



**Called to Serve: How You as a Leader Can Serve the Community and
Transform Your Workforce Through Philanthropy**

Jim Maher

Jim Maher, JD, CPA, CFP is the CEO and Founder of Archford Capital and Accounting. He was named the 2019 Volunteer of the Year by the St. Louis Region's Association of Fundraising Professionals. He was also awarded in 2009 the Volunteer of the Year by the St. Louis Community Foundation, Leave a Legacy and Planned Giving Counsel. He has served on over 20 nonprofit boards.



How much did Americans give in 2018?

\$427.71 billion

Americans gave \$427.71 billion to charity in 2018 in a complex year for charitable giving.

Giving to foundations decreased the most, after experiencing strong double-digit growth in the year prior.



Where did the generosity come from?

Contributions by source (by percentage of the total)

Giving by Foundations

2.3%
over 2017

18%

\$75.86 billion
(4.7% up when inflation adjusted)

Giving by Bequest

0.0%
same as 2017

9%

\$39.71 billion
(2.3% down when inflation adjusted)

Giving by Corporations

5.4%
from 2017

5%

\$20.05 billion
(2.9% up when inflation adjusted)

Giving by Individuals

1.1%
from 2017

68%

\$292.09 billion
(3.4% down when inflation adjusted)

Giving by individuals declined in 2018, comprising less than 70 percent of overall giving for the first time in at least 50 years.



* All figures on this infographic are reported in current dollars unless otherwise noted.



Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2019: The Annual Report on Philanthropy for the Year 2018*.

Where are all the charitable dollars going?

Contributions by source (by percentage of the total)

% of total giving in 2018 | % change from 2017 | inflation adjusted

29% to Religion | \$124.52 billion | -15% | -3.9%

14% to Education | \$58.72 billion | -13% | -3.7%

12% to Human Services | \$51.54 billion | -0.3% | -2.7%

12% to Foundations | \$50.29 billion | -6.9% | -9.1%

10% to Health | \$40.78 billion | 0.1% | -2.3%

7% to Public-Society Benefit | \$31.21 billion | -3.7% | -6.0%

5% to International Affairs | \$22.88 billion | 9.6% | 7.0%

5% to Arts, Culture, and Humanities | \$19.49 billion | 0.3% | -2.1%

3% to Environment/Animals | \$12.70 billion | 3.6% | 1.2%

2% to Individuals | \$9.06 billion | - | -

■ indicates growth in current dollars with a decline after adjusted for inflation



Giving USA

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Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on the generosity of Americans and related historical trends on U.S. charitable giving.

In 2019, Americans gave \$449.64 billion to charity

\$449.64 billion



Giving by foundations grew 2.5 percent in 2019, and has grown in nine of the last ten years.



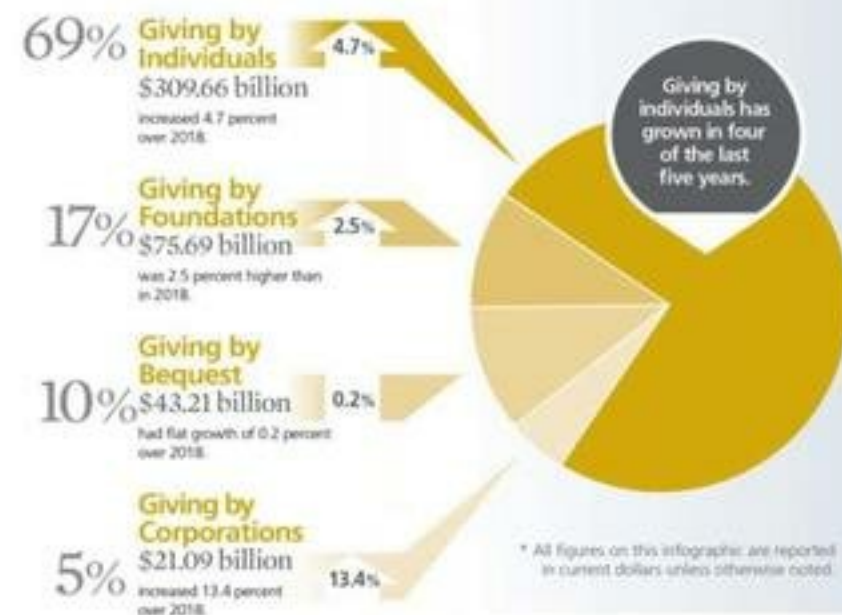
Education, public-society benefit, arts, culture, and humanities, and environment and animal organizations saw double-digit growth in 2019.



