



Michigan Nonprofit Association

2015-2016 ANNUAL REPORT

BUILDING A BETTER TOMORROW. *TODAY.*

Together, we're moving Michigan's nonprofit sector forward.

A VOICE FOR MICHIGAN NONPROFITS

We're your eyes and ears on public policy that affects you. p. 4

OPENING OUR DOORS FOR ALL

MNA offers resources to promote equity and inclusion in your organization. p. 5

BUILD A PIPELINE OF DIVERSE TALENT

The Nonprofit Job Center and continuing education opportunities help you to attract and retain the best and brightest. p. 4

HELPING COMMUNITIES ENGAGE

The Michigan Civic Health Index points the way to connecting with others in a meaningful way. p. 6



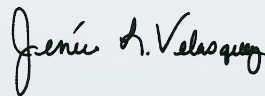
MOVING THE SECTOR FORWARD



Donna Murray-Brown
President & CEO
Michigan Nonprofit Association



Jenée L. Velasquez
Chair, Board of Directors
Michigan Nonprofit Association



Nonprofits, big and small, are a vital component of a thriving community.

Michigan nonprofits—nearly 47,000 strong—play an important role in the lives of those we serve, the communities in which we operate, and the people whom we employ.

Together, we affect positive change in our world.

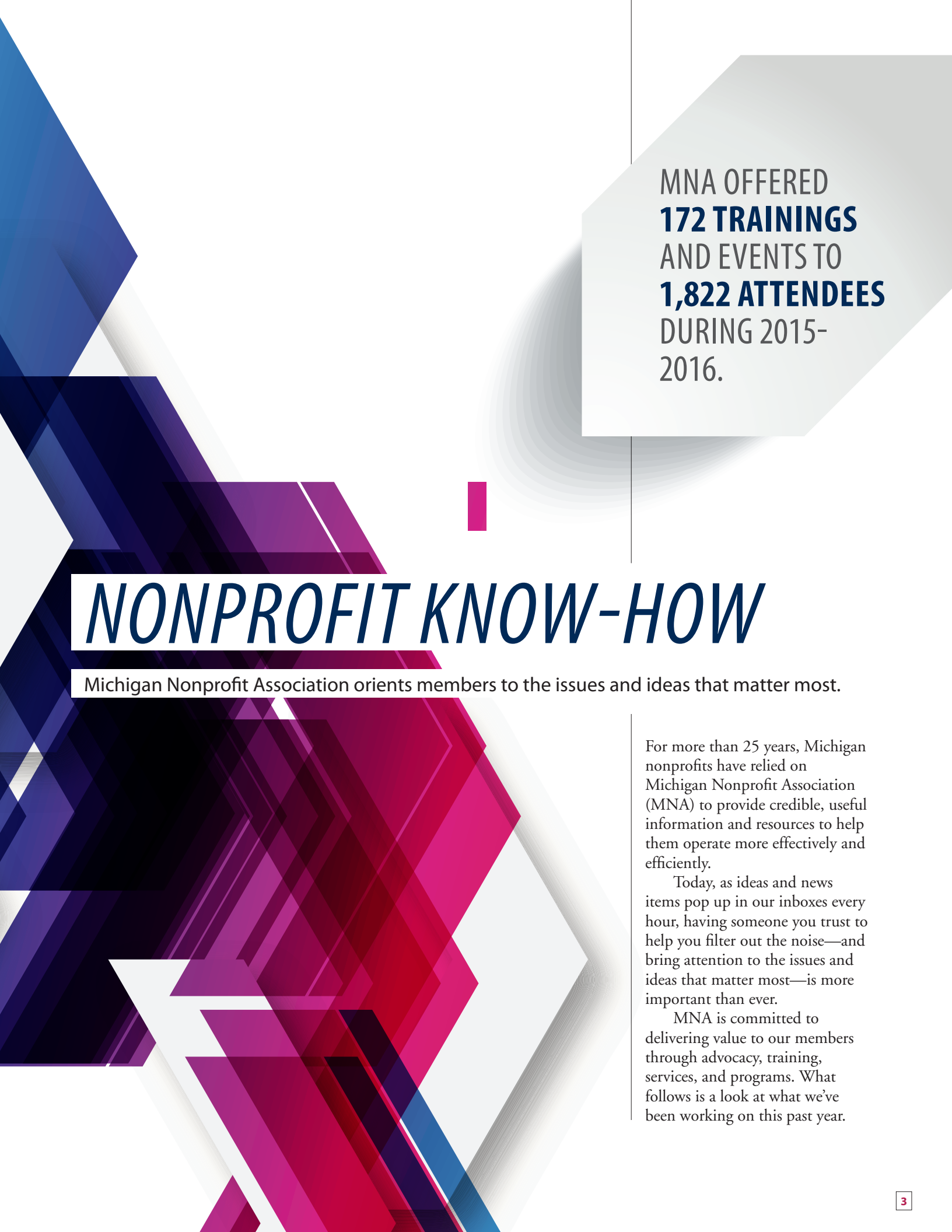
Michigan Nonprofit Association is proud to be your source for affordable services and usable data to help you achieve your mission. And because attracting and retaining talent is critical to your mission success, we've created a variety of new resources, tools, and events to support your professional development. You can learn more about them in "Nonprofit Know-how" (page 3).

