



the
BALANCING ACT
2015 annual

A QUESTION OF BALANCE

Trend watchers point to the “slowness” movement as one to watch in 2015. In our always-on culture, more and more people are saying that they feel overwhelmed by the pace of life: too much to do, too much information, too many responsibilities, and, above all, not enough time. These feelings have sparked a movement to slow down the pace of life.

Carl Honoré, in *In Praise of Slowness*, stresses the point that slowness doesn't mean doing everything as slowly as possible, but rather doing things as well as possible. Slowness encapsulates such virtues as quality, durability, mindfulness, and sustainability. In fact, what we may be seeking is a better balance between getting things done at a relentless pace and ensuring quality by slowing down.

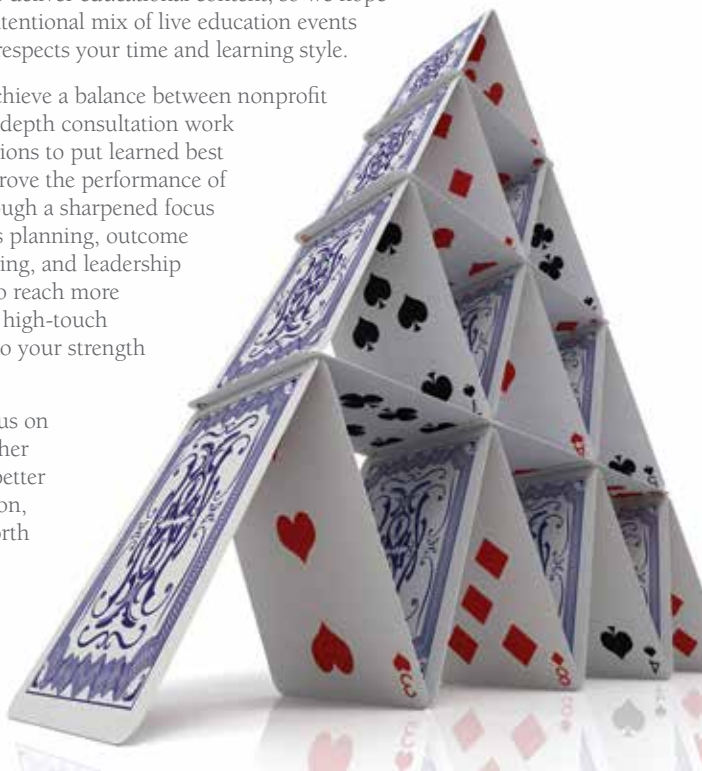
At The Nonprofit Partnership, we are seeing more of our nonprofit members achieve a greater sense of balance in key nonprofit performance areas that we track:

- » Organizations are balancing their books: 17 percent more member organizations turned a profit in 2013 than in the previous year.
- » Visuals and text are in better balance on nonprofit websites. The growth in quality of photos and video on our members' websites boosted the quality of almost half of the websites we examined in our annual review.

But it is also clear that we are seeking more ways to balance our time. Attendance at our education events was down sharply last year as leaders reported unprecedented pressure on their time. In response, The Nonprofit Partnership is putting more balance into the ways we deliver educational content, so we hope you appreciate a more intentional mix of live education events and online content that respects your time and learning style.

We also are striving to achieve a balance between nonprofit education events and in-depth consultation work that challenges organizations to put learned best practices to work to improve the performance of their organizations. Through a sharpened focus on strategic and business planning, outcome measurement and reporting, and leadership development, we hope to reach more members with in-depth, high-touch services that contribute to your strength and resiliency.

Through it all, if this focus on balance also builds a higher quality of service and a better quality of life in our region, the focus will be well worth the effort.



PROGRAMMING AT THE NONPROFIT PARTNERSHIP

EDUCATION AND TRAINING

A cornerstone of The Nonprofit Partnership's annual offerings to members, our menu of free education and training sessions is being delivered in an increasing variety of formats by experts in



management, governance, fundraising, and marketing. Morning workshops on high-interest, in-demand topics still lead the way, but they are complemented by choice webinars, select online content, and original best-practice guides — all top-notch content delivered in a variety of formats to suit today's busy schedules and varied learning styles.

Each fall, The Nonprofit Partnership presents its Northwest Pennsylvania Nonprofit Day conference — a full day of learning and networking that is attended by more than 400 nonprofit leaders from throughout the region. Plenary sessions featuring national nonprofit figures, three rounds of engaging workshops, a vendor fair, and networking opportunities throughout the day have traditionally made this a highlight of the year for member organizations.

