



Michigan Nonprofit Association

2024-2025 Annual Report

WE ARE  
**501c3**



# Advocacy. Impact. Community.

*A Year of Advancing Michigan's Nonprofit Sector*



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This annual report summarizes the last fiscal year from July 1, 2024, to June 30, 2025.  
All information and financial reporting are based on this time frame.

# Core Values

These values transcend mere words; they are MNA's guiding principles and the force that shapes and drives our organizational culture forward.

Our journey starts with our commitment to diversity, equity, inclusion and justice. These aren't just concepts — DEI is central to everything we do here at MNA. We place these at the forefront of our work because we're aware of the impacts of injustice. And we will continue our journey in earnest.



## Respect

Respect is fundamental. We respect each other, our stakeholders and the communities we serve. We cherish the opportunity to lean into acceptance and will continue to dedicate time to listen, learn and grow.



## Integrity

Integrity is nonnegotiable. We uphold it in every action, and we refuse to compromise our integrity.



## Relationships

Relationships are key. We take great pride in nurturing our relationships. At our core, we seek to collaborate and serve as a connector. We value all our relationships and recognize they have and will continue to be a key ingredient to our success.



## Strategic Impact

Strategic impact drives us. As a mission-driven, member-centered organization, we work alongside communities for systemic change and the greater good here in Michigan.



## Sustainability

Sustainability is vital. We support nonprofits in being fiscally viable and evolving to meet community needs. Our success ensures a robust nonprofit sector in Michigan.



## Accountability

We are committed to a clear path of action built on a foundation of trust and honesty. Accountability drives performance and allows for self-reflection and growth. We operate with a mindset of continuous improvement, focused on achieving a collective result for MNA and contributing to greater social impact.

## Our Mission

To strengthen the collective voice, leadership and capacity of nonprofits to enrich the lives of all Michiganders.

# A Letter from MNA President and CEO Kelley Kuhn and Board Chair Kimberly Houston



How is Your Life Better Because of a Nonprofit?

In a year that often felt defined by rapid shifts and complex challenges — for the world, for Michigan and for the sector — we wanted to start this message with a simple, resounding truth: nonprofits are awesome.

Every time we reflect on the work you do, we're reminded that this is a cooperative of people who genuinely care. This past fiscal year wasn't solely about managing change; it was about deepening engagement and laying essential groundwork for the future.

We continued to celebrate the heart of your missions through the award-winning "We Are 501c3" campaign. This campaign reminded the sector of its critical importance and raised public awareness of your profound impact across Michigan. We backed this enthusiasm by dramatically increasing engagement, connecting through communication channels, and key events like the inaugural Civic and Community Engagement Summit and Nonprofit Day at the Capitol.

Ultimately, this year was centered on relationships and trust. We worked to strengthen bonds with members and fostered vital partnerships across the public and private sectors. This included collaborations with organizations like the Council of Michigan Foundations and Co.act Detroit, as well as the Michigan Nonprofit Council of Charitable Trusts in

partnership with the Michigan Attorney General's office and the Michigan Nonprofit Caucus.

The MNA team put tremendous energy into clarifying MNA's strategic framework, with an emphasis on being crystal clear about the organization's commitments to public policy, civic engagement and capacity building. We also continued to lean into the values of Diversity, Inclusion, Equity and Justice, ensuring these principles guide MNA's work every single day.

You'll see all of this and more reflected in the pages of this annual report. Thank you for being part of the MNA community. Here's to writing the next chapter together!





# MNA's 35th Anniversary: Celebrating the Power of “What If?”

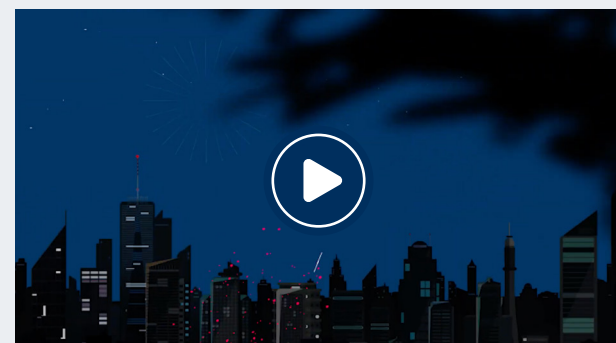
2025 marked a major milestone for MNA as it celebrated 35 years of advocacy, partnership and service to the sector. This anniversary was a moment to honor the vision of its founders and reaffirm the commitment to the powerful question that began it all: “What would happen if nonprofits from all around the state, regardless of their individual missions, came together in the spirit of collaboration and partnership?”

