

## Institute says Charlotte charities can find new donors

**'Most nonprofits are chasing the same 500 people for money.'**

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Charlotte's nonprofits spend far too much time asking the same people for money, over and over again, rather than investing time to find new donors.

That observation, made by a group of local charity experts, has become the basis for a new effort that seeks to remake the way the area charities raise money.

It's called The Institute for Philanthropic Leadership, and its first move has been to create something called the Major Gift School, which aims to show nonprofits how to find new major donors.

"We have over 250,000 people who have moved to the area in the past four to five years, but most nonprofits are chasing the same 500 people for money," said Chris McLeod, one of the founders of the institute.

"If you look at the donor rolls at the Arts & Science Council, the United Way's deTocqueville list, the Blumenthal and other larger charities, 80 percent would be the same donors."

The institute is the brainchild of eight senior fundraisers who have helped nonprofits land million-dollar plus gifts from donors.

Understandably, early financial support for the institute has come from the usual suspects pursued by area charities: Carolinas HealthCare Foundation, Duke Endowment, Presbyterian Foundation, Wells Fargo, and the William & Patricia Gorelick Family Foundation.

Foundation for the Carolinas has also given money to the effort and is handling its financial transactions.

Michael Rose of Carolinas HealthCare Foundation is among those championing the institute, believing it has the power to transform how nonprofits find money.

"This is not about finding more donors. It's about finding major donors," said Rose. "I believe there are a lot of good prospects out there for major donors that aren't being tapped, \$1 million donors. They've never thought about giving, or never been encouraged to give."

Jane McIntyre, executive director of Charlotte's United Way, is encouraging its member agencies to consider getting help from the institute. Last year, United Way was forced to cut money for nearly all its 90-plus member charities, due to a drop in donations.

"I think this is like nothing we've ever had, and a great innovation," she said. "There is a tremendous void of fundraising experts in our community and a huge demand for help."

Read more: <http://www.charlotteobserver.com/2010/04/22/1390819/institute-says-charlotte-charities.html#ixzz0mEsY5brl>