

2024 ANNUAL REPORT

ABOUT MCN

Our Mission

MCN works to inform, promote, connect, and strengthen individual nonprofits and the nonprofit sector.

Our Vision

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

WHAT WE DO

MCN is the leading source of professional development, research, advocacy, and networking for Minnesota's nonprofit sector.

As one of the largest statewide associations of nonprofits in the country, the Minnesota Council of Nonprofits (MCN) joins nonprofits across interest areas to advance important nonprofit issues.

MCN maintains regional offices to provide locally-based opportunities to build the sector's capacity and strengthen its effectiveness.

Through its regional presence in Greater Minnesota, MCN amplifies its mission by offering educational training, hosting peer-learning opportunities, and connecting nonprofits to the resources offered through MCN's statewide network.

**Strong
member
network &
benefits**

**Relevant
workshops &
conferences**

**Timely
nonprofit
data and
research**

**Impactful
state and
federal
advocacy**

DEAR FRIENDS & SUPPORTERS

2024 marked a year of strengthening the nonprofit sector while preparing us for the fights ahead. The Minnesota Council of Nonprofits (MCN) continued to build up individual nonprofits and the sector through in-depth research, educational trainings and conferences, and public policy advocacy. We hosted four in-person conferences, giving nonprofit employees the opportunity to build community and learn from each other. A highlight from the year was our Annual Conference which was co-hosted with the Minnesota Council on Foundations. If you were able to join us, you'll know that it was an inspiring event that brought different voices from the broader charitable sectors into conversation with one another. Events like these always leave us with our cups full.

2,486

Nonprofit
Members

After a fruitful 2023 Minnesota legislative session, 2024 was a year for implementing new laws, and MCN guided nonprofits as they engaged in important advocacy work. In 2024, we shared information widely on Minnesota's nonprofit sector, demonstrating the economic impact of nonprofits on the state's economy through two published research reports, public presentations, media citations, and more. MCN also conducts nonpartisan research and analysis on tax, budget, and economic issues through the Minnesota Budget Project. The Minnesota Budget Project's analysis particularly focused on policy choices and economic trends that impact low- and moderate-income Minnesotans and communities of color.

302

Associate
Members

MCN continued to grow its member base in 2024. MCN members receive discounts on publications, workshops, and conferences. Additionally, nonprofit members have the ability to post job openings on MCN's highly trafficked job board at no cost. In 2024, MCN members posted 12,141 free staff, board, volunteer, and intern openings on MCN's job board. We began offering foundation memberships in 2024, giving foundations in Minnesota the opportunity to support and connect with their nonprofit partners. We were happy to welcome the following foundations as the inaugural members: Bush Foundation, Graves Foundation, Margaret A. Cargill Philanthropies, and Minneapolis Foundation.

41

Individual
Members

Thank you to everyone who came along on this journey, whether as a member, a participant, or as someone with a heart for nonprofit work. We couldn't do it without you!

Public Policy

After an action-packed legislative year in 2023, 2024 was spent implementing the outcomes of this new legislation. MCN is proud to have supported HF 3587, which requires pay to be listed on all job applications for an organization employing 30+ employees, including nonprofits. MCN also supported work implementing Paid Family Medical Leave (PFML), which passed in 2023, ensuring that the voices of nonprofits were heard in the planning process.

According to the 2024 Minnesota Nonprofit Economy Report, nonprofit workers comprised

13.4%

of Minnesota's total workforce.

Minnesota Budget Project

For more than 25 years, the Minnesota Budget Project has identified and advanced policy solutions so that opportunity and economic security are within reach for all Minnesotans, regardless of who they are or where they live. Our analysis and advocacy focus on tax policies that boost the incomes of our state's most struggling families, and on public investments in health care and child care that strengthen our communities.

In 2024, the Minnesota Budget Project joined state policymakers and other tax advocates in reaching the thousands of Minnesota families with kids that could qualify for the state's new Child Tax Credit (CTC). In the first year of the nation-leading tax credit, more than 450,000 children benefited from the more than half a billion dollars that was sent to families across Minnesota. During the 2024 legislative session, policymakers strengthened the state Child Tax Credit by becoming the nation's first state to offer advance payments of the CTC. Advance payments will give eligible families the option to receive a portion of their tax credit on a schedule that better fits their budgets and gets money in their pockets sooner to afford food, diapers, and other basic necessities of raising thriving kids.

In 2024, the Minnesota Budget Project added more than

400

subscribers to their weekly Budget News and Tools newsletter. Subscribe for updates: mnbudgetproject.org/subscribe.



Programming

5,498 attendees learned new skills and formed new connections through MCN trainings and events in 2024. MCN partnered with the Minnesota Council on Foundations for our Annual Conference for the first time in nearly a decade and had over 1,300 attendees. We also partnered with St. Olaf College for the fourth year in a row to bring a Nonprofit 101 curriculum to their Social Impact Scholars. Other paid and free events focused on a wide range of topics including financial management, equity and justice, human resources, mental health in the workplace, board governance and relationships, accountability, community-centric fundraising, communications, leadership, and more.

Research

To provide our sector, policymakers, funders, and the general public with accurate and timely information about the key challenges facing nonprofits, MCN engaged organizations in regular evaluation. MCN published three major research reports, including the 8th edition of the *Current Conditions of the Nonprofit Sector Report*, the *2023-2024 Minnesota Nonprofit Economy Report*, and the *2024 Salary and Benefits Report*. MCN also hired our first research manager, a role dedicated to conducting nonprofit sector research and supporting the public policy department.

505

people participated
in conferences
thanks to Pay What
You Can Rates.

5,498

people attended
a MCN event.

77

workshops,
conferences,
networking & free
events were offered.



1,300 +

people attended MCN and the Minnesota Council on Foundations' joint Annual Conference.



1,372

people from 140 organizations were covered by BenefitsMN Health Plan.

12,141

postings on MCN's Job Board.

1,762

publications accessed for free by members.

BenefitsMN

BenefitsMN, sponsored by MCN, offers an Association Health Plan to MCN member nonprofits. 2024 is the fifth year of operations.

The program empowers nonprofits to be competitive employers by providing quality benefits to staff; about half of the organizations participating in BenefitsMN being new to offering medical benefits to their employees.

GrantAdvisor

An anonymous review site of grantmaking foundations, launched by MCN in partnership with CalNonprofits and GreatNonprofits, celebrated its seventh anniversary, with 3,392 reviews written about 941 U.S.-based foundations since its founding. The site provides a much-needed public space for open dialogue toward shared nonprofit and philanthropy goals.

2024 FINANCIALS

	2024	2023
Assets	\$5,636,266	\$4,698,878
Liabilities	\$1,209,802	\$617,448
Net Assets	\$4,426,464	\$4,081,430
Income		
Grants	\$1,615,279	\$1,609,502
Member Dues	\$1,199,607	\$1,140,804
Events	\$1,024,310	\$915,880
Other	\$448,406	\$377,895
Total Income	\$4,287,602	\$4,043,081
Expenses		
Program	\$2,920,981	\$2,738,691
Support	\$1,021,587	\$823,731
Total Expenses	\$3,942,568	\$3,718,392

MCN STAFF

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MCN BOARD

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Daryl Yankee, Daryl K, Yankee Consulting

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