



Nonprofit News

Information and connections for Minnesota's nonprofit sector.

Summer 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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Realigning Human Services: The Impact Initiative

The 2008-2010 recession, and subsequent Minnesota state budget deficits and re-trenchment cuts, have changed the landscape for health and human services in the state. While nonprofits remain an essential delivery vehicle, the underlying funding and contracting environment is undergoing major shifts. These shifts are due not only to economic factors, but also to state and national ideological disagreements about the proper role of government.

In partnership with the Charities Review Council, MAP for Nonprofits, the Public and Nonprofit Leadership Center at the Humphrey School, and the Nonprofits Assistance Fund, the Minnesota Council of Nonprofits has launched a response called the Impact Initiative.

Funding and regulation of health and human services can be uncoordinated and fragmented, forcing players to respond to changes in their authorizing environment in many areas of nonprofit activity.

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Bridge Differences for the Greater Good at the MCN/MCF Joint Annual Conference on November 1-2

Across the state and nation, 2012 has been a year of challenges and change for both nonprofits and their allies. Never before has it been so important for nonprofits to reexamine the ways in which they interact with grantmakers, the public and private sectors, and one another.

From the opening session through the final reception, the MCN/MCF 2012 Joint Annual Conference promises to inspire nonprofits and grantmakers

While some of these cross-sector connections may not have existed a decade ago, they now represent some of the most promising means to tackle our state's increasingly complex challenges, enrich our work within our respective communities and make our collective dreams for a more prosperous Minnesota a reality.



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Nonprofit Bits

Assess Your Technology Staffing & Investments with New Report

Should your nonprofit put more resources into developing a formal technology plan? Will that improve how your organization works on our mission? NTEN's annual research on nonprofit technology spending and practices sheds light on these questions and many more. Visit www.nten.org to download the full report for free.

Conversations About Constitutional Amendments Before November 6

By Jon Pratt, MCN Executive Director

Two proposed Constitutional Amendments will be on Minnesota's 2012 ballot: to prohibit same-sex marriage and to require photo ID at the polls. MCN opposes both amendments and has two roles with regard to the nonprofit sector's involvement in the constitutional amendment process:

1. Education on legal issues and administrative and reporting compliance, and
2. Training, convening and support for nonprofit involvement against both amendments.

Minnesotans United for All Families – Opposition to the Marriage Ban

In March 2006, MCN's board of directors adopted the position, "We oppose any amendment to the Minnesota Constitution that prohibits marriage, civil unions and/or legal protections for same-sex couples." The letter announcing this position to MCN members cited three reasons:

1. Placing this amendment on the ballot has serious negative consequences for the ability of nonprofits to do their work.
2. The amendment is inconsistent with the spirit of the Minnesota Constitution.
3. The tactic of amending the constitution to put the rights of a minority to a popular vote is inconsistent with the civil rights traditions of Minnesota.

MCN continues to participate in coalitions opposing the marriage ban, along with many MCN member organizations and a growing number of business and community leaders. Thousands of conversations about family relationships and this amendment are occurring across the state—the essence of civic engagement essential to an active democracy.

Our Vote, Our Future – Opposition to the Photo ID Amendment

MCN works with community organizations, civic groups and others throughout the state to encourage voting, charitable giving and volunteering to build strong communities and strengthen our democracy.

While Minnesota has the highest U.S. average voter participation rate at 69.8 percent, this still means that 1.2 million eligible Minnesotans do not vote in a typical election. It is well known that the underrepresented voters disproportionately fall into categories of the young, disabled, low-income, newly naturalized citizens, non-car owners, frequent movers and people without identification showing their current address. While there is no sign that Minnesotans have tried to vote in the wrong place, or had any intention to impersonate other voters, Minnesota's ballot will follow the lead of other states in asking voters to adopt new requirements for identification at the polls.

For this reason, MCN joined a public education campaign with longtime voting rights advocates to form Our Vote, Our Future—a group leading public opposition to the ID amendment. Advocates include the League of Women Voters, AARP, Take Action Minnesota and others. A growing number of Minnesota's leaders have announced their opposition to the amendment including Former Republican Governor Arne Carlson and Former Democratic Vice President Walter Mondale. As the November 6th election approaches, a growing number of nonprofits, foundations and community leaders (including perhaps you) will be added to this list, informed by a healthy dose of community engagement.



"While Minnesota has the highest U.S. average voter participation rate at 69.8 percent, this still means that 1.2 million eligible Minnesotans do not vote in a typical election."

Major Shifts Trigger Re-evaluation of Human Services Fields

Continued from page 1

Shifts in economic impact and service delivery are uneven across activity areas, so that supporting structures for some services may be little affected or even experience increased resources, while other fields see significant modifications, requiring structural adjustments by a broad spectrum of organizations. In this second group, serious re-evaluation of the structure, size and decision-making protocol of nonprofits will be required.

Through the Impact Initiative, these human services organizations will be able to participate in such a process and join a “coalition of the willing,” where interested leaders can explore opportunities for a realignment of their field, resulting in new ways of thinking and providing services to meet growing demands.

The fields of HIV/AIDS, disability services and child foster care demonstrated a readiness for realignment. Up to 30 representatives from each field will assemble this summer for three retreat days—two consecutive days plus one follow-up meeting one to two weeks later.

Participants will be given research that will provide data and analysis on the overall landscape and general economic and policy picture of their field and will participate in conversations facilitated by staff from the Minnesota Council of Nonprofits and the Humphrey School.

