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eNewsletter

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## Survey: Fund Development, Grant Writing are NPO's Greatest Needs

by Helen A. Schartz, Ph.D., J.D.; Jill Smith, Ph.D.; & David Klein, Ph.D.

In September and October 2010, the Larned A. Waterman Iowa Nonprofit Resource Center (INRC) conducted a statewide, random sample survey of Iowa nonprofits to assess their organizations' challenges, training and technical assistance needs, and capacity building needs.

The survey results provide the INRC and others with up-to-date information about the capacity building needs faced by Iowa's nonprofit organizations and how they can be met through resources and training. Iowa nonprofits provide vital services in the state and make up an integral part of the state's economy. Keeping Iowa's nonprofits strong is an important component of maintaining Iowa's economic health.

Iowa nonprofits reported that their greatest needs were in Fund Development and Grant Writing. Specifically, the surveyed nonprofits reported needing technical assis-

tance or training in securing foundation or corporate grant support, writing grant proposals and expanding their donor bases.

Significant needs were also reported in the category of Programs and Planning, where nonprofits expressed a desire for technical assistance and training in attracting new members or clients, evaluating or assessing program outcomes or impacts, and assessing community needs.

Other areas of need included training or developing boards, using social media for networking, and creating a comprehensive and interactive Internet presence (e.g., website, Twitter, Facebook).

Survey respondents were also asked how they would prefer to have their needs met. Of the respondents who

Survey, *continued page 2*

## Share your MLK Day of Service Stories

by Cory Lasker, Editor

*Life's most persistent and urgent question is, 'What are you doing for others?'*

-Martin Luther King, Jr.

In preparation for the Martin Luther King Jr. National Day of Service, the Iowa Commission on Volunteer Service, the Governor's Office, and the Corporation for National and Community Service called upon Iowa nonprofits for their support. To ensure a strong showing for Iowa, nonprofits were asked to post their Day of Service projects on [www.volunteeriowa.org](http://www.volunteeriowa.org) prior to January 3.

While it is too late to register projects for January 17, this website is still an excellent

location to post service opportunities year round.

This year marked the 25<sup>th</sup> anniversary of the Martin Luther King, Jr. national holiday, which Congress designated as a Day of Service in 1994.

The day also provides Iowa with an excellent opportunity to continue its



MLK, *continued page 2*

# Organizations Indicate Regional One-day and Online Trainings Preferred

Survey, from page 1

reported a preference, the two most-preferred methods were one-day training sessions at regional locations or online training opportunities that could be accessed over the internet.

According to the National Center for Charitable Statistics, in 2008, there were 13,114 501(c)(3) public charities in Iowa. A random sample of 4,811 active nonprofit organizations was invited to participate in the survey. More than 500 Iowa nonprofits responded.

The majority of respondents were community-based public charities (40 percent) or both community and faith-based public charities (8 percent). Solely faith-based public charities (20 percent) and private foundations (10 percent) were also represented. There were survey respondents from all 99 counties in Iowa. Most served rural and urban areas (58 percent). Others served only rural (20 percent) or only urban (22 percent) areas.

Most organizations served individual, rather than organizational, beneficiaries. Some organizations

only served a few individual beneficiaries while others served up to 1.5 million, for a median of 250 individuals served per respondent organization.

Look for additional information from the survey in future INRC newsletters. The survey was funded as part of a grant from the Strengthening Communities Fund—State, Local and Tribal

Government Capacity program of the American Recovery and Reinvestment Act (ARRA) of 2009.

The Strengthening Communities Fund is dedicated to improving the effectiveness and long-term sustainability of communities and secular and faith-based nonprofit organizations located in and providing services throughout Iowa.



MLK, from page 1

well-established commitment to community service.

By hosting or joining volunteer service projects, Iowa nonprofits and all Iowans can make the holiday “a day ON, not a day off” and make a difference in their communities.

