



CHARITY
VIEWS
vol. 26

A LOOK BACK ON 2018

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In past installments, we have often discussed the rapidly-evolving and ever-changing nature of the world of philanthropy. And looking back on the last twelve months, 2018 certainly didn't stray from that trend. That's why it's so important to pause, reflect and evaluate the events, news and developments of the year.

In Charity Views Vol. 26, we do exactly that. From inspiring acts of kindness to impressive displays of innovation, it was a year defined by success and progress.

In the coming pages we revisit the largest stories, assess the actions from the sector's most influential players, evaluate trends and provide tips and tricks to put what we've learned into practice.

As always, thank you for your readership and support.

Enjoy!

THE IAA TEAM



LeBron's Legacy

One of the biggest, if not the single biggest, charity-related stories of the year came during the summer in Akron, Ohio. In the midst of a very busy off-season, LeBron James announced the [opening of a new school](#) that would revolutionize the way high-profile donors can make an impact.

Celebrities have often backed charter programs or opened unorthodox private schools, but what makes LeBron's "I Promise" school so unique is that it's a public institution – founded in partnership with the Akron system.

Additionally impressive is the tailor-made experience that James created for the incoming students. A former at-risk child himself, James built out a program that features free meals, bikes for all students, uniforms, built-in support group hours and even GED and job-placement programs for parents. Most laudably, any student who graduates the program will receive free tuition to the University of Akron.

By forging a new path for future philanthropists and providing mentorship and structure for an entire community of children, there is simply no limit to the impact LeBron has made with "I Promise."



A new generation of WEALTH learns how to GIVE

America's wealthiest individuals are giving more than ever before. In fact, over the last year, total donations have reached more than \$14 billion. And yet, an interesting development has arisen amongst the country's most powerful philanthropists.

To put it simply, they're not quite sure how to give effectively. This is in large part because 60% of the value of overall contributions is coming from those who've made their money in tech. The majority of this demographic has accumulated their wealth quickly and at a young age – thrust in a position of great social-impact potential.





»»In come the«« REINFORCEMENTS

What we're seeing from this demographic is a tendency to give to causes they are personally familiar with. Of course, this isn't a bad thing, no form of philanthropy is. However when you're dealing in millions, the question of effectiveness must be asked.

Because of this, over the past year a method called "the effective altruism style of giving" has grown to popularity among wealthy tech circles. Backed by the likes of Facebook co-founder Dustin Moskovitz, this practice evaluates contributions to groups based on their life-saving/changing impact per dollar spent.

Guided by this principle, more and more organizations are being created specifically to provide guidance for the recently wealthy to maximize the impact of their donations. These organizations will undoubtedly continue to influence the world of charity in 2019 and beyond.

The background of the slide features a close-up of two hands, one from a darker-skinned person and one from a lighter-skinned person, clasped together in a supportive grip. The hands are silhouetted against a soft, out-of-focus background of warm, muted colors like purple, blue, and orange.

The evolution of PEER-to-PEER Fundraising

You're likely familiar with the concept of Peer-to-Peer Fundraising. In fact, chances are you've even done it yourself. The Susan G. Komen breast cancer walk, the Cycle for Survival or any event that supporters actively take part in to raise money for a cause are examples of this practice.

It's long been one of the most popular techniques for non-profits, yet interestingly enough, money raised from these campaigns was at a record low in 2018. And this was consistent among all of the top 30 Peer-to-Peer Fundraising programs. However, a deeper analysis of the numbers shows that these statistics don't tell the whole story and reveals one of the year's most interesting trends.

Let's take a closer look.



The SMALLER the BIGGER

While the numbers seem to tell us that Peer-to-Peer Fundraising donations are at an all-time low in totality, the reality is quite different. What's happening is a major shift in resources and strategy – Peer-to-Peer is actually more efficient and diverse than ever before. Instead of spending as much on national large-scale efforts, organizations are focusing more on staging multiple campaigns with a mix of ways to reach and engage potential donors.

A perfect example is the [*work of the American Cancer Society®*](#). They remained committed to their flagship program, Relay for Life, but at a much smaller scale, producing 930 fewer events over the last year. Meanwhile, they supplemented their cause with a new campaign, “Real Men Wear Pink.” This effort simply asked men to wear something pink every day for the month of October, and raise at least \$2,500. Not only was the campaign a huge success, but the average money raised per Relay for Life participant was up more than 11 percent, too.

TIPS + TRICKS

2018 was filled with amazing people doing amazing things for their communities – and that leaves us with so much to learn. Below are a few of our key takeaways that you can put into practice to make 2019 your best year yet.

BREAK the mold

LeBron wasn't the first athlete to fund or even found a school. But he did so in a way that had never been done before, creating an exciting new path for future philanthropists.

Always be a STUDENT

Even the most successful people in our country are proactively seeking guidance to make the most of their donations. Take it from them, and always, always be learning.



Less is MORE

When the American Cancer Society® scaled down their national effort and upped their attention to smaller campaigns, engagement and total donations increased. We have a natural inclination to “go big.” But often, the key to achieving your objectives efficiently is actually to “go little.”



CONNECT with IAA

To have your organization's stories, events or important dates featured in the next edition of Charity Views, or on our social channels, please contact us at: marketing@iaai.com.

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'Tis the SEASON

The holiday season is underway! Be sure to refer to our [Holiday Giving Guide](#) for insightful information and helpful tips to optimize fundraising during this important time.