Through these intensive meetings, participants will engage in conversations about the difficult questions faced by their field and come to an understanding about the necessary actions that have to be taken in order to transform and strengthen it. After the retreats, the Impact Initiative partners will continue to follow-up with the field representatives and provide any support needed to achieve the objectives agreed upon at the retreats.

The Impact Initiative partners hope that this project can help participants accomplish several goals. For more information about the Initiative, please visit www.minnesotanonprofits.org, or contact Jeannie Fox at jfox@minnesotanonprofits.org or 651-757-3083.

Envision a More Prosperous Minnesota at Allied for Action

Continued from page 1

to build upon a collective desire for action. Taking place on November 1-2 at the Saint Paul RiverCentre, [Allied for Action: Bridging Differences for the Greater Good](#) will bring together 1,400 nonprofit and philanthropic leaders for two days of mold-breaking plenaries, over 30 interactive breakout sessions, a wide array of resources from over 70 exhibitors, peer networking and productive dialogues. Here’s just a sample of what’s in store:

Friday Plenary: What’s Preventing Nonprofits and Foundations From Coming Together?

Significant changes in the areas of economics, demographics and politics offer distinct challenges and opportunities for Minnesota’s philanthropic and nonprofit sectors. Manifestations of change include increases in cultural diversity, rural brain gain, new legislative districts, a changing economic mix and an aging population. These changes require leaders to re-think long-term strategies for creating sustainability, engaging stakeholders and serving communities. Join this lively discussion formatted as a series of TED-style talks with a panel of nonprofit and foundation leaders. Attendees will leave with a better understanding of the forces that are impacting their work and with ideas for bridging differences for the greater good.

Art of Hosting: Active Dialogue on Challenges Ahead

The Joint Annual Conference will have plenty of opportunities to listen and learn, but this is a chance to become an active part of the dialogues that matter most to the sector. On Thursday afternoon, MCF and MCN, in partnership with InCommons, will invite attendees to participate in conversations to co-create with others. Applying the philosophy and techniques behind InCommons’ Art of Hosting, we will use inquiry, circle practice and the momentum in the room to generate several simultaneous dialogues on the many challenges that nonprofits and grantmakers must face together.

Nonprofit Mission and Excellence Awards Luncheon

During Friday’s Awards Luncheon, attendees will have the opportunity to get know their colleagues and be inspired by the stories of the outstanding Minnesota nonprofit and grantmaking organizations selected as this year’s Mission and Excellence Awards recipients by MCN members and a MAP for Nonprofits’ selection panel.

MCN and MCF members have just a few weeks left to take advantage of the Early Bird member rate of \$169, a \$30 savings, by August 31. To register, please visit the conference website at www.alliedforaction.org.

Get Ready for the November 6 Election

Registering to vote is the first step toward becoming an active and engaged voter and this is a gateway to other forms of civic participation. MCN's Minnesota Participation Project is hosting two free trainings to help prepare nonprofits for this year's election.

Voter Registration 101 for Nonprofits

August 21, 1 - 2:30 p.m.
MCN's Conference Room

This training discusses how to conduct effective, nonpartisan voter registration at your nonprofit, emphasizing on-site registration strategies.

Get Out the Vote: What Works (What Doesn't) and Why

September 14, 9 - 10:30 a.m.
MCN's Conference Room

Learn more about best practices for doing non-partisan education and get-out-the-vote activities at your agency and in your community.

Please RSVP at www.minnesotanonprofits.org and navigating to View My Account > Register and Purchase > Quick RSVP for Briefings/Events.

Nonprofit Advocacy Pays Off

Store to Door's executive director Mary Jo Schifsky met with the Minnesota Congressional delegation to advance meal opportunities for seniors and persons with disabilities who wish to remain in their homes.



Federal regulations prohibit low-income seniors and people with disabilities from using their SNAP benefits (formerly known as food stamps) to pay for groceries delivered by nonprofit organizations because those organizations are not considered retail food stores.

H.R. 4333 was introduced by Rep. Erik Paulsen in the U.S. House of Representatives earlier this year. Rep. Betty McCollum was later added as a bill sponsor, and a similar measure was introduced in the U. S. Senate by Sen. Al Franken.

Paulsen's bill, Enhancing Nutrition Service to Elderly and Individuals with Disabilities Act, was introduced as an amendment to the 2012 Farm Bill, currently being debated by the Senate. It has been endorsed by the American Association of Retired Persons, National Council on Aging, Association of Minnesota Counties, and a number of other local and national organizations.

"We would not be at this point without Rep. Paulsen's support and are so grateful for his help. No matter the outcome of the legislation, the issue has been raised to a level where more policy makers are aware of it, which is helpful to those we serve today and those who will be homebound, poor and without food in the future," said Mary Jo Schifsky.

Store to Door's advocacy is a great example of how nonprofits can identify both problems and solutions in current laws. The legislative process benefits from the expertise of nonprofits who have on-the-ground experience serving communities.

Please visit MCN's website at www.minnesotanonprofits.org/mcn-at-the-capitol for further resources on nonprofit advocacy.

For information or technical assistance on planning your organization's advocacy efforts, please contact Susie Brown, at sbrown@minnesotanonprofits.org.