Giving to environment and animal organizations increased 11.3 percent in 2019, marking the sixth consecutive year of growth for this subsector.

Where did the generosity come from?*

Contributions by source By percentage of the total



Where did the charitable dollars go?

Contributions by destination By percentage of the total



Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2020: The Annual Report on Philanthropy for the Year 2019*.

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“Own” Mission and Case for Support

- Mission – unique value proposition: “the why”
- Needs and Aspirations of Nonprofit
- Donor: Impact, Outcomes, Recognition(s)
- What do you say?



Engage on Behalf of Nonprofits

- **Go and Tell / Come and See**
- **Grow Donors and Volunteers**
- **Grow Board and Committees**
- **Ongoing Engagement (face-to-face)**



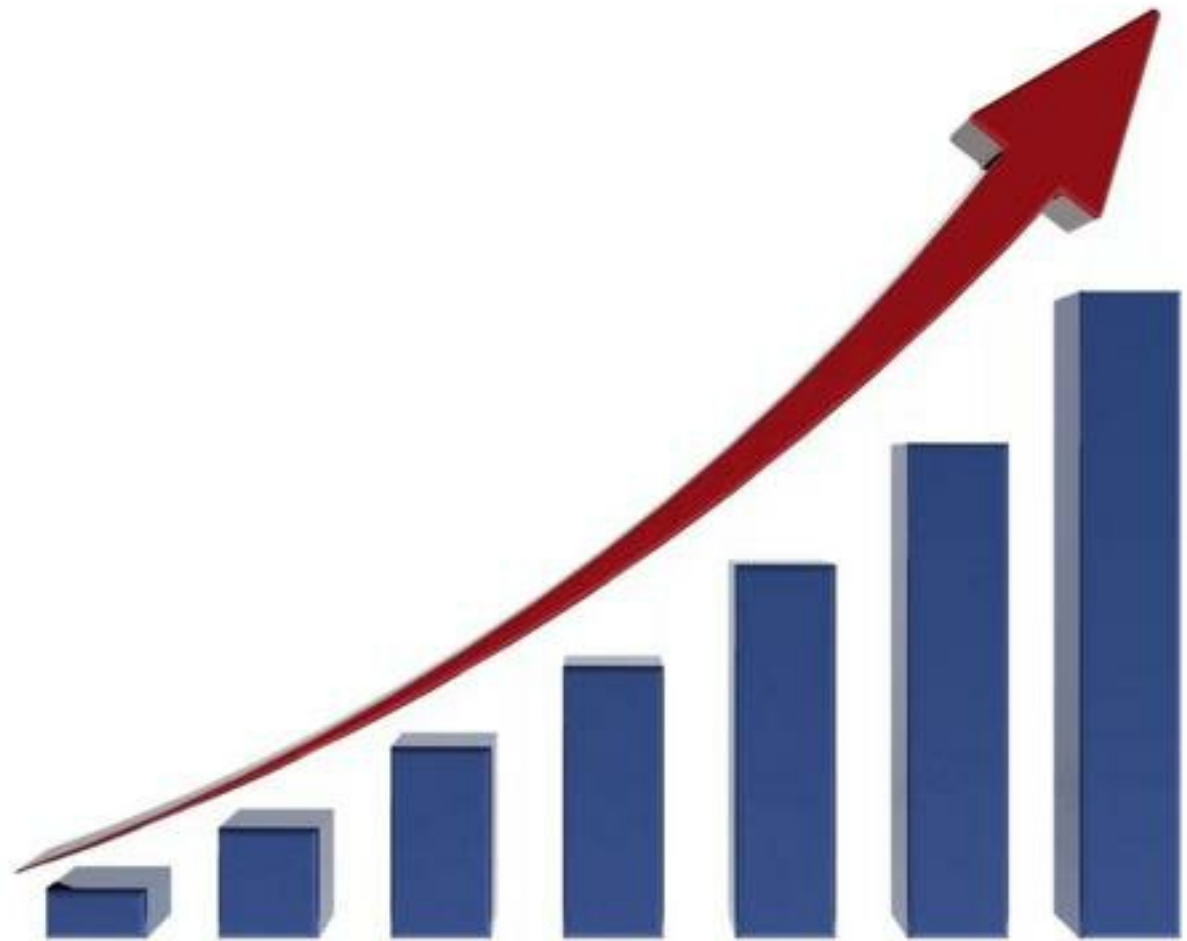
Fundraising is Honorable Work

- **Attitudes and Actions**
- **Growth and Development**



Help Increase Visibility and Stature

- Advocacy, Influence
- Public Relations, Marketing
- Affirms Value and Attracts Support
- A Key to Fundraising Success





