

## In This Issue:

ICVS launches What's Your 50? Campaign .....1

CNCS Releases report....1

Nonprofits and the Iowa Finance Authority.....2

More than skill: enhancing board involvement .....3

Nonprofit Summit Award Winners .....4

Governor Branstad proclaims Plan Your Giving Month...5

Nonprofit funding opportunities .....6

MLK Day of Service; Boyd receives Museum Association award .....7

Training opportunities .....8

## ICVS launches What's Your 50? volunteer campaign

The Iowa Commission on Volunteer Service (ICVS) has a new program to draw attention to the state's great volunteer service record. The What's Your 50? program is an effort to increase Iowa's volunteer hours to 50 hours of service per person.

The goal isn't just to make Iowa number one in volunteering. The 50-hour target is also to maximize the impact of volunteerism upon both those who volunteer and those who receive the benefits. An extra 16 hours contributed annually per resident would provide an additional \$1 billion worth of services.

Details about this call to service are on the ICVS Web site at <http://www.volunteeriowa.org/your50/default.aspx>. A section of the site is devoted to feature stories about volunteers who have given significant numbers of hours. If you'd like to nominate a volunteer at your nonprofit, a What's Your 50? nomination form is available at <http://www.volunteeriowa.org/downloads/50FacesTemplate.pdf>

Over the last few years, surveys conducted by the Corporation for National and Community Service have shown Iowa as consistently ranking among the top three states in volunteerism.



## Corporation for National & Community Service releases report

Iowa remained among the top three states in volunteerism according to the Volunteering and Civic Life in America (VCLA) report released on December 13, 2012.

The percentage of Iowans reporting involvement in volunteer activities increased from 37.9 percent to 38.4 percent. The number of hours served also grew from an average of 34.3 hours per resident to 41.9 hours.

The VCLA data is part of the most comprehensive study of volunteering and civic engagement across the country. The annual report is issued by the Corporation for National and Community Service (CNCS) as part of its efforts to expand the reach and impact of America's volunteers, in partnership with the National Council

on Citizenship, the U.S. Census Bureau, and the Bureau for Labor Statistics.

The report shows the national volunteer rate reaching its highest level since 2006. More than 64 million Americans, roughly one in four adults, volunteered about 8 billion hours, valued at \$171 billion. In addition, two out of three citizens nationally (65.1 percent or almost 144 million citizens) engaged in informal volunteering by doing favors for and helping out their neighbors, an increase of 9.5 percentage points from last year.

The complete report can be accessed at [www.volunteeringinamerica.gov](http://www.volunteeringinamerica.gov).

# Nonprofits and The Iowa Finance Authority

by Richard Koontz, Director, Iowa Nonprofit Resource Center

This is the seventh article in a series that examines the relationship of various state government entities to Iowa's nonprofit community. Awareness of the extensive interactions between nonprofits and state government will strengthen Iowa as a nonprofit-friendly state.

According to the Iowa Code, the Iowa Finance Authority (IFA) was established to:

undertake programs which assist in attainment of adequate housing for low or moderate income families, elderly families, and families which include one or more persons with disabilities, and to undertake the various finance programs.<sup>1</sup>

The housing issues IFA addresses—homelessness, low-income housing and disaster response—overlap those focused upon by nonprofits in Iowa.

IFA administers the Iowa Council on Homelessness (ICH),<sup>2</sup> an entity created in 2003 by Governor Tom Vilsack's Executive Order Number 33.<sup>3</sup> The mission of ICH is to "identify causes and effects of homelessness in Iowa and develop recommendations to address homelessness."

A number of nonprofit organization representatives are currently on the council including people from YWCA of Fort Dodge, Allen College in Waterloo, Catholic Charities in Des Moines, and Shelter House in Iowa City.

ICH has a Homeless Assistance Program grant available to nonprofits.<sup>4</sup>

IFA programs relevant to nonprofits include:

**Public Service Shelter Grant Program**<sup>5</sup> in which \$10 million are allocated to aid in construction or renovation of public shelters in 11 Iowa counties for those seeking refuge from homelessness, domestic abuse and other emergencies.

