

WE ARE BETTER TOGETHER

Statewide partnerships and collaboration lead to inspired solutions and thriving communities.



FIND A HUB NEAR YOU

A new model ensures Census 2020 funding and resources reach neighborhoods across the state. p. 3

THERE'S AN INNOVATIVE VISION FOR VISTA

An award-winning service program strengthens Michigan workforce development efforts. p. 4

ELEVATED TECH

Foundations partner with MNA Tech to help grantees overcome technology hurdles. p. 5

SHOW ME THE MONEY

Dive deep into MNA's latest Compensation & Benefit Report. p. 6



Donna Murray-Brown
President & CEO
Michigan Nonprofit Association



Paula Cunningham
Chair, Board of Directors
Michigan Nonprofit Association

EVERYBODY COUNTS

Nonprofit organizations play an important role in multi-sector solutions that tackle today's greatest challenges.

Nonprofits operate on the front lines of complex concerns facing our communities, regions, and state. We care for the downtrodden, lift up the disadvantaged, and seek to empower those who are marginalized.

It's important work—work the Michigan Nonprofit Association (MNA) is proud to support through transformational programming, relentless advocacy, and practical tools to help you achieve your missions. Ultimately, our goal is to elevate the nonprofit sector to be a viable and critical partner in creating better communities and a better Michigan.

More and more, statewide organizations that address today's—and tomorrow's—problems recognize the value MNA provides. MNA secures resources, relationships, and, together with our members, a rich understanding of the people and their neighborhoods that we serve.

The invitation to be a part of the governor's census committee is a perfect example. Throughout the following pages you'll learn more about these efforts, including the statewide census hub model we developed to ensure nonprofits have access to the resources and funding that will help vulnerable populations get counted. We also focused the efforts of our AmeriCorps VISTA volunteer service program on the growing need for workforce development and educational access across Michigan.

Our core values of diversity, equity, and inclusion continue to be the bedrock on which all of our work stands. We're passionate about the idea that all voices deserve to be heard, all people deserve to be treated equally, and all communities—no matter how at risk—deserve to be included in our civil society.

You can count on us to always keep learning and growing. And to keep sharing the powerful ways nonprofit organizations help elevate us all.



In June 2019, MNA received additional appropriations funding from the State for the Census 2020 Michigan Nonprofits Count Campaign. Pictured are Sandra Cotter, Member, Dykema Gossett PLLC; Hassan Jaber, CEO of ACCESS and Michigan Nonprofit Complete Committee Co-Chair; Kyle Caldwell, President and CEO of Council of Michigan Foundations; Governor Gretchen Whitmer; Joan Gustafson, MNA External Affairs Officer and Campaign Manager of the Census 2020 Michigan Nonprofits Count Campaign; Donna Murray-Brown, President and CEO of MNA and Michigan Nonprofit Complete Count Committee Co-Chair; Jamie Zeniewski, Government Policy Advisor, Dykema Gossett PLLC; and Paula Cunningham, Michigan State Director of AARP.

MOMENTUM

The Michigan Nonprofit Association elevates the sector with visionary leadership and inspired solutions.

The vast cultural richness and diversity found in Michigan communities gives us strength when *all* people feel a part of our civil society. That's why the Michigan Nonprofit Association (MNA) works to advance diversity, equity, and inclusion in all it does, from practical programming and technology services to tireless advocacy.

Here are a few (of the many) ways MNA is working alongside members, partners, and state government to create thriving communities where *everyone* can flourish.

A FAIR AND COMPLETE COUNT Census hubs deliver critical resources and funding to nonprofits

When the federal government scaled back Census 2020 funding, state governments and nonprofits stepped in to fill the void.

"With so much at stake, there's a clear need for outreach, communication, coordination, and organizing to ensure a fair and complete count in Michigan," says Joan Gustafson, external affairs officer for MNA.

"For every person that's missed [in the count], the state loses \$1,800 per person, per year for 10 years. And in some cities, that number is even higher," says Gustafson. "We're keenly aware what damage can be done to communities if we're not drawing down all of the federal dollars we're entitled to for programs and services."

But it goes deeper than that, says Donna Murray-Brown, MNA president and CEO, particularly for those historically undercounted, such as immigrant, lower income, and rural communities. "The census gives voice to those who often are dismissed or seemingly invisible. It's an opportunity to be visible, to matter—not just to receive something, but to actually be a part of our democracy," says Murray-Brown.

