

“Get Involved. Stay Informed. Make a Difference.”



## Annual Report Fiscal Year 2003

(April 1, 2002 – March 31, 2003)

MARYLAND  
ASSOCIATION OF  
NONPROFIT  
ORGANIZATIONS

## MISSION STATEMENT

The Maryland Association of Nonprofit Organizations' (Maryland Nonprofits) mission is to strengthen and support the ability of nonprofit organizations to serve the community and to enhance public understanding of, confidence in and support for the nonprofit sector. To achieve this goal, Maryland Nonprofits works through a five-part program of: 1) Training and technical assistance on the entire spectrum of nonprofit management topics; 2) Cooperative buying programs for the purchase of employee benefits, office equipment and supplies and other necessary goods and services; 3) Information sharing and networking through informal roundtable discussion groups, monthly member mailings and e-communities; 4) Public policy advocacy on issues affecting the health and vitality of the nonprofit sector; and 5) Research, public education and public relations to promote increased support and understanding of the nonprofit sector. To meet the needs of our members, we have offices in Baltimore and Silver Spring and also conduct programs in Western Maryland, the Eastern Shore and Southern Maryland.

Our members include more than 1,300 nonprofit organizations from across the state, representing all sectors of the nonprofit community including human service, health, educational, cultural, environmental, religious, and other charitable organizations and foundations. To help fulfill our mission, Maryland Nonprofits developed the Standards for Excellence (Standards) program to promote ethical practices and accountability in nonprofits. The Standards program is now a national model being replicated under the auspices of Maryland Nonprofits within the Georgia, Louisiana, North Carolina, Ohio and Pennsylvania nonprofit sectors.

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## A Message from the Executive Director and Board Chair

### “Get Involved. Stay Informed. Make a Difference.”

This year we have a different message to share with you in this opening letter to Maryland Nonprofits' FY 2003 Annual Report. Rather than reflecting on the many accomplishments of the year, instead we hope to focus your attention on what we, as a nonprofit community, need to accomplish in the future: Get Involved. Stay Informed. Make a Difference.

These words are more than just a new slogan for Maryland Nonprofits. We hope that they will be a call to action for all of our members. During FY 2003 it has become increasingly clear that it is time to stand up, speak out about and address the dire circumstances facing the nonprofit sector and, more importantly, facing the people and communities nonprofits serve and that we care about so much.

We need to stand up and speak out, not only as leaders of one of the fastest growing segments of the state's economy, but as citizens of this state. Rightfully, government should be a tool used to enhance opportunities for all citizens in order to enrich our lives, as well as address our own needs and those of our fellow citizens. But Maryland's government is not effectively meeting the needs of our citizens.

The fact is that we are under-investing in a number of critical areas. While Maryland is considered one of the wealthiest states in the nation, we are actually ranked (with 50 being lowest) 50<sup>th</sup> in spending on state and local government services as a percentage of income, 44<sup>th</sup> in spending on libraries and education, and 47<sup>th</sup> on health and social services.

As a result of this under-investment, Maryland has a waiting list of more than 10,000 families to get assistance for their family members with developmental disabilities. We have witnessed the closing of seventeen community mental health clinics and the denial of services to persons with mental disabilities. And, future prospects are threatening for many in our community who make use of childcare vouchers, domestic violence programs, after school programs, family preservation, family support centers, home delivered meals for persons with HIV/AIDS, emergency food, emergency and transitional housing and substance abuse treatment. The current economic and political climate also is undermining and threatening our investment in art, culture, history and the environment.

What can we do about this? We must look to ourselves for the answers and solutions. We have yet to unleash the power that resides in the people of the nonprofit sector: our board members, staff, and volunteers, the 90% of members of the public that support our organizations, the people we serve, and the 94% who recognize the importance of nonprofits to the quality of life.

As members of Maryland Nonprofits, we can unite around a common vision for the future of this great state of Maryland. We need to work together to harness the power of nonprofits to catalyze a new civic engagement, to rekindle a new citizenship, to transform government and political institutions so that they serve and meet the needs of average citizens, and to achieve a new vision.

### “Get Involved. Stay Informed. Make a Difference.”

Let's make this the year we take these words to heart as our anthem.

