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Michigan Nonprofit Association

2016-2017 ANNUAL REPORT

# *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





## MEETING THE EVOLVING NEEDS OF THOSE WE SERVE...

...because nonprofits play an integral role  
in creating compassionate communities.



**Donna Murray-Brown**  
President & CEO  
Michigan Nonprofit Association



**Carolyn Bloodworth**  
Chair, Board of Directors  
Michigan Nonprofit Association

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.



## COOPERATION. COMPASSION. COMMUNITY. CONNECTION.

Michigan's nonprofits are a force for positive change.

*"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.



*Intentional conversations: One nonprofit's story*

The United Way of the Battle Creek and Kalamazoo Region (UWBCKR) had already taken steps to address diversity, inclusion, and equity issues within its organization—including creating an internal committee to lead change—when it was asked to join MNA's pilot program.

According to Matt Lynn, UWBCKR's director of community impact, it was a good fit because his organization lacked "an intentional tool to work upstream toward the board level." Both UWBCKR's internal committee and board took part in the assessment and subsequent discussions.

In the end, the assessment gave the organization "the opportunity to refocus and recalibrate where some intentional pieces of work needed to be [accomplished]," says Lynn.

UWBCKR improved communications about events and materials that would help individuals increase their cultural awareness, and it strengthened its recruitment and talent development strategies. The nonprofit discovered that the outdated systems it had been using to find candidates limited its access to a much broader talent pool, one that is often found through informal networks within different populations.

"It's a great tool," says Lynn. "We've been able to strongly diversify our staff by race, ethnicity, language spoken, nationality, and heritage over the last year and a half." UWBCKR also restructured policies to include specific language about diversity in its handbook.

**LEVERAGING PARTNERSHIPS FOR GREATER IMPACT**

In the spring of 2017, MNA received a \$100,000 grant from the Michigan Health Endowment Fund, whose mission includes supporting healthy aging for adults. Using MNA Tech Services, the grant supports technology improvements for nonprofits that share a similar mission.

*Everybody wins*

"The Michigan Health Endowment Fund Tech program is a great model," says Bill Gesaman, strategic growth officer for MNA. "It's a grant for us, but it's also a way to build capacity for foundations to make a big impact on specific focus areas for them. It could easily be replicated by those looking to serve a particular region or other focus area—youths or workforce development, for example—through improved technology."

Following a simple application process, 20 nonprofits serving older adults each received a free needs assessment from MNA's IT consultants, along with \$2,800 to

“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*



implement improvements. A senior center lacking reliable access to the internet, which prevented residents from connecting to family and friends, received Wi-Fi upgrades. Another received new laptops and increased cybersecurity.

*IT experts who understand the needs of nonprofits*

MNA Tech Services, formerly known as Highway T, provides technology services and consulting to nonprofits—typically small- to medium-sized organizations that have few staff members or can't afford their own IT staff.

"The friendly and cooperative staff of MNA Tech Services is more than 'break/fix' technicians," says Julie Wetherby, executive director of Region 2 Area Agency on Aging. "They look into future needs and plan ahead in order to minimize points of failure before they happen, allowing us to focus on meeting the needs of our participants."

**PROTECTING NONPROFIT INTERESTS, NOW AND IN THE FUTURE**

MNA works tirelessly to give voice to Michigan's nonprofits on a local, state, and national level. Our goal is to protect the sector and those it serves by staying abreast of current issues and advocating for the interests of all social impact organizations.

“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. Those we serve know we have their best interests at heart."

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.



*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 supports nonprofits.

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



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.

“Through 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.

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

“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



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.

MICHIGAN NONPROFIT ASSOCIATION

2016-2017 Fiscal Year Financials

Revenue	Dollars	Percentage of Total Revenue
Grant Revenue	\$1,496,870	38.59%
Contributions	\$913,348	23.55%
Membership Dues	\$403,121	10.39%
Program Fees and Sponsorship	\$669,036	17.25%
Sublease Revenue	\$332,474	8.57%
Investment Income	\$22,707	0.59%
Miscellaneous Income	\$41,454	1.06%
Total Revenue	\$3,879,010	
Program Services	Dollars	Percentage of Total Expenditures
Educational Services	\$1,326,480	35.30%
Public Policy	\$164,719	4.38%
Nonprofit Outreach	\$385,606	10.26%
Public Grants	\$708,431	18.85%
Volunteerism	\$861,903	22.94%
Subtotal: Program Services	\$3,447,139	91.73%
Administration	\$289,298	7.70%
Fundraising	\$21,284	0.57%
Total Expenses	\$3,757,721	

**MNA BOARD OF DIRECTORS 2016-2017**  
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**MNA STAFF 2016-2017**  
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Kathy Cooney, Executive Assistant to the President & CEO  
Bill Gesaman, Strategic Growth Officer  
Robin Lynn Grinnell, Executive Director, Michigan Campus Compact  
Maggie Harris, Program Manager, AmeriCorps VISTA  
Beckie Hawes-Baggett, Director of Operations  
Travis Hill, Communications Intern  
Adam King, Technical Manager, MNA Technology Services  
Kelley Kuhn, Vice President  
Jamie Lewis, Finance Coordinator  
Kerri Long, Operations & Support Assistant  
Donna Murray-Brown, President & CEO  
Carly Palmer, Resource & Events Coordinator  
Sarah Pinder, Engagement Director  
Mark Shaw, Consulting Manager, MNA Technology Services  
Melissa Steward, Associate Director, Michigan Campus Compact  
Terry Streetman, Communications & Public Policy Manager  
Nellie Tsai, Community & Civic Engagement Director  
Maura Villhauer, Project Manager, AmeriCorps State  
Lee Xiong, Project Assistant, Student Access and Success, Michigan Campus Compact





Michigan Nonprofit Association

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# 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](http://www.mnaonline.org), go to the Research & Publications tab, and click on Diversity, Inclusion, and Equity Assessment.