

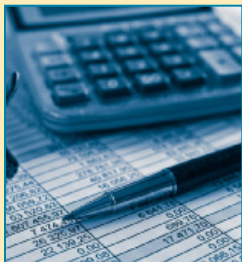


# Nonprofit News

Information and connections for Minnesota's nonprofit sector.

Fall 2012

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



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## Speaking a Different Language for End-of-Year Giving

As Minnesota temperatures drop and leaves exchange their greens for yellows and reds, we recognize that the end of the year is fast approaching. In addition to being a time for scarves and jackets, fundraising staff understand that this is a key time for giving. For many donors, this time is rooted in the generosity and compassion that is central to many holidays. For others, it's a great way to support causes that are important to them while also getting an additional tax benefit.

A Charity Navigator survey from 2011 showed that 41 percent of annual contributions to nonprofits were received as year-end donations (defined as Thanksgiving to New Year's). At the same time, giving is increasingly shifting online. Dunham and Company recently reported that 60 percent of donors have given via online channels, with significant growth in all age brackets over 40.

As a result, not only is this time of year critical for fundraising, but it is also essential that fundraising teams speak the right language to appropriately address and capitalize on the giving trends.

*Continued on page 3*

## Building Trust to Improve Service Impact

This August and September, key representatives from three fields—HIV/AIDS, Disconnected and Homeless Youth, and Disability Services—gathered to participate in the Impact Initiative. This project, jointly sponsored by the Minnesota Council of Nonprofits, MAP for Nonprofits, Charities Review Council, the Humphrey School and the Nonprofits Assistance Fund, seeks to assist human services fields in transforming the way they work in order to better respond and adapt to shifts in funding and general landscape.

Three fields were selected based on their shared readiness to confront changes, ability to convene key thought leaders within their fields, and interest

in moving forward in collective action.

Approximately 30 people from each field assembled for three retreat days—two consecutive days plus one follow-up meeting two weeks later. Aided by facilitators from the Humphrey School and the Minnesota Council of Nonprofits, participants engaged in intensive discussions about the history of their field and the current policy and funding environment.

Using the Art of Hosting, a process that emphasizes participation and non-linear thinking to maximize collective intelligence, participants harvested a wide-array of ideas and viewpoints.

*Continued on page 3*

## Nonprofit Bits

### Success Factors in Nonprofit Mergers

A new report from MAP for Nonprofits and Wilder Research indicates nonprofit mergers can contribute to the stability of the nonprofit environment and that certain factors add to the success of the mergers. Download a copy of the *Success Factors in Nonprofit Mergers* report at [www.mapfornonprofits.org](http://www.mapfornonprofits.org).

### Eternal Vigilance is the Price of Liberty

By Jon Pratt, MCN Executive Director

The 2012 Minnesota Salary and Benefits Survey is now being put to use by hundreds of Minnesota nonprofit boards, managers and HR departments across the state. A central value of this document is its timeliness, released only 90 days after the effective date of data submitted – the earliest allowed by federal antitrust guidelines. It also offers comprehensive benefits reporting, covering 72 specific job positions, six Minnesota geographic regions, twelve activity areas and seven budget categories.

In response to several inquiries about leadership trends in the nonprofit sector, MCN will host a special presentation on executive director/CEO compensation on November 15th, addressing trends in compensation, pros and cons of employment contracts (24% of Minnesota executive directors have an employment contract), performance evaluation, and decisionmaking and reporting compliance.

#### If You're Not at the Table, You'll Be on the Menu

Eternal vigilance is the price of liberty, so in between legislative sessions MCN's public policy team continues to engage legislators and state officials about matters which may influence upcoming legislative sessions.

On October 2nd, a group of nonprofits met with Minnesota Commissioner of Revenue Myron Frans as part of the Dayton administration's effort to review Minnesota's tax system and collect suggestions on how to make it better. Joining MCN policy staff were representatives of the Minnesota Citizens for the Arts, Minnesota Council on Foundations, the YMCA, Girl Scouts and United Way; and for Revenue key managers in sales tax, property tax, and income tax sections.

In addition to maintaining uniformity, reliability and transparency in the administration of nonprofit tax exemptions, MCN presented an issue paper creating a review board for sales tax issues (similar to the review board of Revenue) and local assessors. MCN also weighs in on property tax exemptions. This issue paper is available at [www.minnesotanonprofits.org/tax-reform-matters](http://www.minnesotanonprofits.org/tax-reform-matters).

#### Too Many Nonprofits? Is this the Right Question?

Every once in a while, someone asks whether there are just too many nonprofits organizations, and whether merging many of them wouldn't increase efficiency and result in better services. Of course, organizations have been merging for decades in a normal process alongside dissolutions and new organization startups. Over the last 10 years, 1,034 nonprofit corporations have been voluntarily dissolved by filings with the Secretary of State.

Each year MCN tracks the number of active Minnesota nonprofits in its Minnesota Nonprofit Economy Report. As noted on page 6 of this newsletter, during the recession the number of Minnesota nonprofit organizations with employees dropped by 6%, from a high of 3,812 in 2008 to 3,594 in 2011. The nonprofit sector faces many challenges, but focusing on the simple number of organizations is of limited use.

Each organization must face its own challenges. Fortunately, through the ingenuity and commitment of a diverse assortment of board members and nonprofit leaders, Minnesota has grown an extraordinary set of high performing organizations – which compares very favorably with the rest of the country. The world needs more of what nonprofits contribute to community health and vitality. The breadth and diversity of nonprofit organizations is a strength, and something that Minnesota does very well.



*"By way of contrast, the "Guidestar™ Compensation Report, 12th Edition — September 2012," selling for \$349- \$1,449, is based on 2010 IRS Form 990 data for 14 general positions, and includes no information on benefits practices."*

## End-of-the-Year Giving on Give to the Max Day

*Continued from page 1*

Online giving still accounts for a small portion of overall giving, totaling 6.3 percent of giving in 2011. So while a campaign that doesn't integrate the tools and language of online giving won't necessarily fail, it may miss out on a significant opportunity to connect with many donors, particularly younger donors, in a way that other media may not.

One of the key pieces in determining the value of using these tools in your own fundraising is knowing how your audience communicates, and recognizing and using the strategic messages that speak to a specific audience in a manner that resonates with them. Such a task can be quite difficult as communications is in constant evolution.

GiveMN.org and Give to the Max Day may be a helpful bridge in this process. In just its fourth year, Give to the Max Day has become a staple in many Minnesota nonprofits' online giving campaigns. Through this day of giving, GiveMN provides the support, training and infrastructure to increase both knowledge of how to use new technology to increase giving, while putting those lessons into practice and increasing a nonprofit's online giving. Last year, \$13.4 million was raised during this 24-hour event and GiveMN.org is gearing up to raise even more in 2012.