LEADERSHIP DEVELOPMENT

To foster the development of strong nonprofit leaders, The Nonprofit Partnership has developed a new leadership skills series that we will co-facilitate with a university partner, offering a collaborative, collegial environment in which to build key skills needed to lead change within an organization or the wider community: setting direction, creating alignment, and motivating and inspiring action.

GET CONNECTED VOLUNTEER CENTER

Get Connected Erie is Erie County's online volunteer center — a web portal that serves as a place where organizational skill needs can be met with the skills, time, and passion of our region's many volunteers. Launched in 2011 through a partnership with United Way of Erie County, this online volunteer center is managed by The Nonprofit Partnership and serves as a resource for boosting volunteerism throughout the county.



The Get Connected website resources are amplified by volunteer recruitment campaigns that we conduct throughout the year to generate more support of all types from all types of people who can help our members achieve their missions. Technical assistance for member nonprofits in adopting best practices in volunteer recruitment, management, and retention is another resource to help Erie County maximize the potential of volunteerism that exists in our region.

ORGANIZATIONAL STRATEGY

A critical element in finding ways to stay relevant and vital, The Nonprofit Partnership offers a variety of resources that clarify, refocus, and sharpen organizational strategies. Free consultation that comes with organizational membership is used by many members to conduct board retreats, strategic planning sessions, or business plan tune-ups that help organizations align mission with money.

Many nonprofit organizations today are facing the need to continually sharpen their strategies to deliver or to market high-quality services in a challenging environment and to sustain a robust revenue base to support operations. Others face challenges with continuity of leadership given retirements and turnover at both the staff and governance level. The Nonprofit Partnership offers a capacity-building grants program to help members work with a consultant of their choice to address these issues, while other members receive the expertise they seek from The Nonprofit Partnership staff.

COMMUNICATIONS AND MARKETING SUPPORT

When marketing efforts are fragmented and inconsistent among different communication channels, the Communications Makeover package of services helps to unify the brand and message, and provide the nonprofit with a cohesive strategy that includes both online and offline marketing vehicles. Over the years, members have used the Makeover package to re-examine their organizational brand, develop a compelling message strategy, and enhance or launch new websites that accurately portray the services and identity of the organization.

Support is also offered for additional tools that help members with their identity and marketing work. Video story campaigns can be the centerpiece of a development strategy and can add a tool that channels emotion to power fund development or the recruitment of volunteers. An organization can also add to its appeal through upgrading its signage and the way in which its entryway and reception areas model the organization's brand and tell its story. Matching support for these marketing tools is available on an ongoing basis from The Nonprofit Partnership.

OTHER ACTIVITIES OF THE NONPROFIT PARTNERSHIP

- » Offers training for board service for diverse leaders from Erie's neighborhoods through Project Blueprint.
- » Hosts the Erie-based support and training activities for the Lake Effect Leaders, the northwest Pennsylvania VISTA program.
- » Serves as staff to the Erie Community Fund Drives Committee, offering technical assistance in the design of capital campaigns.





AT THE NONPROFIT PARTNERSHIP, OUR WORK IS GUIDED BY THESE VALUES:

1. Personal contact matters. Face-to-face work and in-person education sessions are at the heart of building strong relationships that help strengthen organizations.
2. A polished web presence is important. An organization's virtual or online presence and character is as important today as its physical presence and character.
3. Leaders see the big picture, speak persuasively, and build movements. Effective leadership encompasses the capacity to articulate the cause, to network effectively, and to sustain the vision and future focus needed to navigate in an increasingly complex environment.
4. Solutions often come from within. Talents lie in unexpected places that we help organizations to discover and nurture.
5. Other communities model the way. We value networking to gain from the wisdom and experience in other communities facing similar challenges.
6. Nonprofits are servant leaders. We affirm a local voice for nonprofits who collectively are an underrecognized yet vital and growing force in our society and economy.
7. Everyone deserves a seat at the table. An inclusive orientation that gives access to all appropriate voices and perspectives is critical to effective decision making.
8. Openness with information and process builds trust. We affirm the value of accountability and transparency to all stakeholders, and endeavor to model the integrity and clarity that earns and renews trust.
9. Waste not. We stand for responsible stewardship of all human, natural, and financial resources, honoring the commitment of all staff and volunteers with the most engaging and rewarding work possible, and supporting those efforts with the judicious use of natural and financial resources.
10. Fair and rewarding pay, benefits, and professional development are keys to quality. We honor the value of nonprofit work by standing behind compensation and benefits that sustain staff members and their families, and promote growth and advancement through ongoing learning and guidance.

