



MW&A e-News

Fall/Winter 2024

Dear Friends and Colleagues,

I launched MW&A in August of 1994--and a great deal has changed in the sector over 30 years. Some good and some worrying.

Foundation Funding:

The days of writing a great proposal and submitting it to a Foundation that showed interest in your cause are long gone. "Open acceptance" of grant proposals has declined rapidly in recent years. Almost half of the grantmakers no longer accept uninvited proposals. And the rise in giving from donor advised funds and family offices has greatly curtailed the creation of new foundations.



Development Professionals:

Fundraising was one of the fastest growing jobs in the nonprofit and public sectors during the 80s, 90s, and early aughts. However, the profession is shedding professionals as a generation retires, and younger development staff leave a fulfilling- but often stressful- career for something more lucrative.

Planning:

Strategic Planning was all the rage. However, the NPO community has realized that even the most thoughtful and detailed blueprint becomes instantly obsolete with financial crashes, pandemics, and political turmoil. Nonprofits are probably the most adept sector at pivoting and responding with creativity and alacrity.

Our sector is a critical force for good and a reliable partner to government, communities, healthcare, education, the environment, and the arts. Our best days are ahead!

[Let us know](#) how we may help you in your endeavors.

Warmest Regards,

NEW FUNDING

MW&A raised over \$1.5M in grant funding for our clients in 2024.

MW&A has secured the following grants for clients thus far in 2024 through [foundation outreach and proposal development](#). Parenthetical information indicates the location of the foundation.

*\$400,000 (Southern California)
David R. & Margaret C. Clare Foundation*

*\$200,000 (Orange County)
James Irvine Foundation*

*\$150,000 (Wilmington, DE)
La Vida Feliz Foundation*

*\$125,000 (New York)
New York Community Trust*

*\$100,000 (Orange County)
The Sharon D. Lund Foundation*

*\$75,000 (Los Angeles)
The Capital Group Companies*

*\$75,000 (Los Angeles)
The Carrie Estelle Doheny Foundation*

*\$65,000 (Los Angeles)
The Capital Group Companies*

*\$60,000 (San Francisco)
Clarence E. Heller Charitable Foundation*

*\$50,000 (Los Angeles)
The Walt Disney Company Foundation*

\$50,000 (Los Angeles)
Fidelity Charitable

\$50,000 (Los Angeles)
Ralph M. Parsons Foundation

\$50,000 (Los Angeles)
S. Mark Taper Foundation

\$50,000 (Los Angeles)
Weingart Foundation

\$35,000 (Washington D.C.)
Morris and Gwendolyn Cafritz Foundation

\$30,000 (Orange County)
DevTo Support Foundation



What to expect in 2025

Three trends in the nonprofit world and how to prepare

The philanthropic landscape has changed more in the last five years than it had in the previous twenty years. The pandemic forever altered the ways we operate; an exodus from the fundraising profession and less (and far more competitive) giving by foundations and corporations have all played a part in the way nonprofits are generating revenue.

Three trends have gained greater impact on not only how we raise funds today but also how we will raise funds over the foreseeable future and are shaping the focus of nonprofits and their fundraising staff:

AI
Generative AI within the nonprofit sector is quickly adding to the growing menu of technology available to help nonprofits increase their efficiency and their ability to contain costs. As more nonprofit professionals learn to utilize AI effectively, it will become an integral component in the tech stack that supports many organizations. Ongoing digital marketing campaigns, donor communications, and development planning are already integrated components of many organization's fundraising efforts.

Some NPOs are turning to AI to write grant proposals or stewardship letters, and MW&A cautions against this. Grant requests and thank you letters should be written with sincerity and authenticity and, as much as possible, tailored to resonate with your donor/potential donor's specific interests. Raising funds from foundations has become increasingly competitive in recent years and the more thoughtful and personalized your proposal is, the likelier your organization is to stand out.

