

LOCAL

PHILANTHROPIC FUND

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26.2 WITH DONNA (THE DONNA FOUNDATION)

Using data as of: March 2016

Rating: **AVOID**

About

26.2 With Donna (Also known as the National Marathon to Finish Breast Cancer or the Breast Cancer Marathon) is well known in the Jacksonville area for their annual marathon, which is the only marathon in the U.S. dedicated to breast cancer research and awareness. The raised funds support the Donna Foundation, which funds breast cancer research at the Mayo Clinic and provides financial assistance to individuals living with breast cancer.

The Donna Foundation gets its name from Donna Deegan, a Jacksonville television anchor who is a three-time cancer survivor. She formed the foundation in 2003 after her second diagnosis and the inaugural marathon took place in 2008. Since its inception, they have helped over 10,000 families nationwide and contributed \$4.5 million towards its vision to finish breast cancer.

It's important to note that these are two separate nonprofits operating together. The 26.2 With Donna is dedicated to breast cancer research and care while the Donna Foundation funding assists breast cancer patients with financial needs.

More information on the 26.2 With Donna can be found here:

<https://breastcancermarathon.com/>

More information on the Donna Foundation can be found here:

<http://thedonnafoundation.org/>

26.2 With Donna Facebook:

<https://www.facebook.com/26.2withDonna/>

Our Analysis

Financial information comes from the latest public Form 990 filing.

Revenue and expenses

According to their most recent public filing (dated 3/31/16), 26.2 With Donna brought in \$2.1 million in revenue. This results in a slight deficit for the current year and follows substantial deficits in previous years (-\$202,000 in 2015, -\$136,000 in 2014, and -\$264,000 in 2013).

The Donna Foundation receives most of its funding from the 26.2 With Donna nonprofit. According to its latest filing (dated 12/31/15), they had \$158,000 in contributions over that year. This also results in a deficit for the current year, following additional deficits in the previous years (-\$125,000 in 2014 and -\$74,000 in 2013).

		26.2 With Donna dated 3/31/16	Donna Foundation dated 12/31/15	
Revenue	8	Contributions and grants (Part VIII, line 1h)	2,088,682	158,096
	9	Program service revenue (Part VIII, line 2g)	0	0
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	41	1
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	2,424	0
	12	Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	2,091,147	158,097
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	400,000	86,002
	14	Benefits paid to or for members (Part IX, column (A), line 4)	0	0
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	312,958	85,923
	16a	Professional fundraising fees (Part IX, column (A), line 11e)	0	0
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶ 117,591		
	17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	1,382,747	33,909
	18	Total expenses Add lines 13-17 (must equal Part IX, column (A), line 25)	2,095,705	205,834
19	Revenue less expenses Subtract line 18 from line 12	-4,558	-47,737	
Net Assets or Fund Balances		End of Year	End of Year	
	20	Total assets (Part X, line 16)	142,659	73,340
	21	Total liabilities (Part X, line 26)	630,717	2,869
22	Net assets or fund balances Subtract line 21 from line 20	-488,058	70,471	

Income Sources

Revenue for the 26.2 With Donna came exclusively from their race events.

26.2 With Donna		(A) Total revenue
Contributions, Gifts, Grants and Other Similar Amounts	1a	Federated campaigns 1a _____
	b	Membership dues 1b _____
	c	Fundraising events 1c 2,088,682
	d	Related organizations 1d _____
	e	Government grants (contributions) 1e _____
	f	All other contributions, gifts, grants, and similar amounts not included above 1f _____
	g	Noncash contributions included in lines 1a-1f \$ _____
	h	Total. Add lines 1a-1f ▶ 2,088,682

Revenue for the Donna Foundation came from a contribution by 26.2 With Donna.

The Donna Foundation		(A) Total revenue
Contributions, Gifts, Grants and Other Similar Amounts	1a	Federated campaigns 1a _____
	b	Membership dues 1b _____
	c	Fundraising events 1c 99,578
	d	Related organizations 1d _____
	e	Government grants (contributions) 1e _____
	f	All other contributions, gifts, grants, and similar amounts not included above 1f 58,518
	g	Noncash contributions included in lines 1a-1f \$ _____
	h	Total. Add lines 1a-1f ▶ 158,096

Expenses and Philanthropic Spending

The expense data for the 26.2 With Donna shows 83% of their spending goes to their mission (1,739,017 ÷ 2,095,705 = **83.0%**).

