Nonprofit Sector Workforce Still Growing Strong
Now as big as the manufacturing sector

With 12.3 million paid workers, nonprofits employ more workers than many other major U.S. industries (a major industry is one that employs at least 5% of the nation’s workforce). A recent report published by Johns Hopkins University by Salamon and Newhouse revealed that nonprofit sector employment now matches the total employment of the entire domestic manufacturing sector. It employs twice as many workers as the nation’s transportation, wholesale trade, finance and insurance industries. It has 80% more workers than the nation’s construction industry and more than five times the number of workers in the real estate industry.

The total annual wages paid by nonprofits is approximately $638 billion. This is 30% more than the wages paid by the nation’s retail trade industry (the largest industry in terms of overall employment numbers). Nonprofit wages are more than 60% more than the payroll of the U.S. construction industry and more than four times more than the real estate industry.

Approximately 55% of all nonprofit jobs in the U.S. are in the healthcare field which includes hospitals, physical and mental health clinics, nursing homes and rehabilitative services. Hospitals alone account for 34% of the nation’s total nonprofit workforce. Much of this growth reflects the combination of the mandated programs already on the federal government’s books (Medicare, Medicaid) and the passage of the Affordable Care Act which pump additional support in the healthcare arena where nonprofits are especially active.

The growth of the nonprofit sector workforce is neither new nor surprising. It has been a steady and reliable employer when compared to the for-profit sector. While the for-profit sector was shedding more than 4% of its workforce from 2007 to 2012, nonprofit employment during that time increased by 8.5%. In fact, from 2007 to 2016, while the for-profit sector was recovering from the Great Recession and saw a 4.6% increase in employment during that period, the nonprofit sector grew by 16.7%.

If you are an FPP alum in college or in the workforce now, you will recall, and can empathize with those pictured in, this scene. It’s the night you prepared fundraising appeal letters, that looooong night when you signed and stuffed letters while listening to music or just chilling. This year’s senior cohort prepared a record number of letters, over 1,000, and the returns so far have been impressive. To be fair, they are benefitting from the work you did when you were a senior, and every senior cohort before you. This is how a successful fundraising program works: adding new donors to the list each year while continuing to ask previous donors to sustain their support. Sending an annual appeal letter is one of the strategies used to increase the FPP Fund to more than $1,000,000 currently. Philanthropy works!
Planting the Seeds of Philanthropy

by Oliver van der Meer, FPP '20

Philanthropy is a word widely associated with adults. But why not start at a younger age? The Future Philanthropists Program is set up to do just that. When I first joined the program, I felt intimidated because twenty-five thousand dollars seemed like a lot of money to be put in the hands of twenty-five high school juniors. But we took our job seriously and rose to the occasion.

Learning about nonprofit management and charitable giving has been such a unique experience for our cohort. We’ve worked together reviewing proposals, evaluating budgets and meeting with organizations to better understand their work. It has helped us better understand the needs of our local community, as well as responsibility and commitment along the way. I think we were all amazed at the broad array of organizations serving so many different needs, from programs serving children in foster care to support services for people with disabilities. When it came time to make final funding decisions, it was clear we couldn’t give every organization the funding they requested, but we gave each proposal careful consideration. It was great to see everyone advocating for different groups and realizing how invested we all were in the programs serving the Oak Park, River Forest and neighboring communities including Austin.

Our work with FPP has been empowering and I feel that we are helping to create a culture shift in the perception of teens, from disinterested youth to more engaged citizens devoted to the future of our community. With the help of our mentors, we have learned the importance of fundraising, volunteerism and engaging with the community.

The work that we are doing has given us pride and a rewarding feeling that in some small way we are giving back to the community that we call home. This experience shows us, as future philanthropists, the deep impact of volunteering in our community and the importance of having charitable giving as a part of our budget as we grow into adulthood.

Black Ivy Pre-Law Society: An FPP Example

by Aaliyah Brown FPP ’19

During my short time as a freshman at Cornell University, I’ve become very involved with the Black Ivy Pre-Law Society.

In May 2016, seven trailblazing women on my campus saw a gap in diversity and inclusion in the field of law and founded this organization to fill that gap. Our mission is to support underrepresented minorities with aspiring careers in law through our core values of Ethics, Equality, Excellence, and Economy. We currently organize resume workshops, LSAT prep, external events co-sponsored with other Cornell student organizations (such as our most recent Democratic Debate Watch Party), the #ADVANTAGETour, and our Pre-Law/Pre-Professional Summit.

