

# minnesota council of nonprofits 2015 Annual Report



MINNESOTA  
COUNCIL OF  
NONPROFITS

## dear friends and supporters,

Since the Minnesota Council of Nonprofits (MCN) was founded in 1987, geography has been one of our key challenges. Minnesota is the 21st largest state by population with 5.5 million people, and 12th largest by land area. How can we make MCN's services, advocacy and information available to nonprofits throughout the State?

We know that the time and expense of travel creates barriers to participation. While it has always made sense to locate a central office in the Twin Cities, MCN members have long expressed the desire for closer connecting points and opportunities for organizations in different parts of a very large state.

The accessible solution has been to create regional offices, staffed by regional coordinators with advisory committees of regional nonprofit leaders. We opened our first regional office in Duluth (1999), followed by Mankato (2007), St. Cloud (2011) and Rochester (2014). At long last, regional offices were launched in Moorhead and Bagley (near Bemidji) in 2015, achieving the long-term goal of holding events and convening nonprofit members throughout the state.

Our organizational strategy is to aggregate and engage a large nonprofit membership. This strategy has the ability to increase the sector's effectiveness, influence and bargaining power as part of a long-term base building process. Now, with 2,100 dues-paying members and a wide array of philanthropic partners, we feel that MCN has realized a network-effect stage of market participation (the welcome phenomenon whereby a good or service becomes more valuable when more people use it).

We are proud that MCN has realized growth every year in our membership, web traffic, event attendance and policy work. This growth makes MCN a more valuable support organization for Minnesota's nonprofit sector, and a valued partner for philanthropy and government. Members direct our services so that we can both respond to member needs and offer leadership for the sector through strong member-representation on the MCN board.

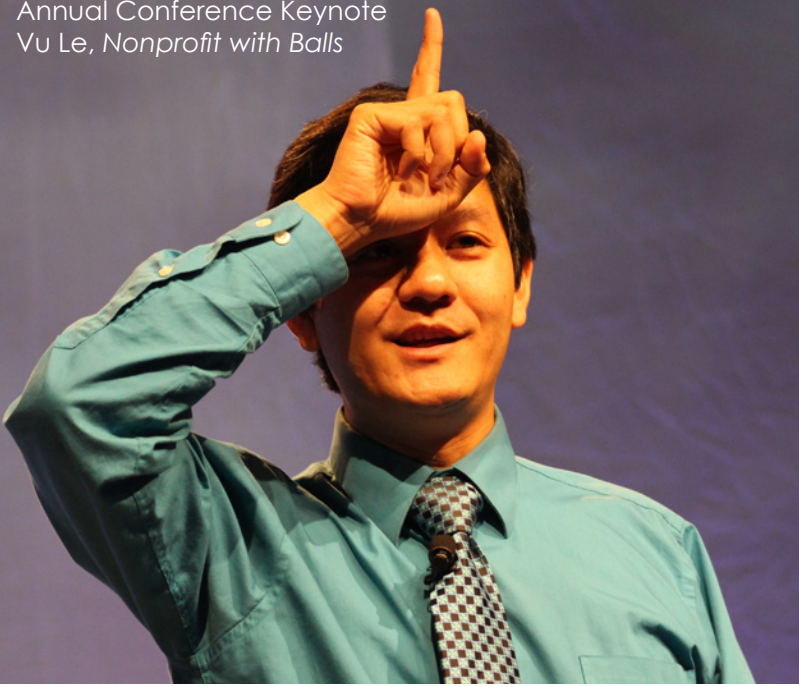
As recent events across the state have made manifest, we recognize that a critical test for MCN's board and membership going forward will be to make certain these resources are used to include the breadth and depth of the nonprofit sector to engage to address inequities in our communities.

sincerely,

Jon Pratt  
Executive Director  
Minnesota Council of Nonprofits

Mary Jones, MCN Board Chair  
Chief Advancement and Program  
Officer  
YWCA of Minneapolis





## 2015 MCN Annual Conference, in partnership with Minnesota Community Action Partnership

- 1,220 attendees
- 620 organizations represented
- 260 attendees from Greater Minnesota
- Keynotes by Vu Le and Minnesota Attorney General Lori Swanson
- 76 resource exhibitors