This celebration has not been solely a look back, but a call to action, anchoring future work in the core values of diversity, equity, inclusion and justice.

## Honoring the Legacy of Groundbreaking Impact

The year-long celebration has highlighted several initiatives where MNA served as the catalyst for statewide change:

- **The \$50 Million MI Nonprofit Relief Fund:** Successfully advocated for and managed this program, which distributed critical funds to organizations throughout Michigan.
- **The “We Are 501c3” Campaign:** An ongoing initiative emphasizing the essential mission work and economic impact of nonprofits, simultaneously serving as a powerful advocacy tool to protect the sector’s unique tax status.
- **Census 2020 Michigan Complete Count Initiative:** Leading a massive, statewide effort to ensure an accurate count, which secured vital federal resources for the state.
- **COVID-19 Response Programs:** Providing essential webinars, resources and policy updates that served as a lifeline for vulnerable communities during the pandemic.



MNA Celebrates 35 Years of Impact!



History of the Michigan Nonprofit Association | 35th Anniversary

# 35 Years of MNA Milestones



## A Unified Voice for the Future

The anniversary continues to serve as a major engagement point, reinforcing MNA's dedication to being the collective voice in Lansing and Washington, D.C. Key moments included:

- **Recognition:** The organization received a [congratulatory letter](#) from Gov. Gretchen Whitmer, acknowledging MNA's vital role in the state's economy and social safety net.
- **Member Engagement:** The celebration continued a social media campaign encouraging members to share their mission and impact stories using the hashtag #WeAre501c3.
- **Call to Partnership:** MNA encouraged the sector to strengthen its collective influence by joining MNA as a member.



As we look toward the next 35 years, MNA remains focused on building upon the legacy of collaboration to meet the challenges and opportunities facing Michigan's nonprofit sector.

## We Are 501c3 Campaign Continues

On Giving Tuesday 2023, MNA launched a nonprofit pride campaign called “We Are 501c3.” The campaign aims to uplift and advocate for the vital role that charitable nonprofits are playing in Michigan communities and enhance public understanding of the sector’s contributions and significance.

This campaign is not about MNA’s work; it’s about leveraging the spaces and places we’re in to ensure we’re creating opportunities to highlight the work of the sector.

These stories are particularly invaluable when MNA engages with state and federal government entities on behalf of the sector to showcase the work 501c3s are doing in communities every day and for the nonprofits to use in their outreach.

### Organizations highlighted in 2024-2025:

**Auntie Nae’s Village**  
DETROIT

**Footprints of Michigan**  
LANSING

**Nation Outside**  
DETROIT



.....  
**SONIA  
BROWN**

AUNTIE NA’S HOUSE

WE ARE  
**501c3**



.....  
**GERONIMO  
LERMA III**

FOOTPRINTS OF  
MICHIGAN

WE ARE  
**501c3**



.....  
**CECILIA  
ZAVALA**

NATION OUTSIDE

WE ARE  
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# Advocating for Michigan Nonprofits: Rising to Meet Unprecedented Circumstances

The 2024–2025 fiscal year proved to be a watershed moment for advocacy, defined by profound policy shifts at the federal level that challenged the core operational stability of Michigan’s nonprofit sector.

With the expiration of key Tax Cut and Jobs Act provisions and the new administration taking office in January 2025, MNA immediately ramped up its public policy work. What followed was a period of intense volatility, marked by a wave of executive orders and funding freezes that created chaos and confusion, particularly surrounding existing federal grants and contracts with nonprofits. Organizations dealing with everything from housing to education faced crippling uncertainty.

MNA’s primary role shifted to becoming a vital connector and resource hub — interpreting rapid changes, mitigating damage and ensuring the voice of the Michigan nonprofit community remained loud and clear in Lansing and Washington D.C.



Let’s Talk Civic Engagement



## Mobilizing Against the Federal Funding Pause

The transition of the federal administration in January 2025 created immediate and profound fiscal instability for Michigan's nonprofit sector. The administration-wide federal funding pause halted the flow of critical operating grants and contract payments, creating an acute cash-flow crisis for organizations that rely on government funds to deliver essential social services, housing and food aid.

