

Minnesota Council of Nonprofits

2019 ANNUAL REPORT



MINNESOTA
COUNCIL OF
NONPROFITS

INFORM
PROMOTE
STRENGTHEN
CONNECT

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Dear friends and supporters,

Acknowledging important “subsequent events” that occur after the close of a reporting year is a standard practice for financial audits, used to clarify information about an organization’s financial picture as reflected in its balance sheet. Including a frank disclosure in this annual report is also clearly appropriate, given the deep significance of the murder of George Floyd at the hands of Minneapolis Police on May 25, 2020 and the disruption and deaths caused by the COVID-19 pandemic.

The global uprising against racial injustice and State of Minnesota-ordered public health restrictions on events and interactions have deeply affected the nonprofit sector, as well as MCN’s 2020 operations, public policy, group purchasing, and professional education. Beginning in March, MCN quickly pivoted to virtual trainings and convenings and refocused to address nonprofit prospects first from the pandemic and then from an accelerated movement for racial justice.

These actions are unfolding, and will be the subject of MCN’s ongoing work and our 2020 MCN Annual Report. Without knowing what was coming, in hindsight MCN’s work in 2019 prepared us in many ways to address the 2020 drastic changes from global pandemic, economic recession, and the movement for Black lives.

- Adopted of new strategic priority focused on racial equity: MCN’s board and staff developed and adopted a strategic priority to advance equity and justice, placing racial equity at the center of our work.
- Launched BenefitsMN, a new association health plan for Minnesota nonprofit employers, designed as a cost-effective alternative both for organizations that currently offer insurance and groups that haven’t been able to provide this essential benefit.
- Startup of the e-Learning program accelerated the conversion of in-person events to large scale online delivery. 2019 marked the third year of MCN’s e-Learning program, which produced 25 virtual events (nearly one-fifth of MCN’s paid events that year) and engaged 928 people from across the state and beyond.
- A snow and ice storm forced the cancellation of the April 11, 2019 Nonprofit Finance and Sustainability Conference co-sponsored by Propel Nonprofits,

marking the first-ever canceled MCN conference due to a force of nature, and resulting in refunds or transfers to 500 participants. (The 2020 Nonprofit Finance and Sustainability Conference underwent an emergency conversion to a virtual format and retained its 500 participants.)

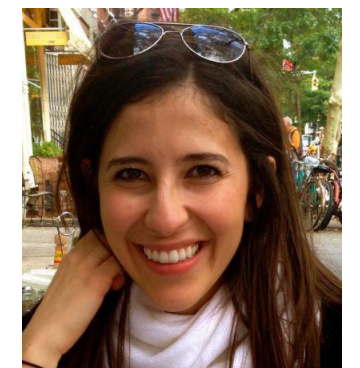
- Promoted transparency and a positive charitable giving climate through our DAF Working Group and GrantAdvisor, recognizing the important role charitable giving plays in the nonprofit economy and how critical strong relationships are among nonprofits, donors, and foundations.
- Engaged leaders throughout Greater Minnesota through programming across six regional offices, including a regional summit in Mankato and the MCN Annual Conference in Rochester.
- Re-launched MCN’s comprehensive website, expanding access to key resources of MCN’s research and publications, membership benefits, Nonprofit Job Board, and governance and management resources.
- Contributed national research and analysis on the nonprofit economy and impacts of economic recessions on the nonprofit sector, published in the *Nonprofit Quarterly* journal based in Boston.

MCN ended 2019 with a broad membership of over 2,200 dues-paying organizations, a healthy balance sheet, influential public policy and Budget Project teams, a strong representative board of nonprofit leaders, forthright philanthropic partners, and a proven ability to adapt to changed circumstances — all which should prove to be useful in 2020.

Sincerely,



Jon Pratt
MCN Executive Director



Kenza Hadj-Moussa
MCN Board President

MISSION

The Minnesota Council of Nonprofits works to inform, promote, connect, and strengthen individual nonprofits and the nonprofit sector.

VISION

Nonprofit organizations accomplish their missions for a healthy, cooperative, and just society.

