



MW&A e-News

Winter 2024

Dear Friends and Colleagues,

Around 2015, many foundation funders began to shift their grantmaking: a new awareness of diversity/equity/inclusion and a growing concern about policy ramifications to social and healthcare programs reshaped the way foundations dispersed investments. Add to this an intense focus on a pandemic, and some of the foundations formerly considered reliable supporters of direct services have become far less inclined to continue to fund more traditional community organizations.



Additionally, when surveyed, many foundations indicated that giving will be somewhat lower in 2024. While 2023 was a good year for the markets--and subsequently many foundation portfolios--2022 was extremely volatile.

Since giving is based on the 'rolling average' of the investments and we have entered an election year that will divert giving, the chances are giving could drop by an aggregate of 10 percent to 14 percent.

This timidity in giving, coupled with more targeted giving, has benefited some nonprofits, but many direct service organizations are feeling the loss of support. This has happened with foundations locally, regionally, and nationally.

Staying connected to program officers and informed on foundations' areas of focus are a high priority for MW&A. Foundation research and outreach, and keeping new foundations (and those foundations with evolving guidelines) aware of our clients' work and needs are core to our institutional giving strategy and expertise.

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

Warmest Regards,

NEW FUNDING

MW&A raised over \$1.36M in grant funding for our clients in 2023!

MW&A secured the following grants for clients between January 1 and December 31, 2023, through [foundation outreach and proposal development](#). Parenthetical information indicates the location of the client recipient.

*\$200,000 (Los Angeles)
James Irvine Foundation*

*\$175,000 (Los Angeles)
The David R. Clare and Margaret C. Clare Foundation*

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

*\$100,000 (Los Angeles)
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 (Los Angeles)
Clarence E. Heller Charitable Foundation*

*\$50,000 (Los Angeles)
Fidelity Charitable*

Michelle

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

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

\$50,000 (Los Angeles)
Weingart Foundation

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

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](#)

Are you ready for a Capital Campaign? MW&A can help you prepare.

Three fundamental elements are key to campaign success

Undertaking a capital campaign is among the most monumental decisions an organization can make. A successful campaign can greatly advance your mission and your capacity to have a greater impact. Before embarking on a campaign, there are **three fundamental elements that must be in place: 1) a Case for Support, 2) Leadership, and 3) a Campaign Plan.**

Case for Support

Every capital campaign needs a case for support that illustrates the campaign's vision and funding priorities and articulates the impact philanthropic investments will have on the communities you serve.

Leadership

Board members and volunteer leaders are the greatest assets to a capital campaign: influential leaders who will make their own significant gifts and then engage their networks to give. Whether they serve on your official Campaign Committee or not, all of your Board members must fully embrace the campaign and be ready to make personal "stretch" gifts to the campaign. 100 percent participation from the Board must be achieved before endeavoring to secure support from the broader philanthropic community.

Campaign Plan

An effective campaign plan offers a checklist of items that must be in place before launching a successful campaign. Key to the plan are revenue goals, a range of gifts table, a timeline for solicitations, leadership roles and resources, and, most importantly, a solid cohort of prospective donors (individuals, foundations, and corporations) who are already committed to your mission and have the capacity to support the campaign with a major gift. Another key element is having adequate development resources—staff, technology, and systems—in place to support a capital campaign.

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

-We will conduct a Development Assessment, taking a deep dive into the current capacity of the organization—staffing, development systems, and technology—to identify specific areas that need fortification before a campaign

Vacancies Still Plague Non-Profit Sector

A workforce shortage continues to plague the non-profit sector along with most of the business community. The numbers reflect an environment that favors those seeking new positions or career changes, with more than 40 percent of non-profits still showing high numbers of job openings.

This dilemma is not going away; it is here for the long term. But there are ways to meet these challenges. Keep these key factors in mind.

Face Reality: It isn't only about how long it may take to find a qualified development professional; it is also what you can expect from that employee. Most new hires will require more training, a longer runway, a steeper learning curve, more board support, and leadership direction. Understanding this will help you and your new hire navigate the challenges of a training period more successfully.

Seek the aid of Search Professionals:

Understanding the challenging market for attracting development staff is critical. MW&A has conducted 90 searches for fundraising professionals, and we not only identify talented candidates but also offer advice on how to package an offer that will give your non-profit a competitive

technology—to identify specific areas that need fortification before a campaign can be launched. Our Development Assessment’s short-term and long-term actionable recommendations will ensure your organization is campaign-ready.

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

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

If you are considering a capital campaign, please [Contact Us](#).

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 well over 200 organizations and hundreds of individuals to the benefit of the missions they serve. We look forward to the future!

edge.

Consider Interim Support: When organizations have not been able to find the right fundraiser, MW&A has been asked to step in and fill this role in an interim capacity. We conduct a Development Assessment and develop a plan to meet fundraising goals. Through both one-on-one and team meetings with development staff, MW&A ensures that existing efforts remain on track and that new strategies for greater success are implemented.

When a challenge arises there are ways to pivot that will allow an organization to survive and thrive. Turn to **MW&A** as a partner to get you through.

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