Part IX Statement of Functional Expenses		26.2 With Donna			
Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.		(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to domestic organizations and domestic governments See Part IV, line 21	400,000	400,000		
7	Other salaries and wages	269,558	132,480	52,419	84,659
12	Advertising and promotion	169,411	169,411		
24	Other expenses Itemize expenses not covered above (List miscellaneous expenses in line 24e If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O)				
a	Event Operations	882,267	882,267		
b	Education Outreach	127,868	127,868		
c	Facilities	84,242		84,242	
d	Merchandise Sales Tax	18,666		18,666	
e	All other expenses	52,195	11,258	23,478	17,459
25	Total functional expenses. Add lines 1 through 24e	2,095,705	1,739,017	239,097	117,591

Totals may include items not listed above

However, the 83% philanthropic spending is misleading.

Of the \$2.1 million they received in revenue, only \$400,000 truly went to philanthropic purposes. A donation of \$240,000 was made to the Mayo Clinic for research while \$160,000 was transferred to the Donna Foundation which will go to breast cancer patients with financial needs.

26.2 With Donna Philanthropic Impact			
Form 990, Schedule I, Part II, Grants and Other Assistance to Domestic Org			
(a) Name and address of organization or government	(b) EIN	(d) Amount of cash grant	(h) Purpose of grant or assistance
Mayo Clinic 4500 San Pablo Rd S Jacksonville, FL 32224	59-0714831	240,000	Cancer Research
The Donna Foundation 1015 Atlantic Blvd 144 Atlantic Beach, FL 32233	57-1163099	160,000	Donation

	Donation	% of Spending
Mayo Clinic	\$240,000	11.5%
Donna Foundation	\$160,000	7.6%
TOTAL PHILANTHROPIC IMPACT	\$400,000	19.1%

The \$160,000 contributed to the Donna Foundation is further misleading. The Donna Foundation makes grants to breast cancer patients with financial needs, but only \$86,000 actually went to those patients. Nearly half of that \$160,000 went to salaries.

Part IX Statement of Functional Expenses		The Donna Foundation			
Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.		(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
2	Grants and other assistance to domestic individuals See Part IV, line 22	86,002	86,002		
5	Compensation of current officers, directors, trustees, and key employees	72,000		72,000	
24	Other expenses Itemize expenses not covered above (List miscellaneous expenses in line 24e If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O)				
a	Professional & Contract	11,100	8,600	2,500	
b	Admin Fees	7,500		7,500	
c	Charitable Contribution	3,000	3,000		
d	Telephone	2,873		2,873	
e	All other expenses	5,192		5,192	
25	Total functional expenses. Add lines 1 through 24e	205,834	97,602	106,921	1,311

Totals may include items not listed above

The screenshot below shows the amount and number of grants made to breast cancer patients and survivors by the Donna Foundation in 2014. (Note: the 2015 Form 990 is missing the Grants to Domestic Individuals section, so the data below comes from the previous year)

The Donna Foundation Philanthropic Impact from 2014 form 990		
Schedule I (Form 990) 2014		
Part III Grants and Other Assistance to Domestic Individuals. Complete Part III can be duplicated if additional space is needed.		
(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant
(1) Financial	196	202,696

Our Conclusion

This is a difficult conclusion to make since the Donna organization receives so much publicity and has the potential to do so much good. Thousands of runners dressed in pink fill the streets believing they are making a difference, but their philanthropic impact is probably much lower than they are lead to believe. Roughly 15 cents of every dollar donated actually goes to philanthropic purposes.

Only about 11 cents of every dollar goes to breast cancer research and about four cents goes to helping cancer survivors.

Yes, any donation to charity is better than nothing. And a \$240,000 donation to the Mayo Clinic is better than no donation at all. However, the Mayo organization saw \$3,900,000,000 in annual revenue according to their latest report, which makes a \$240,000 donation little more than a rounding error.

Another concern is the employee compensation. It's understandable that putting on a race of this size requires a competent staff and the five employees listed have salaries and compensation totaling \$398,881. Unfortunately this is nearly identical to that \$400,000 in philanthropic spending. We'd be more comfortable if the philanthropic spending was more in excess of salaries.

Also, other organizations in the area make similar, if not larger, contributions to the Mayo Clinic and receive a fraction of the recognition. For example, the Funk-Zitiello Foundation made a \$250,000 contribution to Mayo in 2017. Though larger than the contribution from the Donna organization, it received a four-line write-up in the paper, which stands in stark contrast to the wall-to-wall coverage for the Donna race.



The Florida Times-Union
jacksonville.com

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Posted September 8, 2017 12:31 pm
By Cindy Holifield

- The Mayo Clinic has received \$250,000 from the Funk-Zitiello Foundation's "Champions of Hope" golf event. Funds will be used for pancreatic research through The Florida Pancreas Cancer Coalition, and to raise community consciousness about pancreatic cancer.

<http://jacksonville.com/news/metro/2017-09-08/good-news-local-boy-appear-times-square-video>

In conclusion, the costs involved with running this organization are just too large for them to make a real philanthropic impact. It's not a bad race to run, but we'd suggest looking elsewhere if you want to make a difference. We give them an **AVOID** rating.

Contact:

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