Give to the Max Day will be held on November 15 this year,

and GiveMN.org is giving nonprofits multiple opportunities to learn what works best in online giving and how to capitalize on this significant day of philanthropy. Media packets and training materials are available at [www.givemn.org](http://www.givemn.org).



If you don't have an end-of-the-year giving campaign integrated with online fundraising strategies, or have limited staff time to give to such a campaign, consider the benefits of using Give to the Max Day to cultivate additional donations and strengthen your own online fundraising prowess. Likewise, if you have a separate end-of-the-year giving campaign, consider how this event may enhance such a campaign, or stand on its own to reach a wholly different group of donors.

In either case, it has the potential to connect with people just waiting to hear about your organization. And this time you'll be speaking their language.

## The Impact Initiative: Gathering Fields for New Alignment

*Continued from page 1*

Participants tackled a variety of difficult questions about how to best improve the way services are provided, and agreed on a range of actions and next steps that could push new collaborations forward.

"There was progress made on several topics," said Charles Hempeck, executive director of Rural AIDS Action Network, "including a client eligibility database that could help streamline services and keep people in care."

Additionally, the leaders of the HIV/AIDS field began significant discussions around developing a joint public policy coalition, and finding partners to create a long-term collaboration between a community-based HIV services nonprofit and a health care organization.

Moving forward, MAP for Nonprofits will assist each field in determining the best way to implement the action steps that have been discussed by the participants, and act as a resource in order to achieve their objectives.

The retreats aimed to build connections, share knowledge and increase trust between organizations; and many participants left feeling optimistic about the potential for change within their fields.

"The HIV Impact Initiative created an environment where HIV providers, funders and people living with HIV were able to work together to generate the ideas that will help our service sector be most responsive to the needs of those we serve in the future," said Jonathan Hanft, Ryan White program coordinator at the Hennepin County Human Services and Public Health Department. "To reach the goals of the National HIV/AIDS Strategy, how we work together will need to change. I think we planted some very plump seeds of change during those three days."

For more information about the Impact Initiative, please contact Jeannie Fox from Minnesota Council of Nonprofits at [jfox@minnesotanonprofits.org](mailto:jfox@minnesotanonprofits.org) or Amy Wagner from MAP for Nonprofits at [awagner@mapfornonprofits.org](mailto:awagner@mapfornonprofits.org).

## 2012 Survey Shows a 4.6 Percent Increase in Minnesota Nonprofit Salaries

In October, MCN released its eighth edition of the *Minnesota Nonprofit Salary and Benefits Survey*, covering benefits practices, salary trends and compensation for 72 positions broken down by annual operating budget, location and activity area.

This research benefited from participation of Minnesota's nonprofit sector, with complete surveys from 671 Minnesota nonprofits. These organizations employed a total of 46,104 people (including approximately 26,130 full-time employees and 19,974 part-time employees).

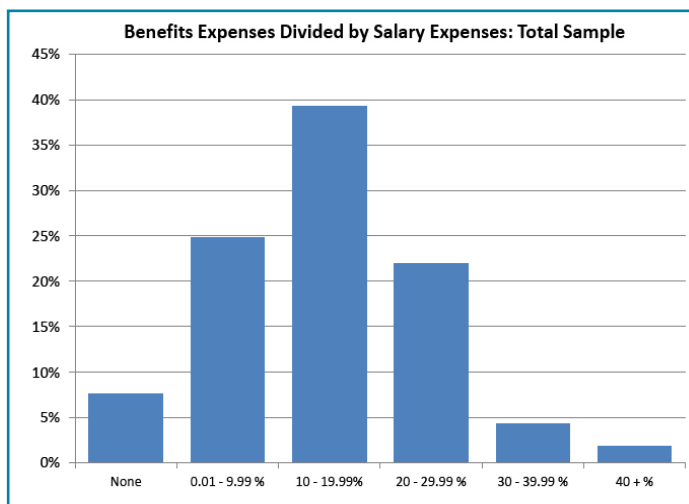
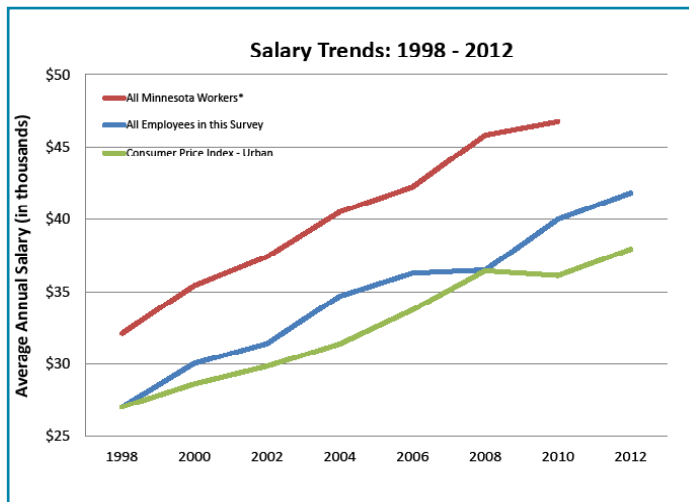
With such a high number of organizations reporting, the findings in both benefits and compensation were more robust with greater opportunity for reporting salaries in the various breakout areas of operating budget, location and activity area.

Overall, salaries of respondents increased 4.6 percent over responses to the *2010 Salary and Benefits Survey*. The findings also show that more organizations gave salary increases to their employees in 2012 than in 2010, while

percentage increases were relatively similar with those reported in 2010.

While most nonprofits still give healthy benefits packages to support their employees, nonprofits continue to seek strategies to reduce the costs of these benefits.

Of organizations that offer health insurance, 55.9 percent reported having made changes to their medical insurance programs in the past year, 30.7 percent of whom changed plan carriers as a way to reduce costs. The percentage of nonprofits that offer health insurance to their employees



remained high at 75.3 percent, offering coverage to over 98 percent of reported full-time employees in the nonprofit sector.

The *2012 Minnesota Nonprofit Salary and Benefits Survey* is available in both print and as a web version.

Regular Price for Print \$299  
 Member Price for Print: \$149  
 Regular Price for Web Access: \$499  
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Visit [www.minnesotanonprofits.org/pubs](http://www.minnesotanonprofits.org/pubs) to order this publication online.

For questions on the Survey, please contact Paul Vliem at 651-757-3076 or [pvliem@minnesotanonprofits.org](mailto:pvliem@minnesotanonprofits.org).

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## Using Research to Improve Impact

By Susie Brown, MCN Public Policy Director

The recent voter engagement efforts of nonprofits involved with MCN's Minnesota Participation Project (MPP) have taken a new and exciting turn. Building on a recent study conducted by Dr. Kelly LaRoux of the University of Illinois, Minnesota nonprofits have put to use tested non-partisan strategies proven to improve voter turnout, and are contributing to the ongoing research in the field.

