



FRONT PAGE

Capacity-Building News to Use for Wiregrass Organizations



HOT TOPIC **Why We Give?**

Late November through December – ---aka, “**The Season of Giving.**” Many opportunities for giving seem to pop up around the holidays—red kettles and Angel trees; good Samaritans paying off someone’s Christmas lay-a-way; groups buying toys for children. And certainly, many nonprofits benefit from the point-of-sale spontaneous giving and the year-end financial (and tax) reassessments that generate donations. But holiday magic aside, why do we give?

There has been a mountain of research on this topic. We give more readily to a single, suffering individual than to large populations of sufferers. We are more inspired by powerful images (a picture of one child) than by reams of statistics. We are more generous close to home, we have an innate sense of fairness, and sometimes we are responding to a higher power.

There also are many so-called “selfish” reasons we give. It makes us feel good about ourselves (is that really a bad thing?), or charitable donations reduce our tax assessments (we would rather give to causes we can see than send money to governments.)

Some of us (especially us older givers) may be thinking of our legacy. There is even research that asserts we sometimes give so we won’t tempt fate. For example, we will pledge a small amount to a caller from a cancer organization, subconsciously hoping to ward off cancer.

And we give differently based on demographics. For example, millennials want to see direct impact, and they love event-giving (like marathons), while senior citizens are more trusting of established charitable organizations and like to give in honor of someone.

However, while the **Holiday Season** covers us in a warm blanket of generosity, the needs do not disappear on January 1st. Maintaining that level of giving is a task that falls (heavily at times) to the nonprofit leaders. And as harsh as this sounds, motivating people to give is more science than art. The research on who gives, to what, and why is out there. Using it just makes sense. It’s simply connecting your cause with the best-fit groups of people in ways that will be most meaningful for them, most efficient for you, and most beneficial to those you serve. **Happy Holidays and Beyond!!!**

GRANTS RECENTLY AWARDED **(October Meeting)**

Sight Savers America—Wiregrass Children’s
Eyecare Network - \$25,000

Wiregrass United Way
Challenge Grant - \$400,000

City of Dothan Leisure Services
Forever Wild - \$1,367, 075

\$10,000 in Micro-grants to three organizations
\$100,000 total Micro-grants for 2015

2015 Estimated Investment in
two Wiregrass Foundation initiatives
Bright Key - \$376,984
CapConnect - \$175,000



Milestones

Can you believe 2015 is nearly over?! Not only are we closing out 2015, but the Wiregrass Foundation also is celebrating 10 years of investing in the community to make a “... **significant, measurable impact on our health,**

education, and quality of life.” Over the last 10 years, our local nonprofits have provided tremendous service to our community. At WF, we know this for a fact because each of our program and capital grants culminates with a final report. Sometimes it involves statistical data or fiscal accounting of expenditures. But this information is meaningless without telling the story of those individuals connected to the data.

One of my roles here at WF is to share your stories with our Board of Directors. I try to connect the funds awarded in our boardroom with the tangible outcomes and positive effects these decisions have on the community. Your stories are compelling.

We look forward to the next 10 years and encourage each of you to tell your story as often as you can. Not only will it connect you more closely to your funders and supporters, but you will inspire others to take action in their community.

Wiregrass Foundation wishes you all a very **Happy and Prosperous New Year !!!**