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Nonprofits Play Unique Roles in the Community

By Susie Brown, MCN Public Policy Director

Summer breezes, long weekends, school is out—we should be savoring every delightful moment of summer in Minnesota, not thinking about November. But this year, it is particularly critical that we think ahead and plan for the essential role of nonprofits in the upcoming election. We hope your organization will join us by working with our Minnesota Participation Project! Read on to understand why MCN views voter engagement activities as a critical component of nonprofit work in the community and gather ideas about what you could do in your organization.

Nonprofits Have Unique Roles in the Community

Nonprofits may be thought of first for services or advocacy, but are also well-known for having an important and trusted voice. People voluntarily affiliate with nonprofits of their choice and often engage with them in ways that are personal and meaningful. Because of this unique relationship (more than business, government or political parties) people trust nonprofits and listen to what nonprofits have to say, giving organizations an incredible opportunity to educate the community, influence issues and build support. This unique relationship gives nonprofits the obligation to send important messages at critical times.

How Does this Connect to Voting?

We know that Minnesota has the highest voter turnout in the nation. Yet, for many nonprofits, the people they serve may be infrequent voters or in groups that are traditionally under-represented in voting: young people who are new voters; homeless or highly mobile families; families in poverty; people from racial, ethnic or geographic communities that are traditionally disenfranchised; new citizens; and felons whose right to vote was lost and then restored.

In order to vote, many of these communities rely on information, encouraging messages and reminders from highly trusted sources. Thus, nonprofits are well positioned to be a critical part of increasing voter turnout among all populations. Of course, when doing this work, nonprofits need to do it right—encouraging the act of voting, educating about the voting process, assisting with concerns such as where to vote and what to bring—but never indicating any support for or opposition to a political candidate or party. Our nonprofit status dictates our nonpartisan nature and because of this we can be highly trusted by these audiences.

Nonprofit voter engagement takes a variety of forms in organizations large and small, urban and rural, serving diverse communities. What it would look like in your organization depends on several factors—all of which MCN can help you determine. Do you have a waiting room where you could display a poster and have voter registration cards available? Do you send a newsletter in October that could include a voting reminder? MCN's Minnesota Participation Project will help you design an approach that makes sense for your nonprofit; we will also help you understand what you can do and what you must avoid to comply with legal requirements in what has become a complex and highly divisive political environment.

The Minnesota Council of Nonprofits believes that voting is a gateway experience to a broader life of civic engagement. Nonprofits have the potential to open the door to their constituents to a long-term and significant impact in the community. We hope that you will join us! To learn more about the Minnesota Participation Project and get assistance in providing nonpartisan voter education and assistance in your community, please contact Jeff Narabrook at jnarabrook@minnesotanonprofits.org or Jeannie Fox at jfox@minnesotanonprofits.org.



"In order to vote, many of these communities rely on information, encouraging messages and reminders from highly trusted messengers. Thus, nonprofits are well positioned to be a critical part of increasing voter turnout among all populations."

What the 2012 Legislature Did and Didn't Do

This year, what policymakers did not do was as important as what they did do. The Legislature chose not to move forward any of three proposed constitutional amendments that posed the most serious threat in decades to Minnesota's ability to make common-sense budget decisions and fund services that residents value.

The budget amendments would have severely limited how the state could make budget and tax decisions, leading to a host of problems, including more government shutdowns and gridlock and more cost-shifting to local governments, creating pressure to increase property taxes. The amendments could also have impeded tax reform and threatened the state's credit rating.

The Minnesota Council of Nonprofits and the Minnesota Budget Project played a leading role in efforts to stop the amendments, working with other organizations to make sure policymakers heard how the amendments would harm the state. The Minnesota Budget Project's analysis and research uncovered the likely harmful consequences of the proposed amendments.

Community leaders throughout Minnesota urged their elected officials to oppose the amendments. Newspapers ran stories and editorials opposing the measures. The amendments did not come up for a vote in 2012, but there is always the possibility that they or similar proposals could come forward in the future.

Legislators made relatively small changes to the state budget this year. K-12 education, health and human services, and taxes were the main areas of debate.

Education: Education bills that focused primarily on policy changes were enacted after Governor Dayton vetoed a K-12 bill that included just one provision – using \$430 million of the \$658 million state budget reserve to buy back more of the school payment shift.

Health and Human Services: The final health and human services bill reversed some of the more painful cuts passed in 2011. The bill allows individuals in the Medical Assistance-Employed Persons with Disabilities program to work past the a.e of 65 and maintain more of their assets, restores some coverage under

Emergency Medical Assistance, delays the implementation of a cut in payments to people who work as personal care attendants for disabled family members, restores some funding for Family Assets for Independence in Minnesota, and delays a cut in the payment rate to continuing care providers.

Taxes: Very few tax changes made it into law this session. Governor Dayton vetoed several tax bills that would have made the state's future revenue shortfalls worse. A move to substantially cut the Renters' Credit was stopped.

The state's improving short-term financial situation was a significant reason why there were few showdowns over state funding in 2012. The February economic forecast found Minnesota had a positive balance of \$323 million for the current two-year budget cycle (FY 2012-13). State law required that these surplus dollars go to rebuild the state's reserves and start to reverse the school funding shift. That left policymakers with no surplus dollars for other needs, but also no significant short-term deficit requiring their action.

The lack of a deficit will not last long. The February forecast projected a \$1.1 billion revenue shortfall in the next budget cycle, FY 2014-15, which policymakers will need to address when they pass a new two-year budget in 2013.