### Do Voter Engagement Efforts Make a Real and Meaningful Impact?

Voter engagement is a natural extension of nonprofit service to communities whose civic participation is typically low. Nonprofits are well-known, trusted entities that have a unique opportunity to communicate directly with many hard-to-reach populations such as the homeless, highly mobile, very low-income, new immigrants, the homebound elderly and others. Providing information and resources to encourage voting among these populations makes good sense for democracy. Even so, how do we know if our voter engagement efforts make a real and meaningful impact? Nonprofits wanted to know, and MPP partners are making a difference in developing tested best practices for the field.

### The Impact of Different Messages and Messengers

A research project conducted by the Analyst Institute is investigating the impact of different messages and messengers in reaching voters. Over the past several months, North Point Health and Wellness Center, and Community Action Partnership of Ramsey and Washington Counties (among other organizations) have been participating in this project to reach 20,000 voters in six states throughout the nation.

The voters reached include those least likely to be current or frequent voters, many of whom are connected to a human service organization in their communities. Since February, these organizations have utilized intake processes and community events to provide education and encouragement to their clients, and to enter their experience into this research.

By mid-2013 we will know the results of this research, which will inform the field and define best practices. Is there a difference in voter behavior when an individual receives non-partisan voting messages from organizations they know versus organizations they don't know? Is there a difference in voter behavior between potential voters who receive a voting reminder with their own signature on it, versus without?

Recent research shows that people are more likely to vote if they have multiple contacts from organizations they are familiar with. Current research takes it a step further to determine the kinds of messages and messengers that are most likely to move people from non-voters or infrequent voters to regular participants in democracy.

We know that increasing participation is good for our communities and we want to support our nonprofit community in doing this work in the most effective way with the highest impact. Congratulations to North Point Health and Wellness Center and Community Action Partnership of Ramsey and Washington Counties for being two of the lead organizations making progress in this field.



*"We know that increasing participation is good for our communities and we want to support our non-profit community in doing this work in the most effective way with the highest impact."*

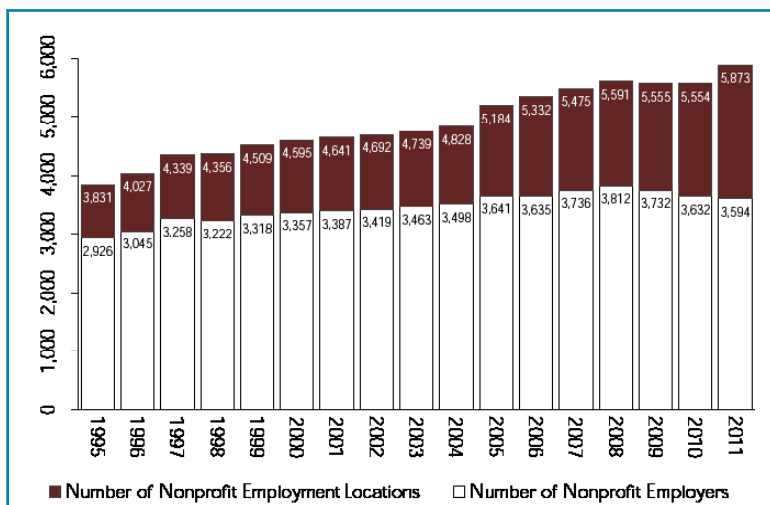
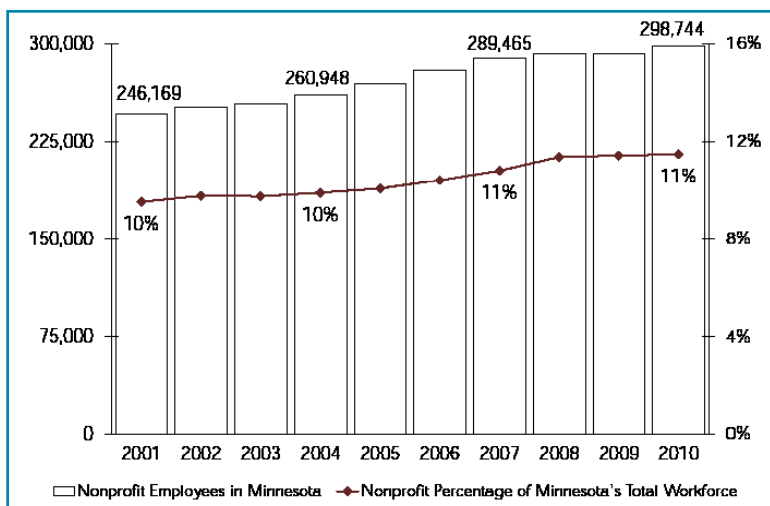
## Minnesota's Economy Grows, Contracts and Changes

Each year MCN tracks changes in Minnesota's nonprofit economy, and publishes a comprehensive report showing state totals and regional differences in number of organizations, employment locations, wages and employment by nonprofit activity area.

In 2011, the number of nonprofit organizations with employees dropped for the third straight year (to 3,594) and is now 6 percent fewer than the 2008 high of 3,812 nonprofit employers. In response to the recession a number of organizations ceased operations, some merged and some went to an all-volunteer status.

At the same time the number of employees of nonprofit employers continued to grow; now totaling 298,744, or 11 percent of the state's workforce. 60 percent of this employment is in the hospital and health care field, which has seen wage and workforce gains much greater than most nonprofits.

The Minnesota Nonprofit Economy Report will be released in November, and hospitals and higher education will be broken out separately, allowing other nonprofit areas to be seen in their own light, including human services, arts, environmental, animal-related, civic engagement, and smaller health and education nonprofits. For more information on MCN's Minnesota Nonprofit Economy Report, visit [www.minnesotanonprofits.org/NPER](http://www.minnesotanonprofits.org/NPER).




### Sector Research

MCN regularly studies nonprofit sector trends and conducts research on cultural nonprofits to better understand the state's sector.



This research also provides nonprofits and the general public with accurate and timely information about key issues of common interest to build healthy organizations and a healthy nonprofit sector.

For a full list of MCN's research reports, visit [www.minnesotanonprofits.org/research](http://www.minnesotanonprofits.org/research)

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## Letting Communities Lead the Way: Headwaters Foundation for Justice

Headwaters Foundation for Justice, the 2011 Nonprofit Mission Award winner for Responsive Philanthropy, has a mission to be a catalyst for social, racial, economic and environmental justice. While many foundations may identify with this goal, it is the manner in which Headwaters does its work that is so unique.



Headwaters is built on the idea that the community should “lead the way,” which manifests itself with 30 community members advising on the grant process. “Headwaters raises the money,” said Trista Harris, Headwaters’ executive director, “then puts it in the hands of the community to determine where it is best allocated to address community priorities.”

