



2010-2011 ANNUAL REPORT

MISSION: TO STRENGTHEN NONPROFIT CAPACITY,
PROFESSIONAL DEVELOPMENT AND SERVICE DELIVERY
THROUGH RESULTS-ORIENTED TRAINING, NETWORKING AND
ADVOCACY OPPORTUNITIES.

MISSION AND VISION

The Alabama Association of Nonprofits (AAN) 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 issue engagement.

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.” Our successes include:

1. Developing and delivering professional training opportunities to nonprofit executives, volunteer board members and community stakeholders to increase the sector’s level of business acumen and professional expertise.
2. Developing collaborative relationships with nonprofit, corporate, academic and community stakeholders to address unmet needs through innovative partnerships and by identifying and working to address areas of mission and project duplicity.
3. Promoting advocacy and policy engagement 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.

Nonprofits United for a Stronger Alabama.

P.O. Box 292305 | Birmingham, AL 35229 | (205) 879-4712 | www.alabamanonprofits.org

NEWS



The Association has experienced a period of significant growth in 2010 and 2011. We have strengthened our leadership in policy issues at the local and state level, introduced new benefit offerings and implemented the nationally-acclaimed **Standards for Excellence®: *An Ethics and Accountability Code for the Nonprofit Sector*** Institute as one of only nine select national partners.

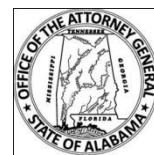
The Standards for Excellence Institute is a national accrediting body founded by the Maryland Association of Nonprofits, the Carnegie Corporation and the Charles Stewart Mott Foundation in 1996. Nonprofits demonstrating excellence in eight guiding principles and 55 requirements for good governance receive a nationally-recognized accreditation – a seal of high performance – recognized by leading philanthropic entities throughout America. The Association was approved as the ninth national partner in 2010 after a rigorous review process. The Institute is the nation’s most-recognized seal for nonprofit excellence.

Data analyzing America’s nonprofit sector, philanthropic trends and levels of public confidence demonstrates the critical importance of the Standards for Excellence initiative. Twenty-five percent of Americans indicated that they have “not much confidence” in the nonprofit sector in a survey conducted in partnership between NPR, the Kennedy School of Government and the Kaiser Foundation. A 2010 report by nationally-recognized firm Hope Consulting indicates that 85 percent of nonprofit donors care about nonprofit performance and expect regular updates from the nonprofits they support. Of these donors, 60 percent indicated that they would increase their giving if nonprofits did a better job sharing performance information. Lastly, BoardSource, the nation’s leading nonprofit governance authority, estimates that 60 percent of nonprofit executives will leave the sector by 2016 due to retirement, job change or other reasons. [The Standards for Excellence initiative is a direct solution to these findings.](#)

“One of the real benefits of the Standards program is how it really bolsters smaller nonprofits to have more community impact. It gives them a turnkey model for assessing their management and governance that oftentimes is out of reach due to budgets or staff size. They are craving this type of tool as they work to set themselves apart in the eyes of funders.”
- Amy Coates Madsen,
Program Dir., Standards for Excellence

At its core, Standards for Excellence helps nonprofits identify and implement nationally-recognized best practices in order to ensure ethical and accountable practice. The Standards initiative also helps donors identify responsibly-governed nonprofits who demonstrate a clear commitment to strong performance and long-term and sustainable strategic vision.

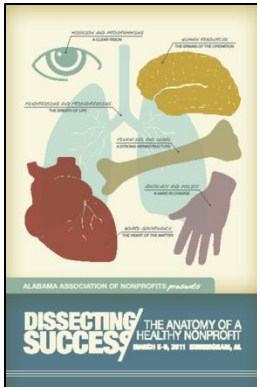
Standards for Excellence®: *An Ethics and Accountability Code for the Nonprofit Sector* will be the focal point for the Association’s leadership of the nonprofit sector for years to come. We are joined in this commitment by Alabama Attorney General Luther Strange who recognized the value of Standards for Excellence and the transparency it ensures in an open letter to the nonprofit sector in early 2011.



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TRAINING



The Association's 2011 Nonprofit Summit Presented by AT&T was attended by a record number of nonprofit executives, board member and volunteers. More than 400 nonprofit and community stakeholders attended twenty-four sessions on leadership, accountability and nonprofit excellence during the two day even. Anne Diaz, senior strategist for The Taproot Foundation, served as keynote speaker. The 2012 Summit, slated for March 6 and 7, will carry the theme of "Alabama: A United State of Nonprofits" and will focus on collaboration building.



Four new professional development Institutes have been launched in 2011 focusing on key areas of nonprofit strategy and advancement. These Institutes are delivered through a multi-faceted immersion learning model – classroom training, independent study, peer-to-peer interaction and web-based training. Institutes launched include the Alabama Advocacy Institute, the Executive Leadership Institute, the Board Leadership Institute and the Everyone Ready® Volunteer Management Institute.



NONPROFIT EXECUTIVE
LEADERSHIP INSTITUTE



ALABAMA ADVOCACY
INSTITUTE



Everyone Ready®

Achieve more when *everyone's*
ready for volunteers

FROM ENERGIZE



NONPROFIT BOARD
LEADERSHIP INSTITUTE

LOOKING AHEAD

The Alabama Association of Nonprofits is currently working with Georgia Center for Nonprofits (GCN) President and CEO Karen Beavor on the development of a long-term business plan to guide our efforts. GCN is one of the nation's largest nonprofit Associations with more than 4,500 members. Slated for completion in early 2012, the plan will focus on the development of new service lines, increased policy engagement and building greater sector awareness. The Board of Directors of the Association is actively engaged in this process.

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