STRATEGIC PRIORITIES

- Advance equity and justice
- Promote nonprofits as essential community resources

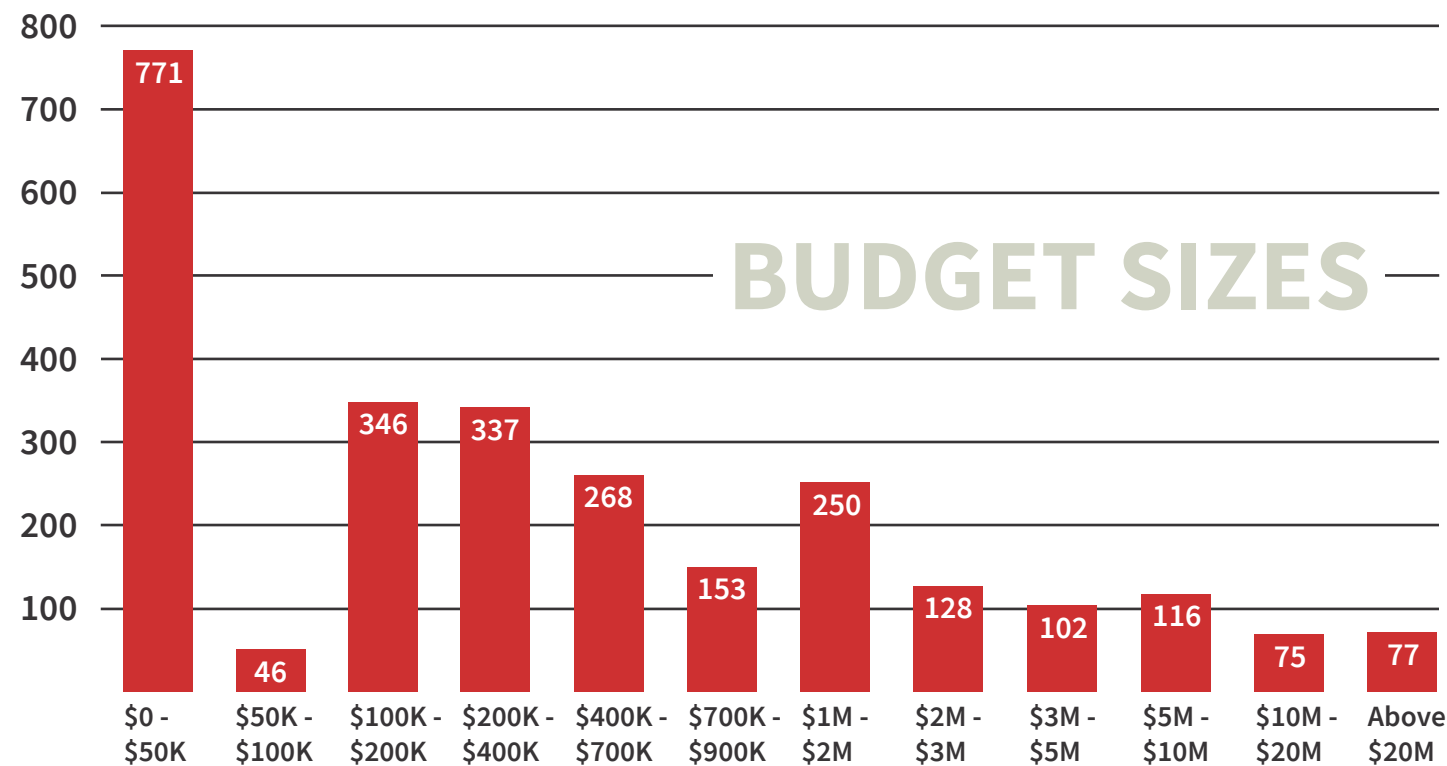
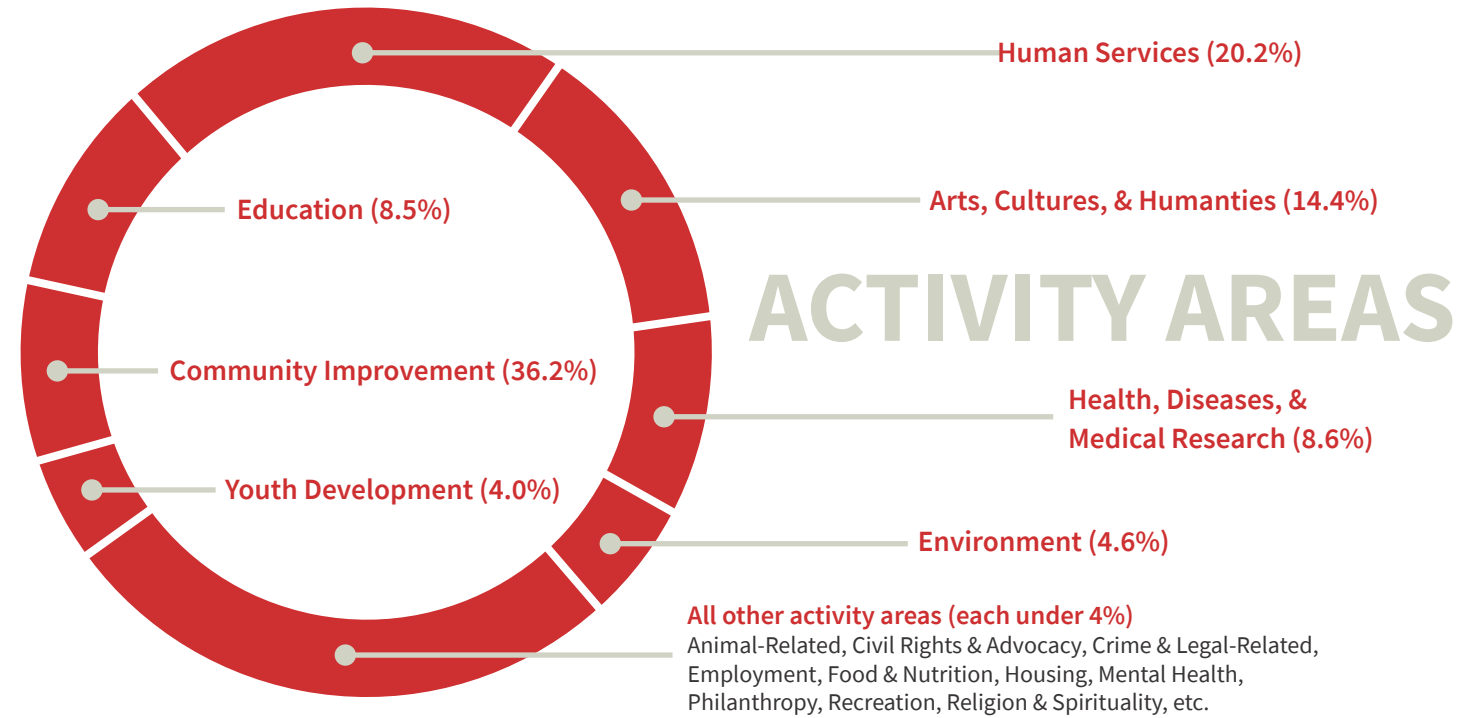