The 2013 Legislative Session will provide a new opportunity for policymakers to return to the sound budgeting principles that served Minnesota well in the past and to find sustainable and fair ways to fund the state's needs.

To review the Minnesota Budget Project's full analysis of the 2012 Legislative Session, please visit www.mnbudgetproject.org.

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The Arc Minnesota: Promoting and Protecting Human Rights

The Mission Award for Advocacy is given to a nonprofit that has implemented effective and successful advocacy strategies and has had a significant impact on their constituents. The 2011 Mission Award winner for advocacy, The Arc Minnesota, has done exactly that. Dedicated to promoting and protecting the human rights of individuals with intellectual and developmental disabilities, The Arc sees advocacy as essential to furthering its mission.

Founded in 1946, The Arc movement in Minnesota was a response to unacceptably low-quality care as well as public misunderstanding and rejection of people with developmental disabilities and their families. Programs and accommodations we now see as commonplace including residential programs, day training and habilitation, family support, employment and recreation activities, and public school access are due in large part to the advocacy work of The Arc.

“Our public policy work at the State Capitol shows what we are all about,” said senior policy director, Steve Larson. “We provide opportunities for people with disabilities and their families to speak with their legislators, give them tools to be more effective advocates, and have a constant presence at legislative hearings and state agency deliberations.”

In fact, advocacy and policy work are central to the work The Arc does. Steve said, “Public policy advocacy should be a component of each nonprofit’s work. Nonprofits are often well-positioned to be effective advocates because we have direct contact and experience with those who benefit from or are harmed by state policies and services.”

By publishing legislative priorities and position papers, getting involved in ballot measures and meeting regularly with

legislators, The Arc Minnesota shows that advocacy not only can be a central part of a nonprofit’s mission, but should be.



Collaboration and coalition building are essential aspects of advocacy, and both are approaches that The Arc values highly. Groups like the Minnesota Consortium for Citizens with Disabilities (MN-CCD) allow The Arc to partner with other agencies in order to be sure that they are addressing the many policy issues that affect individuals with developmental disabilities.

Steve describes these partnerships as “crucial to policy successes. There are so many issues... [and] no one agency can cover all of them. Reaching out to other

disability organizations enables us to better address our many concerns.”

By working with MN-CCD and many of its member organizations, The Arc was able to be actively involved in reversing the 20 percent wage cut to direct care staff who care for family members with disabilities. A combination of grassroots work and a strong presence at the State Capitol helped pass a temporary reprieve from those wage cuts.

Looking to the 2013 legislative session, The Arc hopes to reform the way financial support of families and individuals with disabilities is managed. Steve said, “We want to move those supports in a direction that gives people more control over the funding they receive, so they can use it in ways that best meet their needs. [They] often use our public dollars more efficiently than our current system does.”

MCN was proud to give the 2011 Mission Award for Advocacy to The Arc Minnesota for its continued involvement in not only legislative action, but also systems change and grassroots advocacy.

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Legal Compliance: Are Your Workers Properly Classified?

By Beth Bird, CPA, Eide Bailly LLP

Several government agencies including the IRS, Minnesota Department of Revenue and the Department of Labor are dramatically increasing their scrutiny of employee and contractor classifications to ensure that workers are properly classified. Nonprofits are not exempt from this scrutiny and should consider the following steps regarding worker classification:

1. Work with your attorney or CPA to evaluate whether there are any risky worker classifications in your organization. Typical risky situations include:

- Contractors who are performing the same work as employees;
- Contractors working nearly full time;
- Contractors receiving benefits, including paid holidays or vacation; and
- Contractor relationships where either party can terminate the relationship without penalty.

2. If a nonprofit is involved in a situation like those described above,

it should consider whether to participate in the IRS's Voluntary Classification Settlement Program (VCSP). Although doing so ensures dramatically decreased payroll tax consequences and protection from IRS audits, some organizations may elect to make a "quiet change" by beginning to treat contractors as employees.

This second option carries a risk of significantly greater tax, penalties and interest on past years' earnings; however, as discussed below, this decision is not as clear-cut as it might seem.

3. Take steps to ensure that future contractor arrangements are entered into so as to withstand scrutiny.

The IRS announced an open-ended Voluntary Classification Settlement Program (VCSP) to allow qualifying employers to switch classification of a worker or a class of workers at a small fraction of the normal federal employment tax cost, with no penalties or interest, and with audit protection.

Nonprofits accepted into VCSP will pay

slightly more than one percent of the wages paid to the reclassified worker for the past year.

Nonprofits should be aware that such changes may precipitate issues with respect to retirement plans, health and other benefit plans, state income tax and unemployment tax and workers' compensation tax. Therefore, they should consider the impact on these areas before applying to the program. Additionally, it is important that nonprofits verify that they are in fact eligible for relief before releasing their application to the government.

Interested nonprofits can apply for the program by filing Form 8952, application for Voluntary Classification Settlement Program. Applications should be submitted at least 60 days prior to when the nonprofit wants to begin treating the workers as employees.

The Supreme Court has held that the classification of the worker relationship cannot be based on isolated factors or upon a single characteristic, but rather depends on the total facts and circumstances of the relationship.

Factors taken into consideration include behavioral factors, financial factors and the type of relationship between the worker and the employer. In general, the more a contractor relationship is controlled, compensated like an employee relationship and governed like an employee relationship, the more likely it is to be subject to reclassification.