**Housing Trust Fund**,<sup>6</sup> the purpose of which is "the development and

preservation of affordable housing for low-income people in the state."

## **Iowa Finance Authority—Low-Income Housing Tax Credit Program and Transitional Housing Revolving Loan Program Fund**<sup>7</sup>

which aim "to further the availability of affordable housing for parents who are reuniting with their children while completing or participating in substance abuse treatment."

IFA also has a Community and Economic Development Loan Program which "furthers the expansion of business, nonprofit organizations, and housing in Iowa."<sup>8</sup> Nonprofit projects eligible for financing from this program include a voluntary nonprofit hospital, clinic or health care facility; a private college or university or a state institution whether for the establishment of or maintenance of the college or university or state institution; or a facility for a 501(c)(3) nonprofit organization.

For application to this Community and Economic Development Loan Program see the IFA website.<sup>9</sup>

Iowa nonprofits doing capital projects sometimes finance them with tax exempt bonds. Iowa Code 419 governs the exempt bond process. The Iowa Finance Authority (IFA) is given authority for:

(3) Any project for which tax exempt financing is authorized by the Internal Revenue Code, together with any taxable financing necessary or desirable in connection with such project, which the authority finds furthers the goals of the authority and is consistent with the legislative findings.<sup>10</sup>

## Notes

<sup>1</sup>Iowa Code §16.2(1).

<sup>2</sup>For IFA rules concerning the ICH, see 2675 Iowa Administrative Code 31.

<sup>3</sup>Codified later in 2008, Iowa Code §16.100A

<sup>4</sup>For the Homeless Assistance Program grant application see the IFA website at [http://www.iowafinanceauthority.gov/en/for\\_homeless\\_providers\\_housing\\_organizations/homeless\\_assistance\\_program/](http://www.iowafinanceauthority.gov/en/for_homeless_providers_housing_organizations/homeless_assistance_program/)

<sup>5</sup>Iowa Code §16.185.

<sup>6</sup>Iowa Code §16.181.

<sup>7</sup>Iowa Code §16.184

<sup>8</sup>IFA Annual Report, FY2009

<sup>9</sup>[http://www.iowafinanceauthority.gov/en/economic\\_development/index.cfm?nodeID=10212&audienceID=1](http://www.iowafinanceauthority.gov/en/economic_development/index.cfm?nodeID=10212&audienceID=1)

<sup>10</sup>Iowa Code §16.1(3).



# Not just skill: Three ideas on enhancing board involvement

by Bob Untiedt

When I was the director of a nonprofit resource center, I regularly hired trainers. Prior to their training session, there was one conversation that regularly occurred. Training of all types must not only result in improved knowledge or new skill, it must also motivate people with that new ability. I used to call this the “skill and will” question. Here are three ideas to consider that may improve the willingness of board members to be active.

**1. Appreciative Inquiry.** There is a school of planning and management that utilizes appreciative inquiry to enhance motivation. In the nonprofit board setting, encourage reflection on questions like: What difference does this organization make? Why do you support this mission? What are historical and biographical stories that make this important to you? This can happen in one-on-one meetings. I recommend doing this in pairs at one or more board meetings per year. It creates stronger relationships between board members and deepens the connection they have with the organization.

In strategic planning sessions I’ve run, I start with this kind of engagement. If you need to ask people to do things that are challenging, being able to remind them of how the mission matters to them personally can make a difference. Being able to say to someone, “I’ve listened to you and know why this is important to you. Will you act on your own values?” can be a powerful motivational tool.

**2. Create an “übermensch”.** The Art Institute of Chicago has a position called Associate Director, Board and Committee Relations. When the board needs to get some important task done, the person in this role is a mentor who supports the board and holds them accountable. The week before a board meeting, the übermensch should make a ten-minute telephone call to every board member for an assessment of progress made on specific tasks.