## Coffee with Congress and Legislative Listening Sessions

- Senator Al Franken
- Congressman Keith Ellison
- Congressman Rick Nolan
- Congressman Tom Emmer
- Congressman Collin Peterson
- Congressman Tim Walz
- Representative Ben Lien
- Representative Paul Marquart
- State Senator Kent Eken



Coffee with Congress  
Representative Keith Ellison

## Nonprofit Mission Award for Advocacy Opportunity Partners



## Community and Nonprofit Awards

### Nonprofit Mission & Excellence Awards

- Mixed Blood Theatre Company
- Open Your Heart to the Hungry and Homeless
- Opportunity Partners
- People Incorporated
- Washburn Center for Children

### Virginia McKnight Binger Unsung Hero Awards

- Tom Johnson, St. Paul
- Wilbur Neushwander-Frink, Mankato

### Nonprofit Leadership Awards

- Michele Anderson, Springboard for the Arts
- Jaylani Hussein, CAIR Minnesota
- M. Beth Fagin, St. David's Center

## mcn members in 2015

In 2015, we served

### 2,414 total nonprofit members

with diverse focus areas, ranging from youth to the environment, finances to community and more.

### 618 Greater Minnesota nonprofit members

representing **25%** of our membership and making us a truly statewide organization.



### 301 associate members

who provide valuable products, services and expertise and are strong supporters and partners of nonprofits.

In 2015, MCN nonprofit members accessed

### 15,287 free member job postings

on MCN's online job board, promoting vital staff and board openings to more than 75,000 visitors per month.

### 763 complimentary resource publications

which included the *Minnesota Nonprofit Salary & Benefits Survey*, *Minnesota Grants Directory* and *Principles and Practices for Nonprofit Excellence*.

**Additionally, MCN opened two offices in west central and northwest Minnesota in 2015**, strengthening our presence and impact across the state! Our statewide expansion was made possible with support from the Blandin Foundation, Northwest Minnesota Foundation and West Central Initiative.

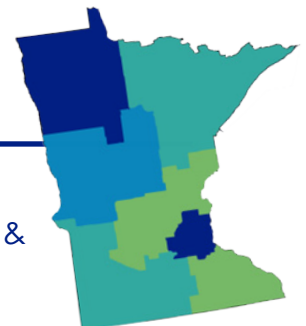
1999  
northeast

2006  
south central/  
southwest

2011  
central

2014  
southeast

2015  
west central &  
northwest



## You build a better world. We build stronger nonprofits.

The Minnesota Council of Nonprofits strives to develop programming that enables nonprofits to fulfill their missions for a better world.

Through workshops, networking events, conferences, webinars and more, we bring people together from across the state and support our strong, vibrant sector.

### 5,722 attendees



In 2015, MCN awarded

### \$92,000

in scholarships to

### 595

 event participants

### As a result of attending an MCN event in 2015, participants:

“...organized around a first-ever strategic plan.”

“...started a nonprofit, wrote our mission statement and bylaws and collaborated with the city and other nonprofits.”

“...learned how to write grants and found new funding possibilities for our food shelf.”

“...revamped our website, increasing clarity, consistency and branding.”

### 76% of attendees took a positive action

as a result of attending an MCN event in 2015



“...implemented enhanced networking opportunities for our members to better serve their students.”

## Greater Minnesota Highlights

- + **618** Greater Minnesota member organizations
- + **77** Greater Minnesota events, including networking opportunities, grantwriting clinics, leadership workshops and more
- + Greater Minnesota Summit in Duluth, attracting more than **125 attendees**

## Thank you to MCN's funders for supporting a thriving nonprofit sector across the entire state:

Hugh J. Anderson Foundation  
F.R. Bigelow Foundation  
Blandin Foundation  
Blue Cross Blue Shield of Minnesota Foundation  
Otto Bremer Foundation  
Patrick and Aimee Butler Family Foundation  
Cargill Foundation  
Center on Budget and Policy Priorities  
Corporation for National and Community Service  
Deluxe Corporation Foundation  
Duluth Superior Area Community Foundation  
Ecolab Foundation  
Ford Foundation  
General Mills Foundation  
Initiative Foundation  
Marbrook Foundation  
Mayo Foundation  
McKnight Foundation  
Minnesota State Bar Association  
Morgan Family Foundation  
Laura Jane Musser Fund  
Northland Foundation  
Northwest Minnesota Foundation  
Ordean Foundation  
The Jay and Rose Phillips Family Foundation  
Rochester Area Foundation  
The Saint Paul Foundation  
Stoneman Family Foundation  
Target Foundation  
West Central Initiative  
Willmar Area Community Foundation  
Xcel Energy Foundation

In 2015, MCN welcomed its second AmeriCorps VISTA cohort. These 12 VISTA members managed communications and outreach, developed programs, recruitment volunteers and gained nonprofit leadership skills while serving in community-based nonprofits across the Twin Cities.