In the same article, you'll also find stories that detail our continued

commitment to nonprofit advocacy at all levels of government. It is through close relationships with our members that we're able to understand the heart of issues affecting nonprofits—and move to address those concerns.

As a leader in Michigan's nonprofit sector, we focus on establishing goals that move our organizations forward. Goals such as building a talent pipeline are formed around our inherent values of diversity and equity, values that will shape our future for generations to come. One of the ways we address those values is by our intentional inclusion of everyone in our work.

Thank you for your continued support of Michigan Nonprofit Association. We look forward to working with you to build a better tomorrow ... today.



MNA OFFERED
172 TRAININGS
AND EVENTS TO
1,822 ATTENDEES
DURING 2015-
2016.

NONPROFIT KNOW-HOW

Michigan Nonprofit Association orients members to the issues and ideas that matter most.

For more than 25 years, Michigan nonprofits have relied on Michigan Nonprofit Association (MNA) to provide credible, useful information and resources to help them operate more effectively and efficiently.

Today, as ideas and news items pop up in our inboxes every hour, having someone you trust to help you filter out the noise—and bring attention to the issues and ideas that matter most—is more important than ever.

MNA is committed to delivering value to our members through advocacy, training, services, and programs. What follows is a look at what we've been working on this past year.



THIS PAST YEAR,
692 JOBS
WERE POSTED
TO THE MNA
JOB CENTER.

BUILDING A PIPELINE OF DIVERSE TALENT

“Talent is arguably the most important aspect that every nonprofit has,” says Bill Gesaman, strategic growth officer for MNA. And diverse talent, Gesaman advocates, is an important part of making Michigan nonprofits a first-choice career destination.

“Muster up the courage to move on”

After four and half years as a foster care specialist with the Michigan Department of Health and Human Services (MDHHS), Airika Buford needed a change.

Buford wanted a position where she could combine the macro social work skills acquired while attaining her master’s degree with the child welfare skills and knowledge she’d acquired during her tenure with MDHHS.

She applied to MNA’s Leadership with Purpose (LWP), a program Gesaman describes as “career exploration, not just for entry level, but for anybody who is questioning what’s next in their life.”

For Buford, it encouraged her to “muster up the courage to move on.”

Consisting of three, day-long convenings held over the course of three months, LWP invites nonprofit leaders to present on key industry topics. Participants are encouraged to help one another identify each other’s strengths and passions, and determine where those can be plugged into the nonprofit sector.

Within a month of Buford’s final LWP convening, she found a role as the communications and outreach coordinator in the Transition to Independence Program at Wayne State University - School of Social Work.

