

3% NONPROFIT  
26% FOUNDATIONS 6% BUSINESS  
7.9 BILLION HOURS OF VOLUNTEER SERVICE WORTH \$171 BILLION IN



ESTIMATED VALUE OF VOLUNTEER TIME FOR 2012 IS \$22.14 PER HOUR

# LEAD ON

2013 ANNUAL REPORT



INDEPENDENT  
SECTOR

# 2013 VITAL VOICES



A decade ago Independent Sector began interviewing and profiling a wide spectrum of exemplary member CEOs whose leadership is an inspiration to us all. This year we present an expanded special edition of “Vital Voices” with the understanding that our shared story is best told through their eyes.

“THE CHALLENGES WE’VE FACED IN MICHIGAN HAVE AWAKENED THE CONSCIOUSNESS OF WHAT THE NONPROFIT SECTOR CAN CONTRIBUTE”



## Donna Murray-Brown

President and CEO, Michigan Nonprofits Association

Donna Murray-Brown believes that both the nonprofit sector and her state of Michigan are at a critical turning point, where value and sustainability will prove essential to long-term success. “The challenges we’ve faced in Michigan have awakened the consciousness of what the nonprofit sector can contribute,” says Donna. “We can be catalysts of democracy and equity, as well as architects of thriving communities down to the neighborhood level.”

While Donna is MNA’s first woman president, she is no newcomer – rather a five-year veteran who has held a series of important posts, from director of the Metro Detroit Partnership Office to senior director of capacity building. She led a successful strategic alliance program for arts and culture organizations in Metro Detroit and the merger negotiations of four organizations to create the Belle Isle Park Conservancy. To help catalyze a culturally diverse pipeline of nonprofit leaders, Donna engaged with the Wisconsin-based national service program Public Allies and the New York-based National Urban Fellows.

Coming from the world of finance, Donna finds it only natural to have generating revenue top of mind. But the way in which she has worked to position the Association at the center of revitalizing the state and revolutionizing the financial viability of the sector is a noteworthy development.

Entering the nonprofit sector was something Donna always planned to do but, in truth, she says her transition happened much more quickly than she had anticipated. In her role as a banking executive, Donna served on many boards of directors and played a vital role in community reinvestment, funding programs that made a difference in the lives of local people. This involvement sparked her interest in taking the work a step further and partnering with nonprofits instead of just investing in them.

Donna believes that emphasizing access to information, diversity and inclusion, civic engagement, and capacity building will fuel MNA’s renewed commitment to serve, strengthen, and transform Michigan nonprofits.

The Michigan Nonprofit Association is now working on state-wide projects to increase employment and job readiness, assessing widespread housing issues, and spurring volunteerism in the community to accelerate the rebuilding of the state. Donna believes that many of these undertakings and the decision to pursue her career as a trailblazing chief executive in the nonprofit sector were “made possible in part due to my involvement with Independent Sector. My experience at the Independent Sector national conference in San Francisco was a defining moment that gave me the confidence to pursue the great challenges that come with being a leader in the nonprofit sector.”