If your nonprofit hosts an MLK Day service project, the Corporation for National and Community Service and Iowa Commission on Volunteer Service would like to know about it and

are asking that you send in your project’s details. After your project is completed, send an email to [daysofservice@iowa.gov](mailto:daysofservice@iowa.gov) with the following information:

- Total number of volunteers and hours completed
- Number of donations collected
- Project photos (of volunteers who have signed a photo release)
- Great stories or comments from volunteers

In the coming months, an MLK Day newsletter will be created that spotlights project accomplishments across the state. The first fifteen projects that share their volunteer numbers and hours, project photos, and stories by January 25 will have a prominent place in the MLK newsletter.

# Does Your Nonprofit Qualify for the Small Business Tax Credit?

by Richard Koontz, INRC Director

**T**im Stiles, CEO of United Way of Siouxland, sits on the Legislative Health Care Coverage Commission and represents the interests of the nonprofit community.

Mr. Stiles gave a presentation on health care coverage for nonprofit organizations at the Iowa Nonprofit Summit on November 15, 2010.

One of the documents he shared with Summit attendees was entitled *The Impact of Health Care Reform on Iowa's Nonprofit Employers: A Summary Fact Sheet*. The fact sheet is available online at <http://inrc.continuetolearn.uiowa.edu/updates/2011/timstiles2of2.pdf>

The document focuses on the Small Business Health Care Tax Credit which was created by the 2010 Affordable Health Care Act. The tax credit is for nonprofits with fewer than twenty five employees.

To see if your nonprofit qualifies for this credit, do the calculation on IRS Form 8941. The form is on the IRS website at <http://www.irs.gov/pub/irs-pdf/f8941.pdf>

Future solutions for health care costs are also addressed in the document, *Key Health Care Reform Dates for Children and Families*. Solutions include insurance exchanges, high-risk pools and wellness components. These will be phased in on different schedules over the next four years. The document is

available at <http://ccf.georgetown.edu/index/cms-filesystem-action?file=ccf%20publications/health%20reform/health%20reform%20dates.pdf>

The Legislative Health Care Coverage Commission was created in 2009 when the Iowa General Assembly enacted SF 389. The commission's charge was to look at health care coverage issues in the state and develop a health care reform strategic plan. The plan was to include an analysis of and recommendations for various options for health care coverage of Iowa's children, adults, and families, with a particular emphasis on coverage of adults.

For Legislative Health Care Coverage Commission meeting minutes, reports and more, see [http://www.legis.state.ia.us/scripts/docmgr/docmgr\\_comdocs.dll/showtypeinterim?id=true&type=ih&om=484](http://www.legis.state.ia.us/scripts/docmgr/docmgr_comdocs.dll/showtypeinterim?id=true&type=ih&om=484)

## IRS Offers Help with Health Care Tax Credit

### IRS to Conduct Webinar on Health Credit

The IRS will conduct a Small Business Health Care Tax Credit webinar on Feb. 2 at 1:00 pm Central time. The free webinar is for tax professionals, attorneys, payroll professionals, and small employers. Participants will learn who qualifies and how to calculate and claim the credit.

For information and to register, go to <http://www.visualwebcaster.com/IRS/75575/reg.asp?id=75575>

### Determine Tax Credit Eligibility with IRS Widget

The IRS has a widget to help small, tax-exempt organizations learn about and determine their eligibility for the Small Business Health Care Tax Credit.

Those involved with small nonprofits are encouraged to post the widget on their websites or social network pages.

For information, see the December 3 online edition of *EO*, an IRS newsletter with information for exempt organizations, at <http://www.irs.gov/charities/charitable/article/0,,id=232026,00.html>

# Organizations and Workers Recognized for Achievements at 2010 Iowa Nonprofit Summit

by Richard Koontz, INRC Director

Five nonprofit organizations and their representatives received awards in recognition of their achievements at the Iowa Nonprofit Summit in Ames on November 15 and 16. The awardees were chosen by members of the Summit planning committee, representatives of the Iowa Department of Cultural Affairs, the Iowa Council of Foundations, United Ways of Iowa, Grant Enterprise Management, the Larned A. Waterman Iowa Nonprofit Resource Center, the Iowa Commission on Volunteer Service, and Campus Compact.

