



Nonprofit News

What trends and themes will emerge in the philanthropic sector in 2019?

By Eileen Heisman, President & CEO, National Philanthropic Trust

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is the Keynote
presenter for
Nonprofit University
2019.*

In January of this year, Eileen Heisman shared her thoughts on Philanthropy in 2019. Here are her three predictions:

Giving will increase... and people will ask if that is a good thing?

Total charitable giving in the US has increased since the Great Recession. We surpassed pre-recession giving levels in 2014 and have been on an upward trajectory for total charitable dollars donated each year since. In 2017, Americans gave more than \$410 billion, 70 percent of which was donated by individuals. At the same time, however, the share of American households that are donating is decreasing. According to one study, more than two-thirds of Americans donated to charity in 2000, but in 2014 that number was down to 55.5 percent. This means that Americans who make donations are giving more. A shrinking donor pool raises a lot of questions, such as:

- Will charitable giving in the US start to reflect the values of the high net worth more than the average American?
- How will charities have to adapt to appeal to a shifting donor base?
- Will the new tax laws exacerbate this trend?

I expect to see these questions asked (although possibly not answered in full yet) in the coming year.

Impact investments will gain traction.

Impact investing is not new, but it is gaining popularity. One third of family offices now report engaging in impact investments. The largest donor-advised fund charitable sponsors also offer impact investments as a way for donors to maximize their charitable impact.

Impact investing gives people the chance to advance their financial and philanthropic goals by investing in projects or companies that generate a positive social return in addition to a financial one. Investors can accrue gains on a socially beneficial investment, which can then be re-invested and/or granted. Millennials are particularly engaged in impact investing. A recent study found 77 percent of affluent Millennials include impact investments in their portfolio.

The increased adoption of charitable giving vehicles, like donor-advised funds, in recent years is a signal that philanthropists want to stay close to their charitable dollars. It is safe to assume that they may also want to align their values with their charitable investments. This is especially true as Millennials come into higher income earning years.

Grantmaking from donor-advised funds will surpass \$20B

NPT produces the annual Donor-Advised Fund Report, which analyzes data and trends from donor-advised fund charitable sponsors. In this year's report, we predicted that 2018 would be the year grants from donor-advised funds surpass the \$20 billion mark.

Growth in grants from donor-advised funds to qualified charities has outpaced contributions to donor-advised funds four out of the last five year. We expect to see more of the same. If NPT's individual experience is any indicator, we can expect to see that trend continue: in 2018 we made 28% more grants (by volume) worth 12% more (by dollars) than in 2017.

This content originally appeared on www.NPTrust.org

**Spring
2019**

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*Our mission:
To eliminate
stigma and
encourage safe
and caring
conversations
about mental
health issues and
emotional pain in
our youth*

For information on joining or starting a DMAX Club at your local college campus, please refer to their website <https://www.dmaxfoundation.org/about-dmax-clubs/>

Client of the Quarter-Spring

With roots in Radnor, PA, DMAX Foundation is a growing nonprofit organization created with a mission to “eliminate stigma and encourage safe and caring conversations about mental health issues and emotional pain in our youth.” DMAX foundation was created in honor of Dan Maxwell who tragically lost his life due to inner emotional struggles. Through their unfathomable pain, the Maxwells have managed to turn their son’s tragic story into an inspiring one. With the creation of DMAX foundation, they seek to provide a comforting environment for teens and young adults alike to de-stress and help each other steer through the obstacles of life.

In line with their mission statement, the first DMAX club was established in 2015 at Elon University in North Carolina. DMAX Clubs are student led social groups designed to provide emotional support for students to express how they are doing and ways they can help one another. In order to successfully carry out their mission, DMAX club leaders are trained to: share their personal stories, actively listen to others, be aware of campus emergency procedures, recognize when referrals are needed, and avoid engaging in “therapy.”

The spring 2018 American College Health Assoc. (ACHA) survey found that during the previous year, 63% of students have felt very lonely, 63% have felt overwhelming anxiety, 42% have felt so depressed it was difficult to function, and 12% reported having

seriously considered suicide. In addition, a 2018 study on loneliness by Cigna found that college age students are the “loneliest generation.

DMAX clubs strive to combat these statistics by providing a place where students can talk about whatever is on their minds. A place to form connection and discover they are not alone in their struggles and stress. They can have relaxed, informal conversations about how they are REALLY doing, support each other, and find referrals for further assistance. Differentiating DMAX Clubs from other mental health clubs is their motto ‘Friends Helping Friends.’ They recognize that everyone experiences stress but there is always help. It is also not a one-way street. Every club participant is encouraged to share their story and help each other.

Feedback from a fall 2018 survey of club members indicate that 100% of members would recommend the club to their friends; 95% say that DMAX Club has improved their relationships with others; 84% say it has improved their feelings about school; 79% say it has improved their outlook on the future and 74% say it has improved their feelings about themselves.

In 2018, four new DMAX clubs were began operations at Penn State University (State College, PA), Temple University (Philadelphia, PA), Drexel University (Philadelphia, PA), and the University of Maryland (College Park, MD). In 2019, the DMAX Foundation hopes to open up an additional three to five clubs.



*We teach
environmental
principles to
children in
Southeastern
Pennsylvania
through a direct
connection with
nature, inspiring
respect for our
natural world, and
action as aware,
responsible and
caring citizens.*

For information on Riverbend Environmental Education Center and their programs, please refer to their website <https://riverbendeeec.org/>

Client of the Quarter-Summer

Riverbend Environmental Education Center is a nonprofit organization located on a 30-acre preserve in Gladwyne, Pennsylvania. Their purpose is to foster an awareness, appreciation, and understanding of the total environment through educational programming. By growing both the love of nature and environmental literacy, they aim to inspire action that contributes to a healthier planet for all.