If necessary, the übermensch can help the other board members, not by doing things *for* them but by doing *with* them. One local healthcare organization has historically had two doctors who have done a great deal of work with major donors. When the doctors started planning to retire and move away, I recommended to the organization’s executive director that the last six months of these doctors’ involvement be focused on developing new leadership to succeed them. The doctors could take others with them to donor meetings and the like.

The übermensch’s job is to ensure that a project is completed, but it’s more than that. The evaluation after this project should focus on how well this person developed new or existing leadership. Utilizing the gifts of good board leaders in this way will prevent you from needing to hire an Associate Director of Board and Committee Relations.

**3. Menu of options.** Giving people choices can help, especially in the area of fundraising. Make involvement in development...well, developmental. Start board members off with tasks like co-signing thank you notes or volunteering at a special event. You can create your own list of activities and structure a conversation with the board around how they might be adopted, how accountability can be ensured, and the value of strengthening a culture of fundraising.

This idea can also work with marketing and developing the board’s understanding of the organization’s financial status. With the latter, be certain that people know basic budget amounts, where funds come from, how much revenue each program contributes. It is good to be sure that members possess fiscal literacy and that the entire board can engage in real fiscal management.

For more on the menu of options, check out these two articles by Andy Robinson:

All You Can Eat: The Board Fundraising Menu at <http://charitychannel.com/DesktopModules/DigArticle/Print.aspx?PortalId=0&ModuleId=765&Article=220>

Creating a Culture of Fundraising at <http://www.massnonprofit.org/expert.php?artid=2166x=22>

While these ideas may not be practical for every organization and nobody would use them at every meeting, I hope they can inspire some thought on how to deepen commitment and relationships among board members, enhance leadership development, and do more in your fundraising.

# Nonprofit Award Winners Recognized at 2012 Summit in Des Moines

The 2012 Iowa Nonprofit Summit was held November 7 and 8 at the Hy-Vee Event Center in Des Moines. On November 8, the 2012 Iowa Nonprofit Awards were presented to the recipients listed below.

## Nonprofit Collaboration Award

Recipient: The Iowa Pride Network/Safe School Certification Program

This program was recognized for its efforts to support the implementation of the Iowa Safe Schools Law to support schools in creating a safe and supportive environment for all students.

## Outstanding Volunteer or Service Manager Award

Recipient: Jessica Prazak of Mason City

Ms. Prazak received this award for her work with the Mason City Youth Task Force in expanding the One on One Mentoring Program.

## Outstanding Volunteer or Service Program Award

Recipient: Sheltered Reality, Inc. of West Liberty

Sheltered Reality received this honor for their work in engaging and empowering youth through music to make positive change in themselves and their communities.

## What does ATRA mean for nonprofits?

On New Year's Day, Congress passed the American Taxpayer Relief Act (ATRA) of 2012. What does it mean for charitable nonprofit organizations?

Still to be addressed are the automatic, across-the-board cuts to domestic program spending and reductions in the charitable giving incentives.

The National Council of Nonprofits has issued a special edition of their Nonprofit Advocacy Matters newsletter. To learn more about what ATRA means for nonprofits and what issues are still to be resolved, visit <http://e2.message/pbdtf/9qaxnc>

## The Philanthropic Impact Award

Recipient: The Mid-Iowa Health Foundation of Des Moines

This group was cited as a leader, convener and funder for community partnerships around key health issues.

## Nonprofit Spotlight Award

Recipient: The National Czech & Slovak Museum & Library of Cedar Rapids

The museum's leadership since the flood of 2008 has made an economic and educational impact in the Cedar Rapids area.

## Nonprofit Board/Staff Leadership Award

Recipients: Jodie Warth of the Boys & Girls Clubs of Central Iowa (Des Moines) and Carol Gilbert of the Hardin County Community Endowment Foundation (Iowa Falls).

Each recipient is recognized for the impact of her leadership in her organization.

