



Nonprofit News

Information and connections for Minnesota's nonprofit sector

Fall 2011

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



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MCN Launches Insurance Agency for Nonprofits



**NONPROFIT
INSURANCE
ADVISORS**

A service of
the Minnesota Council
of Nonprofits

Minnesota's nonprofit organizations need access to quality insurance products to help them manage their risks. Responding to this need, the Minnesota Council of Nonprofits has formed Nonprofit Insurance Advisors this fall to broker key property and casualty insurance products, including directors and officers (D&O), general and professional liability, workers' compensation and auto.

"We know that small and mid-sized organizations are often underserved in the insurance market," said Sondra Reis, MCN's associate director and Nonprofit Insurance Advisors president. "Our goal is to provide these organizations with the right level of insurance and a high level of service every time."

MCN has a long history of partnerships with key insurance carriers to connect its members with quality products. Now, MCN is acquiring the book of business from the Morse Agency, an independent insurance agency to be able to better meet the

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A Quarter Century of Strengthening the Nonprofit Sector

The Minnesota Council of Nonprofits is celebrating its 25th anniversary as a nonprofit resource with a mission to inform, promote, connect and strengthen individual nonprofits and the nonprofit sector.

Since the Minnesota Council of Nonprofits began operations as an association of nonprofit organizations, it has:

- Initiated a dozen pieces of legislation positively impacting thousands of nonprofit organizations;

Inform, Promote, Connect, Strengthen

Celebrating

25

25 Years of Keeping the World Safe for Nonprofits

1987  2012

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Nonprofit Bits

Giving in Minnesota, 2011 is a comprehensive look at charitable giving data by the Minnesota Council on Foundations (MCF), showing a 9.3 percent drop in 2009. Download the report from MCF at www.mcf.org.

Give to the Max Day is November 16. Is your nonprofit ready to participate in one of the largest online giving events in the country? To find updates on what's new for 2011 and download a nonprofit toolkit, visit www.givemn.org

25 Years, MCN's Latest Launch and Constitutional Amendments

By Jon Pratt, MCN executive director

MCN was incorporated on December 4, 1986, and officially began operations on January 1, 1987. Over the past 25 years Minnesota's nonprofit sector has undergone a major expansion. We know that Minnesota ranks at or near the top of almost any measure of charitable giving, volunteering, private philanthropy and nonprofit contributions to the economy – and in a troubled economy with persistent environmental challenges we can see that the world needs more of what nonprofits do, including more cultural expression and understanding.

For the founders of MCN, the 25th anniversary marks a look back at the original goals. Terry Anderson, MCN board chair from 1989-92 reflected, "The nonprofit organizations that started MCN wanted our own 'chamber of commerce' with our own perspective, a place to join together, a bigger voice and a place at the policy table. Thinking back to those beginning ideas, I believe that MCN's ability to mobilize advocacy and support for nonprofits has done exactly what we hoped it would do."

Why Jump into Selling Insurance? Why Not Health Insurance?

In its history MCN has negotiated several partnerships to provide access to high quality coverage at special prices and held dozens of workshops and briefings on risk management, including co-hosting the national Nonprofit Risk Management Summit in 2008.

This is not a new subject, and for years we have followed the progress of our sister state associations that created their own insurance agencies. A lot of planning and strategy led up to the launch of MCN's newest service: Nonprofit Insurance Advisors, exclusively specializing in serving the property and casualty insurance needs of nonprofit organizations. For now, the agency will sell business insurance only, not health or benefits, due to the pending changes from Federal health care reform.

Public Education on Proposed Amendments to Minnesota's Constitution

On November 6, 2012, Minnesota voters may be voting on as many as four separate proposed amendments to the state constitution:

1. Banning same-sex marriage – a prohibition that already exists in state law;
2. Requiring Minnesota voters to show a photo ID in order to vote;
3. Limiting future state budget decisions such as through a super-majority requirement (such as 60 percent legislative approval) or a formula limiting budget increases; and
4. Establishing retention elections for judges and create a judicial performance commission.

The marriage amendment is guaranteed to be on the ballot, while the other three have been introduced in the Legislature, but not passed. (These ballot measures do not require the Governor's signature).

MCN has standing positions on each of these (no on the first, second and third, and yes on the fourth), all detailed at MCN's website (click on MCN at the Capitol). The nonprofit sector has a key role in educating the public about the consequences of major decisions, and MCN will organize a major educational series on legal compliance and effective communications for nonprofits who choose to engage in efforts to support or oppose these amendments.



"We know that Minnesota ranks at or near the top of almost any measure of charitable giving, volunteering, private philanthropy and nonprofit contributions to the economy – and in a troubled economy with persistent environmental challenges we can see that the world needs more of what nonprofits do, including more cultural expression and understanding."

Option for Insurance Information and Coverage

Continued from page 1

individual needs of small and mid-size nonprofit organizations. Starting on November 1, the 400 nonprofit clients of The Morse Agency will become clients of MCN's new Nonprofit Insurance Advisors. Andy Morse, the president of the Morse Agency, will become Nonprofit Insurance Advisors' senior insurance consultant.

"We at the Morse Agency are excited for this transition to be better able to support nonprofits with their insurance needs. We have been working with nonprofits on products we have brought to Minnesota since 1978 and look forward to continuing our service to the sector with Nonprofit Insurance Advisors," said Andy Morse of the Morse Agency.

As a broker, Nonprofit Insurance Advisors staff understands the customized needs of nonprofits and works with insurance companies in order to find the best fit for each client. In addition, the agency's website will provide free resources to nonprofits on risk management issues from conducting volunteer screening to finding the right D&O policy.