The Michigan Nonprofits Count Campaign is a statewide coalition led by MNA to mobilize nonprofits to help get out the count, particularly in vulnerable communities. Because Michigan has fewer federal census offices, the coalition created a network of census hubs comprised of community foundations and United Ways to ensure that nonprofit organizations have access to resources and funding for their census efforts.

The Hub Model

Hubs were identified based on their experience being fiduciaries, executing mini-grant strategies, and serving as liaisons with media and local governments. With their regional outreach, the 13 hubs cover 56 counties. Michigan Community Action agencies cover the remaining counties for a truly statewide effort.

At each hub, advisory councils were founded with local leaders, advocates, and community organizers—all of whom are already invested in working with historically undercounted communities in their region.

“With so many factors affecting response rates, we wanted to find nonprofits and grassroots organizations that are trusted and respected in their spaces to help spread the word. The local advisory councils help us do that,” says Nellie Tsai, MNA’s community and civic engagement director. Hub leaders worked with the councils to explain mini-grant opportunities and award grants to help fund Census 2020 awareness and outreach efforts.

“Each region is so unique, which is why we expect this model to be successful,” says Tsai. “What they do in the UP is different than what might work in Flint or on the western side of the state.”

Visit www.becountedmi2020.com for the list of Michigan hubs.

The New Michigan Media partnership helps reach minority and ethnic communities

As part of its statewide communications strategy for the Michigan Nonprofits Counts Campaign, MNA pioneered a proactive relationship with New Michigan Media, a network of ethnic and minority media outlets throughout the state.

Dr. Hayg Oshagan, director of New Michigan Media, appreciated being brought in early as a valued partner, a move he says is unprecedented across the US. “It reflects on the foresight and leadership of MNA,” Oshagan notes.

The two groups joined forces to host three Minority Media Summits on Census 2020. Held in Detroit, Grand Rapids, and Gaylord, the summits gave publishers and other media outlets a chance to learn about census challenges and how to apply for advertising grants. Participants freely discussed how to best reach their individual communities and combat growing privacy concerns and the fear of repercussions felt by minority communities.

“Bringing together MNA’s deep understanding of the census challenges facing our state with New Michigan Media’s trusted position within ethnic and minority communities is a huge step forward in making sure all people are included in the census process,” says Oshagan.

10.8% MICHIGANDERS UNDER THE AGE OF 5 LIVING IN HISTORICALLY UNDERCOUNTED COMMUNITIES.



Dr. Rita Fields, CEO of 313 Industries Inc., greets MNA's Talent Strategy Summit attendees after presenting her keynote speech, "Causality & Calamity: When Leaders Derail Success." Her message detailed how to purposefully manage individuals who are naturally drawn to work within the nonprofit sector.

NAVIGATING THE "YouEconomy" MNA offers tools and programming to help nonprofits create unique, adaptable, and compelling workplaces

Workplace landscapes are changing as more and more employees seek to diversify financial resources, decrease dependency on one job, and create more flexibility to accommodate their personal lives.

Bill Gesaman, MNA’s strategic growth officer, describes it as the “YouEconomy,” a trend reflected in the 2019 Michigan Nonprofit Compensation & Benefit Report. Published every two years, the report dives deep into Michigan’s nonprofit employment data by region, budget size, and a wide range of positions—not just the C-suite.

“This type of detailed information can’t be found anywhere else,” says Gesaman. Nonprofit teams use the data to make informed hiring decisions, and also to ensure that current staff members are being adequately compensated.

“Nonprofits are evolving to meet the needs of their employees while they serve the needs of their communities,” says Gesaman. “MNA will continue to develop tools and resources like our Talent Strategy Summit to help nonprofits maintain high-performing teams and create workplaces where everyone is inspired to do great work.”

MOVING THE NEEDLE FORWARD VISTA’s focus on workforce development earns MNA’s first-ever Governor’s Service Award

As a sponsor organization for the AmeriCorps VISTA (Volunteers in Service to America) program, MNA

coordinates volunteers as they work alongside local community members to eradicate poverty.