All Seasons are Good Seasons

Funding is Limitless

Make/Keep Fundraising a Priority

- Time and Attention
- Invest Resources
- Plan and Execute
- Patience and Perseverance

PRIORITY





Every Donor, Every Contribution Matters

Give – Then Ask

- Generosity Begins with You
- Board, Staff and Volunteers
- A Culture of Philanthropy



Gifts Beget Gifts

- **Stories / Announcements**
- **Annual and Cumulative Societies**
- **Recognition Events / Moments**

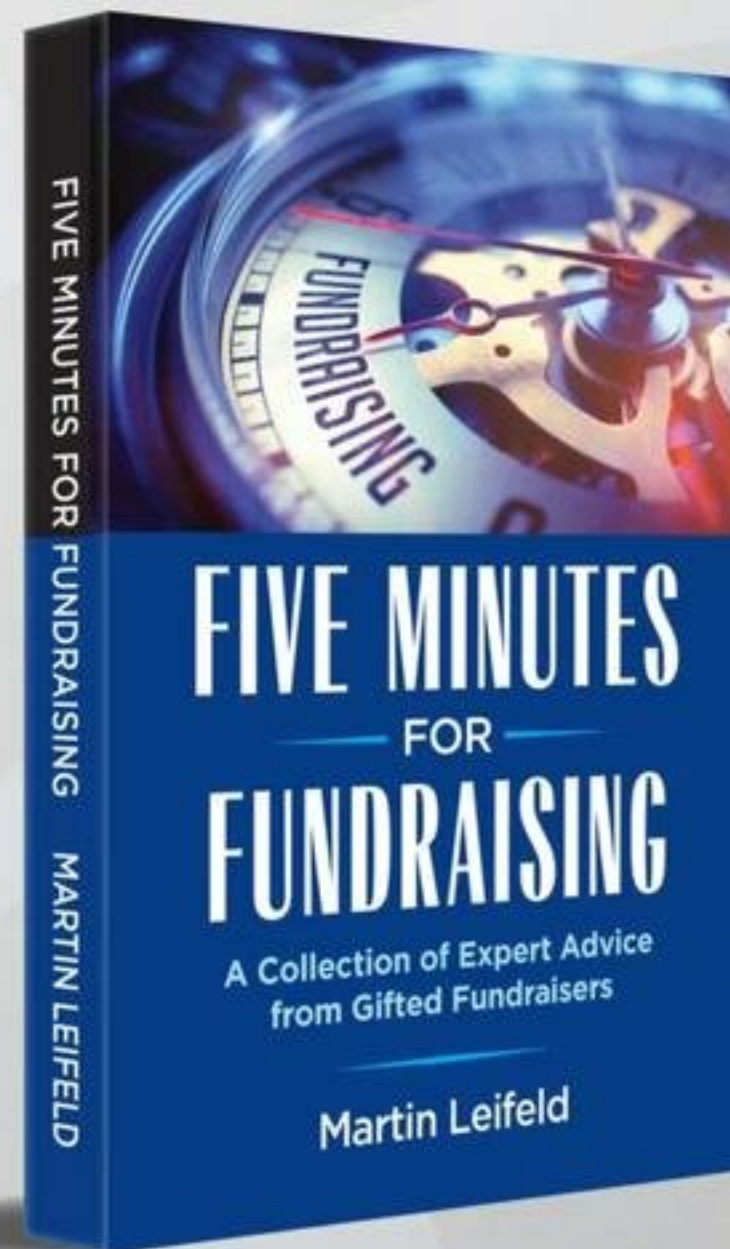


***Five Minutes for
Fundraising***
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Archford Angels 2020

2020
JIM MAHER

Creator of
Archford Angels



https://www.youtube.com/watch?v=wQJe3_APZcY



Taking Care of Families™



Impact to the Organization

Project Sustainability

Personal Development



GRANT AWARD LEVELS

1st Place = \$10,000

2nd Place = \$5,000





CARITAS

FAMILY SOLUTIONS





JIM'S VISION



A philanthropic business model for closely held businesses to engage employees, so they can give back to their communities and "Share Success".