These priorities and funded programs may be different than those you see and hear about from other funding sources. “[We focus] on work taking place in low-income communities and communities of color,” Trista explained. “It’s amazing to think that less than one-third of philanthropic dollars are dedicated to historically marginalized communities, but it’s true.”

Along with the focus on these particular communities comes a desire to fund and support community organizing, whether that translates into civic engagement, institutional change or policy advocacy. “These strategies tend to leverage greater benefit to the community,” Trista said, “Not long ago, the National Committee for Responsive Philanthropy conducted research on the impact of advocacy, organizing and civic engagement in Minnesota and found that every \$1 invested generated \$138 in benefits to the community. That’s pretty impressive... so, I’m going to keep saying yes to public policy advocacy.”

The sort of change, for which Headwaters advocates, cannot be accomplished alone, and sustained collaboration is important to the foundation. “Striking the balance between not getting too attached to one approach or organization, and making responsible and conscientious investments is important to being a flexible and effective funder [...] The easiest way to close the relationship gap money can create is to acknowledge it—we are just the resource, you are the answer and our trust is in your wisdom,” Trista explained.

Headwaters participates in and supports programs like the African American Leadership Forum, or a program in development that would connect grassroots organizations with more established organizations along the pipeline

of social change. “We’re placing a strong emphasis on strengthening and enhancing leadership from communities of color within more established organizations, and building issue expertise and policy capacities within grassroots organizations in communities of color,” said Trista. This new program is a perfect example of the responsive and collaborative work that is so characteristic of Headwaters.

In its 28-year history, Headwaters has directed more than \$9 million in grants to Minnesota organizations serving low-income communities, communities of color, GLBTQ people, people with disabilities, immigrants and other historically excluded constituencies. Over the past year, Headwaters has reached more than 82 organizations and 497 individuals through workshops, convenings and related activities.

MCN is proud to have featured the Headwaters Foundation for Justice as last year’s Nonprofit Mission Award winner for Responsive Philanthropy.

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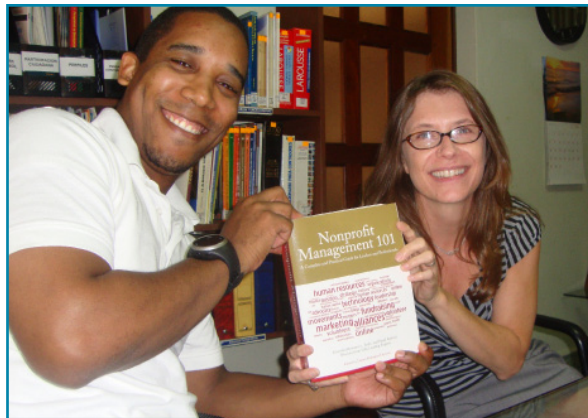
## Reporting from Dominican NGO Sector

By Jeannie Fox, Deputy Public Policy Director

I recently had the great fortune of being selected as a Legislative Fellow as part of a U.S. Department of State Professional Fellows program. This particular program is coordinated by Partners of the Americas, a nonprofit in Washington D.C., which was founded in 1964 to promote cultural exchange between the U.S. and Latin American and Caribbean countries. It was established under the U.S. Agency for International Development (USAID).

I spent three weeks with a host organization, Alianza ONG, dedicated to promoting nonprofit organizations, and their contributions and role in a civil society in the capital city of Santo Domingo in the Dominican Republic (D.R.). The fellowship centered on the importance of the components of transparency and accountability in government and in government-nonprofit partnerships.

Transparency International, a nonprofit whose vision is “a world in which government, politics, business, civil



society and the daily lives of people are free of corruption” gives the D.R. a very low rating (2.6 on a scale of 10) on their Corruption Perceptions Index.

**So what does this rating indicate for the people of the Dominican Republic and for nonprofit advocates trying to advance the public good?** First of all, it indicates a public with very little faith in the basic institutions of government: the police, the Congress and to some degree, even foreign aid and nonprofit entities. A feeling of “it’s just the way it is” leads citizens to believe there is little to be gained in collective action and working for social change. But this is the very intersection where nonprofits


have the ability to engage and inspire the public to hope for more. I witnessed organizations and individuals in the D. R. coming together in coalition to advance the volunteer sector and to promote accountability in government. The timing of this work was accentuated by the D.R. being in the midst of the transition of a presidential election.

Further, in a country like the D.R. which has a long history of oppression by dictators and foreign occupation, it is evident what that can do to the psyche of a nation. I believe it is important that, even though the U.S. State Department and USAID provide vital support to the region, we cannot bring a spirit of U.S. arrogance to the diplomatic table. As Pulitzer prize-winning Dominican author, Junot Diaz stated in his work, *The Brief Wondrous Life of Oscar Wao*, “If you didn’t grow up like I did then you don’t know, and if you don’t know it’s probably better you don’t judge.”

**What did I learn?** I came home with a renewed appreciation for the benefits of a basic infrastructure, including clean water and reliable electricity; a public that, for the most part, believes we have avenues to hold public officials accountable; and a commitment to continue to work for lower levels of corruption, poverty and crime to improve the lives of all people.

MCN plans to continue to support the work of Alianza ONG. Earlier this year, MCN hosted one of Alianza’s staff members in an exchange and a visitor from Mexico this Fall. Regardless of what country you hail from, in all parts of the world, the role of nonprofits and NGO’s in promoting and protecting democracy is ever needed. That is our history and our niche, and we must embrace it fully.


