. 4. Rose is a survivor of sexual abuse and exploitation and serves to bring awareness to this horrific trend infiltrating our community. Philanthropy is helping to mobilize resources to stop this heinous crime.

One of the largest Master Planned Artificial Reef Projects in the Western Hemisphere is underway off the Gulf waters of Collier County and it would not be possible without the help of charitable donations. This exciting project will be a game changer for the ecology – and economy – of Collier County and is expected to boost local tourism and economic development by some \$35 million.

Many of our residents have been hit hard by the economic recession. We have heard many stories about how people's lives have been turned upside down after facing the loss of a job or a home. Charities are working hard to help them with basic needs and they are reporting an increase in demand for services.

In fact, a recent survey from the Nonprofit Finance Fund reveals that for the first time in the survey's five-year history, more than half of the charities say they could not meet demands for assistance last year, and expect the number to increase this year. One in four had less than 30 days' cash on hand.

Tough decisions must be made to tackle the nation's fiscal challenges without hurting our communities. As budgets shrink at every level of government, charitable contributions become more imperative to fueling local solutions to help change conditions, provide hope, and to build upon Collier County's quality of life for all residents. It seems unwise for Washington to consider changes as part of tax reform that would hurt the nonprofit community and the invaluable services it provides.

Now more than ever, we should be working together to find ways to encourage more giving, not less.

*Connolly-Keesler is president/CEO of the Community Foundation of Collier County; [www.cfcollier.org](http://www.cfcollier.org); Biemesderfer is president/CEO of Florida Philanthropic Network; [www.fpnetwork.org](http://www.fpnetwork.org).*

**<http://www.marconews.com/news/2013/sep/03/guest-commentary-tamper-with-the-charitable-and/?print=1>**



## KEEP CHARITABLE DEDUCTION

August 15, 2013

By David Biemesderfer and Sandi Scannell

Federal lawmakers are heading into an intense period of political and policy debate regarding the budget, deficit reduction and tax reform.

There is growing and urgent concern that elected officials are still seriously considering unraveling a 100-year-old American tradition that encourages charitable giving and benefits millions of people. In jeopardy is the provision that allows taxpayers to deduct donations to charities.

It's important to recognize that donors at all income levels itemize their deductions — not just the wealthy. In fact, half of the taxpayers in Florida who use the charitable deduction earn less than \$75,000 annually, and one-third earn less than \$50,000. Add up the donations Floridians made to charities in 2011 and it comes to an incredible \$13.98 billion.

Brevard County is fortunate to be home to so many people who carry on the American tradition of charitable giving. Brevard residents give an average of more than \$2,300 per household to charity each year, according to The Chronicle of Philanthropy. Charitable foundations in Brevard give more than \$5.4 million annually, according to Florida Philanthropic Network.

While elected officials in Washington express support for the value and impact of charitable giving, proposals on the table pose a real threat to incentives that encourage this kind of generosity. Several reputable studies have shown a link between the charitable deduction and the level of charitable giving. A recent study by the Urban Institute revealed that caps on the charitable deduction would result in as much as a 10 percent drop in donations.

Charities and philanthropy play a vital role in Brevard. Philanthropy has built Brevard Zoo; supports theaters and performing arts groups that enrich the cultural lives of all residents; cares for abandoned and lost pets; provides safe shelter and assistance for victims of abuse; provides academic enrichment programs for Brevard's children; provides specialized equipment for hospitals; avails scholarships for those students in need and so much more. Importantly, the organizations supported by charitable donations coordinate and deploy tens of thousands of volunteers who are the hearts and hands advancing our rich culture of a caring community.

Many of our residents have been hit hard by the economic recession. We have read stories in FLORIDA TODAY about how people's lives have been turned upside down after facing the loss of a job or a home. Charities are working hard to help them with basic needs and they are reporting an increase in demand for services.

Changing the conditions that cause and perpetuate poverty require more resources, not less; coupled with the collaborative strategies of community wisdom. As budgets shrink at every level of government, charitable contributions become more imperative to fueling local solutions to help change conditions, provide hope and to build upon Brevard's quality of life for all residents.

