

Celebrating

RESILIENCE

2016 annual



The 
Nonprofit Partnership



NONPROFITS BEND IN THE STORM...

Go ahead world ... dish it out. We nonprofits take it in stride — then prepare for more.

What would you say is the most distinctive defining characteristic of a nonprofit organization? Well, we at The Nonprofit Partnership would say — especially in light of the pain inflicted by the Pennsylvania budget impasse — resilience — the ability to withstand shifts in fortunes and challenges and find ways to persist in the fulfillment of their missions. While this is notable today in the way nonprofits locally and statewide have pulled together, conserved resources, leveraged credit and goodwill, and persevered in pursuit of mission during the state budget crisis, it is more generally seen in our collective response to the risks in our world that present threats to our nonprofit character. Consider:

- » Nonprofit organizations are now finding ways to survive and thrive in a market-driven economy where, according to the National Center for Charitable Statistics, over 70 percent of our revenue comes as a result of consumer choice, through fees, ticket prices, tuition, or government benefits that come to us as a consequence of those choices.
- » Nonprofit leaders must be masters in more arenas than ever: their own specific service disciplines, an expanding array of customer interests and needs, changing public policy, and new evolutions in management and technology.
- » To the extent that financial pressures cause us to branch out and pursue new avenues, we are at risk of mission creep and the potential of neglecting core advocacy roles.
- » The need for advanced technology, professional marketing, strong nonprofit and business partnerships, sophisticated fundraising, and mastering complex government systems is driving smaller agencies to the outer fringes of our nonprofit economy, putting their survival at risk
- » As a society, we still love to view the nonprofit world as a quaint collection of selfless volunteers existing largely on charitable donations. We are, in reality, so much more.

And as a result, the nonprofit economy has grown much faster than the national economy over the last 20 years. Where does this remarkable resilience — this capacity to adapt — come from? Diane Coutu's *Harvard Business Review* essay, "How Resilience Works," advances the idea that it springs largely from the innate characteristics of leaders — and we agree. These characteristics — a staunch acceptance of reality, a values-driven belief in mission, and an uncanny ability to improvise — are the keys. It is these keys that The Nonprofit Partnership is driven to help our nonprofit leaders cultivate and strengthen so that our local nonprofit community will continue to adapt and thrive in the years to come.

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, afternoon, and evening 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 over 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.



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 that 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. Each year, *Get Connected* celebrates volunteerism by partnering with the Junior League of Erie in the RAVE Awards, honoring our region's most dedicated volunteers.



ORGANIZATIONAL STRATEGY AND OUTCOMES MEASUREMENT

To help our nonprofit members 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.

To help members with the critical task of measuring outcomes and reporting on community impact, The Nonprofit Partnership also works with leaders to craft unique logic models and assessment strategies that tell the story of the difference your organization is making in the community it serves.

Extended, ongoing consultation with organizational leaders is available on a fee-for-service basis.



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.





MEMBERSHIP DUES LEVELS FOR 2016 ARE BASED ON ANNUAL BUDGET SIZE:

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

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.



DASHBOARD — 2015 BY THE NUMBERS

50

Nonprofit Partnership
Education Events in 2015

1,965

Inquiries about volunteer
opportunities through
Get Connected

1,491

Nonprofit leaders attending
NPP education events during
the year

65

Percentage of NPP members
whose financial condition
improved in the past year

73

Member organizations receiving
capacity-building grants and
consultation

373

NPP member organizations
in 2015

THE NONPROFIT PARTNERSHIP FINANCIALS FOR 2015

REVENUE

The Erie Community Foundation	\$ 175,629
Corporate, Individuals, and Events	18,386
Membership Dues	94,061
Project Grants and Earned Income	65,218
Contributed Services	10,550
TOTAL	\$ 363,844

EXPENSES

Grants to Member Organizations	\$ 26,162
Personnel	144,812
Contract Services	93,451
Facilities and Equipment	6,922
Operations	17,399
Travel and Meetings	43,370
Contributed Services	10,550
Other Expenses	5,162
TOTAL	\$ 347,828
Surplus/(Deficit)	\$ 16,016