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# Upcoming Learning Events

NOVEMBER TO JANUARY 2012

Fundraising	Human Resources
<p><b>GRANTWRITING CLINIC FOR BEGINNERS</b>            November 29, 9 a.m. – noon            Minnesota Council of Nonprofits Conference Room            2314 University Ave W., Suite 20, St. Paul            Fee: \$85 for MCN members</p>	<p><b>ORGANIZATIONAL CULTURE, EMPLOYEE ENGAGEMENT AND PRODUCTIVITY</b>            November 15, 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><b>ADVANCED GRANTWRITING: TAKING YOUR GRANTSMANSHIP TO THE NEXT LEVEL</b>            December 6, 1 – 4:30 p.m.            Minnesota Council of Nonprofits Conference Room            2314 University Avenue, Suite 20, St. Paul            Fee: \$45 for MCN members / \$65 for nonmember</p>	<p><b>SUPERVISING FOR EMPLOYEE ENGAGEMENT</b>            December 11, 9 a.m. – 12:30 p.m.            Minnesota Council of Nonprofits Conference Room            2314 University Ave W., Suite 20, St. Paul            Fee: \$45 for MCN members / \$65 for nonmembers</p>
Finance	Management
<p><b>FUNDAMENTALS OF NONPROFIT FINANCE</b>            Nov 27, 8:30 a.m. - noon            Open Book, Room 203            1011 Washington Ave. South, Minneapolis            Fee: \$45 for MCN members / \$55 for nonmembers</p>	<p><b>STARTING A SUCCESSFUL NONPROFIT</b>            November 8, 9 a.m. -12:30 p.m.            Minnesota Council of Nonprofits Conference Room            2314 University Ave W., Suite 20, St. Paul            Fee: \$85 for MCN members or nonmembers</p>
<p><b>STRATEGIC FINANCIAL PLANNING</b>            December 11, 9 a.m. - noon            Open Book, Room 203            1011 Washington Ave. South, Minneapolis            Fee: \$45 for MCN members / \$55 for nonmembers</p>	<p><b>CREATING A NONPROFIT BUSINESS PLAN</b>            November 8, 1 - 4 p.m.            Minnesota Council of Nonprofits Conference Room            2314 University Ave W., Suite 20, St. Paul            Fee: \$65 for MCN members or nonmembers</p>
Featured	<p>Minnesota Foundations will be repeated in Greater Minnesota with a focus on regional Minnesota funders. Stay tuned for more information from MCN's regional coordinators.</p> <ul style="list-style-type: none"> <li>• Duluth on January 17, 2013</li> <li>• Mankato on January 24, 2013</li> <li>• Saint Cloud on January 30, 2013</li> </ul>
<p><b>THE ULTIMATE INSIDER'S LESSONS FOR WINNING FOUNDATION GRANTS</b>            December 13, 9 a.m. - noon            Continuing Education and Conference Center            1890 Buford Avenue, St. Paul            Fee: \$75 for MCN members / \$100 for nonmembers</p>	
<p><b>MINNESOTA FOUNDATIONS 2013</b>            December 13, 1 - 4:30 p.m.            Continuing Education and Conference Center            1890 Buford Avenue, St. Paul            Fee: \$100 for MCN members / \$150 for nonmembers</p>	<p>Get detailed information and register at <a href="http://www.minnesotanonprofits.org">www.minnesotanonprofits.org</a>            Click on Events &amp; Trainings.</p>

## Member Benefit Spotlight: OfficeMax



Office supplies tend to be one of the most universal product needs of our member nonprofits. As such, MCN is pleased to partner with OfficeMax, providing nonprofit members with discounts on office supplies and printing services.

OfficeMax has a wide variety of discounted products available for MCN members, including office furniture, nametags, folders, three ring binders and cleaning supplies. This discount also applies to printing services such as copying, binding, business stationary, promotional items and customized apparel. While OfficeMax already offers these products at a competitive price, MCN member organizations can save from to 30-80 percent on select items and services.

Members can take advantage of MCN's cost-saving partnership with OfficeMax in stores and online. Nonprofits can receive member discounts at an OfficeMax retail location by bringing an OfficeMax Digital Discount card, which can be downloaded and printed from the Member Resources section of the MCN website (member login is required). Present your card at the register or document services center, and your savings will appear on your receipt. To order online simply visit [www.officemaxsolutions.com](http://www.officemaxsolutions.com)

If you have questions about your discount card or setting up an account, please contact Laura Hartsell, OfficeMax business development manager, at 612-296-9887.

If you have questions about MCN's cost-saving program, please contact Lauren Van Schepen at [lvanschepen@minnesotanoprofits.org](mailto:lvanschepen@minnesotanoprofits.org) or 651-757-3088.

## Minnesota Racial Disparities are Persistent

Minnesota's economy is holding steady, but troubling racial disparities are not narrowing, according to new information from the U.S. Census Bureau.

"All is not well in the State of Minnesota," according to Minnesota Budget Project's deputy director Christina Wessel. "The benefits of our economy are not reaching all communities. Minnesota cannot look forward to a prosperous future if a significant portion of our population lacks opportunities to succeed."

The Census released two surveys in September that looked at income, poverty and health insurance coverage around the country. Minnesota's economic slide appears to have stabilized and the state has a higher median income, lower poverty rate and more people with health insurance than the national average.

The state's median income remained at just under \$57,000 and the share of Minnesotans living in poverty stayed near 12 percent.

However, communities of color have not shared in the benefits of Minnesota's traditionally above-average economic performance. They continue to have lower median incomes, higher rates of poverty and less access to health insurance than white Minnesotans.

### 2011 Minnesota Poverty: Median Income, and Uninsurance by Race and Ethnicity

	Poverty Rate	Median Income	Uninsurance Rate
<b>All Minnesotans</b>	11.9 percent	\$56,954	8.8 percent
<b>White (non-Hispanic)</b>	8.7 percent	\$59,870	6.8 percent
<b>Black/African American</b>	37.1 percent	\$29,266	15.1 percent
<b>Asian</b>	16.9 percent	\$59,697	12.2 percent
<b>American Indian</b>	40.7 percent	\$26,922	22.5 percent
<b>Hispanic/Latino</b>	24.9 percent	\$37,795	29.7 percent

The poverty rates for blacks, Asians and American Indians in Minnesota are significantly higher than the national average for these communities, and their median income is lower. The exception is health insurance coverage, where Minnesota communities of color do better than the national average for their counterparts (although their uninsurance rates are still significantly higher than for white Minnesotans).

Some encouraging news: the number of young adults with health insurance has increased, thanks in part to the Affordable Care Act provision that allows 19- to 25-year-olds to remain on their parents' health insurance.

"We can see the evidence that public policy can be effective in improving the quality of life for thousands of Minnesotans," said Christina. "The Affordable Care Act is already helping young people get affordable insurance coverage. The federal Earned Income Tax Credit has lifted millions of Americans above the poverty line. And Unemployment Insurance is a lifeline for many families trying to make ends meet following a job loss. These policies make a difference and should continue."

For more on this Census report, please visit [www.mnbudgetproject.org](http://www.mnbudgetproject.org).

## Members' Response Guides MCN Efforts: 2012 MCN Member Survey

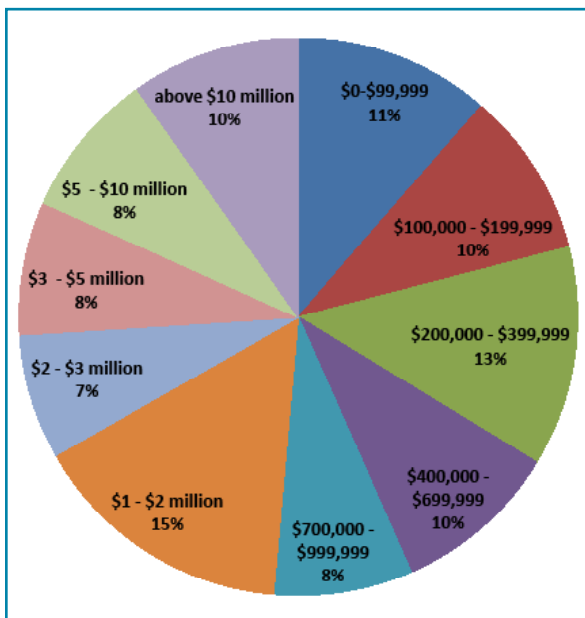
With a mission to inform, connect, promote and strengthen individual nonprofits and the nonprofit sector, the Minnesota Council of Nonprofits relies on the opinions and feedback of its member organizations to help guide its efforts in coming years.

