



2009 - 2010 ANNUAL REPORT

MISSION: TO STRENGTHEN NONPROFITS' CAPACITY,
PROFESSIONAL DEVELOPMENT AND SERVICE DELIVERY
THROUGH RESULT-ORIENTED TRAINING, NETWORKING AND
ADVOCACY OPPORTUNITIES.

MISSION AND VISION

The Alabama Association of Nonprofits (Association) was founded in 1996 by Alabama Power Company, the United Way of Central Alabama and the Community Foundation of Greater Birmingham under its former name of the Nonprofit Resource Center of Alabama. The Association has directly impacted thousands of nonprofit executives, board members and volunteers through advanced professional development offerings, annual nonprofit summit opportunities, capacity building services and advocacy and public policy engagement since its inception.

For more than 14 years the Association has worked to address critical civic, human services, and community capacity building needs in counties throughout Alabama through a three-pronged commitment to excellence tied to our mission of "strengthening Alabama's nonprofits." The Association is committed to:

1. Developing and delivering professional training opportunities for nonprofit executives, nonprofit board members and volunteers.
2. Developing collaborative relationships with leading consultants, nonprofit experts and corporate and community stakeholders to provide management support, group purchasing benefits, strategic and business planning consultation and board governance support to Alabama's nonprofit sector.
3. Promoting advocacy for public policy engagement of Alabama's nonprofits on issues pertaining to the nonprofit sector including tax exemption policies, municipal contracting regulations, business licensing and local, state and national oversight of 501(c)3 nonprofit organizations.

NEWS

Alabama's nonprofit organizations have experienced a significant decrease in philanthropic support while demand for services has skyrocketed over the past two years. To better meet the pressing needs of our state's nonprofits, the former Nonprofit Resource Center of Alabama announced significant organizational changes in December 2009 to enhance services to its members and create a stronger unified voice for the state's nonprofit sector.

As part of this exciting transition, the Nonprofit Resource Center of Alabama changed its name to the **Alabama Association of Nonprofits** (The Association). Approved by a statewide board of directors in November 2009, the name reflects a renewed commitment to establishing a statewide, member-driven association representing the more than 11,000 nonprofit organizations in Alabama. Priorities include providing academic-based, innovative professional development opportunities, stronger member benefits and group buying power, and greater advocacy of sector issues.

In 2009, the Association also created partnerships with the Brock School of Business at Samford University and the University of Alabama to create a world-class academic and nonprofit partnership designed to deliver the highest standards of excellence to executives, board members and volunteers within the nonprofit sector. As part of its collaboration with Samford University, the Association formalized an innovative "shared space" agreement and is now physically located at the Brock School of Business.

LEADERSHIP

Children's Health System executive John Stone was hired as the organization's fourth president and CEO in January 2010. Stone brings expertise in nonprofit management and fund development from Children's Hospital to the position, as well as expertise in education, workforce development and public policy through former careers with the Birmingham Business Alliance and Congressional positions in Washington, D.C. Joining the Association in May 2010 was Russell Jackson, founder and former CEO of the nationally-acclaimed Kid One Transport organization. A 2008 CNN Hero holding numerous accolades for his commitment to the nonprofit sector, Jackson serves as Director of Member Services for the Association. Jackson was the second member to join the Association under its former name in 1997 and is a testament to the excellence in professional development and management support provided by the Association for more than 16 years.

OUTREACH

In 2009, the Alabama Association of Nonprofits (Association) served more than 500 member nonprofits and thousands of non-member nonprofits in almost three-quarters of Alabama counties. The Association serves a wide range of nonprofits – from those involved with the arts to healthcare to at-risk populations, among many others. Although the Association serves nonprofits of all sizes, nearly half of Alabama's nonprofit agencies operate with budgets under \$150,000. Since January 2010, the Association's membership has grown by more than 11 percent.

Nonprofits are often looked to in times of crisis to fill critical voids in our communities and in the lives of our fellow Alabamians. From those organizations serving our displaced and unemployed due to recent economic challenges to our coastal nonprofits working right now to

address the devastating impacts of the Deepwater Horizon oil spill, our nonprofits are a vital part of Alabama's success. The Association is actively engaging in many issues – such as the Gulf Cost disaster – through its renewed advocacy and public policy efforts. Another issue of key importance in 2010 is the Association's leadership regarding inequities in the business licensing methodologies and calculations by the City of Birmingham, resulting in critical funding shortages for nonprofits at a time of already deep economic struggle.

2010 SUMMIT

The Association's 2010 Nonprofit Summit Presented By Alabama Power Company was attended by a record number of nonprofit executives, board member and volunteers. Keynote presenter and nationally-renowned management expert Peter Brinckerhoff joined more than 50 speakers and panelists during the successful two-day event. More than 370 individuals committed to the nonprofit sector attended the event.

ACCOMPLISHMENTS

The Association is building an exciting new model of excellence to better serve our members. Some of the initiatives currently being developed include:

- ❖ Partnering with the Standards For Excellence Institute®, the premiere leader in certifying the nation's most respected nonprofits in more than 55 areas of excellence. Alabama will be only the tenth state to partner with this respected body to develop a code of ethics and certificate of excellence campaign for the entire nonprofit sector.
- ❖ Convening leading colleges and universities through our Academic Consortium to inventory current initiatives benefiting the sector, develop original research regarding our impact, connect nonprofits to outstanding academic faculty and increase the number of undergraduate and graduate students interested in interning and working in nonprofits.
- ❖ Creating Regional Leadership Councils to encourage increased collaboration, partnership and dialogue between nonprofits and community stakeholders.
- ❖ Identifying and addressing key advocacy and public policy issues affecting nonprofits.

2010 – 2011 GOALS AND OBJECTIVES

The Association's strategic initiatives for 2010 – 2011 include:

- ❖ Development and delivery of the Standards for Excellence® certification initiative to establish recognized benchmarks for sound governance, management and fiduciary responsibility for Alabama's nonprofits.
- ❖ Development of original research and analysis on the economic, community and human services impact of Alabama's nonprofits on our state and citizens.
- ❖ Creation of Regional Leadership Councils to encourage collaboration among Alabama's corporate entities, nonprofits, academic institutions and community stakeholders.
- ❖ Development of a robust advocacy and public policy platform for the state's nonprofit sector, including an annual legislative agenda focusing on local, state and national policy.
- ❖ Development of a statewide higher education academic consortium to development original research and study on the sector, nonprofit service learning opportunities for next generation leaders, professional development curriculum for nonprofit executives and board members and creation of a performance measurement and organizational impact model of excellence to gauge the success of nonprofit organizations.