This sudden freeze, compounded by retroactive guidance changes, left many nonprofits scrambling to meet payroll and operational expenses while serving surging community needs.

In response, MNA immediately mobilized, engaging in intense advocacy and stabilization efforts. MNA provided real-time policy clarity, leveraged state and federal relationships to push for interim funding solutions, and fought tirelessly to ensure that Michigan's vital community safety net did not collapse under the weight of Washington's administrative deadlock.

### The following statement was issued by President and CEO Kelley Kuhn during that time:

*"This reckless action by the administration could have serious consequences for nonprofit organizations and the people they serve. Pausing critical services like cancer research, housing and food assistance, Head Start and preschool programs, domestic violence shelters, and so much more could cause real harm and put lives at risk. Our partners at the National Council of Nonprofits have filed a temporary restraining order in the U.S. District Court to block OMB from pausing all federal grants and loans, and we fully support that effort. We will continue to monitor the situation closely."*

Jan. 28, 2025



### News coverage included:

Paused pause? Michigan reeling from potential threat to federally funded programs, ***Detroit Free Press***

Trump funding freeze: Michigan joins lawsuit, ***Michigan Public Radio News***

'The ball has been dropped': Local residents, programs react to Trump's federal funding freeze, ***WXYZ***

Nonprofits grappling with uncertainties under new administration, ***Crain's Detroit***

How Trump's federal spending freeze could impact Michigan, ***Michigan Advance***

Trump's Attempted Federal Funding Freeze Causes Panic for Local Nonprofits, ***East Lansing Info***

Michigan Senate Democrats probe impact of federal funding freeze, ***MLive***

Michigan nonprofits share impacts and uncertainty brought by pause in federal funding, ***Michigan Advance***

Michigan nonprofits still struggling with delays in federal funding, ***9 and 10 News***

Michigan food and service nonprofits scramble as federal funding delays threaten, ***Crain's Detroit***

Nonprofits face payment delays, lack of communication since federal funding freeze, ***Michigan Public Radio News***



Senate Oversight Committee



## Federal Policy Changes: Navigating House Resolution 1

MNA's most significant legislative effort focused on H.R. 1, the sweeping tax legislation signed into law by President Donald Trump. While the bill presented serious concerns, the collective advocacy of nonprofits nationwide resulted in several significant victories and avoided damaging provisions.

The sector's biggest win was the reinstatement of the Universal Charitable Tax Credit, originally introduced during the pandemic. Because the high standard deduction means only about 5% of Michiganders itemize their taxes, this credit ensures all taxpayers can receive a tax benefit for charitable donations — up to \$1,000 for single filers and \$2,000 for married couples. This provision directly encourages greater giving to nonprofits facing rising demand.

## Strengthening Grassroots Advocacy

The atmosphere of uncertainty led to an undeniable surge in the appetite for advocacy among MNA members. Nonprofit leaders are more engaged than ever, seeking a seat at the table to combat system glitches and policy upheavals.

MNA responded by expanding its educational outreach:

- **Updated Advocacy Primer:** We conducted a significant update of a core resource, clarifying the critical distinctions between advocacy and lobbying and ensuring members remain compliant while effectively fighting for their missions.
- **Actionable Resources:** We continued to provide essential guides on legislative visits, checklist documents and sample briefing materials, supplemented by tracking sheets and resources from the National Council of Nonprofits.



## Regional Strategy for Connecting Leaders

In 2025, MNA pivoted its engagement strategy, following up the annual statewide event with targeted regional events. This provided members with much-needed face time to discuss real-time impacts (like the federal funding freezes and proposed budget cuts) directly with their specific state and federal elected officials.

### ► Direct Engagement: Connecting Members with Policymakers

EVENT	DATE	ATTENDEES
Nonprofit Day at the Capitol (Statewide)	February 2025	160
West Michigan Nonprofit Breakfast with Legislators	April 2025	87
Mid-Michigan Nonprofit Breakfast with Legislators	June 2025	51

**Total Advocacy Connections — 298 Leaders**

## The Road Ahead

While the sector secured significant wins in tax policy, advocacy efforts continue. The ongoing confusion surrounding the federal funding freeze — particularly the severe disruption to AmeriCorps programs in Michigan — demonstrates the lack of confidence created by abrupt policy changes.