Information about the Voluntary Classification Settlement Program is available at www.irs.gov or by contacting your organization's law or accounting firm.

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Upcoming Learning Events

AUGUST TO NOVEMBER 2012

Fundraising

GRANTWRITING CLINIC FOR BEGINNERS

September 27, 9 a.m. – noon
Minnesota Council of Nonprofits Conference Room
2314 University Ave W., Suite 20, St. Paul
Fee: \$85 for MCN members

ADVANCED GRANTWRITING: TAKING YOUR GRANTSMANSHIP TO THE NEXT LEVEL

October 11, 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

Finance

FINANCIAL REPORTING FOR THE BOARD WITH NONPROFITS ASSISTANCE FUND

August 21, 9 a.m. – noon
Open Book, Room 203
1011 Washington Ave. South, Minneapolis
\$45 for MCN members / \$55 for nonmembers

CALCULATING TRUE PROGRAM COSTS WITH NONPROFITS ASSISTANCE FUND

September 25, 9 a.m. – noon
Open Book, Room 203
1011 Washington Ave. South, Minneapolis
\$45 for MCN members / \$55 for nonmembers

Upcoming Conference

2012 JOINT ANNUAL CONFERENCE WITH MINNESOTA COUNCIL ON FOUNDATIONS

November 1 – 2
Saint Paul RiverCentre
175 West Kellogg Blvd, St. Paul
By Aug. 31: \$169 for members only
By Oct. 17: \$199 for members/ \$239 for nonmembers
After Oct. 17: \$239 for members/ \$299 for nonmembers

Human Resources

SUPERVISING FOR EMPLOYEE ENGAGEMENT

September 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

SALARIES AND BENEFITS

September 13, 9 a.m. – noon
Minnesota Council of Nonprofits Conference Room
2314 University Ave W., Suite 20, St. Paul
Fee: \$45 for MCN members / \$65 for nonmembers

Management

STARTING A SUCCESSFUL NONPROFIT

September 6, 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

STARTING A SUCCESSFUL NONPROFIT

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

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

Health Care Reform Moves Forward in Minnesota

Last month's U.S. Supreme Court ruling which upheld the Affordable Care Act was a critical step forward for making health insurance accessible and affordable for more Minnesotans.



MINNESOTA BUDGET PROJECT

An initiative of
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of Nonprofits

The promise of the federal health care reform law often gets lost in the heated public discussion of federal health care reform. The truth is that the law has potential benefits for all Minnesotans, but especially for people who currently don't have access to comprehensive and affordable health care coverage.

The Affordable Care Act will remove many of the barriers that keep people from getting health care coverage by:

- Improving access to health coverage by creating a health insurance exchange where individuals and small businesses can shop for private insurance;
- Making insurance more affordable by offering subsidies to lower the cost of premiums and out-of-pocket costs for many Minnesotans;
- Ensuring a basic level of coverage for everyone by creating a set of "essential benefits" that all health insurance plans in the state must cover;
- Setting up a system of navigators to help guide individuals and small businesses through the process of selecting and purchasing health insurance products that best fit their needs; and
- Reducing health disparities by improving insurance rates in communities of color through more affordable coverage and better outreach.

A recent brief by the Minnesota Budget Project, "Health Insurance Exchange Will Improve Access and Affordability for Many Minnesotans," highlights the important role of the health insurance exchange in realizing many of the promises of health care reform.

Nonprofit organizations also have an important role to play in ensuring health care reform is a success in Minnesota. The exchange will fund "navigators" to help people find their way through the new system. Navigators will explain how the process works, help people or businesses decide what's best for them, make sure participants take advantage of tax subsidies and address any grievances. Many Minnesota nonprofits would make excellent navigators. Nonprofits already assist community members with access to public services and help people navigate complicated systems. They have earned the trust of the community and understand the unique needs and challenges facing a particular population.

Nonprofits also need to take a proactive role in designing the health insurance exchange. Right now, policymakers are considering essential questions like how an exchange should be structured, how it should be funded, who should sit on the governing body and how navigators would work in the system. Nonprofits, with their on-the-ground expertise, must weigh in on these critical decisions.

For more information about the Affordable Care Act, health insurance exchanges and other issues, visit the Minnesota Budget Project website at www.mnbudgetproject.org.

Join the Fight for Our Future

The Minnesota Budget Project takes on major policy issues that affect the communities you serve.

We fight for a Minnesota that has a healthy economy, a fair tax system, safe and vibrant communities, a well-trained workforce and schools that provide top-notch educations for all.

That's why we chose "Fight for Our Future" as the Minnesota Budget Project's summer fundraising campaign theme.

The Minnesota Budget Project helps nonprofits achieve their missions by providing high-quality analysis and identifying critical opportunities to make your voices heard to influence policy debates. We help create a budget environment where nonprofits can thrive.

According to Ethan Roberts of the Jewish Community Relations Council, the Minnesota Budget Project is a "unique resource" that provides the "best analysis of what's going on" in the state. You can see what else he says in a video on the Donate page on our website at www.mnbudgetproject.org.

Please make a donation today at www.mnbudgetproject.org or mail your tax-deductible contribution to MCN at 2314 University Avenue West, Suite 20, St. Paul, MN 55114-1802.

Congratulations to the 2012 Nonprofit Leadership Award Recipients

The Minnesota Council of Nonprofits is proud to announce the 2012 Nonprofit Leadership Award recipients. Please join us in recognizing these remarkable nonprofit leaders for their tireless efforts on behalf of communities across Minnesota.