Today, she provides wrap-around services to foster youths who attend Wayne State. Speaking about her new job, Buford says, “I absolutely love it.”

Practical tools for powerful results

In August 2015, MNA launched a new category of individual membership, Career Development Membership, to connect people drawn to nonprofit work with nonprofits looking for talent.

The membership offers individuals a chance to stay up-to-date on trends in the sector through professional development, networking opportunities, MNA’s *LINKS* magazine, and other resources.

MNA’s online Nonprofit Job Center continues to be the most popular page at www.mnaonline.org, garnering 18,000 unique page views each month. More than 700 nonprofit job opportunities are posted to the center each year.


Recruiting talent, however, is only one part of the equation for Michigan nonprofits. Retaining talent is equally important, and continuing education plays a vital role.

To support the professional development efforts of its members, MNA now offers all members the opportunity to receive 20 percent off tuition to U of M - Dearborn for any courses at any level, and Gesaman notes similar arrangements with more colleges are in the works.

GIVING A VOICE TO MICHIGAN NONPROFITS

“Our members rely on us to not only inform them about trends and issues affecting them, but [to] also call them to action when needed,” says Joan Bowman, external affairs officer with MNA.

And because so many members don’t have the budget size or capacity to have a public policy position on staff, she says, “they rely on MNA to be their eyes and ears, and make sure that they have somebody at the table.”



**92% OF
NONPROFITS**
HIRED A CANDIDATE
AS A DIRECT RESULT
OF AN MNA JOB
CENTER POSTING.

Fighting a five-year property tax battle

Shortly after Michele Colores, president and executive director of Creative Beginnings Childhood Development Centers in Mount Pleasant, purchased a new facility, she received an unwelcome surprise: a hefty property-tax bill from the local tax assessor.

Her organization is a charity providing early childhood education to young children, regardless of their family's income, so Colores thought the notice was a simple mistake. Instead, it was the start of a five-year battle that sapped her time, energy, and resources (including \$35,000 in taxes paid).

Colores disputed the tax at her local board of review and was denied three times over the course of three years for what was termed a lack of supporting documentation. When pressed, the assessor could never tell Colores exactly what paperwork was needed.

"If we weren't lucky enough to find an attorney who would help us on a pro bono basis, we wouldn't have been able to continue with our appeal," says Colores. Eventually, her case made it to the Michigan Tax Tribunal, where a judge ruled Creative Beginnings did, in fact, qualify for tax-exempt status.

"I was relieved that we'd be able to put the \$14,000 I was paying in property tax each year into programming for the children and for our teachers," she says.

Bringing clarity to the law

Over the past 24 months, MNA has seen a rise in the number of cases similar to that of Creative Beginnings. "There is a lack of consistency in the way assessors are interpreting the law," says Bowman. "As a result, nonprofits are being dragged into lengthy and expensive court cases."

In response, Bowman and her team worked to develop what has become Senate Bill 960. The bill aims to strengthen the property tax law—not to expand or restrict the eligibility for exemption.

"This legislation clarifies the definition of 'charitable institution' and provides some consistency statewide in determining which entities are eligible for the exemption," explains Bowman.

Understanding OMB Uniform Guidance

When the federal government's Office of Management and Budget (OMB) Uniform Guidance rules were put into effect at the end of 2014, nonprofits with government contracts at any level stood to benefit.

"By understanding what the new cost allocation rules allow, and managing costs accordingly, nonprofits can secure reimbursement for more of their overhead costs," says Bowman. MNA continues to educate members on the new rules through events, mailings, and other communication channels.

OPENING DOORS FOR ALL

Many nonprofits, especially those with severely limited staff and resources, are challenged to make diversity,

IN 2015-2016,
THERE WERE
**223,569 MNA JOB
CENTER PAGEVIEWS**
(18,630 PER MONTH),
WITH **181,756 UNIQUE
PAGEVIEWS.**

equity, and inclusion part of their day-to-day activities. For MNA's president and CEO, Donna Murray-Brown, the question became: "How do we help nonprofits be more diverse and inclusive ... and look at equity not just as a practice but as an imperative to completing their missions?"