Additionally, the inclusion of cuts to Medicaid and SNAP in the final H.R. 1 bill remains a serious concern. MNA is focused on continuing to connect the dots for policymakers and the public, making its advocacy work more critical than ever.

**MNA is grateful for its members' advocacy support; stronger communities start with us!**





# Programming and Member Engagement: Strengthening our Collective Impact

MNA's Programming and Member Engagement strategy was centered on a single, vital objective: showing up for Michigan nonprofits in the spaces and places where they needed us most.

The focus shifted to strengthening the sector's collective impact by providing consistent, valuable opportunities for connection, hands-on learning and peer-to-peer support. MNA recognized the profound need for leaders to connect with like-minded individuals to discuss the issues facing them — and to translate broad policy debates into tangible, local action.

This strategic alignment allowed for the blending of high-level advocacy with essential foundational training, ensuring members were both heard and protected.

## Empowering Action through Civic Engagement

A major highlight was the launch of the inaugural Civic and Community Engagement Summit in Detroit in November 2024. Held immediately following a major election cycle, the Summit convened approximately 200 nonprofit and foundation leaders to address policy changes and the critical role of nonprofits in local civic life.

The CCE Summit was intentionally focused on hyper-local action, featuring sessions sourced directly from Michigan nonprofit leaders. Speakers and workshops helped attendees break down the often-lofty concept of civic engagement into manageable, tangible steps, emphasizing activities like involvement in neighborhood organizations or local school boards as powerful forms of community action.



## Strengthening Operational Resilience

In an environment where operational stability was frequently challenged, MNA prioritized resources to ensure members had their “house in order,” protecting their missions from policy changes and compliance risks.

- **Back to Basics Compliance Series:** Introduced in the spring, this series provided practical training on essential operational topics. Sessions covered crucial areas such as tax filings (Form 990), navigating the Earned Sick Time Act (ESTA) and the latest in nonprofit risk management, preparing leaders for whatever volatility the new administration might introduce.
- **New Member Benefit:** Nonprofit Risk Management Center: MNA introduced a significant new affiliate membership with the NRMC. This partnership provides members with expert-led webinars, tools for policy creation and risk assessments and personalized support through the NRMC’s Risk Help™ Line, bolstering the decision-making and compliance capabilities of organizations across the state.
- **Principles and Practices Assessment:** Engaged with more than 30 nonprofits through the Principles and Practices Assessment, providing a confidential tool for leaders to evaluate their current governance and operational methods and identify key areas for growth.





## Deepening Member Value and Connection

MNA's commitment to providing a consistent connection and dialogue paid off with strong retention and engagement metrics. The team was present in communities large and small, including training with Central Michigan University and Advancing Macomb, attending meetings like the UP Nonprofit Conference and Young Nonprofit Professionals Network, and hosting Virtual Member Town Halls, Member Engagement Meetings and other events.

**This comprehensive approach fostered strong engagement across all membership demographics:**



### Membership Growth and Engagement Highlights

New Members Welcomed	186
Annual Retention Rate	Improved by 4.4%
Business Membership Growth	Increased by 33.8% since 2022
Virtual Town Hall Participation	13.5% average
Virtual Town Hall Recommendation	90% of participants would recommend
In-Person Networking Rating	4.8 out of 5
>\$4M Nonprofit Membership	Increased by 18.75%

## A Future Built on Shared Knowledge

Through the launch of the member onboarding program, which included nine Virtual Member Orientation meetings, and consistent participation in Virtual Member Town Halls, MNA ensured that new and existing members alike felt connected and equipped. The high marks received for the in-person networking events demonstrate the enduring power of bringing nonprofit professionals together for shared learning and mutual support.



# MNA Tech: Shifting from Reactive Support to Strategic Impact

Over the last fiscal year, the MNA Tech team focused on a strategic transition — moving beyond high-volume reactive support to concentrate on deeper, long-term and high-impact projects that fundamentally strengthen client operations. This meant prioritizing stability, strategic planning and fully leveraging modern cloud technologies for Michigan’s nonprofits.