In June 2012, MCN sent out its biennial Member Survey to all individual board members and staff of member nonprofits. With a two-week surveying period, 634 respondents answered questions ranging from satisfaction with MCN's knowledge of state-level issues to the likelihood of members using live streaming resources for events and learning opportunities.

### Demographics

Of the 634 respondents, 23 percent were located in Greater Minnesota, leaving 77 percent of respondents in the Twin Cities Metro. Of the Greater Minnesota respondents, there was an even mix of respondents from each of Minnesota's regions.

Respondents also came from nonprofits with a variety of budget sizes. The largest sample was in a budget range of \$1 - \$2 million at 15 percent.



### Results

Overall satisfaction with various aspects of MCN's nonprofit knowledge was high. When asked, "On a scale of 1-5, 1 being very unsatisfied and 5 being very satisfied, how satisfied are you with MCN's leadership on state-level issues facing nonprofits," 45 percent of respondents were satisfied and 41 percent were very satisfied.

On the same 1-5 satisfaction scale, members were asked how satisfied they were with MCN's staff responsiveness to requests and inquiries. Over 46 percent responded as very satisfied, while less than 1 percent were very unsatisfied.

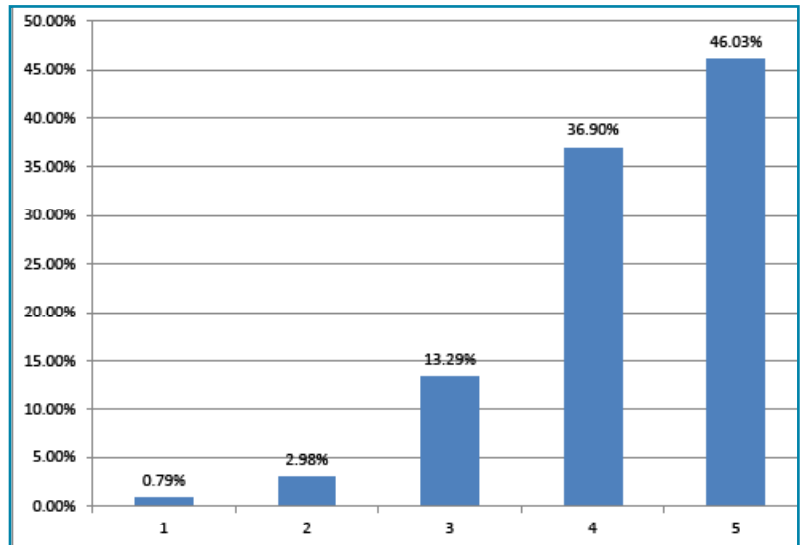
A common suggestion prior to the 2012 Member Survey, was that MCN offered more of its learning opportunities as webinars or a live stream.

When asked, if they would use live streaming and webinars if offered, less than 11 percent of respondents were not likely or not ever going to use live streaming services, and almost 50% of respondents confirmed that they were very likely to or would use live streaming resources if provided.

### Member Suggestions

In an effort to hear directly from members in their own words, MCN asked a variety of optional open-ended questions in its 2012 Mem-

ber Survey. When asked if there were subjects they would like to see covered in a future workshop or conference, 31 respondents suggested fundraising and grantwriting, and 21 respondents want more learning opportunities on human resources.



As MCN continues its work on nonprofit regulatory and tax issues, the state budget and civic engagement, it also wanted to know if there were any other public policy issues that respondents would like to see it address. While suggestions were mixed, 11 respondents want MCN to work on and cover health care reform, and another nine want MCN to continue its work on the voter ID and civic engagement.

### Conclusions

Improvements can always be made to the services and resources MCN provides to the nonprofit sector. MCN is in the process of doing a full analysis of responses and hopes to implement new resources that reflect the identified needs of its members.

For a comprehensive review of the questions and answers received in the 2012 MCN Member Survey, please visit [www.minnesotanonprofits.org/2012-member-survey](http://www.minnesotanonprofits.org/2012-member-survey).

## Honoring the Accomplishments of Minnesota's Nonprofits

The Minnesota Council of Nonprofits and MAP for Nonprofits are pleased to announce the recipients of the 2012 Nonprofit Mission and Excellence Awards.

Since 1987, the important work of Minnesota's outstanding nonprofits has been recognized annually with the Nonprofit Mission Awards. Voted on by MCN's diverse membership, the Mission Awards are presented to organizations and projects that best represent the nonprofit sector. This year's Nonprofit Mission Award winners are:

### Innovation: Avenues for Homeless Youth

Founded in 1994 as Project Foundation, Avenues for Homeless Youth was reshaped and renamed in 2004 around its core programs that help young people move from "surviving the streets to thriving young adults." In September 2011, Avenues and its collaborative partners launched the Suburban Host Home Program, a community-based program that houses and supports homeless youth ages 16 to 21 from the Hennepin County suburbs in the homes of volunteers in those suburbs.

### Advocacy: OutFront Minnesota

Originally founded in 1987, OutFront Minnesota has taken a leading role in moving the state toward full equality for lesbian, gay, bisexual and transgender people, and the elimination of homophobia. OutFront Minnesota's tireless efforts can most readily be seen in its work with Project 515, to ensure that same-sex couples and their families have equal rights and considerations under Minnesota law, as well as the organization's partnership with local leaders in the Safe Schools for All Coalition to strengthen existing bullying and harassment laws in Minnesota.

### Anti-Racism: Youth Performance Company

With a mission to fuel the creative spirit of youth by developing, empowering and advancing young artists, Youth Performance Company (YPC) provides affordable and meaningful arts experiences for families, children and teens in the Twin Cities. YPC's daring and inspiring programming—including widely acclaimed musical "MEAN"—has helped introduce audiences of every age, race and culture to messages of inclusion and anti-racism.



### Responsive Philanthropy: Women's Foundation of Minnesota

With a mission to achieve economic, political and social equality for all women and girls in Minnesota, Women's Foundation of Minnesota has invested over \$14 million in social change grantmaking to more than 1,200 nonprofits across the state over the past three decades. Most recently, the foundation's positive impact has taken shape in MN Girls Are Not For Sale, a campaign designed to bring an end to the sex trafficking of girls in Minnesota.

