THE POWER OF POSITIVE CHANGE

Michigan’s nonprofits embrace diversity, inclusion, and equity to meet the needs of ever-evolving communities.

BUILDING THE ENGINE OF COMMUNITY DEVELOPMENT
A collaborative effort in Detroit offers lessons for us all. p. 6

TACKLE YOUR TECH CHALLENGES
Our IT consultants understand a nonprofit’s needs—and won’t break your budget. p. 4

KEEPING NONPROFITS OUT OF POLITICS
We’ve got you covered on public policy affecting your interests. p. 5

CREATE A WELCOMING ENVIRONMENT
Take MNA’s Diversity, Inclusion, and Equity Assessment today. p. 3
because nonprofits play an integral role in creating compassionate communities.

In a world increasingly focused on issues that seek to divide us, nonprofits are in a unique position to strengthen the bonds of human connection that draw us together. That's why Michigan Nonprofit Association is committed to the values of diversity, inclusion, and equity in all that we do. We're focused on creating tools and programs designed to bring about systems change in a way that keeps us flexible and adaptable to meet the needs of our evolving sector.

This year we launched an online Diversity, Inclusion, and Equity Assessment based on a three-year pilot program. It's a powerful tool that uses a process-oriented approach to bring about meaningful behavioral and cultural change.

Projects such as the Michigan Nonprofits Counts Campaign, with a goal of ensuring everyone is counted during the 2020 census, not only help us secure federal dollars but also emphasize reaching people of color, immigrants, and children—populations that often face grave inequities. And because our members frequently serve these at-risk populations, it's imperative they be fairly represented when important funding decisions are made.

We understand creating a diverse, inclusive, and equitable environment is not always going to be easy. It requires patience. After all, people are constantly changing and their needs are, too.

We're proud to be on this journey with you. It's one that requires a genuine curiosity about those around us, so we can serve them in a way that matters. And it's the only way we're going to meet the complex issues we face today—and in the future.

"Alone we can do so little; together we can do so much." — Helen Keller

Whether it's creating a task group to explore how philanthropy can help solve investment challenges facing social enterprises, or partnering with a foundation to further its mission of helping aging adults, Michigan Nonprofit Association (MNA) is a trusted and respected leader of Michigan's nonprofit sector.

But it's not something we do alone. Together with our members and partners, we seek to advance the sector and protect those we serve. Here's a look at a few of our accomplishments during 2016-2017.

Creating a Welcoming Environment

Diversity, inclusion, and equity are more than just buzzwords for Michigan nonprofits. They're the key to running ethical, economically strong, and more efficient organizations.

Because of the work nonprofits are doing to serve vulnerable populations, it's in their DNA to be on the forefront of these issues," says Sarah Pinder, engagement director for MNA.

MNA's Diversity, Inclusion, and Equity Assessment

MNA spent three years developing and piloting a tool designed to help nonprofit organizations assess their current status and future progress on the journey to making diversity, inclusion, and equity goals a reality. Found on MNA's website under the Research & Publications tab, the online assessment offers three ways for organizations to participate (see the back page of this report for details).

Pinder notes the assessment is not designed to examine personal thoughts, feelings, or biases. Rather, it "allows nonprofits to have a great starting point [from which] to do work in the areas they need more improvement on," she says.
We've been able to STRONGLY DIVERSIFY our staff by race, ethnicity, language spoken, nationality, and heritage over the last year and a half.

— Matt Lynn, Director of Community Engagement, United Way of the Battle Creek and Kalamazoo Region

MNA Tech Services has been able to DECREASE OUR MONTHLY/ANNUAL TECHNOLOGY BUDGET, WHICH REDUCED OUR OVERALL TECHNOLOGY BUDGET BY APPROXIMATELY 50 PERCENT. And this doesn't even include the programs we were able to obtain through Tech Soup for necessary upgrades and licensing fees that saved us hundreds of dollars.

— Terry Vear, Executive Director, Hillsdale County Senior Services, Inc.

Keeping nonprofits above the political fray
MNA joined with other leaders of the charitable nonprofit sector to oppose efforts to eliminate or weaken the Johnson Amendment, which prohibits 501(c)(3) charitable organizations from endorsing, opposing, or contributing to political candidates and engaging in partisan campaign activities.

“It’s imperative for nonprofits to stay nonpartisan,” says Joan Bowman, external affairs officer for MNA.

“That’s the reason why we’re as trusted as we are in our communities. These are the conversations we have and why our best interests are aligned with the people we serve.”

MNA urged members of Michigan’s Congressional Delegation to reject any proposal to insert partisan politics into the charitable sector, something that would ultimately undermine the public trust in charities and make it much more difficult to do charitable work in communities.

UNDER CURRENT FUNDING FIGURES, MICHIGAN WOULD LOSE $1,800 OF FEDERAL FUNDS PER YEAR FOR EVERY PERSON NOT COUNTED IN THE 2020 CENSUS.

Tax reform threatens charitable giving incentives
While efforts to simplify the U.S. tax code are to be commended, recent proposals create unintended negative consequence for charities. Those proposals make it harder for people to write off donations on their tax returns, which would threaten the 100-year-old Charitable Giving Incentive found in federal tax law.

“We want to make sure these proposals are discussed, addressed, and debated so that everyone understands the consequences,” says Bowman. “The nonprofit sector is working hard to educate our policymakers on the consequences of increasing certain deductions.”