MEMBERS

The Minnesota Council of Nonprofits is the largest statewide association of nonprofits in the country, with members located in every corner of the state. With nonprofits representing 13 percent of Minnesota's economy, MCN's nonprofit members are vital employers making lasting impacts across the state.

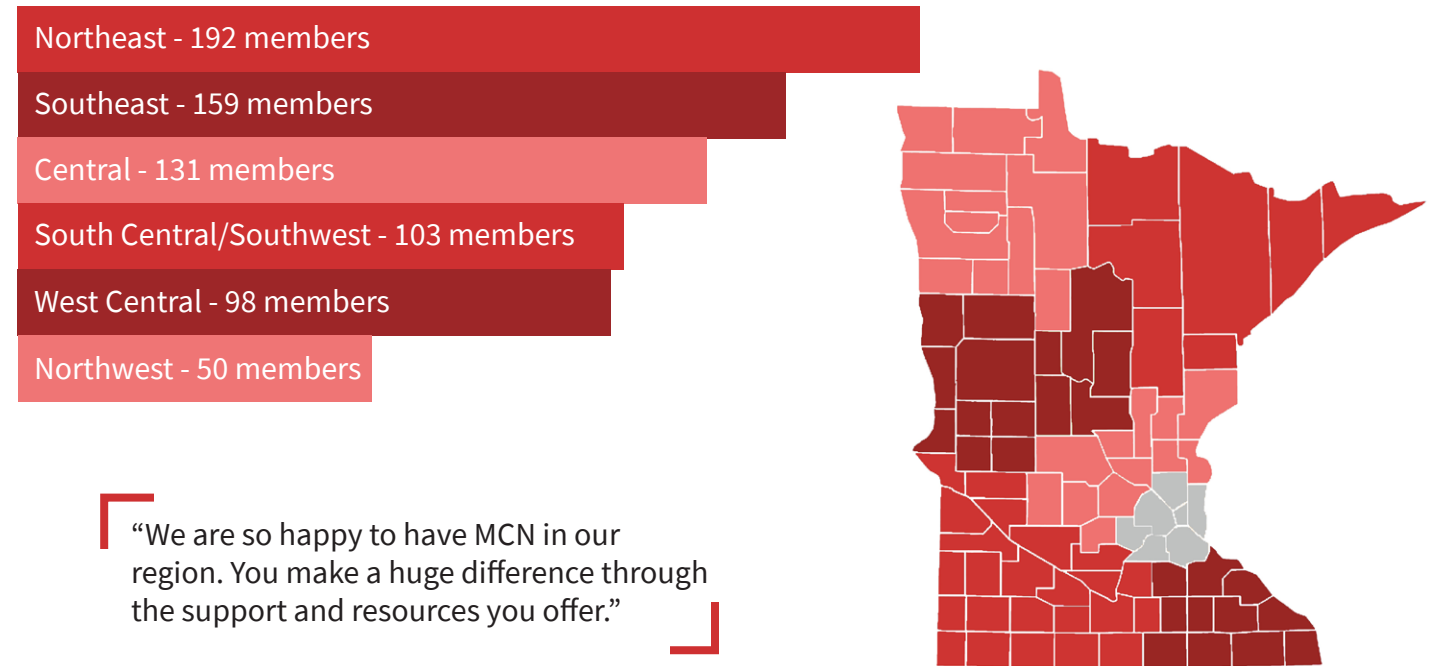
2,669 total nonprofit members

with diverse budget sizes and activity areas, ranging from human services to the arts, health to the environment, and more.



733 Greater Minnesota nonprofit members

in six regions located outside of the seven-county metro area. These nonprofits represent **27 percent** of our membership, ensuring MCN is a truly statewide organization.



"We are so happy to have MCN in our region. You make a huge difference through the support and resources you offer."

In addition...

MCN was thankful for the support, partnership, and contributions of over 400 for-profit companies, government agencies, and individuals.



345 associate members

who provide valuable products, services, and expertise and to nonprofits throughout Minnesota. From one-person consultancies to nationally recognized firms, these business partners are strong supporters and partners of nonprofits



48 individual members

who build skills and network with nonprofit and business members throughout the course of a career transition or continuing education

PROGRAMS

The Minnesota Council of Nonprofits works to inform, promote, connect, and strengthen individual nonprofits and the nonprofit sector. Through workshops, networking events, conferences, and virtual trainings designed around the topics and trends most important to nonprofits, we bring people together from across the state and support our strong, vibrant sector.

In 2019, MCN was pleased to host more than **140 in-person workshops and virtual trainings, six full-day conferences**, and over **100 free networking events** throughout the state. This included the hosting of the 2019 MCN Annual Conference in Rochester, MN for the first time in the organization's history.



"I'm a recovering executive director," Lieutenant Governor Peggy Flannagan playfully greets attendees at the 2019 MCN Annual Conference.

2019 MCN Annual Conference October 24-25, 2019, Rochester, MN

- 566 conference attendees
- 332 organizations represented
- 227 attendees from Greater Minnesota
- 54 resource exhibitors
- 41 breakout sessions and peer-to-peer conversations
- 2 keynote addresses (Dr. Leticia Nieto and Minnesota Lieutenant Governor Peggy Flannagan)

"Every MCN event I've gone to has built my networks, strengthened my connections, and taught me a skill I didn't know!"

"I have greatly benefited from attending MCN conferences and workshops, because there is great value in bringing people from the nonprofit sector into the same space."

Participants of MCN events were able to deepen vital skills and competencies without over-burdening individual or organizational budgets:



In 2019, MCN awarded
\$53,834
in scholarships to
365
in-person and virtual
event participants

**96% of MCN
event attendees**
reported taking an
individual action
to deepen their
skills or become
more culturally
competent.