NPP MEMBER AGENCIES (AS OF DECEMBER 31, 2014)

4 Nine Place Thrift Store
The Achievement Center
Albion Area Fair
Albion Area Public Library
All Aboard Erie
All About Character, Inc.
Alzheimer's Association
American Heart Association
Americans for the Competitive
Enterprise System
ANNA Shelter
Arc of Erie County
Asbury Woods Partnership
Autism Society of Northwestern Pennsylvania
The Bair Foundation
Bankable Consulting LLC
Barber National Institute
Bayfront East Side Task Force
Bayfront Maritime Center
Bayfront NATO / Martin Luther King Center
Because You Care, Inc.
Bethany Outreach Center
Bethesda Foundation for Children
Better Housing of Erie
Bhutanese Community Association of Erie
Billy Graham Evangelistic Association
Bike Erie
Bikers Against Child Abuse
Blended Spirits Ranch
Blessed Sacrament
Box of Light
Boy Scouts of America, French Creek Council
Boys and Girls Club of Erie
Brevillier Village
Bridge Builders Community Foundations
Camp Judson
Camp Notre Dame
Cathedral of St. Paul
Catholic Charities Counseling and
Adoption Services
The Catholic Foundation
Center for Family Services
Centre Care
CHAMPS/Gears After School Programs —
Erie School District
Chautauqua Lake Rowing Association
Chautauqua Striders
Chautauqua Watershed Conservancy
Children's Advocacy Center
Church of the Cross Presbyterian
Collegiate Academy Crew
Common Ground Youth Center
Community Access Television
Community Capital Development Corporation
Community Connections of Findley Lake
Community Country Day School
Community Health Net
Community Nursing Services of North East
Community of Caring
Community Outreach Group
Community Resources for Independence, Inc.
Community Shelter Services
Compass Reading Center
Cornerstone Liberty Community Church
Corry Area Free Clinic
Corry Higher Education Council
Corry Industrial Benefit Association
Covenant Preschool
Crawford Central Community Foundation
Crawford Health Improvement Coalition
Crawford Heritage Community Foundation
Crime Victim Center
Cystic Fibrosis Association of Erie County
Dafmark Dance Theatre
Decision Associates
Down Syndrome Group of Erie County
Downtown North East
Dramashop
Early Connections, Inc.
Edinboro Art and Music Festival
Edinboro University Foundation
Edinboro University of PA
eMarketing Learning Center
EmergencyCare
Emma's Footprints
Environment Erie
Erie 9-11 Memorial
Erie Animal Network
Erie Area Council of Governments
Erie Area Rabbit Society and Rescue
Erie Art Museum
Erie Arts and Culture
Erie Cemetery Association
Erie City Mission
Erie Community Foundation
Erie County Bar Foundation
Erie County Diabetes Association
Erie County Gaming Revenue Authority

CONTINUED...APP MEMBER AGENCIES

Erie County Historical Society
Erie Dance Conservatory
Erie DAWN
Erie Day School
Erie Downtown Partnership
Erie Homes for Children and Adults
Erie Independence House
Erie Junior Philharmonic
Erie Lady Lions Girls Hockey Association
Erie Opera Theatre
Erie Philharmonic
Erie Philharmonic Chorus
Erie Playhouse
Erie Redevelopment Authority
Erie Regional Chamber and
Growth Partnership

Erie Regional Library Foundation
Erie SCORE Chapter 193
Erie Silent Club
Erie Sports History Museum
Erie Times-News Newspaper in Education
Erie United Methodist Alliance
Erie Yacht Club Foundation
Erie Yesterday
Erie Zoological Society
exPERIENCE Children's Museum
Fairview School Foundation
Family Services of NW PA
Film Society of Northwestern Pennsylvania
Findley Lake Nature Center
Flagship Niagara League
Forgiven Ministries
Fort LeBoeuf Historical Society
Fort LeBoeuf School District Foundation
Foundation for Free Enterprise Education
Foundation for Sustainable Forests
French Creek Animal Rescue
French Creek Valley Conservancy
Friends of the Erie County Library
Friends of the Tom Ridge
Environmental Center
Gannon University
Gaudenzia Erie
GECAC
Girard School District Foundation
Girl Scouts Western Pennsylvania
Goodell Gardens and Homestead
Goodwill Industries Serving
Northwest Pennsylvania
Grady's Decision
Greater Erie Alliance for Equality
Habitat for Humanity
Hamot Health Foundation
HANDS
Harborcreek Youth Services
Headwaters Park
Hermitage House
Holy Family School
Hooked on Books for Kids
House of Mercy
Humane Society of Northwest Pennsylvania
HVA Senior Living Alliance
Inspiration Time / WCTL-FM
Inter-Church Ministries of Erie County
Iroquois School Foundation



