Michigan’s nonprofit sector is positioned to bring power and resources to our communities.
DELIVERING ON OUR PROMISE

The Michigan Nonprofit Association continues to strengthen diversity, equity, and inclusion through practical programming, persistent advocacy, and future-focused leadership.

In order for the Michigan Nonprofit Association to be a strong and definitive leader for Michigan’s nonprofit sector, we must consistently deliver pragmatic solutions for helping organizations advance their goals. And we need to deliver them in a manner that reflects our objectives surrounding diversity, equity, and inclusion.

It’s not easy. Lofty goals can quickly become mired in details. That’s why we refuse to let perfect be the enemy of good. We course correct when necessary. We stay nimble. But we also make sure everything we do helps our members advance their missions and honor our core values.

Our new Talent Strategy Summits help achieve our goal of building a diverse talent pipeline. Events like these create conversations that will open up pathways for people of all different backgrounds to become leaders of tomorrow’s nonprofits.

Within the next few pages you’ll find more about these and other steps we’re taking to help Michigan nonprofits achieve big goals. We’re thankful for our partners and members who push us, inspire us, and simply walk alongside us as we work to create a better tomorrow for all.

YOU CAN COUNT ON US

Relevant learning. Real-time advocacy. Future-focused leadership. The Michigan Nonprofit Association works toward the betterment of all.

Most communities, particularly in urban and rural areas, struggle to meet their evolving needs. Governments are stretched thin. Businesses are tapped out. And it falls on the shoulders of nonprofits to fill in the gaps, providing services and support to our most vulnerable populations.

Whether it’s the poverty stricken, people of color, children, immigrants, or others striving to have their voices heard, our sector serves them all. But we’re also uniquely positioned to do more. We have the ability—and growing strength—to help lift these populations into a place of equality and inclusion.

Read on to learn more about how the Michigan Nonprofit Association (MNA) is working with members and strategic partners to meet the ever-changing needs of the sector and those we serve.

EQUITY FOR ALL: The Census 2020 Michigan Nonprofits Count Campaign mobilizes nonprofits to reach hard-to-count populations

Nonprofits across the state are coming together to achieve a fair and accurate count in the upcoming national census.

The Census 2020 Michigan Nonprofits Count Campaign is a joint effort of the Michigan Nonprofit Association, Council of Michigan Foundations, and local nonprofit organizations throughout the state. Historically, the census has missed disproportionate numbers of communities of color, immigrants, young children, and those living in poverty. This leads to inequality in political power, government funding, and private-sector investment in these communities.

“Many philanthropic strategic decisions, from what gets researched and who gets funded, depend on good census data. It’s that important,” says Joan Gustafson, external affairs officer for MNA. Funding for the campaign comes from the generous donations of more than 20 philanthropic foundations and the State of Michigan.

“Nonprofits serving hard-to-count communities are some of the few remaining trusted entities among those populations. That’s because they have well-established relationships and, literally, speak their language,” says MNA’s president and CEO, Donna Murray-Brown.
The Talent Strategy

part of the process at all. It's about lifting them up and providing equity to many of the communities they serve that don't feel like they're a voice. It's to work together to advocate for those who are disenfranchised and currently don't have a voice. It's

"We're strengthening our muscle, so to speak," says Murray-Brown. "We want nonprofits to continue to do important work," says Pinder. More than 650 nonprofit staff and board members from 24 different organizations have completed the assessment, examining their opinions and perceptions of how their organization is doing with diversity, equity, and inclusion.

Each organization receives a custom report outlining strengths, weaknesses, and a suggested action plan to continue making strides. Along with the report are tools to help them on the way: a glossary of terms, best practice recommendations, an action plan template, a sample DEI assessment statement, and a listing of additional resources to help organizations continue their journey.

We're taking this journey ourselves," says Murray-Brown. She notes MNA will be completing its own DEI Assessment in the coming fiscal year. They plan to document and share their experiences throughout the entire process—from the initial board and staff assessment data, to the resulting work plans and any pitfalls along the way.

"This type of transparency is going to be incredibly useful for us. As a leadership organization, I feel it's important for people to learn from us," says Murray-Brown. "We'll have results to report, but what may be most valuable for the nonprofit sector is for them to be able to see our journey along the way." Pinder notes that as more and more organizations access the assessment and toolkit, MNA plans to use the growing data set to develop a clearer picture of the DEI landscape and how Michigan nonprofits are dealing with these issues.

A GRAND SUCCESS: The Talent Strategy Summit creates space for knowledge sharing and paradigm shifting

Who said talking talent recruitment and retention strategies is a snooze? It was anything but at MNA's inaugural Talent Strategy Summit, which was held at the Detroit Zoo in August 2017. "We wanted to take a bite out of a big topic and put it into a three-quarter-day event that was affordable," says MNA's strategic growth officer, Bill Gesaman. More than 200 attendees heard from national and local experts on topics ranging from succession planning and professional development of the C-suite, to positioning the nonprofit sector as a desirable place to work.