PUBLIC POLICY

Since 1987, the **Minnesota Council of Nonprofits** has encouraged nonprofits of all sizes to strengthen their voice in the public policy process — and we're with you every step of the way, from creating your first advocacy agenda, to training and tips that increase your impact, to keeping you updated on developing issues that may affect your work.

In 2019, MCN's public policy team played a vital role in addressing several key issues important to nonprofits, provided resources and trainings to nonprofit professionals, and served as a connector between nonprofits and public officials.

- In response to the implementation of the Tax Cuts and Jobs Act, MCN was successful in our push to keep Minnesota from conforming to two federal tax changes related to Unrelated Business Income Taxes (UBIT) that would've imposed a new tax on nonprofit employers for the parking and transportation benefits they provide and required nonprofits to calculate each unrelated business activity separately, instead of overall UBIT income and expenses.
- As part of an initiative to engage nonprofits to increase participation in the 2020 Census, MCN granted \$156,000 to 41 organizations across Minnesota for forthcoming 2020 Census outreach work, all of which work with historically undercounted communities.
- In 2019, MCN's policy team presented advocacy "how-to" trainings in Worthington, St. Cloud, and Rochester. In addition, MCN hosted two Coffee with Commissioner events with Commissioner Rebecca Lucero (Minnesota Department of Human Rights) and Commissioner Steve Grove (Minnesota Department of Employment and Economic Development).

Through the **Minnesota Budget Project**, MCN advances its vision of Minnesota becoming a state where all can thrive, regardless of who they are or where they live. This nonpartisan initiative advances budget, tax, and economic public policies to expand Minnesota's prosperity to all Minnesotans, and provides Minnesota's nonprofits with information and tools to engage in policy debates and support their work to strengthen our communities.

Minnesota Budget Project highlights for 2019 included:

- Protecting affordable health care for more than one million Minnesotans. Working in a broad coalition, the Minnesota Budget Project and its allies successfully worked to reverse a scheduled repeal of the state's health care provider tax. The provider tax is the primary source of state funding for affordable health care for Minnesota elders, people living with severe disabilities, children, and low-wage workers across the state, and is an important tool for advancing health equity.
- Advancing economic security by expanding the Working Family Credit. The Minnesota Budget Project and its partners secured a nearly \$30 million increase in this essential state tax credit, which will boost the incomes of 275,000 lower-income workers and their families in every corner of Minnesota. This expansion makes Minnesota a leader among states in using tax credits to support workers and families striving to make ends meet.
- Expanding online and engagement capacity. The Minnesota Budget Project launched its new website (www.mnbudgetproject.org) to better serve Minnesota's nonprofits, policymakers, media, and other key audiences, and expanded its tools and tactics to educate and engage the public to advance policy change.



WEBSITES

In May 2019, the Minnesota Council of Nonprofits launched new iterations of its website and industry-leading nonprofit job board, the first redesign of either site since 2011. The result of 18 months of research, planning, construction, and testing, both digital properties now feature improved functionality, clean and modern designs, and intuitive navigation for both long-time members and users visiting for the first time.

Upon launch, MCN saw increased traffic on both sites, including unique visitors, sessions, and total page views.

MCN WEBSITE

995	free member publication orders via website, which included the Minnesota Nonprofit Salary & Benefits Survey, Minnesota Nonprofit Legal Handbook, and the Minnesota Grants Directory
27,800	unique visitors per month
50,500	total online sessions per month
125,000	total page views per month

MCN NONPROFIT JOB BOARD

1,450	full- and part-time jobs, board positions, paid and unpaid internships, and volunteer opportunities posted per month
16,850	free job postings by MCN nonprofit members (priced between \$159 and \$179 for nonmembers), representing over \$2.8 million in savings
34,500	unique visitors per month, including both employers from the nonprofit and public sectors and jobseekers
525,000	total page views per month

AWARDS

Nonprofit Awards for Mission

Since 1987, the Minnesota Council of Nonprofits has been showcasing the work of Minnesota's outstanding nonprofits through the Nonprofit Mission Awards in the categories of Advocacy, Anti-Racism Initiative, Innovation, and Responsive Philanthropy. In 2019, MCN honored the following organizations for their community-changing efforts:

- **Advocacy:** Casa de Esperanza
- **Anti-Racism Initiative:** The Diversity Council
- **Innovation:** MicroGrants "Lights On!" Program
- **Responsive Philanthropy:** Blue Cross & Blue Shield of MN Foundation



Virginia McKnight Binger Unsung Hero Awards

MCN, in partnership with the McKnight Foundation, presented four Minnesotans, two from the Twin Cities metro and two from Greater Minnesota, with a 2019 Virginia McKnight Binger Unsung Hero Award. Each recipient received \$10,000 and was recognized at the 2019 MCN Annual Conference for the significant impact they have had on the state of Minnesota and its communities.