I am a member of Black Ivy’s new Magna Vis class and serve on the Fundraising Committee. One of the projects I’m most passionate about is our annual Advantage Tour. This February, we will travel to Washington, D.C., where we have the unique opportunity to visit the hub of American politics, tour prestigious law schools in the area, visit the African American History Museum, and step foot into the Supreme Court in order to gain exposure and insight into the plethora of legal paths open to us. I never thought I would have access to these opportunities so early in my undergraduate career, and this Advantage Tour is just one of the many opportunities Black Ivy provides to prep us for success.

Black Ivy Pre-Law Society has launched a Crowdfunding campaign in hope of raising funds to support our 2020 Advantage Tour that lasts until February 25th. Please visit our website and campaign page if you would like to learn more about our organization at www.blackivyprelawsociety.com. You can support aspiring lawyers and close the underrepresented minority access gap by making a contribution at bit.ly/2U4bhmD. Any amount helps and I would greatly appreciate it. Thank you!
Workplace Giving: Gen Z Driving the Trend

Excerpt from The Chronical of Philanthropy (January 2020).

Small and mid-size companies are doing more to offer their workers options for giving and volunteering, once largely the province of big corporations. The reason: the tight job market makes it more important than ever to give employees what they want – and involvement with social causes is key for members of the Z Generation and younger Millennials.

Research has shown that when companies focus on social and environmental efforts, they do better at both recruiting and keeping workers, an important goal because younger generations tend to show less company loyalty. As a result, more small and medium-size companies are starting workplace giving programs.

For decades, workplace giving was synonymous with the United Way. Workers would contribute a portion of their paycheck to their local United Way. The pledge was often the result of person-to-person solicitations in the office. United Way would then distribute those funds to a select group of local charities it had picked, usually health and human service agencies. Nonprofits that were fortunate enough to receive annual United Way contributions greatly relied on those funds to cover part of their operating expenses. And few if any new nonprofits were ever added to the United Way giving list.

That changed, about three decades ago, when company employees began questioning why they could not decide which nonprofit organizations to support. Thereafter, the United Ways started allowing employees more choice in where their donations were going. That was a huge strategic shift in its business model. “It redirected focus from aggregate totals and collective concerns to the satisfaction of individual employee preferences”, said Benjamin Soskis, a research associate at the Urban Institute who wrote, “The Past, Present and Future of Workplace Giving in the United States.”

Donor choice campaigns in the workplace are now commonplace. And even though workplace giving has been in decline over the past couple of years (due to economic, social and cultural forces today), more companies are starting workplace giving programs. This has opened the market for for-profit technology companies who are competing to offer the best personalized and customized platform for managing employee giving and volunteer programs.

Even United Way felt the need to jump on the trend. United Way Worldwide hopes to carve out its own niche with its Philanthropy Cloud, a product created with Salesforce.org that helps people sort through their giving options. Benevity, one of the fast-growing technology competitors in the giving and volunteering space, states that nearly 1 million people from more than 600 companies, including Microsoft, used their tools in 2019.

Gen Z can be a major player, among others like technology, in the resurgence of company interest in workplace giving. Gen Zers possess the social consciousness and connectedness that can show the companies for whom they work how to become better employers. Memo to FPPers who are now in the workforce: it starts with your company.
There is no such thing as enough money.

Recently I participated in a conference call with some of my high school classmates. This cadre represents gentlemen whom I have known well for over 50 years. (Spoiler Alert: There is one group of people in your life to whom you can never lie and will never be impressed with anything you accomplish. That group of people is your high school friends.) The purpose of the call was to assure that the endowment for our high school is healthy enough to sustain it for the next twenty years.

As we took a long and exhaustive look at actuarial tables, forecasts and trends, one of my classmates came to the important conclusion: “It takes a lot more money to be broke than it did 50 years ago.” Truth and humor are intrinsically connected.

When we graduated from college all we wanted to do was earn $10,000/year. Now it is your turn to laugh. The chart below should provide some perspective. These numbers come from the US Board of Labor Statistics.

George Bernard Shaw wrote: “Money is not the root of all evil. The lack of Money is the root of all evil. Use it wisely.”

Here are some things to consider and actions to be taken.

1. Pay yourself every month: Accruing a small savings habit from day one of your professional life is just good practice. If your company has a 401K, IRA or any other retirement program, contribute to it as soon as you can.

   “Compound interest is the eighth wonder of the world.”
   Albert Einstein

2. Use Credit Cards as Charge Cards: Pay them off every month. The interest rates on them are predatory.

3. New cars keep people poor: There is no more cancerous expenditure than the combined monthly payment, maintenance and insurance associated with the purchase of a new car. You will be best served to purchase late model used cars for cash.

