



## Johnson Grossnickle and Associates fast facts

### Fact Sheet

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Johnson Grossnickle and Associates is a philanthropic consulting firm located 20 minutes south of Indianapolis. In its 17-year history, JGA has served more than 150 clients. JGA's six consultants have more than 120 years of combined experience.

### Leadership

**Ted Grossnickle, Senior Consultant and Founder of JGA** began his career in higher education at his alma mater, Wabash College, as an admissions officer. After working as Assistant Director of Development at Northern Illinois University, and Vice President of Development and Public Affairs at Franklin College, where he served as Acting President in 1993, he co-founded JGA in 1994. In the same year, he was named Fundraising Executive of the Year by the Indiana Chapter of the National Society of Fund Raising Executives.

### Who we serve

- Private schools and colleges
- Arts and cultural organizations
- Healthcare and research institutions
- Faith-based organizations
- Foundations
- Social services organizations

### History

1994: Don Johnson and Ted Grossnickle co-found JGA. Its first office opens in Franklin, Indiana and serves as counsel for six organizations.

2002: JGA expands ownership through an employee stock ownership plan (ESOP), giving associates a personal stake in the firm's success.

2005: The team expands to include six senior consultants. To accommodate the growth, the office relocates to a larger space in Greenwood, Ind.

2009: JGA celebrates 15 years of empowering nonprofits to make the world a better place through philanthropy.

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## Who we are: A quick look at our consultants

### **Ted Grossnickle, CFRE, Senior Consultant and Founder**

Grossnickle began his career in higher education at his alma mater, Wabash College, as an admissions officer. After working as assistant Director of Development at Northern Illinois University, and Vice President of Development and Public Affairs at Franklin College, where he was Acting President in 1993, he co-founded JGA in 1994. In the same year, he was named Fundraising Executive of the Year by the Indiana Chapter of the National Society of Fund Raising Executives.

### **Angela White, CFRE, Senior Consultant and CEO**

White joined the JGA team in 1996 after serving several instrumental roles in various social services organizations. Before joining JGA, she was the Vice President for Membership for the Indiana Chapter of the Association of Fundraising Professionals, and Vice President of Institutional Advancement at St. Mary-of-the-Woods College. She is also a member of the faculty at the Center on Philanthropy at Indiana University.

### **Kris Kindelsperger, Ed.D., Senior Executive Consultant**

Kindelsperger began his career at the University of Louisville and Indiana University where he served in development roles. He then moved to Hanover College, where he eventually advanced to Vice President of Development. After 10 years at Hanover, Kris joined the JGA team.

### **Dan Schipp, Senior Consultant**

Before joining JGA, Schipp worked in higher education and served various developmental roles at Saint Meinrad Archabbey and School of Theology, eventually becoming Vice President of Development.

### **Melanie Norton, Consultant**

Prior to joining JGA, Norton served as Director of Gift Planning at DePauw University and Director of Major and Planned Gifts at Franklin College. She was recently appointed to the national board of Partnership for Philanthropic Planning (PPP).

### **Andrew Canada, Consultant**

Canada distinguished himself as Development Director within the development teams at both Indiana University Foundation and Purdue University.

## What we do: A JGA backgrounder

On April 1, 2009, Johnson Grossnickle and Associates celebrated 15 years of guiding nonprofits in their fundraising. Today, the same principles on which Don Johnson and Ted Grossnickle founded JGA guide the firm.

In 1994, Johnson and Grossnickle founded JGA. In JGA's first years, the consultants served six clients in a small office in Franklin, Ind. They wanted to provide honest, authentic, and transparent counsel to empower not-for-profit organizations. Both Johnson and Grossnickle were strong believers in the powers of philanthropy.

“Whether you're a Fortune 500 CEO or working for a nor-for-profit, the key is to have a desire to make things change for the better,” says Grossnickle. “We are privileged to work with these people—the motivators, the change-seekers, the leaders in philanthropy.”

Over the next years, JGA experienced a rapid growth of both clients and consultants. In 2002, JGA expanded ownership through an employee stock ownership plan (ESOP), which transferred part of the ownership of the firm to most of its associates. This means that each JGA team member has a personal stake in the firm's success.