In response, MNA continues to develop a comprehensive array of programs to help Michigan nonprofits internalize these values.

Simple steps and real change

Simple Steps, Real Change was a three-part speaker series featuring three nonprofit leaders who've found success incorporating diversity and inclusion strategies. One talked about diversifying her volunteer base to reflect those clients the nonprofit serves. Another discussed how to craft a high-functioning board of directors through strategic representation of diverse individuals. The final speaker shared how his organization created a culture inclusive of all staff, which led to the nonprofit being awarded a Top Place to Work by *Fortune* magazine.

Diversity and inclusion toolkits

During the past three years, MNA piloted a program supporting 15 nonprofits in their diversity and inclusion efforts. The boards of directors and top leadership from each organization completed an assessment, after which they received a score and evaluation based on their current levels of diversity and inclusion. A consultant then worked with each nonprofit to create an action plan for improvement areas.

Inclusive nonprofit workplaces

This one-day event featured a panel of nonprofit leaders discussing their successes—and failures—in attempting to be an inclusive organization. MNA also brought in highly renowned speaker Steve Robbins who simplified inclusion concepts for the attendees.

HELPING COMMUNITIES ENGAGE

"We understand, and we believe that nonprofits are critical in helping communities thrive and succeed," says Murray-Brown. That's why MNA once again partnered with the Council of Michigan Foundations, the Michigan Community Service Commission, and others to create the *Michigan Civic Health Index*.

"It's designed as a tool to help nonprofits understand their ability to be a critical ingredient to a thriving community and how they can engage the people who they serve in civil society, volunteerism, and service," says Murray-Brown.

Transforming data into action

A new—and instrumental—addition to this year's index is a list of recommendations that communities and nonprofits alike can use to sustain and improve Michigan's civic health.

Accompanying each recommendation are suggested action items.

Interested in how the index can help your community? The complete *Michigan Civic Health Index* can be found under the Research & Publications tab at www.mnaonline.org.

As the needs of Michigan nonprofits continue to evolve and change, MNA always remains a trusted and reliable partner.

MICHIGAN NONPROFIT ASSOCIATION

2015-2016 Fiscal Year Financials

Revenue *Dollars* *Percentage of Total Revenue*

Grant Revenue	\$2,183,840	47.95%
Contributions	\$970,344	21.3%
Membership Dues	\$379,441	8.33%
Program Fees and Sponsorship	\$670,010	14.71%
Sublease Revenue	\$332,906	7.31%
Investment Income	\$705	0.02%
Miscellaneous Income	\$17,502	0.38%

Total Revenue **\$4,554,748**

Program Services *Dollars* *Percentage of Total Expenditures*

Educational Services	\$2,624,166	56.05%
Public Policy	\$190,790	4.08%
Nonprofit Outreach	\$159,971	3.42%
Public Grants	\$1,216,839	25.99%
Volunteerism	\$101,123	2.16%

Subtotal: Program Services **\$4,292,889** **91.70%**

Administration	\$388,409	8.29%
Fundraising	\$529	0.01%

Total Expenses **\$4,681,827**

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Michigan Nonprofit Association

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Say Goodbye to Your Technology Troubles...

...and Hello to the Tech Experts Who Specialize in Nonprofit Solutions.

Take advantage of all that technology can do for your nonprofit with MNA's Tech Support and Consulting Services.

Outsource Your IT Department

- Monthly onsite tech support visit from your consultant
- Unlimited, toll-free help desk support and troubleshooting
- Proactive computer and server maintenance and monitoring
- Annual tech assessment and strategic planning to ensure stable and secure systems

Get the Service and Support You Need

- Cloud implementation
- Tech assessments
- Network analysis and troubleshooting
- PC repair, tune-up, and virus removal
- Customized staff training
- Microsoft Office 365 and Google Apps implementation

Leave Your IT to Us!

Contact us today to arrange your free consultation.

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