   Money is an interesting slave and a dangerous master. Handling it with prudence may not be the key to happiness but it is in the team photo. Prudence and reasonable thrift are the bywords to fiscal homeostasis. Find the joy in what you possess and avoid the envy of the possessions of others that can lead to fiduciary disaster.

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Most Americans Say There is Too Much Inequality in the U.S. But Fewer Than Half Call It a Top Priority


About six-in-ten U.S. adults say there is too much economic inequality in the country these days and among that group most say addressing it requires significant changes to the country's economic system. Still, relative to other issues, reducing economic inequality doesn’t rank high on the public’s list of priorities for the federal government to address. About four-in-ten say this should be a top priority, far smaller than the shares who say the same about making healthcare more affordable, dealing with terrorism or reducing gun violence.

Democrats and Democratic leaners are much more likely than Republicans and those who lean to the GOP to say reducing economic inequality should be a top priority for the government (61% vs 20%). Similarly, Democrats are nearly twice as likely as Republicans to say there is too much economic inequality in the U.S. (78% vs 41%).

Among those who say there is too much economic inequality, seven-in-ten think some amount of inequality is acceptable, and this is the case among majorities of Democrats (68%) and Republicans (77%). About three-quarters of Democrats who say there is too much inequality (74%) say addressing it would require major changes to the economic system, and 14% say the system needs to be completely rebuilt. Half of their Republicans counterparts say the system requires major changes and 12% think it needs to be rebuilt.

These findings come as economic inequality in the U.S. continues to widen. In 2018, households near the top of the income ladder were 12.6 times higher than those near the bottom of the ladder. This gap has been trending steadily wider since 1980 when household incomes near the top were about 9 times higher than those at the bottom. Republicans are more likely than Democrats to point to personal factors as major contributors of inequality, such as the choices people make, how hard people work and the growing number of immigrants. Only 11% of Republican and Republican leaners economic inequality to discrimination against racial and ethnic minorities. Democrats and Democratic leaners more often point to structural factors which contribute to inequality such as the federal tax system and problems with the educational system.

New Nonprofit News Site Aims to Shine Light on Women and Politics


A new nonprofit news website covering the intersection of women, policy and politics is launching today. The brainchild of Emily Ramshaw, former editor-in-chief of the nonprofit Texas Tribune, the new venture is called The 19th, https://www.19thnews.org after the Constitutional Amendment that mandated women be allowed to vote.

Ramshaw recruited Amanda Zamora, the Tribune’s chief audience officer, who previously worked at the nonprofit investigative news organization ProPublica to serve as publisher. They raised $5 million from individual donors and foundations including $500,000 from Craigslist founder, Craig Newmark and $1 million from Kathryn Murdoch, the climate change activist, philanthropist and daughter-in-law of Robert Murdoch. Other major donors include the Rockefeller Philanthropy Advisors’ Reproductive Health and Women’s Rights Collective, Ford Foundation, Knight Foundation and Abigail Disney.

The 19th aims to level the playing field with “free-to-concern and free-to-republish journalism that reimagines politics and policy coverage through a gender lens; deep-dive, evidence-based reporting that exposes gender inequality and injustice and reveals surprising and original stories on the issues that most deeply affect women’s lives from healthcare to the economy; and a digital platform for civil conversations and community building and national events that bring our readers into direct contact with their elected official.”

The new publication will launch this summer.
Three Pillars Initiative Announces New Board Members

**Myra Price** has a distinguished career in community service. As a former educator, Mrs. Price has served more than 14 years in both public and parochial settings in the City of Chicago.

She has been devoted to giving to the community for much of her life in many roles. Mrs. Price served as 2013 Chair for the Museum of Science and Industry’s Black Creativity Annual Gala, an event that drew together more than 700 community members and raised over $450,000. Mrs. Price has served as a member of the Black Creativity Gala Committee for the past eight years in the role of Co-chair serving on the Dinner and Entertainment Committee and as former Chair for the Product Development Committee.

Myra has participated in Link Unlimited for 17 years as a sponsor. She was a recipient of Link Unlimited’s highest honor, the Martin Luther King Jr. Award for Distinguished Service in 2009 for going above and beyond the call of duty as a sponsor/mentor. She was Co-chair for the Annual Dream Keepers Gala in 2009 and 2010 and Chair of the auction committee from 2006-2010 hosting as many as 350 guests. She also served as Chair of the auction committee for the annual banquet for ten years.