Nonprofit Insurance Advisors will also maintain MCN's existing partnership with Monitor Liability Managers to offer an affordable directors and officers liability product to MCN members. Through this partnership, MCN members are eligible for special pricing on products offered by Monitor. Nonprofit Insurance Advisors is the exclusive Minnesota agent for this program. Deductibles start at \$500 and premiums start at \$800.

Nonprofit Insurance Advisors will also work with the Alliance of Nonprofits for Insurance - Risk Retention Group and First Nonprofit Insurance Company to further serve the unique insurance needs of Minnesota's nonprofits.

To receive a free quote and learn more about MCN's new subsidiary Nonprofit Insurance Advisors, visit www.nonprofitinsuranceadvisors.org or call 651-757-3095.



A Quarter Century of Serving Nonprofits

Continued from page 1

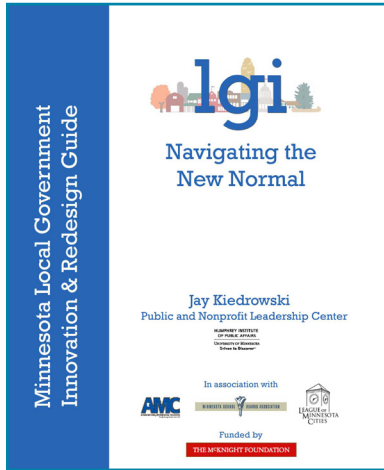
- Organized 25 annual conferences for 33,000 participants and 1,100 speakers; and
- Increased its statewide presence and advocacy by forming three chapter organizations in Duluth, Mankato and Willmar.

One of MCN's primary goals is to advocate on behalf of the sector, in an effort to "keep the world safe for nonprofits." Through a network of 2,000 members, MCN brings together nonprofit leaders to engage the state Legislature, city and county governments and Minnesota's federal congressional delegation.

"For the founders of MCN, the initial hurdle of the first year was making the case that these apparently disparate organizations – arts, human services, education, health and the environment - had enough in common that they would benefit from joining forces in a membership organization," said Jon Pratt, executive director. "Both the concept of a nonprofit sector and associations like MCN have come of age over the last 25 years," he said.

Learn more about MCN's history, including a list of its original members, by downloading MCN's Celebrating 25 Years booklet at www.minnesotanonprofits.org. (Click on About MCN/History).

Local Government Innovation and Service Redesign



A new report by the Public and Non-profit Leadership Center at the Humphrey School of Public Affairs examines options for redesign of service delivery at the local level, a key interest to Minnesota's nonprofits.

Jay Kiedrowski, former Minnesota finance commissioner and now public finance and organizational development instructor at the Humphrey School, developed "Navigating the New Normal" as a guide for local government.

According to Kiedrowski, "The difficulty is discovering and actually implement-

ing the innovation and redesign. Too many argue for a predetermined change that doesn't fit the problem."

Several factors make this a timely topic. Decreased state and federal investments which trickle down to local governments, an overall suppressed economy, and changing demographics resulting in increased need combine to put a lot of pressure on the local level. The report is clear to say that the situation requires more than simply cutting services but rather demands new ways of thinking about how to deliver services to communities.

Kiedrowski credits the historical partnerships between nonprofits and government in building and maintaining strong communities. The report highlights several examples where nonprofits are contracted by local governments to deliver needed services to citizens.

"Nonprofits have proliferated in Minnesota as part of a community response to those things that either government isn't doing, doesn't do well or needs help doing," Kiedrowski notes.

MCN is very interested in continuing conversations around service redesign and the role of community-based organization. MCN has an appointed seat on the legislatively-created Commission on Service Innovation, and MCN will continue to host workshops and panels on this topic along with local elected officials and administrators.

Read the full report on the University of Minnesota pubTalk <http://blog.lib.umn.edu/pnlc/pubtalk/>.

Nonprofit Legal Handbook Q & A

Is there a maximum number of board members that nonprofit organizations are allowed to have under Minnesota law?

Nonprofit Legal Handbook
Introduction to Nonprofit Law

There is no maximum number of board members required by Minnesota law. The number of board members should adequately reflect the different member constituencies and service population interests. For most organizations, the optimum number of board members is between seven and nineteen. The minimum and maximum number of board members should be established in the By-laws or Articles of Incorporation.

The Nonprofit Legal Handbook can be accessed online free by MCN members. Visit www.minnesotanonprofits.org, login and click Member Resources.



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Post Government Shutdown: What We Learned

By Susie Brown, MCN public policy director

Of all experiences for Minnesota's nonprofit organizations, the state government shutdown of 2011 will go down as one of the most significant for our sector and the communities we serve. Now, months later, we are returning to our usual roles and operations - with some organizations still experiencing significant challenges - and we are taking the opportunity to reflect on some lessons learned from this highly unusual situation.

We witnessed a nonprofit sector ready to act swiftly and strategically under pressure. Nonprofits throughout the state, spanning a wide range of services, launched into action while never wavering from their commitment to serve their communities. Organizations came together around their common services to make their case. Executive directors and clients shared their stories with the media. Staff and boards worked together to develop financial and staffing contingency plans. And nonprofit allies such as lawyers, human resource experts, financial institutions and philanthropic foundations quickly focused their resources to provide increased support to the sector.

Plan Ahead for the Unexpected

We learned that our sector and its allies are adept at crisis management and have a deep commitment to maintaining services while navigating significant external challenges. This is a good reminder of the importance of planning for the future. While we never expect a crisis, we know that they can happen. Nonprofits should be thinking ahead and planning for the unexpected. Having healthy financial reserves and lines of credit established, policies and procedures for short-term staffing reductions, training in crisis communications, and alliances with organizations that provide similar services will be a helpful foundation from which to respond, if needed, to the unexpected challenges of the future.