Non Traditional Workforce
The change in hiring trends over the last few years has been met with many people going into consultancy roles, even with their former employers. It works well for both parties, granting expertise for hire when needed and the freedom to choose when and how to work.

With a dearth of development professionals in the job market, many long-time fundraisers retiring, and AI, CRM, and other technical specialists realizing they can work with multiple organizations, this consultancy trend will continue to grow.

Click below for a complete history of the grants we have secured for our clients since 1994. [Contact MW&A](#) if you would like us to assess your current grants program, introduce your organization to new potential foundation funders, or create compelling proposals.

[Click Here for Full MW&A Grants Awarded List](#)



MW&A selected to conduct National Search for AFTER-SCHOOL ALL-STARS Executive Vice President of Development



Founded in 1992, After-School All-Stars (ASAS) provides comprehensive after-school programs to keep children safe and help them succeed in school and life.

ASAS is one of the country's largest nonprofit organizations working to close the opportunity gap for low-income youth. ASAS relies on government and

Financial Sustainability

The smart NPOs are making reserve funds and endowments a high priority. This trend began in earnest with the slow recovery of the Great Recession. COVID cemented the need to build a nest egg capable of seeing organizations through unexpected times while providing annual dividends to support operations. Forward-thinking NPOs remain hyper-focused on diversifying revenue and creating value in new ways. During volatile times, there is added pressures on nonprofits to prepare for increased demand for their programs or services and for possible financial shortfalls.

Michelle Whiting & Associates can assist you in a variety of ways.

-Fundraising can't wait while your organization searches for its Chief Development Officer. MW&A can serve as **interim leadership** during this process, directing and coaching your development staff and ensuring all strategies stay on track to meet your funding goals.

-We conduct **Development Assessments**, taking a deep dive into the current capacity of the organization—staffing, development systems, and technology—to identify specific areas that need fortification to grow your revenue immediately. Our Development Assessment's short-term and long-term actionable recommendations will ensure your organization is maximizing your annual fundraising efforts.

-We will **review current funders** to assess their capacity to give and have honest conversations with board members and leadership about expectations.

-MW&A will work with your organization to develop the critical **Case for Support**, ensuring your vision, funding needs, and impact are presented in the most compelling manner.

MW&A Celebrates 30 Years

It was 1994 when **MW&A** opened its doors, and since that time, we have shared our expertise with the best of the best in the nonprofit sector. It has been our privilege to assist over 200 outstanding nonprofits throughout the US and the UK. Thank you to all the fantastic leaders who have hired MW&A over the years. We look forward to the future and assisting more organizations with our decades of experience and expertise.

private philanthropic support to offer its high-quality education and enrichment programs to help its students be safe and healthy, graduate from high school, attend college, find careers they love, and give back to their communities.

The roots of ASAS were formed in 1990 when President George Bush appointed Arnold Schwarzenegger as Chairman of the President's Council on Physical Fitness and Sports. Two years later, Arnold Schwarzenegger and Danny Hernandez founded the Inner-City Games Foundation (ICGF) in Los Angeles, bringing sports to under-resourced youth. From 1992 to 2003, ICGF launched 15 chapters across the country. In 2003, Inner-City Games Foundation expanded its mission to school-based, comprehensive after-school programs and rebranded as After-School All-Stars

Today, ASAS offers year-round, free comprehensive programs and support services for youth and their families, impacting more than 150,000 students annually at 728 school and community sites via 18 chapters across the U.S.

MW&A is assisting ASAS in identifying a dynamic, strategic, and results-driven Executive Vice President (EVP) of Development to lead the fundraising efforts for the National organization and the nine Shared Chapters, supporting ASAS's sustainability and growth.

The EVP will join a dedicated and collegial team of colleagues, wholly committed to ASAS's mission and continued expansion.

The EVP will be based in Los Angeles. **The comprehensive Position Profile will be posted on the Michelle Whiting & Associates and After-School All -Stars websites in mid November.**

MW&A

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Get In Touch With Us