## The Nonprofit Board/Staff Leadership Award

### Recipient: Susan Shierholz

Susan Shierholz is affiliated with the Community Foundation of Greater Des Moines and also serves as volunteer president of the Story County Community Foundation. The Community Foundation of Greater Des Moines is the host foundation. It holds and invests the funds of the Story County Community Foundation and partners with the Story County group to promote philanthropy throughout the state.

Under Susan's leadership, over forty nine charitable funds have been established through the Story County Community Foundation totaling nearly \$2 million in assets.

## The Nonprofit Spotlight Award

### Recipient: Bravo Greater Des Moines

This award is given to a nonprofit that identifies and responds to needs through advocacy and/or long-term strategies. The Community Foundation of Greater Des Moines helped found Bravo Greater Des Moines in

2005. Since then, the organization has become self supporting. The Community Foundation works with Bravo to improve quality of life in the community.

The Community Foundation has also provided grants to Bravo, and through their partnership, provides funding for the Connecting Kids and Culture program which enables children to take part in field experiences with cultural organizations by covering their admission and transportation fees. Children in kindergarten through fifth grade in Polk, Dallas, and Warren counties may take advantage of this program. The program also assists educators in bringing cultural experiences to their classrooms.

The nonprofit organizations supported by Bravo operate with a business model that requires strong charitable commitment from the community. Bravo offers financial support for ongoing operations and programming to these organizations. Charitable support for operations is often difficult to secure, much less maintain. Bravo's funding often ensures that the lights remain on, the heat continues to flow, and the payroll is met on a regular basis.

## The Outstanding Volunteer or Service Manager Award

### Recipient: Ralph Rosenberg

VISTA leader Ralph Rosenberg is known as a champion for the underserved and oppressed. Ralph understands that change requires collaboration, perseverance, and innovation.

Early in his political career as a state representative and senator, Ralph pushed for stronger laws and protections for victims of hate crimes and for the Gay, Lesbian, Bisexual and Transgender (GLBT) community.

Through serving on the Board of Directors for the Iowa Safe Schools

Taskforce and strategic partnerships with the business community, Ralph played critical roles in getting the Iowa Civil Rights Act amended to include sexual orientation and gender identity as protected classes and in ensuring the passage of the Iowa Safe Schools Law in 2007.

When faced with budget shortfalls, Ralph strategically shifted resources to maximize the skills of staff and national service members while expanding services through partnerships with Iowa Legal Aid, Drake Law School, and other organizations. Summer Associates within the program assisted with testing to determine the existence or prevalence of discrimination.

Year-round VISTA members organized huge statewide and citywide projects to celebrate the twentieth anniversary of the Americans with Disabilities Act, sharing ideas and projects with communities and other states and even producing a manual highlighting those projects. When a crisis takes place in Iowa, such as the immigration raid in Postville or the exploitation of workers in Atalissa, the Governor's Office asks Ralph to take lead roles in coordinating state government's response. Awards from his peers and faith community speak to Ralph's unwavering leadership, creativity, and ability to bring together a variety of groups around a common goal.

## The Nonprofit Collaboration Award (for an organization with revenue over \$1 million)

### Recipient: Youth and Shelter Services (YSS) and The Iowa Aftercare Services Network (IASN)

Youth and Shelter Services and The Iowa Aftercare Services Network formed a collaboration funded by the

Iowa Department of Human Services to address the needs of young adults who have aged out of foster care. YSS is the lead provider agency.

Ten Iowa human service agencies network with YSS so local agencies can deliver services to youth in each of Iowa's 99 counties. These agencies are American Home Finding Association, Boys and Girls Home & Family Services, Children's Square USA, Children & Families of Iowa, Family Resources, Foundation 2, Four Oaks, Francis Lauer Youth Services, Young House Family Services, and Youth Homes of Mid-America.