Government and Nonprofits Need Each Other

During the shutdown, we were reminded about the complexity of the relationship between government and nonprofit organizations. Often we think about nonprofits being connected to government through grants or contracts. This, in fact, was the subject of much of the conversation about the shutdown. While this was a critical issue, it is just one of the ways our work is deeply intertwined with government.

A significant issue raised during the shutdown was professional licensing. Nonprofit organizations provide many services for which staff licensing is required and provided by the state. Without the ability to maintain licensure, many nonprofit organizations are severely limited in their ability to continue services. Additionally, we have limited ability to provide services when government supports to our clients ends unexpectedly. If participants in nonprofit job training programs rely on child care assistance to attend, the loss of this support has an immediate impact on the ability of the organization to serve the community. We must continue to inform policymakers and the community about the multiple ways our organizations interact with government in order to provide services to the community - both the nonprofit sector and government count on this working smoothly.

Minnesota's nonprofits have proven their resilience and commitment to communities. In order to ensure this for the future, advance contingency planning and examination of nonprofit and government interaction provide a strong foundation for success in challenging times.



"We must continue to inform policymakers and the community about the multiple ways our organizations interact with government in order to provide services to the community"

Greening Your Nonprofit

By Neely Crane-Smith, community energy coordinator, Center for Energy and Environment

Making your nonprofit organization “greener” does not have to be expensive or time consuming. Reducing your energy use and becoming “green” can be as simple as behavioral change throughout the office.

1. Use minimal lighting. Take advantage of natural light wherever you can. When additional lighting is needed, position your lights in ways that assist them in providing more light, such as reflecting off a corner.



2. Upgrade your lighting. Upgrading older inefficient lights is relatively inexpensive and has one of the quickest paybacks of any energy project in your space or building. Contact your electric utility for information about programs that provide technical and financial assistance for lighting retrofits, such as Xcel Energy’s One-Stop Efficiency Shop.

3. Know the status of your computers. Set all computers to automatically go into sleep mode when not in use for a specific amount of time and shut them down at the end of the day.

4. Use power strips. All electronics should be turned off and unplugged each night. To make this feat a bit easier and less cumbersome, use power strips to cut standby power. Remember, if you see any LED lights on in your space, you are using power whether the equipment is actually on or not.

5. Print double-sided and with post-consumer recycled paper. Set your printer to automatically print double sided. You can also help close the recycling loop by using postconsumer recycled paper. Eureka Recycling currently offers a program for businesses and organizations to purchase recycled paper at a reduced cost. Visit eurekarecycling.org for more information.

6. Reuse and recycle. Reuse materials whenever you can such as using the backside of misprinted paper. Set up bins for recycling plastic, cans and paper throughout the office. Hold a “lunch n’ learn” or special event to educate employees about recycling options and encourage their use.

7. Be smart about mailings. When doing direct mail pieces, design them to be smaller in size in order to use fewer resources such as ink, paper, postage, etc. Send mailings only to those who are most likely to respond to them through the use of targeting and market segmentation. In the case of mailings being returned as “undeliverable” or “not wanted,” reduce your mailing list for next time’s use to not include those addresses. When appropriate, switch recipients from paper to electronic mailings

8. Reduce travel. Holding webinars and online meetings will reduce the need to travel, which will lessen the amount of fuel consumed and save money on the amount of gas purchased. Some software to use for online meetings include GoToMeeting and ReadyTalk. For sharing projects try Sharepoint and Dropbox.

9. Improve your facilities’ energy efficiency. HVAC, insulation and other upgrades can make a big difference to your bottom line. The Center for Energy and Environment offers grants and loans for nonprofit organizations and commercial entities to help you save even more on projects. For more information contact Jim Hasnik at jhasnik@mncee.org or 612-335-5885.



Neely Crane-Smith is the Community Energy Coordinator for the Center for Energy and Environment (mncee.org), a local nonprofit that promotes energy

efficiency to strengthen the economy while improving the environment. As a certified residential energy auditor and coordinator of the Minnesota Energy Challenge program, Neely’s focus is to make energy efficiency fun and easy.

Reducing your nonprofit’s carbon footprint can also save your organization money.

For other tips on how to reduce and control your nonprofits operational costs, visit www.minnesotanonprofits.org and click on Nonprofit Resources/Financial Management Resources.

How to Avoid Rising State Unemployment Costs

As a nonprofit organization, chances are that you're feeling the pinch as Minnesota Unemployment Insurance rates rise because of high unemployment and prolonged joblessness in the wake of the recent recession.

Minnesota has borrowed over \$227 million from the Federal Unemployment Trust Fund to continue paying benefits to unemployed workers. This borrowing comes at a cost that the state is passing along to businesses and organizations in the form of higher taxes and special assessments.

Fortunately, 501(c)(3)s have the right to take advantage of a federal law that allows them to opt out of the state unemployment system and only pay when they have an unemployment claim.

Members of the Minnesota Council of Nonprofits have the benefit of working with the Unemployment Services Trust (UST), an organization that works to reduce unemployment expenses for nonprofits by helping you leave the Minnesota state unemployment tax system to become a direct reimbursing employer. UST helps protect nonprofits



against high tax rates, volatile claims activity, special assessments and subsidizing other employers' unemployment expenses. The Unemployment Services Trust's professional claims monitor helps protect nonprofit participants from unwarranted, costly claims.

UST members in Minnesota have saved over \$12.2 million just in the past three years.

Participating in UST is best for nonprofits with 10 or more employees. To find out if your organization qualifies for this program, speak with UST's Bill Downey at 888-249-4788 ext. 1156.