Riverbend, founded in 1974, is situated on a scenic 30 acre property made up of diverse natural habitats. Environmental education programs began less than a year later in September 1975, and Riverbend’s first summer camp started in 1982.

The preserve, with pond, stream, meadow and woodland habitats supports many of Riverbend’s outdoor education programs. An extensive native woodland restoration project began in 2008 and continues each year. In the past decade more than 5,000 native trees have been planted on Riverbend’s preserve with volunteer help. Riverbend has a variety of amenities to support learning and fun including the Snider Barn, an aquaponics greenhouse, a farmhouse, the Nick & Dee Adams Pavilion, a stone story circle with a fire pit and the Charles Lieberman Outdoor Classroom.

Educational programs take place both on-site at the Spring Mill Road preserve and off-site at other nature preserves, schools and school yards, and at organization partner sites. On-site activities include

school field trips, year-round and exploration camps, professional development for educators, public and community outreach, and family-focused special events. More than 60% of school programs take place off site and nearly 50% serve children living in low-income communities. Overall, Riverbend provides nature-based STEM and inquiry-based environmental science learning to more than 24,000 individuals annually.

People Need Nature

Nature is the source of our food, water and the air we breathe. A healthy environment directly contributes to human survival and general well-being. It is only with a solid understanding of how our natural systems work, that people can work together to protect nature and act as earth’s champions. Direct experiences with nature provide relevant learning that equips students with critical thinking, creative approaches, and problem-solving skills.

Riverbend works to develop environmental literacy using tested education tools grounded in science. They believe that this is essential for living in and care for our natural world. For all of us, appreciating nature and our place in it is critical for ensuring healthy communities and protecting the very systems that sustain us. It is imperative to equip learners of all ages with the habits of mind needed to shape and adapt to the world in which we all live. Riverbend delivers STEM programs that use nature as the foundation of learning.

Continued on page 4



Nonprofit University 2019—June 10, 2019

Bucks County Community College

8:00-8:30 am Registration and Breakfast

8:45-9:45 am Keynote Address—*Current Trends in Philanthropy*
Eileen Heisman, President & CEO, National Philanthropic Trust

Eileen R. Heisman, ACFRE, is a nationally recognized expert on charitable and planned giving. Ms. Heisman has been interviewed about philanthropy and donor-advised funds on CNBC, PBS, NPR, CNN International and Bloomberg TV, and by nearly every national newspaper and major trade publication, including the Wall Street Journal, New York Times, Washington Post, Bloomberg, CBS MarketWatch, Financial Advisor, and Investment News. She was among the first fundraising professionals to earn the distinguished ACFRE certification. She has been named four times by Non-Profit Times as one of their Power and Influence Top 50, an annual listing of the 50 most influential executives in the philanthropic sector. She has been invited by the Chinese government to speak to their emerging nonprofit sector about philanthropy.

Workshop Session I 9:45-10:45 AM

What Would You Do? An Interactive Workshop on Critical Nonprofit Legal Issues

Laura Solomon, Esq, Laura Solomon & Associates

Choosing & Cultivating Corporate Sponsors for Your Nonprofit Event

Dale Buddine, Development Manager, Philadelphia Corporation for Aging

Successful Email Marketing for Nonprofits Donna Botti, Partner, Delos, Inc.

Understanding Nonprofit Financial Statements Amy O'Connor, CPA, Bookminders

Workshop Session II 11:00-12:00 PM

The Burnout Battle Valerie Kind-Rubin, Patricia Kind Family Foundation & Andrew Kind-Rubin, PhD, Chief Clinical Officer, Child Guidance Resource Centers

Ask Like a Nonprofit Hero – 5 Easy Steps to Successful Board Fundraising

Valerie Jones, CFRE, Valerie M. Jones Associates

Social Media Strategy Boot Camp

Aliya Hammond, Social Media Strategist, Aliya Hammond Consulting

Creating a Cyber Secure Workplace John Gamble, IT Director, Bee, Bergvall & Co.

Lunch (included) — Generosity Marketplace

Workshop Session III 1:30-2:45 PM

Strategic Planning: The New “Right” Approach that Aligns Mission and Relevance

Jill Macauley, Associate Director & Catherine Grace, Schultz & Williams

7 Tips to Increase Revenue From Your Funders Sarah Larson

The Power of Empathy (Listen First) Trish Feintheil, COO, YMCA of Bucks County

Excellence in Excel Grace Betz, CPIM, Bee, Bergvall & Co.

Workshop Session IV 3:00-4:15 PM

Catalyze Your Thinking to Achieve What’s Possible Ifeoma Aduba, MS, The Mudita Collective

Don’t Ask for Donations – Create an Opportunity to Give Kevin Jameson, President, Dementia Society of America

External Branding Starts with Internal Branding Karen Jett, CMA, Brand Developer, RedKnight

Big Brother: Who is Watching and Why It Matters

William Schwab, CPA, Manager, Your Part-Time Controller

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Contact: Liz Vibber 215-343-2727 lvibber@bbco-cpa.com



Through a nature-based curriculum, students are three times more likely to find the material interesting and to create lasting memories. Each year, Riverbend strives to take their inquiry-based science programs to the next level, transforming the way teachers teach, and students learn through environmental education. An ever-growing body of research demonstrates what many of us have known all along – nature is good for kids and people of all ages!

Environmental education is a critical resource that effectively engages students. Riverbend hopes that students will be motivated through their experiences and will go on to create connections between school or camp learning to the community they live in and to the world beyond. The understandings and learning students take away will help them to be the prepared leaders we need for a healthy environment in the future.

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Liz Vibber: lvibber@bbco-cpa.com or 215-343-2727

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