Coordination and evaluation are provided by the Youth Policy Institute of Iowa. Their 2008-09 report shows the success of the YSS and IASN collaboration. By the time participants exited services 98 percent were housed, living in their own home or apartment or sharing the rent responsibilities with someone else; 98 percent reported having a positive and supportive relationship with an adult aside from their Self-Sufficiency Advocate; 97 percent had health insurance through Medicaid; and 92 percent graduated from high school or received their GED.

### **The Nonprofit Collaboration Award (for an organization with revenue below \$500,000)**

#### **Recipient: The Northeast Iowa Funders Network**

The Northeast Iowa Funders Network is an emerging collaborative of community foundation representatives and other partners committed to supporting the six-county region of Northeast Iowa including Allamakee, Winneshiek, Howard, Chickasaw, Fayette and Clayton Counties.

The Funders Network includes representatives appointed by each of the six county community foundations.

It adopts and supports specific projects, which are of strategic importance to the six-county region.

In 2009, each county in the Funders Network was contacted by



the Food and Fitness Initiative (FFI) team. The governing committees were educated about FFI's strategies and were informed that FFI might be seeking funding from the county Community Foundations.

This project became the first funding priority for the Funders Network. In 2010, the FFI applied for and received \$9,720 worth of funding from the Funders Network pool to assist in the creation of Farm to School Cross-Age Teaching Folios. These folios assist high school students in teaching children in grades 1-3 about local food. The focus is on purchasing locally produced foods to support local jobs, producers and communities.

*Youth Shelter Services and Iowa Aftercare Services Network received the Nonprofit Collaboration Award which is given to an organization with revenue over \$1 million.*

## Book Review

# Generosity Unbound: How American Philanthropy Can Strengthen the Economy and Expand the Middle Class

by Claire Gaudiani

Reviewed by Cory Lasker

**G***enerosity Unbound* is a spirited defense of philanthropic freedom. The book begins with a detailed analysis of recently passed legislation in California and other states. While the author acknowledges the good intentions of those seeking greater regulation of private philanthropy, she vehemently argues that this is a dangerous approach.

Ms. Gaudiani recognizes that private philanthropy is not without its faults. Many private foundations lack transparency, operate in isolation and lack diverse leadership.

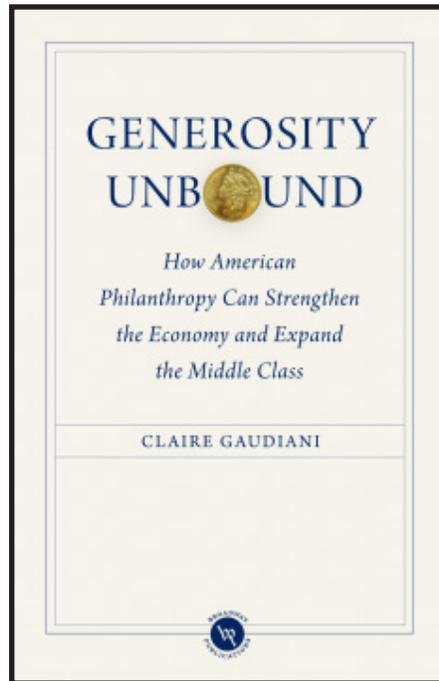
Despite these problems, private philanthropy creates a cycle that enables the economy and the middle class to grow. It begins with philanthropists making unregulated investments in society. These investments create opportunities. An example of this is college scholarships. The investment is in a young person's education, which in turn creates an opportunity he or she would not have had otherwise. These opportunities then create prosperity, which results in gratitude. This gratitude then compels further investment in society and continues the cycle.

It is through this cycle that philanthropy drives our economy. However, as the author notes, it is essential that government regulation not inhibit this giving. Often, private foundations are established as a vehicle to provide support to causes of importance to donors. It is a way for them to ensure that their income, that would otherwise be taxed, is

distributed to causes they deem worthy.