Looking to make an even greater impact, MNA re-imagined the VISTA program this year by concentrating volunteer efforts around one common goal: workforce development. Dubbed Pathways to Employment, the program creates tracks for disadvantaged young adults, by supporting college access and academic success. It does the same for disadvantaged adults, by strengthening current employability. Both make stronger economic opportunities for impoverished communities.

The Pathways to Employment VISTA program earns the Governor’s Service Award

In 2018, Pathways to Employment placed 32 VISTA members with nonprofit organizations and institutions of higher learning throughout the state. The results were immediate and far-reaching (*see VISTAs in action*).

“Cumulatively, VISTA members made a huge contribution in moving the needle forward in terms of workforce development,” says Murray-Brown. So much so, Governor Whitmer and the Michigan Community Service Commission bestowed a Governor’s Service Award for Outstanding National Service Program.

“This is the type of transformational programming MNA strives to do,” says Murray-Brown. Maggie Harris, MNA’s VISTA program manager, plans to continue building Pathways to Employment and encourages nonprofit organizations with similar goals to reach out.

“If there’s an idea floating around your organization, but you’re not sure you have the staff bandwidth to take it on, a VISTA member can make a tremendous impact,” she says.

VISTA BY THE NUMBERS

32 VISTA members deployed in Michigan each program year	50,000 volunteer hours contributed by VISTA members in 2017-2018	17,091 hours of service by 3,970 volunteers managed by VISTA members	\$537,518 amount of cash and in-kind donations collected by VISTA members
---	--	--	---

VISTAs in action

VISTAs at Atlantic Impact supported students’ access to college through experiential education, including planning field trips to campuses and creating partnerships with local trade organizations.

At Carson City-Crystal Schools, a VISTA member provided professional development and support to K-12 teachers to help them implement career awareness, exploration, and employability skills into their curriculum.

VISTAs at Washtenaw Literacy helped manage and train volunteer tutors to work with adult literacy learners studying for their GED, trade school placement exams, driver’s licenses, and other exams.

HIGH TECH PARTNERSHIPS Foundations understand grantee technology needs and find solutions with MNA Tech

To offer high-touch services, nonprofit organizations must be equipped with technology that creates efficiency while at the same time protects the integrity and privacy of their data.

“Partnering with philanthropy enables us to strengthen the technology capacity and infrastructure that nonprofits need to be effective in other areas,” says Gesaman.

Matching needs with solutions

Local foundations possess a deep understanding of their grantees’ needs. “Foundations see that there are core technology capabilities that nonprofits need to drive the entire organization. They want to know that their dollars are being spent in a way that is going to maximize mission impact,” says Adam King, MNA’s IT services director.

So when a foundation partners with MNA Tech, “we can come in and translate what [nonprofits] want, what they need, and what they can realistically do from a technology standpoint,” says King.

For example, the Michigan Health Endowment Fund Technology Partnership Grant advances and strengthens the technology infrastructure of the health fund’s current and past grantees. MNA Tech consultants serve as technology advisers, navigators, and implementers on the fund’s behalf, helping grantees wisely spend up to \$4,000 for technology products (e.g., hardware, software, SaaS) that are determined to have the highest impact on performance.

Smaller nonprofits supported by the Cook Family Foundation in Owosso and Shiawassee counties receive ongoing support. The foundation enlisted MNA Tech to provide strategy and onsite support once a month, helping their grantees avoid expensive visits from IT contractors.

“Philanthropic partnerships are an effective way to get nonprofits the technology they need, when they may not have the budgets to accomplish it,” says King.

From strategic partnerships to practical programming, MNA continues to raise the role of Michigan’s nonprofit sector in creating thriving communities.



RANGE OF SALARIES BY POSITION AND REGION

This chart may be helpful because you can compare the range of salaries in a position within your region.



HIRING SOON? Check out MNA’s dynamic new Salary Visualization Tool that’s designed to help nonprofit leaders quickly find and interpret relevant salary data. Members can access it free at www.mnaonline.org.