CONTINUED... **APP MEMBER AGENCIES**

Jamestown Audubon Center & Sanctuary
Jefferson Educational Society
Jewish Community Council of Erie
John F. Kennedy Center
Junior Achievement of Western PA
Junior League of Erie
Juvenile Diabetes Research Foundation
KaleidAScope
Kiwanis Club of Erie Foundation
Lake Effect Leaders — NW PA
AmeriCorps* VISTA
Lake Erie Arboretum at Frontier
Lake Erie Ballet
Lake Erie College of Osteopathic Medicine
Lake Erie Fanfare
Lake Shore Railway Historical Society
Lakeshore Community Services
LArche Erie
Lifeworks Erie / Erie Center on
Health and Aging
Linked by Pink
Living In Fulfilled Excellence
Love Inc. of West Erie County
Luther Memorial Church
Make-A-Wish Foundation
Maria House Project
McCord Memorial Library
Mental Health Association of
Northwest Pennsylvania
Mercy Center for Women
Mercy Center of the Arts
Mercy Hilltop Center
Mercyhurst Civic Institute
Mercyhurst University
Metro Erie Meals on Wheels
MHEDS
Mikki Bort Martial Arts Foundation
of Erie County
Millcreek Schools Foundation
Millcreek Youth Athletic Association
Mission Empower
Montessori in the Woods
Mothers Against Teen Violence
Multicultural Community Resource Center
Mystic Mountain Training Center
NAMI of Erie County
National Multiple Sclerosis Society,
Western PA Chapter
Neighborhood Art House
Neighborhood Resource Organization

New Blossoms New Life Foundation
North East Arts Council
North East Community Foundation
North East in Bloom
Northstar Equine Foundation
Northwest Pennsylvania Area Health
Education Center
Northwest Pennsylvania Artists Association
Northwest Pennsylvania K-9 Search
and Rescue
Northwestern Community Educational
Foundation
Northwestern Pennsylvania Light Foundation
Northwestern Pennsylvania Project Linus
Northwestern Pennsylvania Railroad and
Tooling Heritage Center
Nurturing Hearts
Odessa's Place
Opportunities Unlimited of Erie
Orphan Angels Cat Sanctuary and
Adoption Center
Osher Lifelong Learning Institute at Penn State
Our Lady of Mount Carmel Parish
Our Lady of Peace Church
Our Lady of the Lake Parish
Our Lady's Christian School
Parkinson Partners of
Northwestern Pennsylvania
Partnership for Erie's Public Schools
Penn AEYC
Penn State Cooperative Extension
Pennsylvania Chapter of Children's
Advocacy Centers
Pennsylvania State Snowmobile Association
Pennsylvania State University,
The Behrend College
Umbrella for:
Center for Financial and Consumer
Outreach
Math Options
Partnership Erie
Pennsylvania Sea Grant
Susan Hirt Hagen CORE
Young Peoples Chorus of Erie
Performing Artists Collective Alliance
Perry Square Alliance
Perseus House
Pleasant Ridge Manor Friends Forever
Presbyterian Homes
Preservation Erie
Presque Isle Audubon Society

CONTINUED... **APP MEMBER AGENCIES**

Presque Isle Partnership
Purple Martin Conservation Association
Reading NOW Foundation
The Reason for Our Hope Foundation
Regional Science Consortium at Presque Isle
Royal Family Kids of Erie
Safe Journey
SafeNet
Saint George Catholic School
Saint George Church
Saint James School
Saint Jude the Apostle Church
Saint Luke School
Saint Martin Center
Saint Mary's Home of Erie
Saint Patrick Foundation
Saint Patrick Haven
Saint Peter Cathedral
Saint Peter Cathedral School
Saint Stephen's Episcopal Church
Saint Vincent Health Foundation
Sarah A. Reed Retirement Center
Sarah Reed Children's Center
Second Harvest Food Bank
Shriners Hospitals for Children — Erie
Sight Center of Northwest PA
Sisters of Mercy
Sisters of St. Joseph
Sisters of St. Joseph Neighborhood Network
SNOOPS Neighborhood Watch
Springhill Senior Living
St. Paul's Neighborhood Free Clinic
Stairways Behavioral Health
StARTup Incubator
StringsforaCURE Foundation
Student Parenting Program —
Erie School District
Sunshine Group of Erie
Tamarack Wildlife Rehabilitation and
Education Center
Technology Council of Northwest
Pennsylvania
The Regional Cancer Center Foundation
The Salvation Army
The Upper Room of Erie
The Women's Roundtable
Therapeutic Riding Equestrian Center
Therapy Dogs United
Trinity Square Foundation
Union City Community Foundation