MCN's Ruth Deffley Named Latino "On the Rise"

The Hispanic Chamber of Commerce of Minnesota has named 20 young people as Hispanics who are "on the rise," including MCN's membership and chapter manager, Ruth Duran Deffley.



Ruth joined MCN in May 2008. Before joining MCN, Ruth interned at the Advocates for Human Rights Minnesota, House Research, the St. Paul Human Rights Department and Hennepin-Powderhorn Partners. She spent two years working at the Center for Victims of Crime in San Francisco and spent a semester teaching English in Beijing.

The 2011 "20 On the Rise" join 144 others who have received the "riser" award since 2005. They will receive their awards November 17 at a reception and dinner at the Millennium Hotel in Minneapolis.

Hispanic Chamber of Commerce 2011 "20 On the Rise":

Theresa Atansio, Ameriprise Financial
 Maria Casci-Stoltzman, 3M
 Maria Castanon, Wells Fargo
 Oscar Cediell, General Mills
 Bianca Cervantes, U.S. Bancorp
 Ruth Deffley, Minnesota Council of Nonprofits
 Fernando Duque, Coca-Cola
 Karen Flores, Ambrion
 Pedro Lopez, Mortenson Construction
 Mauricio Loria, Caribou Coffee Co.
 Jerry Melgar, BlueCross and BlueShield of Minnesota
 Indra Mendoza, GE Capital-Fleet Services
 Josi Montero, Cargill
 Alexandra Nelson, PHH Home Loans
 Angel Rodriguez, Ameriprise Financial
 Ramon Salcedo, Comcast
 Toma Silva, El Burrito Mercado
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The Frey Foundation Recognized for Responsive Philanthropy

The Frey Foundation was awarded the 2010 Nonprofit Mission Award in Responsive Philanthropy for its involvement and support in an initiative to end long-term homelessness.

The mission of the Frey Foundation and its affiliate philanthropies is to be a catalyst in strengthening its community through effective direct giving that promotes self-sufficiency and stimulates creative change, resulting in improved quality of life for all.

In 2006, the Frey Foundation announced they would commit \$5 million dollars over five years to aid the end of long-term homelessness, which was defined as more than one year of continuous homelessness or four stints of homelessness over the course of three years.

In 2009, the Foundation committed a second \$5 million. Today, the Frey Foundation continues its work addressing issues of homelessness.

“We continue to support affordable housing initiatives by increasing the affordable housing stock in the greater metro area as well as some select projects that are funded by the Greater Minnesota Housing Fund. We have seen great results over the past several years, and despite the tough economy and a difficult legislative session, we remain hopeful that we, with the help of others, can make a difference in the lives of those in need,” says Jim Frey, director of the Frey Foundation.

The Foundation’s contribution to eliminating long-term homelessness does not only exist in monetary terms.



Jim Frey, who also services as co-chair of the steering committee of Heading Home Minnesota, has been instrumental in bringing other philanthropic and business leaders to the cause. By speaking at a number of events, his advocacy has provided the necessary energy to

help homelessness initiatives gain momentum.

The history of Frey Foundation starts long before the organization itself was founded. The Foundation, as people know it today, is a reflection of the Frey family’s long-standing commitment to the community. The Frey family has been consistently active in the community,

donating time and funds to a wide variety of causes, including the Boy Scouts, The University of St. Thomas and Catholic Charities.

In the past two decades, Frey Foundation has grown in size, giving the Foundation the ability to support more organizations than ever before. The Foundation has recently streamlined its grant process, solidified its areas of interest, and begun proactively seeking out nonprofits that are engaged in creative change in the community.

For more information on the Frey Foundation, visit www.freyfoundationmn.org

See page 13 for a list of 2011 award recipients

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NOVEMBER TO DECEMBER 2011

Communications	Policy
<p>MAKING MOBILE MEANINGFUL AND MANAGEABLE November 29, 9 - 11 a.m. Wilder Center 451 Lexington Parkway North, St. Paul Fee: \$45 for MCN/IABC members / \$65 for nonmembers</p>	<p>COFFEE WITH COMMISSIONERS SERIES: MARY TINGERTHAL, DEPT. OF HOUSING November 10, 9 – 10:30 a.m. Wilder Center 451 Lexington Parkway North, St. Paul Fee: Free</p>
<p>CREATIVITY LAB: THE ART AND SCIENCE OF INNOVATION December 9, 9 - 11 a.m. Wilder Center 451 Lexington Parkway North, St. Paul Fee: \$45 for MCN/IABC members / \$65 for nonmembers</p>	<p>COFFEE WITH COMMISSIONERS SERIES DR. EDWARD EHLINGER, COMMISSIONER OF HEALTH December 8, 9 – 10:30 a.m. Wilder Center 451 Lexington Parkway North, St. Paul Fee: Free</p>
Fundraising Trainings	Management:
<p>GRANTWRITING CLINIC FOR BEGINNERS November 10, 9 a.m. – noon Minnesota Council of Nonprofits Conference Room 2314 University Ave W., Suite 20, Saint Paul Fee: \$85 for MCN Members Only</p>	<p>FINANCIAL REPORTING FOR THE BOARD CO-SPONSORED WITH NONPROFITS ASSISTANCE FUND November 1, 9 a.m. – noon Minnesota Council of Nonprofits Conference Room 2314 University Avenue, Suite 20, St. Paul Fee: \$45 for MCN members / \$65 for nonmembers</p>
<p>ADVANCED GRANTWRITING: TAKING YOUR GRANTSMANSHIP TO THE NEXT LEVEL November 10, 1 – 4 p.m. Minnesota Council of Nonprofits Conference Room 2314 University Avenue, Suite 20, St. Paul Fee: \$45 for MCN members / \$65 for nonmembers</p>	<p>STARTING A SUCCESSFUL NONPROFIT December 8, 9 a.m.– noon Minnesota Council of Nonprofits Conference Room 2314 University Ave W., Suite 20, Saint Paul Fee: \$85 for MCN members or nonmembers</p>
Policy	Membership:
<p>BUILDING A STRONGER TEAM November 17, 9 a.m. – noon Minnesota Council of Nonprofits Conference Room 2314 University Avenue, Suite 20, St. Paul Fee: \$45 for MCN members / \$65 for nonmembers</p>	<p>MAXIMIZE YOUR MEMBERSHIP WEBINAR November 17, noon – 1p.m. Webinar Fee: Free</p>