If donors' ability to control the distribution of these funds is diminished, a significant motivation for philanthropy would disappear.

In addition to the motivational factor of control, Ms. Gaudiani



alludes to constructional arguments supporting limited regulation of private philanthropy.

First, she refers to the First Amendment and argues that a donor's ability to direct the distribution of donated funds is a form of free speech.

Second, she alludes to the Fifth Amendment, arguing that private

philanthropy constitutes a form of private property over which the government should not have control.

Recognizing the need for improvement, *Generosity Unbound* concludes by making a number of recommendations for improving philanthropy in the United States.

A central theme of the author's recommendations is a greater focus on the marketplace of ideas. Specific social problems should be identified and a free market competition of ideas should be fostered to address these concerns.

One of the author's more intriguing arguments is that "American-style philanthropy creates a balance between capitalism and democracy. It strengthens both. It feeds optimism and innovation. It enables everyone to see the importance of fairness. It reminds us of the Founders' expectations that we each take personal responsibility for 'life, liberty, and the pursuit of happiness' for our fellow citizens."

### **Generosity Unbound**

AmP Publishers Group, 294 pp.

Paper \$12.00

ISBN 9781931764186

# Nonprofit News

## Nonprofits Facing Fees and Taxes Throughout the Country

The December 27, 2010 edition of the *Wall Street Journal* carried an article, entitled “Strapped Cities Hit Nonprofits With Fees” by Ianthe Jeanne Dugan.

In the article, Ms. Dugan discusses recent events in Houston that have led to the city’s refusal to grant drainage fee exemptions to churches, schools and charities. Like most cities, Houston is facing budgeting constraints, but also has many flood-prone roads in horrible disrepair.

The events in Houston are not unique. Albany, NY is asking schools, hospitals and other nonprofits to contribute to city services. Minneapolis is assessing nonprofits with a streetlight fee. In Chicago and Miami, nonprofits protested the assessment of such fees and were successful.

Tim Delaney of the National Council of Nonprofits points out that “[g]overnments are taking their public burdens and putting them on the backs of nonprofits, at a time when the demand for our services is skyrocketing.”

## Whitepaper Available on Social Media, Video, and the Law

Technology in the Arts has released a whitepaper that reviews the legal issues related to use of video footage.

The publication, which is downloadable in pdf form, is called *Social Media, Video Footage, and the Law: What performing arts managers need to know*.

A link to the document is available on the Technology in the Arts website at <http://www.technologyinthearts.org/?p=1551>

## Nonprofit Summit Presentations Available Online

Workshop materials and directories from the 2010 Iowa Nonprofit Summit are still available online to those who registered for the summit.

To download materials, go to [www.regonline.com/npsummit2010](http://www.regonline.com/npsummit2010) and click on the Electronic Materials tab. The screen offers instructions for accessing the materials you wish to download.

## IRS Now on Twitter

In December 2010, the Internal Revenue Service announced it is using Twitter and other social media tools to share information with taxpayers and the tax professional community.

IRS Twitter messages focus on tax tips, tax law changes, and important IRS programs such as e-file, the Earned Income Tax Credit and “Where’s My Refund.”

The IRS Twitter news feed, @IRSnews, provides the latest federal tax news and information for taxpayers. Start following the feeds by going to <http://twitter.com/IRSnews>

## Chronicle of Philanthropy Reviews “Buzzwords of the Decade”

The January 3, 2011 issue of the *Chronicle of Philanthropy* lists the publication’s favorite buzzwords of the decade. Remember the terms “celebricate” or “microvolunteering”? Lucy Bernholz goes down the list and offers a bit of background on each. See the article at <http://philanthropy.com/article/Philanthropys-Buzzwords-of/125795/>

# INRC News

## Spring Principles & Practices Training Sessions are Coming

Locations, dates, and times of spring 2011 Principles and Practices training sessions are being determined. A total of five sessions will be offered during March and April. Watch the INRC website for more information as it becomes available. The INRC website is <http://inrc.continuetolearn.uiowa.edu/>

## Writer Cites Scarcity of Research on Nonprofit Boards

*Chronicle of Philanthropy* writer Rick Moyers poses questions that remain unanswered about the nature of nonprofit boards in a November 8, 2010 *Chronicle* column.