Union City Community House Association
Union City Family Support Center
Union City Historical Society
Union City Little League
Union City Public Library
Union City Senior Center Co-op
Union City Volunteer Fire Department
Unitarian Universalist Congregation of Erie
United Service Corps
United Way of Erie County
United Way of the Titusville Region
United Way of Western Crawford County
Umbrella for:
All About Character
ARC of Crawford County
Boy Scouts of America, French
Creek Council
CASA of Crawford County
Center for Family Services
CHAPS
Child to Family Connections
Coalition on Housing Needs
Community Health Services, Inc.
Crawford County READ Program
Family Services of NW PA
Girl Scouts Western Pennsylvania
Hospice of Crawford County
House of Hope
Keystone Blind Association
Meadville Area Free Clinic
Meadville Family YMCA
The Salvation Army
Women's Services
Urban Erie Community Development
Corporation
Venango Area Chamber of Commerce
Visit Erie
Visiting Nurse Association
Voices for Independence
Wattsburg Area School District Foundation
Wellfit, Incorporated
Wider Opportunities for Greater Olean
Winds of Change, Inc.
WLD Ranch
Woman's Club of Erie
Women's Care Center of Erie County
Women's Services, Inc.
WQLN
YMCA of Greater Erie
Young Artists Debut Orchestra
Young Erie Professionals
Youth Leadership Institute of Erie

JOIN THE NONPROFIT PARTNERSHIP



Join The Nonprofit Partnership and enable your staff and board members to participate in programs and services throughout the year. Your membership not only demonstrates a commitment to the Partnership's capacity-building efforts, but also allows you to join a network of peers dedicated to enhancing the power of the local nonprofit community. Membership in The Nonprofit Partnership helps

to financially support the programs and services offered throughout the year and entitles each member organization to:

- » Attend all monthly workshop education and training events free of charge.
- » Attend the Nonprofit Day conference at the member discount rate.
- » Up to five hours of technical assistance from staff for strategy, marketing, and board development.
- » Access to pro bono legal and accounting assistance by application.
- » Eligibility for grants and awards for capacity building, marketing, video stories, signage, governance, and annual reports.

MEMBERSHIP DUES LEVELS FOR 2015 ARE BASED ON ANNUAL BUDGET SIZE:

Less than \$250,000	\$150
\$250,000 – \$1,000,000	\$350
Over \$1,000,000	\$675



THE NONPROFIT PARTNERSHIP FINANCIALS FOR 2014

REVENUE

The Erie Community Foundation	\$ 225,031
Corporate, Individuals, and Events	25,386
Membership Dues	86,774
Project Grants and Earned Income	56,826
Contributed Services	13,500
TOTAL	\$ 407,517

EXPENSES

Grants to Member Organizations	\$ 77,276
Personnel	194,772
Contract Services	52,939
Facilities and Equipment	7,291
Operations	25,634
Travel and Meetings	39,667
Contributed Services	13,500
Other Expenses	8,319
TOTAL	\$ 419,398
Surplus/(Deficit)	\$ (11,881)

DASHBOARD – 2014 BY THE NUMBERS

46

Nonprofit Partnership
Education Events

130

Number of organizations
seeking volunteers with
profiles on Get Connected

1,493

Nonprofit leaders attending
NPP education events during
the year

62

Percentage of members whose
financial condition improved
in the past year

79

Member organizations
receiving capacity-building
grants and consultation

333

Member organizations as
of December 31, 2014

BOARD OF DIRECTORS

Karina Vernaza, President
Vickie Lampe, Vice President
Jim Steber, Treasurer
Tom Tupitza, Secretary

Michael Batchelor
Diane Edwards
George Espy
Julie Kresge
Jamie Martin-Stewart
Char Mashyna
Tom Pysz
Nicole Reitzell
Joel Tuzynski
Maryann Yochim
Eileen Zinchiak

STAFF

Robert Wooler, Director
Melissa Fenn, Get Connected
Volunteer Coordinator
Amy Eisenberg,
Administrative Assistant

OUR MISSION

To enhance the management and governance of regional nonprofit organizations through capacity-building programs and services.

The 
Nonprofit Partnership

8425 PEACH ST. | ERIE, PA 16509
WWW.THENONPROFITPARTNERSHIP.ORG