Tough decisions must be made to tackle the nation's fiscal challenges without hurting our communities. It seems unwise for Washington to consider changes, as part of tax reform, that would hurt the nonprofit community and the invaluable services it provides.

Now more than ever, we should be working together to find ways to encourage more giving, not less.

*Biemesderfer is president and CEO of Florida Philanthropic Network. To learn more, visit [www.fpnetwork.org](http://www.fpnetwork.org). Scannelli is president/CEO of the Community Foundation for Brevard. To learn more, visit [www.cfbrevard.org](http://www.cfbrevard.org).*

**<http://www.floridatoday.com/article/20130818/COLUMNISTS0205/308180012/Guest-column-Keep-charitable-deduction>**

# The Miami Herald

## DON'T TAMPER WITH CHARITABLE DEDUCTION IN TAX CODE

June 23, 2013

By David Biemesderfer And Javier Alberto Soto, [MiamiFoundation.Org](http://MiamiFoundation.Org)

Federal lawmakers are heading into an intense period of political and policy debate about the budget, deficit reduction and tax reform. There is growing and urgent concern that elected officials are seriously considering unraveling a 100-year-old American tradition that encourages charitable giving and benefits millions of people. In jeopardy is the provision that allows taxpayers to deduct donations to charities.

More than 20 percent of all taxpayers in Florida (1.93 million Floridians) use this deduction, which is designed to encourage donors to support worthy causes. Add up the donations they made to charities in 2010, and it comes to an incredible \$12.4 billion.

It's important to recognize that donors at all income levels itemize their deductions — not just the wealthy. In fact, more than half of Florida's taxpayers who use the charitable deduction earn less than \$75,000 annually, and one-third earn less than \$50,000. South Florida is fortunate to be home to so many people who carry on the unique American tradition of charitable giving.

We have foundations willing to take a leadership role to encourage philanthropy, and residents willing to dig deep into their pockets to help those who are less fortunate. In fact, Miami-Dade, Broward and Palm Beach counties are among the top one percent of all counties in the country for total individual charitable giving, according to The Chronicle of Philanthropy. In terms of foundation giving, South Florida ranks No. 1 of all regions in the state, according to Florida Philanthropic Network, with more than half of foundation grant dollars coming from our region.

While elected officials in Washington express support for the value and impact of charitable giving, proposals on the table pose a real threat to incentives that encourage this kind of generosity.

According to a recent public opinion poll conducted by United Way Worldwide, nearly 80 percent of Americans agree that reducing or eliminating the charitable deduction would have a negative impact on charities and the people they serve. Nearly two-thirds say they would have to reduce their contributions by a significant amount — 25 percent or more. Americans are a giving people and are likely to support worthy charities whether or not there is a charitable deduction, but the charitable deduction often will encourage people to give more.

Charities and philanthropy play a vital role in South Florida. When our region and state have been struck by disasters in the past, charities and foundations stepped up to respond. Many South Floridians have been hit hard by the economic recession. We hear many stories about how people's lives have been turned upside down after facing the loss of a job or a home. Charities in the region are working hard to help them with basic needs like food, clothing and shelter, and they are reporting an increase in demand for their services.

In fact, a recent survey from the Nonprofit Finance Fund reveals that for the first time in the survey's five-year history, more than half of the charities say they could not meet demands for assistance last year, and expect the number to increase this year. One in four had less than 30 days' cash on hand. We should proceed cautiously in making any decisions that could worsen the situation for charities that are still reeling from the effects of the recession.

Tough decisions must be made to tackle the nation's fiscal challenges without hurting our communities. At a time when charitable contributions are more vital than ever to meet the growing needs in our

communities, it seems unwise for Washington to consider changes as part of tax reform that would hurt the charitable community and the valuable services it provides.

Now more than ever, we should be working together to find ways to encourage more giving, not less.