Get detailed information and register at
www.minnesotanonprofits.org
Click on Events & Trainings.

2011's Performance Management Institute 2011 Participants

At its core, MCN's Performance Management Leadership Institute intertwines principles of nonprofit organizational management and leadership development into a training program that guides participants toward implementing a performance management strategy or system.

The Institute uses the *Principles and Practices for Nonprofit Excellence* as a guide to develop effective strategies and tools. This interactive model of learning ultimately leads to strong benefits for community stakeholders.

MCN is proud of the 29 nonprofit leaders who will soon complete the 2011 Performance Management Leadership Institute. The leaders, from small- and mid-sized nonprofits in Central and Northern Minnesota, dedicated 10 days over a 9-month period to come together and learn about nonprofit management, best practice tools, leadership theories and resources for organizational improvement. Additionally, the leaders spent many hours developing and implementing organizational improvements such as new strategic plans and data collection tools.



MCN has offered various versions of Leadership Institutes since 2007. This is the first group to focus on the comprehensive cycle of continuous organizational improvement known as performance management. The curriculum explored each of the themes around nonprofit best practices as outlined in MCN's *Principles and Practices for Nonprofit Excellence*. A new cohort of 30 leaders will begin the next Leadership Institute in January 2012.

2011 Performance Management Leadership Institute Participants

- Charlene Akers • Nicole Bathgate • Charline Bengtson • Bill Beyer • Leslie Bouchonville • Meghan Bown • Jeanne Edevold Larson • Jill Eickhoff • Jeff Fromm • Jody Hane • Jeanne Jacobs • Sharon James • Cassandra Johnson Blackbird • Kristi Kane • Jeff Larson • Lisa Luokkala • Naomi Mahler • Betsy McDougall • Kris McNally • Joy Nadeau • Monica Nieman • Sheri Nordmeyer • Elizabeth Olson • Lisa Porthan • Patricia A. Post • Scott Schifsky • Ruth Sherman • Jana Shogren • Jennifer Therkilson

re: the commonly held assumption that ambition and altruism are mutually exclusive.

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For more information on Greater Minnesota networking lunches, visit www.minnesotanonprofits.org and click on Events & Trainings.

Tell Your Story on the Effects of State Budget Cuts

Many Minnesota nonprofits and their clients are suffering hardships because of recent cuts in the state budget. This year's budget agreement contained more than \$2 billion in drastic cuts to vital services, including many that Minnesota nonprofits provide to residents every day.

Unfortunately, the public and elected officials often do not hear about that human impact.

MCN's Minnesota Budget Project is spearheading an effort to ensure that the public and policymakers see the impact of budget decisions on communities and people in order to prevent future spending cuts of such magnitude. Nonprofits play a critical role in raising awareness about the consequences of budget decisions, and the Minnesota Budget Project wants to help you tell your stories.

The Minnesota Budget Project is looking for your examples of how the cuts are harming people, organizations and communities. It will offer training materials to help you prepare for a media interview and one-on-one advice to help you frame your story and make the case for a balanced approach to our state's challenges, including raising revenues. Together we can craft compelling stories that get the media attention they deserve.

If your nonprofit has a story to tell, or works with someone who does, please contact Leah Gardner at lgardner@mnbudgetproject.org, or 651-757-3063 for more details.

MCN Staff Announcements



Barb Brady is MCN's Minnesota Budget Project's first communications manager. She came to MCN from the Pennsylvania State Education Association, where she was communications manager and a communications/organizing specialist. Barb served as the Wisconsin Education Association Council's press secretary for nine years before that. Barb started her career as a news reporter in Wisconsin before moving into public relations.



Michaela Charleston joined MCN in December of 2009 as the nonprofit services assistant. In August 2011, Michaela transitioned to MCN's new communications assistant. In her current role she will be assisting communications and marketing director, Christine Durand, on MCN's outreach initiatives, including MCN's web, email and social media efforts. Michaela holds a bachelor's degree in journalism and communications studies from the University of Minnesota, Twin Cities



In Memory of Tim Nelson

On August 16, 2011, Hammer Residences, Inc. and the nonprofit sector lost an advocate and visionary, Tim Nelson, at the



age of 58. Since 1977, Nelson helped to lead Hammer's mission to provide quality services for adults and children with developmental disabilities, starting as a direct support professional and eventually acting as the nonprofit's CEO.

"Hammer has lost an amazing leader, co-worker and friend in Tim. We have all lost a great man and advocate, who made this world a better place, not only for the people we serve with developmental disabilities, but for everyone," said Lisbeth Armstrong, Hammer's current interim CEO.

Under Nelson's leadership, Hammer Residences, Inc. was named a Top Ten Minnesota Workplace by The Star Tribune in 2010 and 2011, and was also named a "Top 50 Places to Work" by the Nonprofit Times.