Beginning in 2003, the Nonprofit Excellence Awards have recognized two nonprofit organizations each year, based upon how closely they align with MCN's *Principles and Practices for Nonprofit Excellence*. One award is presented to an organization with less than \$1.5 million in annual operating expense and the

other award is presented to an organization with an annual operating expense of \$1.5 million or more. This year's Excellence Award winners are:

### Excellence: Project FINE (Small Organization)

Serving the Winona area, Project FINE's unique mission is to strengthen and enrich its community by facilitating the integration of people who are ethnically diverse. The Winona-based nonprofit has continually achieved this mission through language and acculturation services to immigrant and refugee populations. Project FINE currently serves more than 2,500 newcomers in Winona County, most of whom are Hispanic/Latino or Hmong.

### Excellence: Graywolf Press (Large Organization)

Founded in 1974, Graywolf Press publishes high-quality poetry, fiction and literary nonfiction that is not well-served by mainstream publishers and brings that work to the widest possible audience. With two Nobel Laureates, a Pulitzer Prize winner, three National Book Critics Circle Awards, and dozens of smaller awards to its credit, Graywolf is a shining example of nonprofit literary publishing in the state and the nation.

The 2012 award recipients will be honored at a lunch celebration on November 2, as a part of the 2012 MCN/MCF Joint Annual Conference. Each honoree will receive a 2-3 minute video production capturing the organization's award-winning work, a one-of-a-kind art glass award, and a small cash gift from sponsors MAP and MCN (with the exception of the award for Responsive Philanthropy).

To learn more about each of this year's award recipients, please visit [www.minnesotanonprofitawards.org](http://www.minnesotanonprofitawards.org).

### Providing a Way Forward for 60 Years

House of Charity was founded in the early 1950s to provide food and shelter to the poor in Minneapolis. Today, House of Charity continues to feed those in need, serving hot and nutritious meals to 350 men, women and children every day.

Beyond meeting basic needs, House of Charity strives to help clients reduce barriers to their long-term self-sufficiency and become engaged members of the community. They provide transitional housing to 116 adult men and women, and comprehensive services tailored to client needs, including mental health counseling, chemical dependency treatment, case management and life skills training.

House of Charity will kick off its 60th Anniversary celebration this fall with a luncheon honoring the many volunteers who help make their work possible. Because its free public meals are funded solely through donations and grants, House of Charity relies on volunteers to help prepare and serve the food and keep costs low. Every day, up to 10 volunteers from local businesses, faith communities and other organizations chop vegetables, dish up meals and provide a smile to Food Centre guests. Last year, volunteers donated 9,713 hours.

The capstone of House of Charity's housing programs is Housing First. Through collaboration with Hennepin County, the agency places clients into their own apartments in the community and continues to support them with case management. Clients experience greater housing stability and independence while continuing to work toward self-sufficiency.

Since it began participating in the Housing First program in August 2010, House of Charity has placed 111 clients in the community. Because client attrition has been low, the nonprofit was selected by the county to pilot a new Step Down component. Participating clients, who have been in the program the longest and continue to remain stable, meet less frequently with their case managers. This encourages clients to become even more independent and reduces overall program costs, since case managers can work with a larger number of clients.

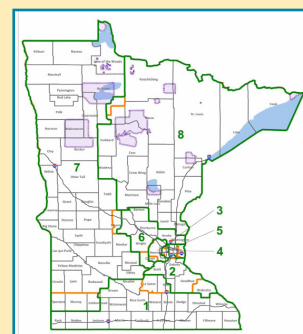
As the numbers of individuals experiencing homelessness continue to rise in Hennepin County and statewide, and the physical and psychological issues become more complex, House of Charity staff and board members envision expanding services and developing additional properties so that they can continue to carry out the agency's mission: feed those in need, house those experiencing homelessness, and empower individuals to achieve independence.

To learn more about House of Charity and help celebrate its 60 years of service, visit [www.houseofcharity.org](http://www.houseofcharity.org).



### MCN Offers GIS Legislative Mapping Services

Nonprofit member, client or donor lists would benefit from being updated to match the new legislative and



Congressional district boundaries created by the recent redistricting process. MCN can help match your lists to the new districts through our mapping service being offered to nonprofits after the 2012 fall election until December 14, 2012.

If your organization already subscribes to a legislative advocacy database tool, your provider will update your list automatically at some point in the coming months.

#### How it Works

Request an order form from Jeff Narabrook ([jnarabrook@minnesotanonprofits.org](mailto:jnarabrook@minnesotanonprofits.org)) and import data into the provided Excel template. After you submit your request, your list will be returned to you with the new district names within six weeks. Requests are due by December 14.

#### What You Will Receive

You will receive the Excel file you sent with new columns indicating which legislative or Congressional districts a given address is located within.

#### Fees:

MCN member \$49  
Nonmember \$149

For more information, visit [www.minnesotanonprofits.org/districtmapping](http://www.minnesotanonprofits.org/districtmapping), or contact Jeff Narabrook at 651-757-3062 or [jnarabrook@minnesotanonprofits.org](mailto:jnarabrook@minnesotanonprofits.org)

## Nonprofit Awards and Advancements

Mario Hernandez has been selected as the vice president of operations of The Latino Economic Development Center. Mario has been involved with the Latino community at different levels, including serving as executive director at La Escuelita and working with the Minnesota Department of Human Rights in legislative and community affairs.



**The Bush Foundation appoints Jennifer Ford Reedy as its 4th president.** Jennifer joined MN Partners in 2008 and has since

guided several innovative new ventures, including GiveMN.org, an online giving portal that has helped raise more than \$50 million for Minnesota nonprofits. She was also instrumental in the creation of the Minnesota Idea Open, which engages citizens in creating solutions to tough problems.



**President Barack Obama nominated Ragamala's artistic director, Raneen Ramaswamy, to the National Council on the Arts.**

Raneen will be an important new voice on the Council, drawing upon more than 30 years of experience as an artist of East Indian origins and working in the American contemporary dance landscape.



**Marsha Ovitz, founder and executive director of Breanna's Gift, was selected as one of the Eleven Who Care honorees for 2012.** Eleven

Who Care celebrates volunteerism in the community. Breanna's Gift is an arts program for children with cancer and other serious illnesses.



**Cathy Harris is MicroGrants' new development director.** MicroGrants is a Minneapolis-based organization that

provides \$1,000 grants to low-income individuals with potential to become self-sufficient. Cathy was formerly an Americorps VISTA at the University of Minnesota's UROC.



**Gina P. Blayney, president and CEO of Junior Achievement of the Upper Midwest, is the 2012 recipient of the Junior Achievement**

**USA® Charles R. Hook Award.** During Gina's tenure as president, JA of the Upper Midwest increased the number of students served by 11 percent and the office also had 11 percent financial growth — engaged thousands of business professionals who donated 1.16 million hours of volunteer time to inspire and teach young people to succeed.

**American Refugee Committee has been awarded the 2012 Peter F. Drucker Award for Nonprofit Innovation** in recognition for its "I AM A STAR" program, which engages the Somali community in Minnesota and around the globe to help shape ARC's humanitarian response in Somalia.



