

Nonprofits CONTINUE to Need Your Help. WHY?

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Let us start off with the good news. Last year, in response to COVID-19, unemployment, social injustice, and economic strife for many families, **\$20.2 Billion** was philanthropically given globally. That is more than double the amount given to the top 10 disasters combined, according to the studies conducted by the Center for Disaster Philanthropy and Candid. A large portion of that generosity came from individuals' donor advised funds - **\$9.1 Billion** to be exact.

On the flip side, the issue on many nonprofit leaders' minds is "*will philanthropic support continue this year and beyond?*" As vaccines are administered; social distancing requirements are loosened; children return to the classroom; more people return to the workplace; artistic and athletic performances continue; and travel restrictions loosen up, will the emphasis on the need to support local, regional, national, and international charities fade? These concerns are real as studied by Candid. According to their most recent study, "*more than one-third of nonprofits, roughly 566,000, are in jeopardy of closing their doors*" within 2 years because of financial setbacks from the pandemic. Amongst those nonprofits, the arts and entertainment, which rely on ticket revenue, were the hardest hit.

Here are some ideas for those individuals and institutions that wish to continue or increase their philanthropic giving this year – with an eye toward a specific organization I think is worth your philanthropic consideration:

1. Think back to your "why." Why did you support a particular organization last year?

At a time when everyone would have understood why a person might not make a charitable gift, why did you step up and do it? I asked my mother this question. She received a mailing from a specialty hospital that provided her care 3 years ago. She had sent them small gifts each year - in 2018 and 2019 - but last year she dug deep and thought where she wanted to give her support. In her words "who needed it the most." We talked further and while she did not say this in her exact words, I could tell it was important to her that this hospital continue its specialty services not only for her in the future but for future patients.

2. Are you the type of person that believes the collective gift has a transformational impact?

When people give to a foundation; an employee campaign; or a matching gift campaign they know that their gift, combined with others, will have a tremendous impact, more than perhaps their solo individual contribution. This is why crowdfunding is so powerful. People get really excited to know that they are part of a movement and that there are like-minded people who are doing the exact same thing with them.

The individual gift or the collective gift are not an either/or decision. In fact many, many people give both ways. Whenever I explore a person's past philanthropic giving, in preparation for a future gift, I always ask about the causes they care deeply about AND if their gift was part of a larger collective effort. I think this fact is important to know because it says a great deal about the person, and it opens up the opportunity to invite the person to join with others and be part of a philanthropic movement.

Here's a specific recommendation: Since its inception in 2008, the Malvern Federal Charitable Foundation has donated \$810,000 to area nonprofits and independent schools. The Foundation focuses on individuals' basic needs such as food, clothing and housing, as well as medical and educational organizations; causes that contribute to the quality of life in the local community.

Each year, the Foundation gives out awards to worthy organizations in September. As you consider your 2021 charitable giving, please consider supporting the Malvern Federal Charitable Foundation. Together we can do more and help our community achieve great success!

For more insight on the Malvern Federal Charitable Foundation or Malvern Bank's Community Development Program, please contact our SVP of Community Development, Patricia McLennan, at 610-220-7179 or PMcLennan@MyMalvernBank.com.

Over the past three years, Laura has been a trusted partner with Malvern Bank.