Myra currently serves in her 7th term as President for Amity. Amity is a local organization dedicated to serving children in the Oak Park & River Forest School Districts providing needed items and services such as eye wear, dental and other needs. Mrs. Price just concluded her term as a Commissioner for the Village of River Forest’s Traffic and Safety Committee, having served for two years.

Myra has a Master of Arts degree in Administration and Supervision, Roosevelt University, a Master of Science degree in School Guidance and Counseling, also from Roosevelt University and a Bachelor of Science in Elementary Education from the Chicago State University.

**Joe Kassel** (FPP ‘15) was in the 4th cohort of Future Philanthropists. He also served as a Super Mentor for incoming Freshmen at OPRF and made the Dean’s List and Honor Roll all four years. When he graduated, he went to the University of Colorado in Boulder to pursue a degree in Business Administration with an emphasis on Real Estate. For several summers he worked as a marketing coordinator and financial analyst for Marcus & Millichap, a national firm based in Calabasas, CA with an office in Downtown Chicago. In his senior year at Colorado, he served as an investment sales associate and became a licensed real estate broker in Illinois.

He officially joined the firm in May 2019 after graduating and now is responsible for underwriting and presenting marketing proposals for properties in excess of $100 million and assists investors nation-wide with acquisitions and dispositions of their income-producing properties. He is a member of the National Roti/Rodgers Group, a top performing team focusing on healthcare real estate.

“When I joined the Future Philanthropists Program, I quickly learned that I was part of something special... I am honored to be in a position to give back to both the community and the organization that I owe so much to and I look forward to being a part of the Initiative’s continued growth and success.”

— Joe Kassel
Would You Take a Donation from Harvey Weinstein?


Just about every major arts institution, from the Guggenheim to the Louvre, has received sizeable funding from the Sackler family. Until recently, this arts patronage was how most people knew the Sackler name, if at all. But the Sacklers, and their company Purdue Pharma, maker of the addictive painkiller OxyContin, are now becoming much better known for a different reason: their aggressive marketing of the drug despite its known dangers, and their complicity in fueling the nation’s deadly opioid epidemic. Museums with a Sackler-named wing, and other nonprofits supported by the Sackler family, now find themselves facing tough questions and ethically complex choices.

Unfortunately, the Sackler family’s fall from grace is not an isolated case. New examples of this sort of “tainted donor” or “tainted money” problem seem to be popping up: the boiling controversy over financier and convicted sex offenders Jeffrey Epstein’s contributions to MIT for its Media Lab and the Lab’s handling of this uncomfortable face: USC’s rejection of a $5 million gift from former film producer and accused sexual predator Harvey Weinstein, meant to support female filmmakers; and questions about the prominent board seats occupied by tear gas-maker Warren Kanders. In some circles, the “cleanliness” of any money gained through current, predatory capitalists practices should be considered suspect.

All of this puts nonprofits who depend to varying degrees on private donations in an ethically complicated spot. These concerns harken back to ethical questions raised about major philanthropists in the past, such as the famous controversy over John D. Rockefeller’s gift to the missionary arm of the Congregationalist Church in 1905. In fact, the term, “tainted money” was popularized in that debate, mainly by Congregationalist minister Washington Gladden. Gladden was the leading voice for rejecting Rockefeller money because of concerns over how it was made.

But even at that time, ethical opinions were mixed about whether charities should accept tainted money. Salvation Army founder William Booth is often quoted as saying at the time, “the problem with tainted money is there t’aint enough!” Whether Booth actually said that or not, we know he was strongly in favor of accepting such money, saying tainted money was “washed clean” when used for the greater good.

In today’s hyper-connected world, concerns about supposedly tainted donors or money are more easily raised and more rapidly spread. Nonprofits and donors have never really developed a sophisticated way of addressing the thorny ethical questions raised in these cases. All of this puts nonprofits who depend to varying degrees on private donations in an ethically complicated spot. These concerns harken back to ethical questions raised about major philanthropists in the past, such as the famous controversy over John D. Rockefeller’s gift to the missionary arm of the Congregationalist Church in 1905. In fact, the term, “tainted money” was popularized in that debate, mainly by Congregationalist minister Washington Gladden. Gladden was the leading voice for rejecting Rockefeller money because of concerns over how it was made.

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In today’s hyper-connected world, concerns about supposedly tainted donors or money are more easily raised and more rapidly spread. Nonprofits and donors have never really developed a sophisticated way of addressing the thorny ethical questions raised in these cases. And this may be the silver lining in the current wave of controversies. They can force us to think and debate more deeply about the ethics of giving and receiving, and develop better conceptual tools for handling these sorts of challenges in the field.