**Karen Graham joined MAP for Nonprofits as its director of technology and innovation.**

Karen brings strategic thinking and insight to her new role of empowering nonprofits to more effectively advance their missions through technology. Prior to joining MAP, Karen was director of business development at the databank.



**MAP has named Curtis Griesel as its new technology consultant.**

Curtis brings more than 20 years of experience providing technology support to his new role of helping nonprofit organizations plan for and manage their technology infrastructure.



**The Angel Foundation has named Stephanie Malone as its new development director.**

Stephanie brings more than 10 years of nonprofit development expertise to Angel Foundation, including her most recent experience as major donor officer for CaringBridge, where she established and directed the organization's major gifts and planned giving programs.

**Greater Minneapolis Council of Churches announced Noya Woodrich as president and CEO.** Noya serves as vice chairperson for the Metropolitan Urban Indian Directors and is on the executive committee for Youth Violence Prevention for Minneapolis.

**Marsha Shotley is Second Harvest Heartland's new chief philanthropy officer.** Marsha has worked with the Second Harvest since March 2012 in a consulting role and also serves on MCN's current board of directors.

**Sandy Vargas, president and CEO of the Minneapolis Foundation, was honored with the Caux Round Table's 2012 Ethical Citizenship Award.** Sandy has been recognized as a leader in expanding business development opportunities for women and people of color, building cross-sector collaborations, streamlining business processes and incorporating accountability measures, and promoting strategies to increase individual self-sufficiency and strengthen our community.

## Vote for MCN's 2013 Board of Directors

Earlier this year, the Minnesota Council of Nonprofits (MCN) announced a call for nominations for five member-representative board positions. MCN's Board Nominating Committee met in September and narrowed the pool of nominations. Eight candidates from MCN member nonprofits were selected, and five will be elected by MCN's nonprofit members to three-year terms on the 23-person MCN board beginning in January 2013.

### 2013 Candidates:

- Judge Pamela Alexander, President, Council on Crime and Justice, Minneapolis
- Jeanne Edevold Larson, Executive Director, Northern Dental Access Center, Bemidji (incumbent)
- Susan Estee, Executive Director, Second Harvest North Central Food Bank, Grand Rapids
- Angie Miller, Executive Director, Community Action Duluth, Duluth
- Ekta Prakash, Executive Director, CAPI, Minneapolis (incumbent)
- Rinal Ray, Staff Attorney, Minnesota Justice Foundation, St. Paul
- Russell Salgy, Executive Director, Valley Youth Centers of Duluth, Duluth
- Sue Speakman-Gomez, President, HousingLink, Minneapolis

For more information about the 2013 candidates, including photos and biographies, please visit [www.minnesotanonprofits.org/2013\\_board\\_elections](http://www.minnesotanonprofits.org/2013_board_elections).

At the end of September, the MCN Nominating Committee opened the election to a petitioning process. According to MCN's bylaws, any representative of a member organization may add his or her name to the slate by submitting a petition containing the signatures of representatives from five percent of MCN's 2,000 voting member organizations. The deadline to submit a petition was Friday, October 26.

MCN members will receive an email on November 1 with instructions on how to cast a ballot online and will also have the opportunity to vote in person at the 2012 MCN/MCF Joint Annual Conference on November 1-2. Voting will close on Friday, November 9. The five candidates receiving the most votes will be elected and announced to all MCN members in January 2013.

For more information about MCN's board of directors election and voting, please visit [www.minnesotanonprofits.org/2013\\_board\\_election](http://www.minnesotanonprofits.org/2013_board_election) or contact Shelly Chamberlain at [schamberlain@minnesotanonprofits.org](mailto:schamberlain@minnesotanonprofits.org) or 651-757-3068.

### Staff Announcement:



Caitlin Biegler is the Minnesota Budget Project's new policy analyst. She joined the initiative in September, after interning for several think tanks in Washington, D.C., most recently the DC Fiscal Policy Institute. Caitlin earned her master's degree in public policy from George Washington University and has a bachelor's degree in public health from Tulane University in New Orleans. Caitlin brings a strong analytic

background and knowledge of issues including poverty, income inequality, unemployment, Medicaid and health care.

## NONPROFIT NEWS

A quarterly publication of the Minnesota Council of Nonprofits, 2314 University Ave. W., Ste. 20, St. Paul, MN 55114, 651-642-1904 or 800-289-1904. Michaela Charleston, editor.

The Minnesota Council of Nonprofits (MCN) is a statewide association of 2,000 nonprofits. MCN works to inform, promote, connect and strengthen individual nonprofits and the nonprofit sector.

For information on submitting ads or articles, please contact Michaela Charleston at 651-757-3082 or [mcharleston@minnesotanonprofits.org](mailto:mcharleston@minnesotanonprofits.org).

MCN members receive a free subscription to Nonprofit News. For further information on membership benefits, please contact Lauren Van Schepen at 651-757-3088 or [lvanschepen@minnesotanonprofits.org](mailto:lvanschepen@minnesotanonprofits.org).

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Molly Greenman, *The Family Partnership*  
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**A Forward Look at Changes in Minnesota's Foundation Community**

When it comes to nonprofit fundraising in today's challenging economic environment, it can often feel like the questions far outweigh the answers. What are the latest trends in Minnesota giving? Are foundations facing the same types of budget hurdles as nonprofits? What will make our organization stand out above the rest when seeking a grant?

Join the Minnesota Council of Nonprofits on Thursday, December 13 for Minnesota Foundations 2013, an all-encompassing exploration of the trends, staffing, program shifts and financial outlooks of more than 50 of the most important Minnesota foundations. In this forward-looking workshop, you and your colleagues will learn frank, current information about significant changes taking place in Minnesota's foundation community.

A knowledgeable panel of presenters will help new and veteran fundraising staff connect to the latest trends in the sector, build a solid list of foundation prospects for the coming year and uncover the resources necessary to implement an effective fundraising plan. Participants will receive a copy of MCN's 2013 *Minnesota Grants Directory*—a helpful fundraising tool that compliments and informs the workshop.

**Minnesota Foundations 2013**

Date: December 13, 2012  
Time: 1 - 4:30 p.m.  
Location: Continuing Education and Conference Center  
1890 Buford Avenue, St. Paul  
Fee: \$100 for MCN members / \$150 for nonmembers  
To register, visit [www.minnesotanonprofits.org/2013\\_mn\\_foundations](http://www.minnesotanonprofits.org/2013_mn_foundations).

Minnesota Foundations will be repeated in Greater Minnesota with a focus on regional Minnesota funders. Stay tuned for more information from MCN's regional coordinators.

- Duluth on January 17, 2013
- Mankato on January 24, 2013
- Saint Cloud on January 30, 2013

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