After JGA began to expand employees and clients, the firm relocated to a larger office in Greenwood in 2005.

To date, JGA has served more than 150 clients, celebrating long-term, multi-year relationships with many of them. JGA has partnered with several organizations as they have moved through the fundraising cycle, often beginning with a philanthropic assessment or development audit, through a feasibility study and subsequent campaign counsel, and finally through a post-campaign assessment.

For JGA, the consultant-client relationship sets the tone for the success of JGA's work. Recognizing the importance of this relationship, JGA goes the extra mile. When nonprofits partner with JGA, they partner with a pair of consultants. This balance brings both strategic and tactical solutions, as well as twice the experience.

JGA's associates balance of use of the latest industry updates and standards, while continuing to practice the honest and authentic values that has set JGA apart since it first opened its doors.

“When I look back on our past, I see relationships with focused, dedicated organizations that lead the nonprofit sector in excellence,” said Grossnickle. “It is those partnerships that have provided JGA with challenging experiences, rewarding results, and growth which provide us with strong optimism about the future.”

## Who we serve: A client list

The following is a partial list of the clients JGA has served since its founding in 1994.

\*Indicates current client as of March 2011

### Educational institutions

- Adrian College
- Alderson-Broadus College
- American Institute of Baking
- Ancilla College
- Anderson University\*
- Augsburg College\*
- Augustana College
- Brescia University
- Butler University\*
- Canterbury School
- Cardinal Ritter High School
- Cathedral High School\*
- Charles A. Tindley Accelerated High School
- Christian Theological Seminary
- Covenant Christian High School
- Currey Ingram Academy
- Fork Union Military Academy
- Foundation for Independent Higher Education
- Franklin College
- Franklin College Switzerland
- Hadley School for the Blind
- Illinois College
- Illinois Wesleyan University\*
- Independent Colleges of Indiana, Inc.
- Indiana Blind Children's Foundation
- Indiana Institute of Technology
- Indiana University Foundation
- International School of Indiana\*
- Ivy Tech Community College — Central Indiana\*
- Junior Achievement of Central Indiana
- Kappa Alpha Theta Foundation
- Lambda Chi Alpha Educational Foundation\*
- Lenoir-Rhyne University\*
- MacMurray College
- Manchester College
- Marian University\*
- Maryville University
- Missoula International School
- Monmouth College
- Morningside College
- Mother Theodore Catholic Academies\*
- Mount Mercy College
- Ottawa University
- Park Tudor School

### Educational Institutions (continued)

- Providence Cristo Rey High School
- Rockford College
- Rose-Hulman Institute of Technology
- Saint Meinrad Archabbey and School of Theology
- Scecina Memorial High School\*
- School on Wheels
- Signature School
- St. Norbert College
- Sycamore School
- The Center on Philanthropy at Indiana University
- The Oaks Academy
- The Orchard School
- The Mind Trust
- University High School
- University of Evansville
- University of Indianapolis
- University of Southern Indiana\*
- University of St. Mary of the Lake/  
Mundelein Seminary\*
- University of Wisconsin–River Falls Foundation
- Wabash College
- Washington Township Schools Foundation
- West Virginia Wesleyan College
- Whitworth University
- Wittenberg University

### Arts and cultural organizations

- Booth Tarkington Civic Theatre\*
- Center for American Studies–Rome, Italy
- Champaign Public Library Foundation
- Cincinnati Museum Center
- CivWorld
- Conner Prairie\*
- Eagle Creek Park Foundation
- Eiteljorg Museum of American Indians and Western Art
- Ft. Wayne Civic Theatre
- Friends of the Lincoln Museum\*
- Gibault, Inc.
- Grouseland Foundation
- Heartland Truly Moving Pictures\*
- Hoosier Salon
- Honeywell Foundation
- Indiana Education Network