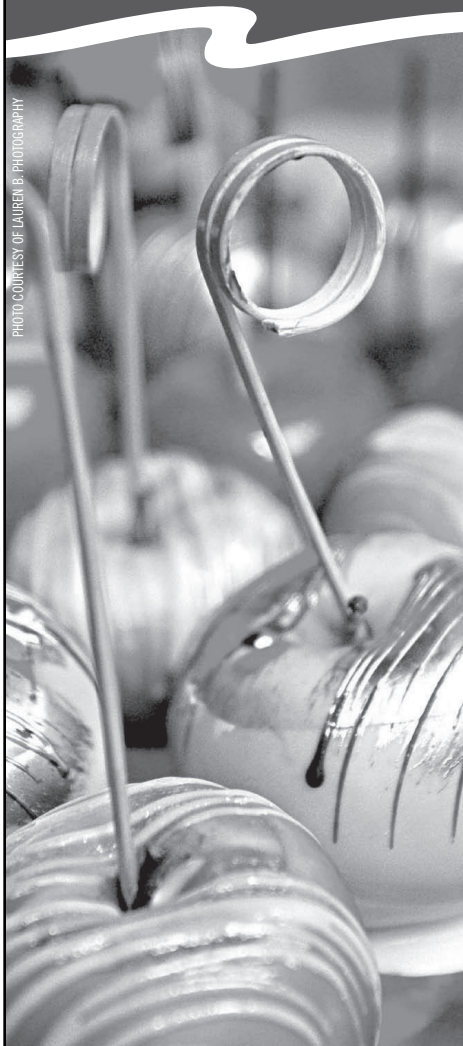
Current Hammer Board President, Jon Matejcek, said "Tim created a culture of excellence that any organization – nonprofit or otherwise – would be lucky to have. He was never satisfied with the status quo, always encouraging others to express their ideas and opinions, even when they differed from his own. His leadership and vision for Hammer, and for the disabilities community at large, will truly be missed."

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Thank You for Another Great Annual Conference

The Minnesota Council of Nonprofits' 2011 Annual Conference, Great Expectations: Our Communities, Our Future, was a great success thanks to the 1,100 participants, sponsors and exhibitors! Even in times of adversity, nonprofit organizations are the place where people go to express their hopes to change the future – and nonprofits should never lose sight of these great expectations.

The two-day conference, held on October 6-7, was a place for hundreds of nonprofit professionals to network with colleagues, learn from over 100 experienced speakers, congratulate the 2011 Nonprofit Mission and Excellence Award recipients and choose from track-specific breakout sessions.

Participants were also able to help MCN celebrate its 25th birthday and hear from Jon Pratt, MCN's executive director, and Marcia Avner, one of MCN's founding board members. Jon and Marcia provided attendees with a look back upon MCN's beginnings and a look forward into MCN's future.

"There is no substitute for being in a room with hundreds of people that work in the same sector that you do. The diversity of people, the range of challenges and opportunities and the collective energy that is dedicated to solving human problems gives me the 'recharge' I need," said participant Cindy Timmons Carlson, director of The Mercy Foundation.

MCN would like to thank this year's valued sponsors.

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Platinum Level:

Mutual of America and US Bank

Gold Level:

The Design Company, eFrame, Gallagher Benefits Services and MINNCOR Industries

Silver Level:

CBIZ Payroll, Greater Twin Cities United Way, Hamline University, Humphrey School of Public Affairs, KDV and OfficeMax



Nonprofit Mission & Excellent Award Recipients

The Minnesota Council of Nonprofits and MAP for Nonprofits are pleased to present the 2011 Nonprofit Mission and Excellence Award recipients. Videos of each of the recipients listed below are available at www.youtube.com/minnesotanonprofits. During the coming year, each winner will be profiled in depth in this publication. Congratulations!



Community Action Duluth
Mission Award for Innovation



Council on American-Islamic Relations, MN
Mission Award for Anti-Racism Initiative



The Arc Minnesota
Mission Award for Advocacy



Headwaters Foundation for Justice
Mission Award for Responsive Philanthropy



East Metro Women's Council
Excellence Award for a Small Organization



YWCA of Minneapolis
Excellence Award for a Large Organization

Member Benefit Spotlight

For over three years, MCN has partnered with CBIZ Payroll to provide its members access to a customized package of payroll services at an affordable rate.



CBIZ Payroll provides nonprofits with customized services, the convenience of a single point of contact, and professional solutions to control often unwieldy business operations like payroll so that nonprofits can focus on achieving their mission.

Some of the services CBIZ Payroll offers are: payroll and human resources applications, paycheck and/or direct deposit, standard and custom reporting to include retirement services reporting and work comp reporting, tax deposits, new hire reporting, W2 preparation and processing, custom general ledger services, and web-hosted time and attendance.

CBIZ offers MCN members a 20 percent savings off their current payroll processor, or 20 percent discount off CBIZ's book price, whichever is most financially beneficial for your nonprofit. The discounts for MCN members are guaranteed for the life of the account, although pricing may change every other year depending upon inflation. For additional information or to request a free evaluation, contact Todd Sampson, CBIZ Payroll representative, at 612-436-4619 or tsampson@cbiz.com.

For more information about MCN member benefits, contact Ruth Duran Deffley, membership and chapters manager, at 651-757-3070 or rdeffley@minnesotanonprofits.org.

Nonprofit Awards and Advancements



Nonviolent Peaceforce in Brussels, Belgium, announces the appointment of **Thomas Tarnow** as the new director of U.S. development and head of the U.S. office in Minneapolis.