MCN's VISTA program was made possible with support from the Corporation for National and Community Service.



# financial position

	2015	2014
assets	\$ 1,811,717	\$ 2,080,049
liabilities	219,972	213,132
change in temp restricted grants	(382,327)	\$509,748
net assets	1,591,745	1,866,917

income	2015	2014
grants	\$ 980,526	\$ 778,244
dues	703,486	665,465
events	914,288	787,285
member services	192,993	165,420
other	70,262	184,634
<b>total income</b>	<b>2,861,555</b>	<b>2,581,048</b>

expenses	2015	2014
program	\$ 2,246,663	\$ 2,015,389
Education	973,672	873,932
Public Policy & Civic Engagement	291,274	360,776
Member Services	470,323	404,999
Other Program Services	511,394	375,682
support	381,505	419,887
fundraising	126,230	127,051
<b>total expenses</b>	<b>2,754,398</b>	<b>2,562,327</b>

## staff

Clark Biegler	Policy Analyst
Andrew Bocher	Emerging Nonprofit Specialist
Susie Brown	Public Policy Director
Mark Buenaflor	Operations and Database Coordinator
Christina Casey	Nonprofit Services Assistant
Shelly Chamberlain	Director of Operations and Human Resources
Jesse Chang	VISTA Program Coordinator
Catherine Dahlberg	Inclusion and Engagement Resource Specialist
Kate Fridley	VISTA Leader
Ben Horowitz	Policy Advocate
Maria Isley	Northeast Chapter Regional Coordinator
Becky Johnson	Finance Manager
JoLynn Langaas	Northwest Chapter Regional Coordinator
AmyJo Lennartson	South Central/Southwest Chapter Regional Coordinator
Nan Madden	Minnesota Budget Project Director
Paul Masiarchin	Program Director
Shannon McCarville	Program Coordinator
Laura Mortenson	Communications Manager
Ann Mosey	Southeast Chapter Regional Coordinator
Joe Pederson	West Central Chapter Regional Coordinator
Jon Pratt	Executive Director
Rinal Ray	Public Policy Advocate
Sondra Reis	Associate Director
Emily Steinmetz	Central Chapter Regional Coordinator
Caitlin Swanson	Communications Coordinator
Paul Vliem	Development and Project Manager
Caitlin Warner	Office Assistant
John Wurm	Membership and Communications Director

## board of directors

Mary Jones, chair	YWCA of Minneapolis
Bobbie Cordano, vice chair	Amherst H. Wilder Foundation
Rodolfo Gutierrez, vice chair	Hispanic Advocacy and Community Empowerment through Research
Sheila Smith, secretary	Minnesota Citizens for the Arts
Susan Strandberg, treasurer	Three Rivers Community Action*
Robert Benes	Lake and Pines Community Action Council, Inc.*
Cameron C. Bloom Kruger	Duluth Children's Museum
Amy Brugh	Minneapolis Bicycle Coalition
Susan Estee	Second Harvest North Central Food Bank*
Tracy Fischman	Prepare + Prosper
Kenza Hadj-Moussa	Minnesota Coalition for the Homeless
Lynn Hunt	Happy Dancing Turtle*
Cathy Maes	Loaves and Fishes
Angie Miller	Community Action Duluth*
Kathy Potter	Access of the Red River Valley*
Lori Saroya	Bush Foundation Fellow
Sue Speakman-Gomez	HousingLink
Jarell Skinner-Roy	College Possible
Chris Taylor	Minnesota Historical Society
Ernesto Velez	Centro Campesino*
Melinda Wedzina	Feeding Our Communities Partners*
Fartun Weli	Isuroon

*\*indicates a board member from Greater MN*

**minnesota council  
of nonprofits**

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