NPP MEMBER AGENCIES AS OF DECEMBER 31, 2015

Academy Neighborhood Association
The Achievement Center
AJO Forever Foundation
Albion Area Fair
Albion Area Public Library
All Aboard Erie
All About Character, Inc.
All God's Children Ministries
Alzheimer's 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 Christian Services
Bethany Outreach Center
Bethesda Foundation for Children
Better Housing of Erie
Bhakta School of Transformation
Bhutanese Community Association of Erie
Big Maple Farms Natural Therapies
Bike Erie
Blended Spirits Ranch
Blessed Sacrament
Boots On Ground
Boro Women's Services
Bosnian Islamic Community of Erie
Box of Light
Boy Scouts of America, French Creek Council
Boys & Girls Club of Erie
Brevillier Village
Butterflies for Kids — I Am a Planet Kid
Camp Judson
Camp Notre Dame
Cathedral of St. Paul
Catholic Charities Counseling and Adoption Services
Center for Family Services
CHAMPS/Gears After School Programs — Erie School District
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 Blood Bank of Northwest Pennsylvania and Western New York
Community Capital Development Corporation
Community Connections of Findley Lake
Community Country Day School
Community Health Net
Community of Caring
Community Outreach Group
Community Resources for Independence, Inc.
Community Shelter Services
Compass Reading Center
Corry Area Arts Council
Corry Higher Education Council
Corry Industrial Benefit Association
Covenant Preschool
Creating Landscapes Learning Center
Crawford County Coalition on Housing Needs
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
Early Connections, Inc.
Edinboro Art and Music Festival
Edinboro University of Pennsylvania
EmergyCare
Emma's Footprints
Environment Erie
Erie Animal Network
Erie Area Council of Governments
Erie Art Museum
Erie Arts and Culture
Erie Cemetery Association
Erie City Mission
The Erie Community Foundation
Erie County Bar Foundation
Erie County Council for the Deaf and
Hard of Hearing, Inc.
Erie County Diabetes Association
Erie County Gaming Revenue Authority
Erie Dance Conservatory
Erie DAWN
Erie Day School
Erie Downtown Partnership
Erie Drum Corps Association
Erie Homes for Children and Adults
Erie Independence House
Erie Junior Philharmonic
Erie Neighborhood Watch Council
Erie Philharmonic
Erie Philharmonic Chorus
Erie Playhouse
Erie Regional Chamber and
Growth Partnership
Erie Regional Library Foundation
Erie Rise Leadership Academy Charter School
Erie SCORE Chapter 193
Erie Silent Club
Erie Times-News Newspaper in Education
Erie United Methodist Alliance
Erie Vegan and Vegetarian Society
Erie Yesterday
Erie Zoological Society
expERIENCE Children's Museum
Fairview Presbyterian Church

Fairview School Foundation
Family Services of NW PA
Film Society of Northwestern Pennsylvania
Firefighters Historical Museum
Flagship Niagara League
Fort LeBoeuf Historical Society
Fort LeBoeuf School District Foundation
Foundation for Free Enterprise Education
Foundation for Sustainable Forests
Friends of the Erie County Library
Friends of the Tom Ridge
Environmental Center
Gannon University
Gaudenzia Erie
GECAC
Gem City Bands
Girard School District Foundation
Goodell Gardens and Homestead
Habitat for Humanity
Hamot Health Foundation
HANDS
Harborcreek Youth Services
Hermitage House
Holy Family School
Hooked on Books for Kids
HOPE for Erie Animal Wellness
House of Mercy
Humane Society of Northwest Pennsylvania
Hunt of a Lifetime
HVA Senior Living Alliance
Impact Corry
Innovation Collaborative
Inspiration Time / WCTL-FM
Inter-Church Ministries of Erie County
Iroquois School Foundation
Ivies on the Lake Foundation
Jamestown Audubon Center & Sanctuary
Jefferson Educational Society
John F. Kennedy Center
Junior Achievement of Western Pennsylvania
Junior League of Erie
KaleidAScope
Keystone Hoops Group
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

NPP MEMBER AGENCIES CONTINUED...