*David Biemesderfer is President & CEO of Florida Philanthropic Network, a statewide association of grantmakers working to build philanthropy to build a better Florida. For more information visit [fpnetwork.org](http://fpnetwork.org). Javier Alberto Soto is President & CEO of The Miami Foundation, which has helped hundreds of people create personal, permanent and powerful legacies by establishing charitable funds.*

**<http://www.miamiherald.com/2013/06/23/3464284/dont-tamper-with-charitable-deduction.html>**



## **DON'T CUT CHARITABLE DEDUCTION**

*The Herald Tribune (FL)*

*June 5, 2013*

*By David Biemesderfer, Teri A. Hansen and Roxie Jerde*

Federal lawmakers are heading into an intense period of political and policy debate regarding the budget, deficit reduction and tax reform. There is growing and urgent concern that elected officials are seriously considering unraveling a 100-year-old American tradition that encourages charitable giving and benefits millions of people. In jeopardy is the provision that allows taxpayers to deduct donations to charities.

More than 20 percent of all taxpayers in Florida use this deduction, which is designed to encourage donors to support worthy causes. That's 1.93 million Floridians. Add up the donations they made to charities in 2010 and it comes to an incredible \$12.4 billion.

It's important to recognize that donors at all income levels itemize their deductions — not just the wealthy. In fact, in Florida more than half of the taxpayers who use the charitable deduction earn less than \$75,000, and one-third earn less than \$50,000.

While elected officials express support for the value and impact of charitable giving, proposals on the table pose a real threat to incentives that encourage this kind of generosity. President Obama's proposed budget calls for a limit on the amount taxpayers can claim for their charitable contributions. Such a move puts at risk billions of dollars in donations and could spell disaster for America's nonprofits and the people who rely on them. That's why the philanthropic sector is acting now to make sure elected officials understand what is at stake.

The charitable deduction is a unique and effective way for individuals to invest in their communities, and it works. Together, philanthropy and nonprofits spur innovation, aid the most vulnerable, provide relief in a crisis, support education and health, advance cures and scientific breakthroughs, enhance the arts, make investments that fuel economic growth, and more.

Charities and philanthropy play a vital role in Florida. When our state has been struck by disasters in the past, charities and foundations stepped up to respond. As in other areas of the country, many Floridians have been hit hard by the economic recession. We hear many stories about how people's lives have been turned upside down after facing the loss of a job or the loss of a home. Charities in Florida are working hard to help them with basic needs like food, clothing and shelter, and they are reporting an increase in demand for their services.

In fact, a recent survey from the Nonprofit Finance Fund reveals that, for the first time since the annual survey was first conducted five years ago, more than half of the charities say they could not meet demands for assistance last year, and expect the number to increase this year. One in four had less than 30 days' cash on hand. Limiting or capping the charitable deduction defies logic, particularly when we are still reeling from the effects of the recession.

Americans understand the value of giving and the charitable deduction. According to a recent public opinion poll conducted by United Way Worldwide, nearly 80 percent of Americans agree reducing or eliminating the charitable deduction would have a negative impact on charities and the people they serve. Nearly two-thirds say they would have to reduce their contributions by a significant amount — 25 percent or more.

Without the continued support of generous Americans, nonprofits will be forced to slash or abandon their work. At a time when charitable contributions are more vital than ever to meet the growing needs in our

communities, it seems unwise for Congress to consider changes as part of tax reform that would hurt the charitable community and the valuable services it provides.

Tough decisions must be made to tackle the nation's fiscal challenges without hurting our communities. Reducing the value of the charitable deduction is not a solution. Now more than ever, we should be working together to find ways to encourage more giving, not less.

*David Biemesderfer is the president and chief executive officer of the Florida Philanthropic Network. Teri A. Hansen is president and CEO of the Gulf Coast Community Foundation. Roxie Jerde is president and CEO of the Community Foundation of Sarasota County.*

**<http://www.heraldtribune.com/article/20130605/COLUMNIST/306059998/>**