MICHIGAN NONPROFIT ASSOCIATION

2018–2019 Fiscal Year Financials

Revenue	Dollars	Percentage of Total Revenue
Grant Revenue	\$6,194,633	72.17%
Contributions	\$928,847	10.82%
Membership Dues	\$345,002	4.02%
Program Fees and Sponsorship	\$716,394	8.35%
Sublease Revenue	\$350,302	4.08%
Investment Income	\$(285)	0.00%
Miscellaneous Income	\$48,924	0.57%
Total Revenue	\$8,583,817	
Program Services	Dollars	Percentage of Total Expenditures
Educational Services	\$1,943,759	28.88%
Public Policy	\$95,128	1.41%
Nonprofit Outreach	\$3,628,919	53.92%
Public Grants	\$658,448	9.78%
Volunteerism	\$206,090	3.06%
Subtotal: Program Services	\$6,532,344	97.06%
Administration	\$188,117	2.80%
Fundraising	\$9,460	0.14%
Total Expenses	\$6,729,921	

MNA BOARD OF DIRECTORS 2018–2019

Mr. N. Charles Anderson, President & CEO, Detroit Urban League
Ms. Clarinda Barnett-Harrison, Director of Economic Prosperity & Executive Director, Detroit Regional Workforce Fund, United Way for Southeastern Michigan
Ms. Carolyn Bloodworth, Secretary/Treasurer, Consumers Energy Foundation
Ms. Melanie Brim, President & CEO, Michigan Health Council
Ms. Bridget Clark Whitney, Founding CEO, Kid’s Food Basket
Mr. Rob Collier, Former President, Council of Michigan Foundations
Mr. Kyle Caldwell, President, Council of Michigan Foundations
Mr. Todd Culver, CEO, MARO
Ms. Paula Cunningham, State Director, AARP Michigan
Mr. Scott Dzurka, Vice President, Public Sector Consultants

Ms. Sandra Gaddy, Chief Executive Officer, Women’s Resource Center
Ms. Jennifer Goulet, Creative Consultant
Ms. Virginia (Ginna) Holmes, Executive Director, Michigan Community Service Commission
Mr. Rich Homberg, President & General Manager, Detroit Public Television
Ms. Kimberly R. Houston, Principal, KHP Consultants, LLC
Dr. Phillip Knight, Executive Director, Food Bank Council of Michigan
Mr. Paul Long, President & CEO, Michigan Catholic Conference
Mr. Scott Schropp, Managing Director, The Illes Schropp Group
Mr. David Seaman, Executive Vice President, Michigan Health & Hospital Association
Ms. Lorna Utley, Vice President, Marathon Cable
Ms. Jenee Velasquez, Executive Director, Herbert H. & Grace A. Dow Foundation
Ms. Kate White, President, Kate White & Associates

MNA STAFF

Sarah-Grace Battles, Communications Manager
Kathy Cooney, Executive Assistant to the President & CEO
Yuriy Flit, Nonprofit Tech Specialist
William Gesaman, Strategic Growth Officer
Mario Gonzales, Program Coordinator & Customer Relations Specialist
Joan Gustafson, External Affairs Officer
Margaret Harris, Program Manager, AmeriCorps VISTA
Beckie Hawes-Baggett, Director of Operations

Adam King, Technology Director
Kelley Kuhn, Vice President & Chief Strategy Officer
Jamie Lewis, Finance & Database Manager
Kerri Long, Armory Liaison & Events Logistics Coordinator
Donna Murray-Brown, President & CEO
Sarah Pinder, Engagement Director
Mark Shaw, Consulting Manager, MNA Technology Services
Nellie Tsai, Community & Civic Engagement Director



Michigan Nonprofit Association

330 Marshall Street, Suite 200 | Lansing, MI 48912

MNA'S NONPROFIT COMPENSATION & BENEFIT REPORT

It's the data you want to make the decisions you need.

Whether you're looking to hire a new CEO or hoping your program director will stick around, given her current wages—MNA's 2019 Nonprofit Compensation & Benefit Report has the data you need to make strategic hiring decisions.

- Searchable data by region, job title, budget size, and more
- Breakdown of compensation for 75+ job titles, from CEO to administrative assistant
- Michigan-specific data that you won't find anywhere else on 501 (c)(3) nonprofit organizations
- Current reports on how organizations structure various forms of paid-time off, retirement plans, and other benefits
- *Immediate* access to the information when you purchase and download the report

INCLUDES EXECUTIVE DEMOGRAPHICS AND COMPENSATION DATA.

Find and keep the talent you need to achieve your goals!

Download your MNA Nonprofit Compensation & Benefit Report today by visiting www.mnaonline.org.

Questions? Contact Bill Gesaman, Strategic Growth Officer, at 517-492-2416, or bgesaman@mnaonline.org.