Catalytic Leader:

Nausheena Hussain, Director of Fund Development and Marketing, CAIR-MN



Nausheena Hussain is the director of fund development and marketing at CAIR-MN. She is responsible for grant writing, donor relations, operations, marketing and

building relationships with the nonprofit community. In 2004, Nausheena cofounded the Muslim Youth Leadership Award and served on its board of directors. She also volunteers for the Islamic Resource Group and serves as its volunteer marketing director. Nausheena graduated from the University of

Minnesota cum laude in 2003 with her MBA and is pursuing her M.S. in Islamic Studies at the Islamic University of Minnesota. Married with two young children, she lives in Brooklyn Park.

Visionary Leader:

Laura Zabel, Executive Director, Springboard for the Arts



Laura Zabel is executive director of Springboard for the Arts, a national leader in the field of artist service. At Springboard, Laura serves as a consultant

on topics such as strategic planning, board development, fundraising and nonprofit start-up. In addition to her work at Springboard, Laura is an actor in the Twin Cities and has worked with companies such as Theatre in the Round and the Brave New Workshop. She was the program director for the Twin Cities Unified Theatre Auditions and the development manager at COMPAS. She serves on the City of Saint Paul Cultural

Board and is on the board of the National Association of Artists Organizations. Laura received her degree in theatre at the University of Kansas.

Transformational Leader:

Steve Lepinski, Executive Director, Washburn Center for Children



Steve Lepinski is executive director of Washburn Center for Children, Minnesota's leading children's mental health center. Under Steve's 25-year leadership, Washburn has doubled

the number of children it serves annually and has become recognized as a center of excellence in children's mental health. Steve has also actively helped shape children's mental health policy in Minnesota. He co-led the development of the Children's Mental Health Partnership, a statewide effort to reform the children's mental health system, and served as the steering committee chair for its first eight years. He also served on the board of the Minnesota Association of Community Mental Health Programs and the Minnesota Mental Health Action Group (MHAG). He currently serves as a trustee for the Unemployment Services Trust. Previously, Steve was executive director of Storefront/Youth Action. He has a master's in Hospital Administration from the University of Minnesota and a B.S. in Sociology from St. John's University.

Congratulations to the 2012 Nonprofit Leadership Award recipients. For more information about the Nonprofit Leadership Award or this year's winners, visit www.minnesotanonprofits.org.

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

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re: invention  HAMLINE UNIVERSITY
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Learn to guide a nonprofit with a Master in Nonprofit Management. Visit hamline.edu/nonprofit.

Strengthen Your Financial Management Capacity

Nonprofits Assistance Fund (NAF) and the Minnesota Council of Nonprofits (MCN) have partnered to bring you the 2012 financial management workshop series—an array of in-depth trainings designed to help nonprofits strengthen their capacity to address unexpected events, finance new opportunities and realize strategic goals. Here are three learning opportunities to take advantage of in the next few months.

Financial Reporting for the Board

Tuesday, August 21, 2012

9 a.m. – noon

Open Book, Room 203

1011 Washington Ave. South, Minneapolis

This workshop will help you understand how the board uses financial information and how staff can support the board's oversight role through the format, content and presentation of financial information.

Calculating True Program Costs

Tuesday, September 25, 2012

9 a.m. – noon

Open Book, Room 203

1011 Washington Ave. South, Minneapolis

In this workshop, you will learn how to allocate expenses, build realistic program budgets and communicate what your work actually costs.

Financial Analysis and Benchmarking

Tuesday, October 23, 2012

9 a.m. – noon

Open Book, Room 203

1011 Washington Ave. South, Minneapolis

This advanced workshop will teach you to analyze and interpret your basic financial reports in context.

Please register through the Nonprofit Assistance Fund at www.nonprofitassistancefund.org.

Celebrating Minnesota's Extraordinary Nonprofits

The Minnesota Council of Nonprofits is pleased to honor its hard-working nonprofit members by celebrating MCN Member Appreciation Month this August 2012. Member Appreciation Month Includes:

Raffle Drawings

Every current member organization is automatically entered into the Daily Drawings as our way of recognizing and contributing to the outstanding work of our member organizations. Drawing winners will be announced on the right-hand side of MCN's homepage and via social media. Prizes are generously donated by MCN's associate members and include:

- A Xbox 360 with Kinect donated by Success Computer Consulting
- A pair of Twin Tickets donated by Eide Bailly LLP
- \$100 worth of printing donated by Printz.com
- A free legal review by Urban Law Group, PLLC

Social Hours and Events

On August 9 in St. Cloud, from 3 - 4 p.m., MCN will host a free Coffee Hour at Great River Regional Library in the Mississippi Room. No RSVP is necessary. Coffee and pastries will be provided, as well as a chance to win one free admission to the MCN/MCF Joint Annual Conference on November 1 - 2.

On August 16 in St. Paul, from 5:30 - 7:30 p.m., MCN will host a free Thank You Social Hour at the Summit Brewery's Ratskeller, 910 Montreal Circle in St. Paul. Complimentary appetizers and beverages will be available, as well as a chance to win one free admission to the MCN/MCF Joint Annual Conference on November 1 - 2. Please RSVP at www.minnesotanonprofits.org/member-appreciation-month, as space is limited.