The Minnesota Department of Education (MDE) and Literacy Action Network selected **CLUES** as a **PEGASUS (Program of Excellence: Guaranteeing Adult Students Unlimited Success) Program of Excellence** for their cutting-edge work and commitment to creating a transition to employment for its adult students.



The College of Visual Arts announced the launch of the office of advancement and **C. Scott Winter** as its director. Scott comes to the College of Visual Arts following fifteen years in the development department at the Walker Art Center.

Kinship of Greater Minneapolis has joined the **Greater Minneapolis Council of Churches' (GMCC) family of programs**. GMCC is a multi-program community service organization.



Minnesota Environmental Initiative has changed

its name to **Environmental Initiative**. The new name and logo acknowledges that issues affecting our air, land and water don't stop at the state's borders and represents the organization's work to solve environmental problems in collaboration with business, nonprofit and government leaders.

Interfaith Outreach & Community Partners celebrated its grand **opening of its new 40,000-square-foot family and children services center** on September 8, 2011.

CaringBridge recently hired **Stuart Shwiff** as corporate and foundation giving officer and **Jennifer Foth** as planned giving officer. Stuart will help CaringBridge fulfill its mission by building a comprehensive national charitable corporate partnership program, ensuring companies nationwide are provided opportunities to engage with CaringBridge. Jennifer will engage with donors who wish to make a planned gift to support the mission of CaringBridge.

Tom Weaver has been selected as the new chief executive officer for **Achieve Services, Inc.**, a training and habilitation agency in Blaine serving adults with developmental disabilities.

Peter Smerud was recently named the executive director of **Wolf Ridge Environmental Learning Center** in Finland, Minnesota. Smerud has been with the Center since it was simply known as the Environmental Learning Center, or the ELC.



Cathy Patterson has been named the new director of **MORE Multicultural School for Empowerment**, an organization that strives to create understanding among peoples with diverse languages, traditions and cultures and to unite these groups into a community with common goals.

Daniel Gumnit has been named the new chief executive officer of **People Serving People, Inc.** and executive director of **People Serving People Charities, Inc.** Daniel comes to PSP from Twin Cities Public Television as their director of national program development.

Greg Voss has been named the executive director of **Little Brothers – Friends of the Elderly**. Voss recently served as the interim executive director of the organization, whose mission is providing companionship to isolated elders in the Twin Cities.

Hazelden has named **Jana Olslund** as vice president of development. Jana, a fundraising executive with expertise in nonprofit health-care, education and youth-oriented social service agencies, served most recently as vice president and chief development officer for **Planned Parenthood Minnesota, North Dakota, South Dakota**.



Rich Smith is the new executive director of **Family Pathways**, a nonprofit organization with food pantries, youth services and senior services. Rich comes to the organization with a strong history of nonprofit leadership.

The African Development Center announced the **Grand Opening of its new office building in Willmar, Minnesota**. This location will serve as a regional satellite office for ADC.

Human Services, Inc. (HSI) announced **David Becker** as their new chief development officer and **Matt Eastwood** as the new chief operating officer for **Human Services, Inc.** David will be responsible for leading the development and marketing efforts of the organization. Matt brings over 20 years of experience as a clinician and director of mental health services.

Opportunity Partners announced the promotion of two members of its leadership team: **Gregg Murray** to senior vice president of sales and marketing and **Brian Pederson** to vice president of operations/ business services. Greg's responsibilities include leadership of the organization's development and marketing/communications divisions. Brian's works closely with the sales division to increase revenues overall.



MAP for Nonprofits has announced **Walter Cox** as the new director of accounting and finance and **Cary Lenore Walski** as the new technology education and outreach coordinator. Walter worked at the



Federal Reserve in Minneapolis for 8 years, supplementing his finance skills with information technology, operations and strategic planning. Cary joins with a broad base of experience including complex web redesign, marketing, media production and public relations.

The Works announced that it has hired **Jill Measells** as chief executive officer. Jill brings more than 15 years of museum experience and an impressive track record to **The Works**.

Voyageurs National Park Association (VNPA) are pleased to welcome new executive director **Jody Tableporter**. Jody previously ran programs and organizations in England dedicated to urban development, sustainable growth management and land conservation.

Fraser has named **Ruth Danielzuk** as health care operations director. Ruth will also be responsible for coordinating activities related to health care reform and work to create support systems for new methods of service delivery.

Submit Your Announcements

Member organizations are invited to submit your organization's awards, staffing announcements and other news to mcharleston@minnesotanonprofits.org.

Welcome MCN's Newest Board Leaders

Earlier this year, MCN announced a call for nominations for six member-representative board positions. The slate was opened to member voting in the beginning of September 2011. Voting closed on September 30 and the votes were tallied. MCN is pleased to announce these six new board members for 2012.



Bobbi Cordano, vice president of programs, Amherst H. Wilder Foundation. Bobbi provides leadership for all direct services for children, families and older adults, oversees healthcare initiatives and program development, and collaborates on cross-foundational initiatives, including Promise Neighborhood.



Tracy Fischman, executive director, AccountAbility Minnesota. AccountAbility provides pathways to income by providing free tax assistance and related financial services in the Twin Cities Metro area and also by training other organizations across the state to provide these vital services.



Cathy Maes, executive director, ICA (Intercongregation Communities Association) Food Shelf. ICA Food Shelf is a social service agency that offers food, financial assistance, job counseling and resources to residents in the western suburbs. Cathy manages a \$2 million budget, hires and evaluates a staff of 12, and works with 500 volunteers and an 11 - member board of directors.