## The Engine of Support: Problem Solving at Scale

While the team dedicated significant time to major migrations and strategic planning, they maintained an incredibly high standard of daily support.

The Help Desk continued to be a crucial resource, solving thousands of technical challenges for clients, ensuring their missions could continue without disruption.



### Annual Help Desk Performance

#### Focus

Stability and Standardization

#### Theme

Cloud Migration and Feature Adoption

**Total Tickets Solved**

**1,691**



## Project Spotlight: Arc of Northwest Wayne County

This year, MNA Tech supported Arc of Northwest Wayne County through a complete modernization of its IT environment. We migrated their file storage from an aging on-premises server to Microsoft SharePoint, enabling more secure and reliable access to organizational data. Alongside that, MNA Tech implemented several more features of the Microsoft 365 platform, including device management and enhanced cybersecurity protections. We also implemented a new backup solution to safeguard its Microsoft 365 environment and critical financial database, ensuring that key data is protected and recoverable. Lastly, we provided staff training on secure technology practices to build internal capacity and ensure the long-term sustainability of these improvements.

These changes have helped Arc streamline day-to-day operations, making it easier for staff to collaborate, work remotely and focus on the mission with the peace of mind that its systems and data are significantly more secure.



## Project Spotlight: Michigan Environmental Council

The Michigan Environmental Council had long struggled with outdated network infrastructure, including switches as old as 15 years that were daisy-chained together and weak Wi-Fi coverage at various points in the office, which is an 1880 Victorian house. When the organization brought new tenant groups into its space, it was an excellent time to modernize. MNA Tech replaced the old equipment with a modern firewall, a single 48-port switch and strategically placed wireless access points. We also set up secure wireless networks for staff, tenants and guests. The result is a more reliable, secure and easy-to-manage network that supports daily operations without the frequent troubleshooting issues that were experienced in the past.

## Deepening Funder Partnerships

We continued a valuable, ongoing contract with the Michigan Health Endowment Fund. This partnership is crucial as it allows MNA Tech to deliver high-impact, long-term technical support to a specific cohort of grantees.

**2024–2025 Cohort Size:** 13–15 grantees served.

**Service:** Conducted in-depth IT infrastructure and cybersecurity assessments.

**Impact:** The extended engagement allows MNA Tech to help these organizations allocate grant dollars toward impactful tech projects that directly support their mission, rather than just quick fixes. This work involved travel across the state, including the UP, Traverse City, Grand Rapids, Lansing, Jackson and Detroit.

## Commitment to Professional Excellence

MNA Tech made significant investments in staff professional development to ensure continued service to clients with the highest level of expertise.

**Certifications Earned:** CompTIA Network+ and CompTIA Security+.

These certifications confirm the team's skills in building and managing secure networks, protecting data and responding to cybersecurity threats — critical expertise for nonprofits handling sensitive information.

**Continuous Learning:** Almost all team members attended at least one professional conference and took technical learning courses, ensuring MNA Tech stays current with the rapidly evolving technology and cybersecurity landscape.

**MICHIGAN HEALTH  
ENDOWMENT FUND**







1. Marquette, MI



8. Mackinac Island, MI



5. Detroit, MI



3. Traverse City, MI



7. Lansing, MI



4. Troy, MI



9. Washington, DC



2. Kansas City, Mo



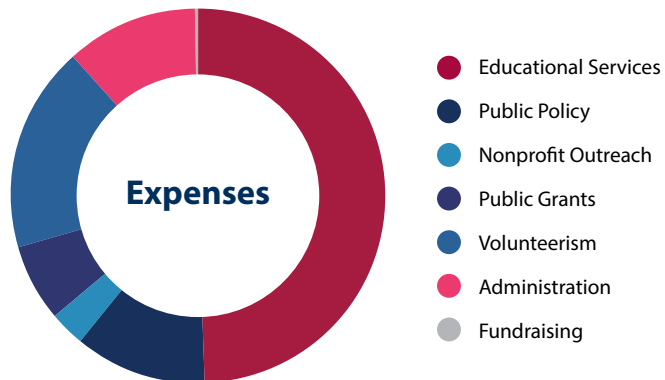
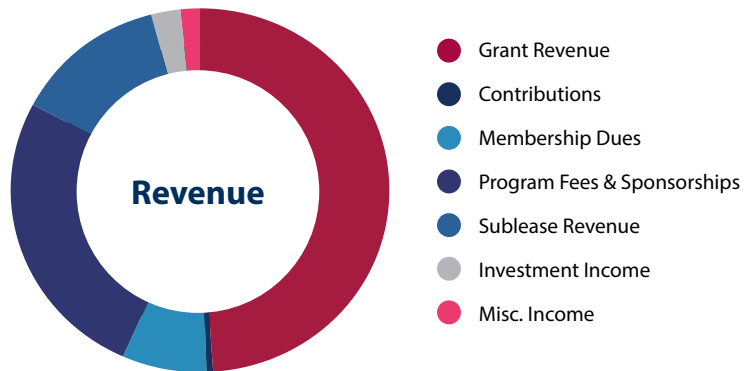
6. Dallas, TX