On August 16 in downtown Mankato, from 5 - 7 p.m., MCN will host a free Thank You Social Hour as part of the "Alive After 5" series, which also coincides with the Third Thursday Gallery Walk, at Jackson Park, 2nd & Jackson in downtown Mankato. No RSVP necessary. Food and drink tickets will be distributed on a first-come, first-served basis. Attendees will also have a chance to win one free admission to the MCN/MCF Joint Annual Conference on November 1 - 2.

On August 28 in Duluth, from 4 - 6 p.m., MCN will host a free Thank you Social Hour at Zeitgeist Arts Café Private Dining Room, 222 East Superior Street in Duluth. No RSVP necessary. Free appetizers will be available and a drink tickets will be provided to MCN members upon arrival. Attendees will also have a chance to win one free admission to the MCN/MCF Joint Annual Conference on November 1 - 2.

Member Slideshow

During August, MCN will feature self-submitted photos from member nonprofits on MCN's website homepage. To submit a photo of your nonprofit, please send a jpeg that is at least 472x209 pixels in size and a photo caption that is 50 words or less to Michaela Charleston at mcharleston@minnesotanonprofits.org.

For more information about MCN's 2012 Member Appreciation Month, please visit www.minnesotanonprofits.org/member-appreciation-month, or contact Michaela Charleston at mcharleston@minnesotanonprofits.org or 651-757-3067.

MAP for Nonprofits Offers Leaders Circle Discount to MCN Members

As a nonprofit executive, director, or manager, do you wish you had a confidential circle of nonprofit peers with whom you could work through challenges, conflicts or new ideas?

MAP for Nonprofits' Leaders Circles® program creates that environment for you. MAP is now offering MCN members a 15 percent discount off the annual fee.* For just \$340 per year, you can discover why more than 1,400 nonprofit leaders have participated in this proven and effective way to develop leadership strengths.



Leaders Circles® groups, composed of five to seven nonprofit leaders, are confidential, supportive and focused on learning and action. A trained, experienced facilitator works with each group over the course of monthly meetings in which participants:

- Test ideas before “taking them public,”
- Identify potential solutions to challenging situations,
- Network with others who face similar issues and opportunities, and
- Learn from and get support from other leaders.

New Leaders Circles® groups are forming now! For more information or to apply using the Leaders Circles program application form, please visit www.mapfor nonprofits.org. You will be contacted for a brief phone interview which will help MAP to select your Leaders Circle® group.

*This offer cannot be combined with other discounts.

Legalities of Lobbying: Q&A from MCN's Nonprofit Legal Handbook

Q: For the purposes of lobbying, who is considered a member of the nonprofit organization?

A: According to the Internal Revenue Code, a member of a 501(c)(3) organization is anyone who contributes more than a “nominal” amount of time or money to an organization. Volunteering, paying member dues or making other financial contributions to the organization would satisfy this definition.

The *Nonprofit Legal Handbook* and its 650 question and answers can be accessed online for free by MCN members. Visit www.minnesotanonprofits.org and click on Member Resources.

**Nonprofit
Legal Handbook**

**Introduction to
Nonprofit Law**

Member Benefit Spotlight: University of St. Thomas

MCN is proud to partner with the University of St. Thomas to offer members



a 15 percent discount on all Nonprofit Executive Education and Professional Development classes. The Opus College of Business offers a number of programs for nonprofit professionals that are focused on increasing capacity and expanding peer networks. Programs included in the MCN discount are below.

Mini MBA for Nonprofits

This 14-session program is an overview of the unique management challenges nonprofits face. This program focuses and reenergizes nonprofit professionals looking to step into leadership positions in the sector.

Fundraising Certificate Series

Made up of 13 units that may be taken individually or as a series, this certificate program will also provide the 82 educational points necessary for Certified Fund Raising Executive certification.

Charter School Board Training

Selected by the Department of Education as the only program in the state certified to provide board training for charter schools, this curriculum is available on the St. Thomas campus as well as throughout the state.

Institute for Executive Director Leadership

This program brings together leaders from a number of organizations to create a cohort focused on both personal and professional growth.

For more information about any of these programs, please contact Jessica Kluntz at 651-962-4615 or jjkluntz@stthomas.edu. For more information about MCN member benefits, contact Lauren Van Schepen, nonprofit services assistant, at 651-757-3088 or lvanschepen@minnesotanonprofits.org.

Nonprofit Awards and Advancements



Greater Minneapolis Council of Churches announced **Noya Woodrich as executive director** of the Division of Indian Work. Noya

serves on a number of community committees and boards, including as vice chairperson for the Metropolitan Urban Indian Directors and on the executive committee for Youth Violence Prevention for Minneapolis.

Simpson Housing Services announced **Stephen Horsfield as executive director**. Steve began his career at United Health Group, where he managed operations and process improvement initiatives. Steve has been an integral part of the Salvation Army's Harbor Light Center where he served first as the business manager and for the last four years as the chief operating officer.

Vail Place announced **Vicky Couillard as executive director**, after she served as co-executive director for the past year. Vicky has been with Vail Place for over 23 years and brings a strong vision and commitment to strategic changes and collaborations that will keep Vail Place a growing and vibrant part of the community.



Recovery Resource Center (RRC) named **Heidi Kammer as its new director**. Heidi brings over 15 years of professional experience in nonprofits to her new position. Heidi is responsible for fundraising, program development and representing RRC in the community.