## Iowa Property Tax Exempt Report Released

The Iowa Property Tax Exempt report is now available on the INRC Web site. The report is the work of the Property Tax Exemption Committee of the Governor's Nonprofit Project.

Full report at: <http://inrc.continuetolearn.uiowa.edu/>

# Governor Branstad signs *Plan Your Giving Month* Proclamation

At the Iowa Nonprofit Summit on November 8, Governor Terry Branstad presented a signed proclamation creating Plan Your Giving Month in Iowa. Persons who wish to include a nonprofit organization in their estate plan may do so and record their commitment on the Plan Your Giving Web site at <http://www.pygi.org/> Only donor names are listed. Neither dollar amounts given nor names of the nonprofit organizations appear.

The proclamation generated the creation of Plan Your Giving in Iowa, an organization which is overseen by LEAVE A LEGACY® Iowa, the Iowa Council of Foundations and other partners.

The Plan Your Giving Web site has resources, gift planning tools, and other information. A Guide to Planned Giving is available at the LEAVE A LEGACY Web site at <http://www.gftpln.org/Home.do?orgId=6255>.

Read the full text of the proclamation below.

## Text of Proclamation

WHEREAS, Iowans all across the state work tirelessly to support essential nonprofit organizations by volunteering their time and giving financial contributions during their lifetime; and

WHEREAS, Continued private financial support – including those gifts made as part of an estate plan – to the nonprofit sector is vital to making our Iowa communities thrive now and in the years ahead; and

WHEREAS, sharing stories of current donors and those who have made planned gift provisions can inspire and cultivate even more Iowans as donors to join in the cause to increase planned giving; and

WHEREAS, many individuals and families from all walks of life and every income range are committed to making a difference in the future of our communities by taking an additional and lasting step to include one or more charitable organizations in their estate plans; and

WHEREAS, planning is the key to make these important estate gifts possible and communicating with the nonprofits the said gifts will support is very beneficial:

NOW, THEREFORE, I, Terry E. Branstad, Governor of the State of Iowa, do hereby proclaim the month of November, 2012 as

### PLAN YOUR GIVING IOWA MONTH

And encourage Iowans from border to border to make plans to support nonprofits they care about in their will or estate plans; such efforts will ultimately make our communities even stronger places to live, work, raise families and retire.



# Nonprofit funding opportunities

In each issue of the INRC Quarterly we feature four possible funding opportunities for Iowa nonprofits. If your nonprofit is a funder and you'd like a listing, please let us know. The purpose is to make Iowa's nonprofit community more aware of the many outstanding funding opportunities available to it.

## The Leighty Foundation

**Grant program:** The Leighty Foundation grants

**Grant description:** Provide grants 501(c)(3) nonprofits for the wise allocation of human, financial, and natural resources.

**Funding amounts:** \$3,000 - \$10,000

**Eligible grantees:** 501(c)(3) Nonprofits

**Grant application deadline:** Any time during the year, but most grant decisions are made during the summer board meeting

**For more information:** <http://www.leightyfoundation.org/guidelines.php>

## The R.J. McElroy Trust

**Grant program:** The R.J. McElroy Trust grant

**Grant description:** The R.J. McElroy Trust annually helps to create experiences that inspire and transform young people in northeast Iowa.

**Funding amounts:** No specified grant amounts. Example grants include a grant of \$500,000 and another grant of \$375. The trust seldom funds 100 percent of a project.

**Eligible grantees:** 501(c)(3) Nonprofits that help young people in the following Iowa counties: Allamakee, Black Hawk, Bremer, Buchanan, Butler, Chickasaw, Clayton, Delaware, Dubuque, Fayette, Floyd, Grundy, Howard, Tama, and Winneshiek counties.