ENGAGING COMMUNITIES TO CREATE LONG-LASTING IMPACT
No matter what your mission is, civic and community engagement is an essential part of nonprofit work because it helps empower the people we serve. Strategies to promote and encourage volunteerism, private giving, census participation, and voting are just a few of the ways MNA helps support nonprofits.
When you’re developing your market and advancing your social mission, finding money to grow can be a full-time job. MNA’S BEEN INSTRUMENTAL IN PULLING TOGETHER A TASK GROUP TO FIND A WAY TO FREE UP DOLLARS EARLIER FOR SOCIAL ENTERPRISES.

I appreciate the leadership they bring to the table when tackling these complex issues.

— Gary Wozniak, President and CEO, Recovery Park

Building the Engine of Community Development

As one of three partners, MNA is a major sponsor of Building the Engine of Community Development in Detroit, a city-wide collaborative process that will strengthen neighborhoods by creating a well-coordinated, effective, and equitable framework for community development work.

More than 120 organizations and institutions are currently involved in the multi-year effort. “It’s about systems change for the space of community development that we think will be impactful for neighborhoods and nonprofits in Detroit,” says Kuhn. “The lessons learned will also be replicable in other communities and subsectors across the state.”

Every person counts

The 2020 Michigan Nonprofit Counts Campaign is a collaborative and coordinated statewide effort to increase participation in the census in communities that are at significant risk of being undercounted.

Public officials use census data to determine distribution of federal funds. When people are not counted—typically people of color, immigrants, young children, the homeless, and others traditionally served by nonprofits—communities risk losing critical revenue for programs and services relied on by all Michigan residents.

Under current funding figures, Michigan would lose $1,800 of federal funds per year for every person not counted. Start-up funding for the campaign is provided by a three-year grant from the W.K. Kellogg Foundation. As the needs of Michigan’s nonprofit sector continue to evolve, MNA stands ready to serve as a trusted leader for and ardent supporter of future generations.

When Points of Light comes to Detroit

In June 2016, Detroit hosted the international Points of Light Conference on Volunteering and Service, bringing together more than 3,000 nonprofit, government, and civic leaders to gain and share knowledge, resources, and connections.

“Our national relationship with Points of Light, we were able to leverage a conference in our own state and help shape the future of volunteerism,” says Kelley Kuhn, MNA vice president. “But more importantly, we made something (conference attendance) that is often out of reach, affordable for our members.”

More than 226 MNA members attended the conference through a discounted rate negotiated by MNA.

MICHIGAN NONPROFIT ASSOCIATION

2016-2017 Fiscal Year Financials

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Dollars</th>
<th>Percentage of Total Revenue</th>
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</thead>
<tbody>
<tr>
<td>Grant Revenue</td>
<td>$1,496,870</td>
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<tr>
<td>Contributions</td>
<td>$913,348</td>
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<td>Membership Dues</td>
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<tr>
<td>Program Fees and Sponsorship</td>
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<tr>
<td>Sublease Revenue</td>
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<td>Investment Income</td>
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<tr>
<td>Miscellaneous Income</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$3,879,010</strong></td>
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<thead>
<tr>
<th>Program Services</th>
<th>Dollars</th>
<th>Percentage of Total Expenditures</th>
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<tbody>
<tr>
<td>Educational Services</td>
<td>$1,326,480</td>
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<td>Public Policy</td>
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<td>Nonprofit Outreach</td>
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<td>Public Grants</td>
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<td>Volunteerism</td>
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<td><strong>Subtotal: Program Services</strong></td>
<td><strong>$3,447,139</strong></td>
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<td>Administration</td>
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<tr>
<td>Fundraising</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$3,757,721</strong></td>
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MNA STAFF 2016-2017

Joan Bowman, External Affairs Officer
Kathy Cousins, Executive Assistant to the President & CEO
Bill Geovanis, Strategic Growth Officer
Susan Groeschel, Executive Director, Michigan Campus Compact
Maggie Harris, Program Manager, AmeriCorps VISTA
Bobbe Harse Biegert, Director of Operations
Travis Hill, Communications Intern
Adam King, Technical Manager, MNA Technology Services
Kelley Kuhn, Vice President
Jamie Lewis, Finance Coordinator
Kent Long, Operations & Support Assistant
Dionne Hursey-Brown, President & CEO
Carol Palmer, Treasurer & Events Coordinator
Sarah Pinkey, Engagement Director
Mark Shaw, Consulting Manager, MNA Technology Services
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Terry Streitman, Communications & Public Policy Manager
Hallie Tzui, Community & Civic Engagement Director
Miauna Williams, Project Manager, AmeriCorps State
Lex Xing, Project Assistant, Student Access and Success, Michigan Campus Compact
START THE CONVERSATION

Move forward with MNA’s Diversity, Inclusion, and Equity Assessment.

Are you ready for powerful conversations with your staff and board that will propel your organization forward?

MNA’s Diversity, Inclusion, and Equity Assessment helps you identify where your team is at now—and where you want to go on the journey to making these values a reality.

3 WAYS TO PARTICIPATE

**Individual Assessment:** Discover your personal perceptions of your organization’s commitment and progress with diversity, inclusion, and equity best practices.*

**Organizational Assessment:** Involve your board of directors and/or staff to determine their perceptions of your organization’s commitment and progress.

**Custom Review:** After you’ve completed your organizational assessment, review your results with a qualified diversity, inclusion, and equity consultant for additional ideas and insight.

* Free for MNA members!

TAKE THE FIRST STEP

Call Sarah Pinder, 1-517-492-2439, or visit www.mnaonline.org, go to the Research & Publications tab, and click on Diversity, Inclusion, and Equity Assessment.