The concept is simple and straight forward - empower every employee with the ability to go out into the community with \$1,000 to engage with a charity of their choice. With the objectives to:

- 1 Create impact
- 2 Develop a sustainable project
- 3 Grow personally from this experience



Projects are evaluated and top four receive additional grants for their charity of \$10,000, \$5,000, \$2,500 and \$1,000.



2020
CINDY WOLF

Uni-Pres
Kindercottage



2020
KAREN PAKOSTA

Western Clinton
County Senior
Services
(WCCSS)



2020
BARB DECK

Twigs
for Kids



2020
AMANDA WHITE

Violence Prevention
Center of
Southwestern
Illinois



2020
BOB SCHLUETER

Skin Cancer
Foundation



2020
BRENDAN
SKINNER

Belleville
Area Humane
Society



2020
CATHY MIFFLIN

Collinsville
Faith In
Action



2020
KIM
NOLTKAMPER

42 Foundation
NFP



2020
DEANNA
LOESCHE

Freeburg FFA
Alumni





How To



Brand Your Project
and Campaign



Announce the
Project to your
Team and Get
them Excited and
Involved



Team Members
Identify Their
Charities And
Submit Plans



Announce The
Project To The
Public



Compile Project
Picture, Updates
And Success
Stories Throughout
The Year



Projects Are
Evaluated And
Winners Selected



ADDENDUM

PROJECTS EVALUATED AND WINNERS SELECTED

Projects were reviewed and discussed during our November Board meeting. Angels were invited to the meeting to make a presentation.



ADDENDUM

PROJECTS EVALUATED AND WINNERS SELECTED

Winners were announced during our
Holiday Open House.



THE ARCFORD ANGEL IMPACT

INVESTMENT
\$1,000 per Angel

TENFOLD
RESULTS

GIFTS, GRANTS &
ADDITIONAL DONATIONS
TO DATE
\$617,600

ENGAGEMENT
15 Angels for 2 Years



Total of **1100** Service Hours

1 Project

90+ Requests for Guide

2

Companies Adopted Similar Programs

49

Charities Impacted

IMPACT



Participation in
a baseball
program for
two children



Four tutoring
scholarships



Systems created
and in place to
increase funding



Cafe for less
fortunate
nearing
completion



Closet opened
to supply
items to foster
families



Two performing
arts scholarships
awarded



Over 100
animals
treated



11,500 people
served Fun
Food

CHARITIES IMPACTED



basketofhope.org



bahspets.org



cff.org



prbc.org



gagbcstl.org



strayrescue.org
andysrescuemanch



www.safe-families.org



griffcenter-est.org



stagesstlouis.org



strayangels11website.com
strayangels



caritasfamilyolutions.org



stlouischildrens.org/ways-give



althoffcatholic.org



friendsofwings.org



stgamers.net



cancer.org



bootsonthegreen.org



projectcompassionstp.org



catholicurbanprograms.org



familyhospice.org



kyt123.org



revelamosaic.com



southernscoutajaycees.org



basc-sped.org



collinsvillefoodpantry.org



treeburg11.theart.com



gatewayfoundation.org



projectcompassionstp.org



unipreskindercottage.org



partnersforpetsll.org



facebook.com/wccss.org



riverbendfamilyministries.com



slue.edu/give



vpcswt.org



tathcoultonedwardsville.com
restore-decor



zionbelleville.org



THE ARCFORD ANGEL IMPACT

QUOTES FROM OUR ANGELS

Enjoyed the positive energy of the volunteers
I met

Loved sharing this experience with my kids

Awesome to see the impact organizations can
have on the community

Fulfilling to tell people about the other things
we do at Archford

Great to see Angel Charities helping Angel
Charities

Learned so much about how non-profits
operate

Touching to see how much those receiving help
appreciated us

Good to step out of our comfort zone

Enjoyed supporting each other

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— 2020 ARCHFORD ANGELS CAMPAIGN GUIDE —



THE ARCHFORD ANGELS

A PHILANTHROPIC BUSINESS MODEL



Inspire Your Team to Make a Difference

Get Your Free Campaign Guide to Implement at Your Business

<https://archfordcapital.com/archford-angels-2020/>