- Shanene Herbert, Minneapolis
- Jamil Jackson, Minneapolis
- Shirley Nordrum, Cass Lake
- Patti Reibold, Red Wing

Nonprofit Leadership Awards

In 2019, MCN, the Center for Integrative Leadership (CIL) at the University of Minnesota, and the Young Nonprofit Professionals Network of the Twin Cities (YNPN Twin Cities) recognized nonprofit leaders with three distinct awards.

- **Transformational Leader Award:** Cathy Maes, executive director, Loaves and Fishes, Minneapolis
- **Visionary Leader Award:** Tonya Brownlow, executive director, Emma Norton Services, St. Paul
- **Catalytic Leader Award:** Lorena Pinto, director, Promoting Recovery, Independence, Dignity and Equality (PRIDE) program, The Family Partnership, Minneapolis



SUPPORTERS

Thank you to MCN's funders, partners, and sponsors for supporting a thriving nonprofit sector across the entire state. Your support makes for stronger nonprofits and stronger communities across Minnesota.

Operating and Program Funders

Ameriprise Foundation
Annie E. Casey Foundation
Blandin Foundation*
Bush Foundation
Cargill Foundation*
Center on Budget and Policy Priorities*
Deluxe Foundation
Duluth Superior Area Community Foundation
Facilitating Racial Equity Collaborative
Ford Foundation*
Hugh J. Andersen Foundation*
Lloyd K. Johnson Foundation
Mayo Foundation
McKnight Foundation*
Minneapolis Foundation
Minnesota Council on Foundations
Minnesota State Department of Administration
Nordson Corporate Foundation
Northland Foundation*
Northwest Minnesota Foundation
Otto Bremer Trust*
Patrick and Aimee Butler Family Foundation*
Richard M. Schulze Family Foundation
Rochester Area Foundation
Saint Paul & Minnesota Foundation
Stoneman Family Foundation
Target Foundation*
West Central Initiative

*indicates funders who have supported the Minnesota Council of Nonprofits for over a decade

Sponsors

Abdo Eick & Meyers
Alliance of Nonprofits for Insurance
BerganKDV
Blandin Foundation
Brave North Technology
Bremer Bank
Bush Foundation
CliftonLarsonAllen
Comcast Business
The Design Company
Fredrickson & Byron, P.A.
Gallagher
Humphrey School of Public Affairs
The Improve Group
Just Some Apps
Mahoney, Ulbrich, Christiansen & Russ, PA
Metropolitan State University
Mutual of America
NTH, Inc.
Print Solutions
Rochester Area Foundation
Saint Catherine University
Seven Corners Print & Promo
St. Mary's University of Minnesota
Think Bank
University of St. Thomas - Executive Education
Xcel Energy

Program Partners

Abdo, Eick and Meyers, LLP
Alexandria Area Foundation
Association of Fundraising Professionals - Minnesota Chapter
Barnesville Area Helpers
BI-CAP
Brainerd Lakes Area Community Foundation
California Association of Nonprofits
Center for Integrative Leadership, University of Minnesota
Central Minnesota Community Foundation
Charities Review Council
Community Resource Connections
Corporation for National and Community Service (CNCS) Minnesota Office
Engage Winona
FM Area Foundation
Grant Professionals Association, National and Northstar Chapter
Greater Mankato United Way
GreatNonprofits
Hamline University School of Business
Initiative Foundation
Lake Region Arts Council
Lakes & Prairies Community Action
Lakes Country Service Cooperative
Living at Home of the Park Rapids Area
Mahube-Otwa Community Action Partnership
Marshall Area Chamber of Commerce
Minneapolis - St. Paul Nonprofit Tech Club
Minnesota Council on Foundations
Minnesota Department of Employment and Economic Development
Minnesota State University, Mankato
Nonprofit Finance Group
North Dakota Association of Nonprofit Organizations
Northwest Indian Community Development Center
PEAK Grantmaking Minnesota Chapter
Propel Nonprofits
Public and Nonprofit Leadership Center, University of Minnesota
Rochester Area Foundation
Rochester Area Chamber of Commerce
Rochester Nonprofit Consortium