## Who we serve: A client list (continued)

### Arts and cultural organizations (continued)

- Indiana Giving Ventures
- Indiana Golf Foundation
- Indiana Humanities Council
- Indiana Landmarks\*
- Indiana Literacy Foundation
- Indiana Museum of African American History
- Indiana Sports Corporation
- Indiana State Fair Commission\*
- Indiana White River State Park Commission
- Indianapolis Children's Choir
- Indianapolis–Marion County Public Library Foundation
- Indianapolis Museum of Art
- Indianapolis Symphony Orchestra
- Indianapolis Zoological Society\*
- Indiana Youth Institute
- International Violin Competition of Indianapolis
- John Jay Center for Learning
- Kokomo Symphonic Society
- Kurt Vonnegut Memorial Library\*
- La Plaza
- Minnetrista Cultural Center
- Muncie Symphony Orchestra
- President Benjamin Harrison Home
- Red Skelton Museum and Education Foundation
- Swope Art Museum
- Tippecanoe Environmental Lake and Watershed Foundation
- White River State Park
- Young Audiences
- Y Press

### Community and social service

- ADULT & child
- Best Buddies Indiana
- Big Brothers/Big Sisters
- BOS Community Development Corporation
- Boys and Girls Clubs of Indianapolis
- Central Indiana Land Trust
- Children's Bureau, Inc.
- Damar Services, Inc.
- Day Nursery Association of Indianapolis
- Flanner House
- Girls Incorporated of Indianapolis
- Horizon House\*
- Indiana Association of Cities & Towns Foundation

### Community and social service (continued)

- Indiana Business Modernization and Technology
- Indianapolis Downtown Inc.
- Indianapolis Neighborhood Housing Partnership
- (The) Julian Center
- Mena Mahiber Supporting Organization for Ethiopia
- Noble of Indiana
- Rotary Club of Indianapolis
- SEND Community Development Corporation
- Southside Partners
- United Way of Central Indiana
- (The) Villages\*

### Foundations

- Ball Brothers Foundation
- Charley Creek Foundation
- George and Frances Ball Foundation
- Dearborn Community Foundation
- Decatur County Community Foundation
- Eagle Creek Park Foundation
- Foellinger Foundation, Inc.
- Fort Wayne Educational Foundation
- Hancock County Community Foundation
- Kappa Kappa Gamma Foundation
- Legacy Fund, a CICF Affiliate
- Lilly Endowment Inc.
- REALTOR Foundation\*
- Wabash Valley Community Foundation
- Women's Fund of Central Indiana

### Faith-based organizations

- Archdiocese of Indianapolis
- Congregation Shaarey-Tefilla
- Disciples of Christ–Board of Church Extension
- North United Methodist Church
- Redeemer Radio
- Rejuvenate\*
- Scottish Rite Cathedral Foundation
- Second Presbyterian Church\*
- Sisters of Providence of St. Mary-of-the-Woods\*
- Sisters of St. Francis, Oldenburg
- Terre Haute Catholic Charities Food Bank
- Waycross Camps and Conference Center
- Women Touched by Grace\*

## Who we serve: A client list (continued)

### Healthcare and research institutions

- American Cancer Society, Great Lakes Division
- American Lung Association of Indiana
- Bloomington Hospital Foundation\*
- Central Kentucky Blood Center
- Emily Flinn Community
- Fairbanks
- Friends Home, Inc.
- Indiana Kenya Partnership
- Indiana Masonic Home
- Indiana Masonic Home Foundation\*
- Indiana Regional Blood Center
- Little Red Door Cancer Agency
- Masonic Homes of Kentucky\*
- St. Francis Hospital Foundation
- St. Vincent Hospital Foundation
- (The) Sunnyside Guild of Wishard Hospital
- Walther Cancer Institute
- Wesley Manor, Inc.
- Wishard Hospital Foundation\*

### Environment and Animals

- Humane Society of Indianapolis
- Kentucky Horse Park Foundation
- (The) Nature Conservancy\*
- Species Survival Fund
- Wawasee Area Conservancy Foundation\*

## The nonprofit jargon dictionary

**501(c)3:** one of the 26 IRS codes given to nonprofits; this category encompasses religious, educational, charitable, scientific, literary, and public safety testing nonprofits

**Advancement, or institutional advancement:** refers to an organization's collective external relations, which typically include public relations/marketing, fundraising, and alumni relations

**Annual giving:** an organization's collective fundraising efforts that sustain the organization. Annual giving consists of many separate solicitation vehicles that form the foundation of the organization's philanthropic success