**Grant application deadline:** March 1, June 1, September 1, and December 1 (Quarterly).

**For more information:** <http://mcelroytrust.org/grants/>

## The Guernsey Charitable Foundation

**Grant program:** The Guernsey Charitable Foundation grants

**Grant description:** Provide grants 501(c)(3) nonprofits for social, cultural, educational and charitable fields.

**Funding amounts:** Not specified

**Eligible grantees:** 501(c)(3) Nonprofits

**Grant application deadline:** March 15 and August 15

**For more information:** <http://www.guernseyfoundation.com/apply.asp>

### Iowa Department of Natural Resources

**Grant program:** Water Trail Enhancement Grants

**Grant description:** To help state designated water trails or in-progress water trails that are on track for state designation to upgrade to new requirements outlined in the 2010 statewide water trails plan

**Funding amounts:** \$32,000

**Eligible grantees:** Nonprofits exempt under I.R.C. 501(c)(3)

**Grant application deadline:** not specified

**For more information:** <http://www.iowadnr.gov/Recreation/CanoeingKayaking/WaterTrailDevelopmentTools/WaterTrailsToolkit.aspx>

## ICVS Encourages Involvement in MLK Day of Service

The Iowa Commission on Volunteer Service (ICVS), the Corporation for National and Community Service (CNCS), and the Governor's Office encourage agencies and nonprofits to participate in service projects January 19-21. The service projects are in observance of the MLK Holiday and National Day of Service on January 21. Service projects can include things such as collection drives for winter coats, food or blankets; shoveling sidewalks for disabled or elderly citizens; mentoring, painting, reorganizing or cleaning a shelter; or helping children with homework.

Information, project ideas and resources can be found at [www.mlkday.gov](http://www.mlkday.gov).

To ensure that projects receive publicity and support, ICVS asks that organizations post their projects through Volunteer Solutions at <http://volunteer.truist.com/icovs/VSLinks> by January 12, 2013.

For more information and assistance, contact the Iowa Commission on Volunteer Service at [daysofservice@iowa.gov](mailto:daysofservice@iowa.gov) or telephone 1-800-308-5987.

## Boyd receives Museum Association Leadership Award

Willard "Sandy" Boyd was honored with the Iowa Museum Association's inaugural Leadership Award on October 22, 2012 during the Association's annual meeting.

In announcing Professor Boyd as the inaugural recipient, a news release from the Association stated, "Professor Boyd is without exception the singular most influential leader the Iowa museum community has seen in the last fifty years." Professor Boyd was president of the University of Iowa from 1969 to 1981 and was director of the Field Museum of Natural History in Chicago from 1981 to 1996. He is one of the founders of the Larned A. Waterman Iowa Nonprofit Resource Center.

The Association's board of directors established the award to recognize outstanding contributions to the museum field through visionary leadership. It will be awarded from time to time to those individuals employed or formerly employed in a top leadership role in a museum whose leadership has had an impact upon Iowa museums.

# Training Opportunities

## INRC staff:

**Richard Koontz**

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**Brenda Steinmetz**

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**Diane DeBok**

Editor & Content Manager

**Charlene Onnen**

Secretary

## Iowa Nonprofit Resource Center

### Start an Iowa Charitable Nonprofit

**Date:** March 16, 2013

Hands-on workshop covers all the legal forms needed to start a nonprofit with 501(c)(3) status in Iowa.

**Instructor:** Richard Koontz, Director, Iowa Nonprofit Resource Center.

**Time:** 9 a.m. – 4 p.m.

**Fee:** \$50 paid by check in advance

**Location:** Room 265, Boyd Law Building, University of Iowa campus. Enrollment limited to seven participants.

**To register:** Telephone 866-500-8980 (toll free) or 319-335-9765 or link to registration form at <http://inrc.continuetolearn.uiowa.edu>

## Grant Writing USA

**Grant writing for grant seekers across all disciplines and experience levels.**

**Date:** February 7-8

**Time:** 9 a.m. – 4 p.m.

**Cost:** \$425. Includes workbook, 300+MB resource CD, and other tools.

Offered by Grant Writing USA and the Polk County Sheriff's Office.

**To register:**

<http://grantwritingusa.com/index.html>

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Photo by Bruce Drummond

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## About Our Organization

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.