Lake Erie Fanfare
Lake Shore Railway Historical Society
Lakeshore Community Services
L'Arche Erie
LeBoeuf Little League
Lifeworks Erie/Erie Center on Health and Aging
Linked by Pink
Living In Fulfilled Excellence
Love Inc. of Union City, Corry, and Spartansburg
Love Inc. of West Erie County
Luther Memorial Church
Make-A-Wish Foundation
March of Dimes - Pennsylvania
Maria House Project
MECA, Inc.
Mental Health Association of Northwest Pennsylvania
Mercer County Behavioral Health Commission
Mercy Center for Women
Mercy Hilltop Center
Mercyhurst University
Metro Erie Meals on Wheels
MHEDS
Mikki Bort Martial Arts Foundation
Millcreek Schools Foundation
Millcreek Youth Athletic Association
Mission Empower
Montessori in the Woods
Multicultural Community Resource Center
Mystic Mountain Training Center
NAMI of Erie County
National Multiple Sclerosis Society, Western Pennsylvania Chapter
Neighborhood Art House
Neighborhood Resource Organization
New Blossoms New Life Foundation
North East Arts Council
North East Community Foundation
North East in Bloom
Northwest Institute of Research
Northwest Pennsylvania Area Health Education Center
Northwest Pennsylvania Artists Association
Northwest Pennsylvania K-9 Search and Rescue
Northwestern Community Educational Foundation
Northwestern Community Youth Center
Northwestern Pennsylvania Light Foundation
Nurturing Hearts
NW PA Pride Alliance
NWPA Project Linus
Odessa's Place
Opportunities Unlimited of Erie
Orphan Angels Cat Sanctuary and Adoption Center
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 Northwest Pennsylvania
Partnership for Erie's Public Schools
Penn State Cooperative Extension
Pennsylvania Chapter of Children's Advocacy Centers
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 People's Chorus of Erie*
People for Life
Performing Artists Collective Alliance
Perry Square Alliance
Perseus House
Pleasant Ridge Manor Friends Forever
Presbyterian Homes
Preservation Erie
Presque Isle Light Station
Presque Isle Partnership
Project Love
The Reason for Our Hope Foundation
Regional Science Consortium at Presque Isle
Royal Family Kids of Erie
Safe Hands for Girls

Safe Journey
SafeNet
Saint George Catholic School
Saint George Church
Saint James School
Saint Jude the Apostle Church
Saint Luke School
Saint Mark's Episcopal Church
Saint Martin Center
Saint Mary's Home of Erie
Saint Patrick Foundation
Saint Patrick Haven
Saint Paul's Neighborhood Free Clinic
Saint Paul's United Church of Christ
Saint Peter Cathedral
Saint Peter Cathedral School
Saint Stephen's Episcopal Church
Sarah A. Reed Retirement Center
Sarah Reed Children's Center
Second Harvest Food Bank
Shares of God's Love
Shoot Above Par
Shriners Hospitals for Children — Erie
Sight Center of Northwest Pennsylvania
Sisters of Mercy
Sisters of St. Joseph
Sisters of St. Joseph Neighborhood Network
SNOOPS Neighborhood Watch
Springhill Senior Living
Stairways Behavioral Health
StringsforaCURE Foundation
Student Parenting Program —
Erie School District
Sunshine Group of Erie
Supportive Living Services
Supports Coordination of NW PA
Tamarack Wildlife Rehabilitation and
Education Center
The Regional Cancer Center Foundation
The Salvation Army
The Upper Room of Erie
The Women's Roundtable
Therapeutic Riding Equestrian Center
Therapy Dogs United
Under My Wing Avian Refuge
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 Way of Erie County
United Way of Western Crawford County
Urban Erie Community
Development Corporation
Venango Area Chamber of Commerce
Veterans Miracle Center Erie
Voices for Independence
Warriors to Washington
Wattsburg Area School District Foundation
Wellfit, Incorporated
Wesley United Methodist Church
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 Entrepreneurs Society
Young Erie Professionals
Youth Leadership Institute of Erie



OUR MISSION

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

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