Twin Cities RISE! was named one of the "100 Best Companies to Work For" by Minnesota Business. As one of only six nonprofits on the list, Twin Cities RISE! is recognized for leadership, benefits, work environment, innovative training programs and employee happiness.



College Possible founder and CEO, **Jim McCorkell**, was selected as the sole recipient of the 2012 Harvard Kennedy School Alumni

Achievement Award for demonstrating an innovative, scalable and sustainable approach to solving a public problem. The award has been given to 19 individuals since it was launched in 1997.



Kellie Beaver and Pattie Manness of Volunteers of America-Minnesota (VOA-MN)

were honored by the Association of Residential Resources in Minnesota (ARRM) with the coveted 2012 ARRM Cares Award. Kellie was recognized for her ability to tackle uncommon challenges, lead by example, and motivate her colleagues and for her transformational impact on the residents she supports. Patti was recognized for her capacity to champion the abilities, motivations and interests of the residents she supports as well as for her perseverance and advocacy for disability rights.

Fraser was recently awarded the Outstanding Best Practice Award by Scanlon Leadership Network. Fraser received the honor for creating the Fraser Collaborative Training Library, an internal resource of information designed to capture the collective intellectual expertise of Fraser staff members.

William L. Collins Jr., executive director of the YWCA St. Paul, has received the Pan African Community Endowment (PACE) 2012 Legacy Award. The award celebrates individuals who have shown commitment to philanthropy and created positive change for communities of color in Minnesota.

Open Arms of Minnesota announced **Tim Reardon as executive director and Rebecca Tofte as its development director**.



Tim comes to Open Arms with 20 years of executive leadership experience, much of which has been in the health and human services sector.



Rebecca comes to Open Arms with ten years of leadership experience in building development programs and fostering strong donor relationships at Minnesota nonprofits.

The Catholic Community Foundation announced the promotion of **Kelly Q. Webster to vice president of development and donor engagement**. Kelly oversees development and implementation of Foundation strategies to cultivate and steward relationships with current and prospective donors and institutional partners.

CLUES announced **Ruby Azurdia-Lee as its new president**. For the last 16 years she worked for The Saint Paul Foundation and the Northwest Area Foundation in anti-racism and anti-poverty efforts.

Mario A. Hernández has been named the Latino Economic Development Center's (LEDC) new vice president and COO. Prior to his role with LEDC, Mario worked at the Minnesota Department of Human Rights in Legislative and Community Affairs.

Submit Your Announcements

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

MCN Staff Announcements



John Wurm is MCN's new marketing manager, directing the marketing of MCN's conferences and workshops and overseeing associate member recruitment, retention and services. Prior to joining MCN, John worked for 14 years in the Twin Cities book publishing industry, assuming a wide-range of marketing and publicity roles. John holds a bachelor's degree in mass communications with an emphasis in public relations from St. Cloud State University.



Christina McGee is Nonprofit Insurance Advisors' new office assistant, responsible for customer service support, administrative support, and data entry and maintenance. Prior to working at Nonprofit Insurance Advisors, Christina was involved with other local nonprofits, serving as a finance and human resources assistant for the National Youth Leadership Council and as an intern for the Minnesota Center for Book Arts. Christina is a University of Minnesota graduate and holds a B.A. in cultural studies and comparative literature.



Paul Masiarchin has been promoted to be MCN's new program director. Having joined MCN in December 2010, Paul previously served as program manager. In his new role, Paul will lead the development and implementation of MCN's educational and training programs. Previously, Paul was the director of the Minnesota Fathers & Families Network and worked on various projects at nationwide nonprofits including the National League of Cities and the National Youth Employment Coalition, both in Washington, D.C. Paul served three years as a Peace Corps volunteer and volunteer coordinator in Paraguay.



Stephanie Haddad left MCN in June 2012 after almost eight years as program director. Stephanie's creativity and organizational skills contributed to over 20 conferences and 500 learning opportunities. Stephanie was named senior assistant to the dean at the Humphrey School at the University of Minnesota. As a long-standing and vital member of the MCN team, she will be missed.



MCN is pleased to announce **Jim Filby Williams** as its new Northeast Minnesota Regional Coordinator, following the retirement of Mary Streufert. Jim comes to MCN with over 10 years of experience working in the nonprofit and philanthropic sectors. Most recently, he was the director of community philanthropy at the Duluth Superior Area Community Foundation (DSACF). Before that, Jim was the executive director of Animal Allies Humane Society in Duluth and the associate director of the International Wolf Center in Ely. In his new role, Jim will be the key contact for nonprofits throughout the Northeast region by providing support, networking opportunities, and trainings and events through MCN and with various partners.

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.

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.

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Marcia Avner

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MCN Offers GIS Mapping Services to Match Contact Lists to Redistricted Electoral Districts

Nonprofit member, client or donor lists would benefit from being updated to match the new legislative and Congressional district boundaries created by the recent re-districting process. MCN can help match your lists to the new districts through our mapping service being offered to nonprofits through the months of July and August and again after the 2012 fall election.

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

Download a request form (available at www.minnesotanonprofits.org/districtmapping) and import your 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 August 31 and will be available to 40 organizations on a first-come, first-served basis. This service will again be offered in the fall after the 2012 election is complete.

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. Because these are newly created districts, please be aware that names and contact information for elected officials will not be appended to the record, as that is yet to be determined by the result of the November 6 general election.

Fees:

MCN member \$49
Nonmember \$149

For more information, visit www.minnesotanonprofits.org/districtmapping.