Keynote speaker Vu Le drew laughs and deep discussion

Vu Le, author of Nonprofit AF and executive director of Washington-based Rainier Valley Corps, kicked off the event with a humorous and thought-provoking keynote address re-examining the philosophies and practices around talent management. He challenged attendees to see which ones are effective and which ones are irrelevant—or even counterproductive—to developing the kind of organization and sector our world needs.

"I've never been kept so entertained by a conference. I loved hearing about how other organizations are being progressive and purposeful about their recruitment and retention methods," noted one attendee in her post-summit evaluation.

Following the morning's keynote, attendees chose from a number of breakout sessions. They came together again after lunch for a popular panel discussion featuring national and local nonprofit leaders and more topic sessions.
Future summits are planned
Creating a space for professionals to start meaningful conversations with their peers is what many attendees enjoyed the most, says Gesaman. A second Talent Strategy Summit was held in September 2018 and future events are in the works. These events, along with MNA’s Job Center and Compensation and Benefit Report, are designed to help nonprofits attract, manage, and retain diverse talent, Gesaman says.

With today’s nonprofits competing not only amongst themselves but also with the for-profit sector for talent, “we can’t just rely on our missions to recruit people,” he notes.

NEVER GIVE UP: MNA advocates for nonprofit interests at the state and national levels
While some of the unintended consequences of the tax reform legislation passed in late 2017 remains to be seen, MNA is hard at work trying to alleviate the potential impact the nonprofit sector and its ability to serve the needs of local communities. “Legislators value the work we do, because our work lightens the burden of government, taxpayers, and society as a whole,” says Gustafson. “We just ask that they don’t tie our hands.”

I’ve never been kept so entertained by a conference. I loved hearing about how other organizations are being progressive and purposeful about their recruitment and retention methods.

~ 2017 Talent Strategy Summit attendee

MICHIGAN NONPROFIT ASSOCIATION
2017-2018 Fiscal Year Financials

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Dollars</th>
<th>Percentage of Total Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant Revenue</td>
<td>$2,059,293</td>
<td>48.09%</td>
</tr>
<tr>
<td>Contributions</td>
<td>$910,718</td>
<td>21.27%</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>$336,955</td>
<td>7.87%</td>
</tr>
<tr>
<td>Program Fees and Sponsorship</td>
<td>$567,333</td>
<td>13.25%</td>
</tr>
<tr>
<td>Sublease Revenue</td>
<td>$323,110</td>
<td>7.54%</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$10,084</td>
<td>0.24%</td>
</tr>
<tr>
<td>Miscellaneous Income</td>
<td>$74,968</td>
<td>1.75%</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$4,282,461</strong></td>
<td></td>
</tr>
</tbody>
</table>

Program Services

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Dollars</th>
<th>Percentage of Total Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational Services</td>
<td>$1,459,148</td>
<td>38.81%</td>
</tr>
<tr>
<td>Public Policy</td>
<td>$146,812</td>
<td>3.90%</td>
</tr>
<tr>
<td>Nonprofit Outreach</td>
<td>$675,356</td>
<td>17.96%</td>
</tr>
<tr>
<td>Public Grants</td>
<td>$827,775</td>
<td>22.02%</td>
</tr>
<tr>
<td>Volunteerism</td>
<td>$345,884</td>
<td>9.20%</td>
</tr>
<tr>
<td><strong>Subtotal: Program Services</strong></td>
<td><strong>$3,454,975</strong></td>
<td><strong>91.89%</strong></td>
</tr>
<tr>
<td>Administration</td>
<td>$288,467</td>
<td>7.67%</td>
</tr>
<tr>
<td><strong>Fundraising</strong></td>
<td><strong>$16,501</strong></td>
<td>0.44%</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$3,759,943</strong></td>
<td></td>
</tr>
</tbody>
</table>
Take advantage of all that technology can do for your nonprofit with MNA’s Tech Support and Consulting Services.

Reinforce Your IT Department
- Unlimited helpdesk support
- Security monitoring and patching for employee devices
- Proactive computer and server maintenance and monitoring
- Technical assessment and strategic planning

Get the Service and Support You Need
- Cloud implementation
- Technical assessments
- Network analysis and troubleshooting
- PC repair, tune-up, and virus removal
- Customized staff training
- Microsoft Office 365 and Google Apps implementation

Contact us today to arrange your free consultation.
Call 833-866-2832 | Email adam@mnaonline.org | Visit www.mnaonline.org

SAY GOODBYE TO YOUR TECHNOLOGY TROUBLES…
... and Hello to the Tech Experts Who Specialize in Nonprofit Solutions.

Leave Your IT to Us!