1. UP Nonprofit Conference — Marquette, Michigan
2. #ComNet24 — Kansas City, Missouri
3. Council of Michigan Foundations Annual Conference — Traverse City, Michigan
4. 19th Annual Nonprofit Management Conference — Troy, Michigan
5. Governor's Service Awards and Erb Family Foundation Partner Breakfast — Detroit, Michigan
6. Afrotech Conference — Dallas, Texas
7. State Conference on Service and Volunteerism — Lansing, Michigan
8. Mackinac Public Policy Conference — Mackinac Island, Michigan
9. National Council on Nonprofits Lobby Day and DC Confab — Washington, D.C.

# Where Is MNA?

# Financials

July 1, 2024-June 30, 2025



REVENUE	\$	%
Grant Revenue	1,979,388	48.98%
Contributions	28,140	0.70%
Membership Dues	283,516	7.02%
Program Fees & Sponsorships	1,058,818	26.20%
Sublease Revenue	531,893	13.16%
Investment Income	93,715	2.32%
Misc. Income	65,573	1.62%
<b>TOTAL</b>	<b>4,041,043</b>	

EXPENSES	\$	%
Program Services	Educational Services	2,106,947 49.59%
	Public Policy	487,624 11.48%
	Nonprofit Outreach	131,131 3.09%
	Public Grants	283,090 6.66%
	Volunteerism	752,588 17.71%
	<b>Subtotal</b>	<b>3,761,380 88.53%</b>
Administration		485,232 11.42%
Fundraising		1,999 0.05%
<b>TOTAL</b>	<b>4,248,611</b>	



# Leadership

## **Staff**

Kelley Kuhn,  
President and CEO

Beckie Hawes-Baggett,  
Chief Operating Officer

Joan M. Gustafson,  
External Affairs Officer

Tammy Pitts,  
Chief Communications Officer

Nellie Tsai,  
Social Innovation Officer

David Boone,  
Nonprofit Tech Specialist

Stephanie Deible,  
Program and Partnership  
Manager

Erecenia Friday,  
Membership Manager

Annie Hamaty,  
Public Policy and Government  
Relations Manager

Adam King,  
Technology Director

Tearsa-Joi Lee,  
Network Analyst

Alex Silva Santos,  
IT Systems and Consulting Manager

Deanna Tocco,  
Office Manager & Board Liaison

Jen Fiantt,  
Customer Insights Manager

Mariah McAnallen,  
Marketing Manager

## **Board of Directors**

Kyle Caldwell,  
Board Secretary

Todd Culver,  
Immediate Past Board Chair

Kimberly Houston,  
Board Chair

George Jacobsen,  
Treasurer

Ruthanne Sudderth,  
Vice Chair

## **At-Large Directors**

Carolyn Bloodworth

Bridget Clark Whitney

Dr. Crystallee Crain

Shelley Danner

Rhonda Fields

Luke Forrest

Virginia Holmes (Ginna)

Rich Homberg

Paul Long

Jameca Patrick Singleton

Amy Quinn

Jarell Skinner-Roy

Jeremiah Steen

Scott Stewart

Kate White

Heather Zak





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**501c3**

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2024-2025 Annual Report



### About the Michigan Nonprofit Association

Founded in 1990, the Michigan Nonprofit Association (MNA) is a 501(c)(3) membership organization that strengthens Michigan's nonprofit sector through advocacy, civic engagement, and capacity-building resources. In partnership with our members, we work to ensure strong, thriving communities across the state.

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