**Board:** a group of elected or appointed members who oversee an organizations activities; also referred to as the board of directors, board of governors, or board of trustees

**Branding:** the development and creation of a unique, overall image of a product, organization or other entity through advertising, marketing, public relations and other communications

**Capacity building:** building or strengthening a nonprofit organization's internal systems, staffing, and other assets to position the organization for fundraising and overall success

**Case statement:** a document that provides testimony of an organization's need for support, often for a specific project

**CFRE or Certified Fund Raising Executive:** a title given to professionals who have passed the CFRE Examination, which extensively covers six core fundraising knowledge areas

**Development:** refers primarily to an organization's fundraising efforts (see advancement)

**Development audit:** a study, which involves interviews and analysis, focused specifically on the financial results of the development department

**Endowment:** a permanent fund for which the interest earned will be used for a specific purpose defined by the donor

**Feasibility study:** a research- and interview-based study that helps organizations realize the attainability of various campaign goal amounts

**Financial audit:** a study focused on the finances of an entire organization, not just the development department

**Foundation:** a nonprofit organization that donates funds to support other organizations

**Planned giving:** a form of charitable giving often tied to the estate of the donor, and generally tied to personal and family financial planning and the use of accumulated assets (i.e. bequests, life insurance policies, gift annuities, trusts, etc.)

**Post-campaign assessment:** compiled data and feedback about a campaign that is crafted into a report and action steps that are then used to shape future campaigns

**RFP, or Request for proposal:** an invitation from an organization seeking fundraising counsel to an external/third-party organization(s) who can provide the required counsel

**Staff assessment:** focuses on the current state of the development department based on findings from interviews with staff, key volunteers, and organization leaders

**Stakeholders:** any party that has a vested interest in an organization (i.e. stockholders, board members, employees)

**Strategic plan:** a long-term plan that broadly defines an organization's desired future, and includes action steps to reach that vision

**Third sector:** another term for the nonprofit sector

## JGA as a philanthropic resource

### **Chronicle of Higher Education Panel Discussion - Ted Grossnickle**

Grossnickle traveled to Washington, D.C. on June 7 and 8, 2009 for a panel discussion on how colleges can be sensitive to the problems of donors while raising enough money to ride out the economic crisis.

### **“Indiana Achievement Awards Plan Will Continue in Transition Year” - Angela White**

White, who has been a judge for the Indiana Achievement Awards, was quoted in this *Indianapolis Business Journal* article on June 1, 2009.

### **“Are You Consorting with the Bears or the Bulls?” - Kris Kindelsperger**

Published in *Inside INdiana Business*, Kindelsperger’s article touched on how nonprofits were riding out the financial storm. It was published on May 30, 2009.

### **“Customized Course on Fundraising Principles for the Islamic Society of North America” - Angela White**

As an adjunct professor at The Fundraising School, Center on Philanthropy at Indiana University, White taught a class May 13-14, 2009. White also taught “The Dynamics of Women’s Giving” at The Fundraising School on February 5-6.

### **IBJ Interview with Chris Katterjohn - Ted Grossnickle**

Grossnickle joined Katterjohn on WXNT Newstalk 1430 on May 1, 2009. The two discussed the ways the economic climate is affecting nonprofits’ planning and execution of various fundraising activities.

### **“Values, Visions, Voice: Celebrate the Power of Women and Their Role in Philanthropy” - Angela White**

White was the featured speaker at the St. Ursula Academy Alumnae Women in Philanthropy Initiative’s *Values, Visions and Voice* on March 19, 2009.

### **“Is It Time for a Development Audit?” - Kris Kindelsperger and Dan Schipp**

Kindelsperger and Schipp spoke at the Association of Theological School’s 27th Annual Development and Institutional Advancement Program Conference on February 6, 2009

### **“Fundraising Tips in a Rough Economy” - Angela White**

White spoke at the President’s Roundtable, a group of women leaders within the Indianapolis community, on February 3, 2009. She spoke about the tough economic times.

### **“Capital Campaigns: An Overview” - Meg Gammage-Tucker**

As an adjunct professor at Indiana University, Gammage-Tucker presented at the IU School of Public and Environmental Affairs. She spoke about capital campaigns to a combined graduate and undergraduate class on October 22, 2008.