Sourcewell
South Central College
Tri-Valley Opportunity Council, Inc.
United Community Action Partnership
United Way of Bemidji Area
United Way of Cass-Clay
United Way of Douglas & Pope Counties
United Way of Otter Tail and Wadena Counties
University of St. Thomas, Executive Education
West Central Initiative
West Central Minnesota Communities Action
Winona Nonprofit Alliance
Worthington Regional Health Care Foundation, Inc.
Young Nonprofit Professionals Network - Twin Cities

FINANCES

	2019	2018
assets	\$2,706,913	\$3,045,524
liabilities	\$348,558	\$284,097
net assets	\$2,358,355	\$2,761,427

income	2019	2018
grants	\$1,457,609	\$1,783,740
member dues	\$937,750	\$885,518
events	\$788,604	\$1,163,400
other	\$300,417	\$165,137
total income	\$3,484,380	\$3,997,795

expenses	2019	2018
program	\$3,063,703	\$2,930,486
support	\$665,357	\$772,025
fundraising	158,393	147,660
total expenses	\$3,887,453	\$3,850,171

The financial information is presented for convenience purposes only. While the figures are extracted from supplemental materials in the audited financial statements, the information should not be relied on.

STAFF AND BOARD

Staff

Kari Aanestad	Director of Advancement
Terri Allred	Southeast Regional Coordinator
Mark Buenaflor	Operations and Database Manager
Jesse Chang	VISTA program Manager
Michelle Chang	Inclusion and Equity Coordinator
Ashley Charwood	Northwest Regional Coordinator
Abimael Chavez-Hernandez	Minnesota Budget Project Policy Fellow
Amber Davis	Nonprofits Services Assistant
Marie Ellis	Public Policy Director
Yohannes Gehbru	Finance Manager
Clark Goldenrod	Minnesota Budget Project Deputy Director
Betsy Hammer	Minnesota Budget Project Policy Advocate
Kelly Lacore	Northeast Regional Coordinator
Nan Madden	Minnesota Budget Project Director
Ileana Mejia	Public Policy Advocate
Kat McCaffery	Program Assistant
Shannon McCarville	Program Manager
Laura Mortenson	Minnesota Budget Project Communications Manager
Joe Pederson	West Central Regional Coordinator
Jon Pratt	Executive Director
Sondra Reis	Director of E-Learning
Andrea Sanow	Development Coordinator
Nonoko Sato	Associate Director
Margie Siegel	Association Health Plan Lead
Charlene Williams	Membership and Database Assistant
Bradley Wolfe	South Central/Southwest Regional Coordinator
John Wurm	Membership and Communications Director

Board of Directors

Kenza Hadj-Moussa, Chair	TakeAction Minnesota
Thomas Adams, PhD, Vice-Chair	Better Futures Minnesota
Camerson Kruger, Vice-Chair*	Duluth Children's Museum
Bob Benes, Treasurer*	Lakes and Pines Community Action Council, Inc.
Antonio Cardona, Secretary	Pillsbury United Communities
Eunice Adjei*	Create CommUNITY
Milpha Blamo	The Minneapolis Foundation
Theresa Gardella	Nexus Community Partners
Karen Koeder*	CREST
Molly Matheson Gruen	Bush Foundation
Leondra Mitchell	Minnesota Women's Consortium
Enrique Olivarez	Comunidades Latinas Unidas en Servicio
Joanna Ramirez, PhD	Bush Leadership Fellow
Susan Schmidt	The Trust for Public Land
Beth Schoeppler	The Loft Literary Center
Lori Schwartz*	Lakes and Prairies Community Action Partnership, Inc.
Brian Voerding*	Engage Winona
Mary Warner*	Morrison County Historical Society/Charles A. Weyerhaeuser Memorial Museum
Daryl Yankee*	Animal Allies Humane Society

*indicates a board member from Greater MN



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