Ethan Roberts (re-elected), director, Twin Cities Jewish Community Government Affairs Program, Jewish Community Relations Council of Minnesota and the Dakotas. Combining private philanthropy, scores of volunteers and government funding, the nonprofits which Ethan represents expertly provide a full range of human services - from early childhood education and subsidized day-care to vocational training and long-term care for vulnerable older adults - for Minnesotans from all backgrounds.



Marsha A. Shotley (re-elected), vice president of Board and Community Relations, Blue Cross and Blue Shield of Minnesota. In her role, Marsha addresses significant influences on health that are beyond the traditional reach of the health care system and directs the corporate Community Affairs Department, promoting employee volunteerism and community involvement efforts.



Sheila Smith (re-elected), executive director, Minnesota Citizens for the Arts. Sheila has been Minnesota Citizens for the Arts' Executive Director since 1996. She was a leader in the 2008 "Vote Yes" campaign, passing a Minnesota state constitutional amendment to create 25 years of dedicated funding for the arts and environment. For the Minnesota Council of Nonprofits, she is a

member the Public Policy Cabinet.

NONPROFIT NEWS

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The Minnesota Council of Nonprofits (MCN) is a statewide association of 2,000 nonprofits. Through its website, publications, workshops and events, cost-saving programs and advocacy, MCN works to inform, promote, connect and strengthen individual nonprofits and the nonprofit sector.

For information on submitting ads or articles, please contact 651-757-3082 or mcharleston@minnesotanonprofits.org.

MCN members receive a free subscription to *Nonprofit News*. All nonprofits in Minnesota are eligible for membership. Associate membership is available for businesses and individuals. For further information on membership benefits, please contact Ruth Duran Deffley at 651-757-3070 or rdeffley@minnesotanonprofits.org.

STAFF MEMBERS

Barbara Brady, *Minnesota Budget Project Communications Manager*

Susie Brown, *Public Policy Director*

Shelly Chamberlain, *Director of Operations and Human Resources*

Michaela Charleston, *Communications Assistant*

Ruth Duran Deffley, *Membership and Chapter Manager*

Christine Durand, *Communications and Marketing Director*

Jeannie Fox, *Deputy Public Policy Director*

Leah Gardner, *Minnesota Budget Project Outreach Coordinator*

Stephanie Haddad, *Program Director*

Becky Johnson, *Accountant*

AmyJo Lennartson, *South Central/Southwest Minnesota Regional Coordinator*

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Cindy Yang, *Operations Assistant*

SENIOR FELLOWS

Marcia Avner

Julia Classen

2011 BOARD OF DIRECTORS

Amy Brugh, *Minnesota AIDS Project*

Molly Greenman, *The Family Partnership*

Rodolfo Gutierrez, *Hispanic Advocacy and Community Empowerment through Research (HACER)*

Candice Harshner, *Vice-Chair, Program for the Aid to Victims of Sexual Assault (PAVSA)*

Mary Jones, *YWCA of Minneapolis*

Nancy Kleeman, *Jewish Community Action*

Jeanne Edevold Larson, *Northern Dental Access Center*

Joan Macik, *Heartland Community Action Agency*

David Marty, *Treasurer, Reif Arts Council*

Stephen Nagle, *West Central Minnesota Communities Action, Inc.*

Keith Parker, *Chair, Minnesota Department of Natural Resources*

Pham Thi Hoa, *Secretary, CAPI*

Kathy Potter, *Access of the Red River Valley*

Leonard Price, *Minnesota Conservation Corps*

Ethan Roberts, *Vice Chair, Jewish Community Relations Council of Minnesota and the Dakotas*

Shannon Robinson, *Twin Rivers Center for the Arts*

Lori Saroya, *Council on American-Islamic Relations, Minnesota*

Marsha Shotley, *Blue Cross Blue Shield of Minnesota*

Alvine Siaka, *African Health Action Corporation*

Sheila Smith, *Minnesota Citizens for the Arts*

Susan Strandberg, *Three Rivers Community Action*

Mihailo Temali, *Neighborhood Development Center*

Joshua Winters, *Minnesota Public Interest Research Group (MPIRG)*



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Pre-Order the 2012 Minnesota Grants Directory



As the economic conditions of the past three years continue to impact Minnesota nonprofits, managers and development staff are increasingly in need of current funding opportunities available for their organization. At the same time, those same economic forces are creating significant changes in the philanthropic sector as many foundations are reducing funding while narrowing or extensively altering their funding priorities. It is as

important as ever that nonprofits have the best information of funding opportunities to support the important work they are doing across the state.

In response to these needs, MCN gathered information on foundation trends and priorities for the *2012 Minnesota Grants Directory*, to be released in early December in conjunction with the Minnesota Foundations workshop. The *Directory* details up-to-date information on the most active foundations in Minnesota, giving our readers important information on grant application deadlines, foundation priorities and grantmaking trends to help better connect your mission and programs with philanthropic dollars. In addition, the publication includes more than a dozen new foundations that are increasing contributors to Minnesota nonprofits.

The *Minnesota Grants Directory* is a great resource for our readers across Minnesota, working to bridge the gap between nonprofits and foundations by giving the information nonprofits need to effectively connect with foundations who share in their commitments and priorities. Take advantage of this valuable resource upon its release in early December.

For more information on the *Minnesota Grants Directory*, or to pre-order a copy for your nonprofit, visit www.minnesotanonprofits.org and click on *Order Publications*.

The Art of Asking

What if there could be a way that asking seemed easy?
 9 a.m. - noon

Two Workshops,
 One Day
 December 1, 2011

Register online at
www.minnesotanonprofits.org
 and click on *Events & Trainings*

Minnesota Foundations 2012

Trends, staffing, program shifts and financial outlooks of more than 50 important Minnesota foundations.
 1 - 4:30 p.m.