He cites the research of Francie Ostrower published in 2007 by the Urban Institute and wonders why it has not received more attention and has not generated even more research.

Moyers article may be found at <http://philanthropy.com/blogs/against-the-grain/we-need-more-research-on-nonprofit-boards/27454>

A link to Ostrower’s paper, *Nonprofit Governance in the United States: Findings on Performance And Accountability from the First National Representative Study*, can also be found there.

# Training Opportunities

## Iowa Nonprofit Resource Center

**Starting an Iowa Charitable Nonprofit,**  
Saturday, February 5

Presenter: Richard Koontz, Director, Iowa Nonprofit Resource Center

Meets 9 a.m.-4 p.m., Rm 265 Boyd Law Bldg, College of Law, University of Iowa campus.

Cost: \$50 payable by check only.

Early enrollment encouraged as participants must gather information to use in completing forms. Participants may bring PC laptops to complete forms. Paper forms will be supplied.

For information: <http://inrc.continuetolearn.uiowa.edu/edtraining/conferences.asp> or telephone 866-500-8980 (toll free) or 319-335-9765.

## About Our Organization

<http://inrc.continuetolearn.uiowa.edu/>

The Larned A. Waterman Iowa Nonprofit Resource Center is a University of Iowa interdisciplinary collaboration created to make more accessible educational and service programs focused on strengthening the operational capacity of Iowa nonprofit organizations.

The INRC works collaboratively with government agencies, nonprofit organizations and educational institutions to impart new knowledge through activities and provide information and training resources to help nonprofit organizations and interested persons throughout Iowa. We seek to build the capacity and develop the effectiveness of community-based organizations and enhance the overall effectiveness of local organizations in building communities. The INRC also introduces students to the nonprofit sector and develops their sense of public and community service.

### INRC staff:

**Richard Koontz**, INRC Director  
**Brenda Steinmetz**, Program Assistant  
**Diane DeBok**, Program Associate  
**Brenda Foster**, Secretary IV  
**Cory Lasker**, Editor & Research Assistant

## Community Foundation of Greater Dubuque—McCarthy Center

### Board Boot Camp

Date: Thursday, January 27, 2011  
Time: 6:30-8:00 p.m.

For novice board members and those with some experience who wish to become more effective.

Cost: \$40. Includes print materials.

See: <http://www.dbqfoundation.org/Receive/TrainingWorkshops.aspx>

## Linn County Nonprofit Resource Center

### 2011 Leadership Institute

Eight day-long sessions offered February through October. Each covers an aspect of running a nonprofit organization.

Apply online at [www.lcnrc.org](http://www.lcnrc.org) by January 28.

For information go to [www.lcnrc.org/content.asp?ID=4660](http://www.lcnrc.org/content.asp?ID=4660) or e-mail [katie.giorgio@gcrf.org](mailto:katie.giorgio@gcrf.org)

## Kirkwood Community College Offerings in Coralville

Classes offered by Kirkwood Community College at United Way, 1150 5<sup>th</sup> Street, Ste 266, Coralville. Each class is one Friday session, 9 a.m.-4 p.m. Tuition for each, \$95. Course numbers appear in parentheses.

**Volunteer Appreciation, Retention and Recognition** (CBBC-2300 5510)  
February 24, 2011

**Evaluating Your Volunteer Program** (CBBC-2350 5512)  
April 8, 2011

For information, see: <http://kirkwood.augusoft.net/index.cfm?method=ClassListing.ClassListingDisplay> or call 800-332-8833.

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