Get involved in building a stronger, more effective and more well-organized nonprofit sector. Stay informed of the latest developments, information and entrepreneurial strategies that will help maximize the ability of your organization to serve the community. Make a difference by speaking out about the impact nonprofits have on the economy and quality of life in the State and about the important role your organization plays in service to the community.



Peter V. Berns  
Executive Director



Stephen H. Morgan  
Board Chair

## FY 2003 BOARD OF DIRECTORS (As of 3/31/2003)

(For a current list of Board members go to [www.marylandnonprofits.org](http://www.marylandnonprofits.org))

### PRESIDENT

Stephen H. Morgan  
*ARC of Baltimore*

### VICE-PRESIDENT

Marge Thomas  
*Goodwill Industries of the Chesapeake*

### SECRETARY

Jan A. Desper  
*Friends of Patterson Park*

### TREASURER

Stephen T. Baron  
*Baltimore Mental Health System*

Mindy Koplon Binderman  
*Binderman & Ciekot LLP*

Cynthia Bolden  
*Shabach! Ministries*

Karen Y. Bond  
*(formerly with Baltimore Educational Scholarship Trust)*

Patricia A. Bosse  
*College of Notre Dame of Maryland*

Sheryl Brissett-Chapman  
*National Center for Children and Families*

Theresa A. Cameron  
*Arts and Humanities Council of Montgomery County*

Jennifer Draxton Krammes  
*First Night Annapolis  
(formerly with Friends of Anmmarie Garden)*

Rob Etgen  
*Eastern Shore Land Conservancy*

Sharon E. Friedman  
*Mental Health Association of Montgomery County*

Toby Gordon  
*Johns Hopkins Health Systems*

Santo A. Grande  
*Delmarva Community Services*

Wihelm H. Joseph  
*Legal Aid Bureau*

Sung Kwon  
*Adventist Community Services*

Sharon Landis  
*Star Community*

David Markoe  
*YMCA of Frederick County*

Martina A. Martin  
*United Way of Central Maryland*

Lester Salamon  
*JHU Center for Civil Society Studies*

Lee A. Sheller  
*Piper Rudnick LLP*

James E. Upchurch, Jr.  
*Interfaith Housing Community Corporation*

Robert L. Waldman  
*Venable LLP*

Marti G. Worshtil  
*Prince George's Child Resource Center*

## FY 2003 STAFF (As of 3/31/2003)

(For a current list of staff members go to [www.marylandnonprofits.org](http://www.marylandnonprofits.org))

Ellen Alderman, *Office Assistant*

Peter Berns, *Executive Director*

Henry Bogdan, *Director of Public Policy & Public Affairs*

Victoria Bullard-Vinson, *Director, Advocacy Leaders Program \**

Rebecca Burrett, *Executive Assistant*

Dawn Deakins, *Program Associate, Standards for Excellence/Development Associate*

Alison Dodge, *Program Associate, Regional Development*

Jacqueline Bentz Dugroo, *Director of Regional Development & Online Services*

Kenna Forsyth, *Librarian*

Maurice Gardner, *Executive Assistant \**

James Gerald, *Administrative Coordinator*

Nancy Hall, *Director of Finance, Marketing & Member Services*

Steve Hill, *Director Maryland Budget and Tax Policy Institute*

Regan Johnson, *Program Associate, Standards for Excellence \**

Jessica Jones, *Intern, Standards for Excellence*

Deb Jung, *General Counsel*

Michael Lee, *Program Associate, Standards for Excellence*

Patrick Lester, *Policy Analyst, Maryland Budget and Tax Policy Institute*

Amy Coates Madsen, *Director, Standards for Excellence*

Padraic Morton, *Associate General Counsel*

Noah Parker, *Program Associate, Standards for Excellence*

Tim Rahto, *Information Systems Manager*

Rafael Regales, *Program Associate, Membership Services/Public Policy \**

Tricia Rubacky, *Senior Development Advisor*

Ann L. Smith, *Finance & Human Resources Manager*

Jill Stephenson, *Training Program Associate*

Kimberly Thomas, *Office Manager \**

Mara Winters, *Program Director, Business Volunteers Unlimited*

Lavina Woodward, *Office Assistant*

\* Former staff

## A BRIEF HISTORY OF THE MARYLAND ASSOCIATION OF NONPROFIT ORGANIZATIONS

**I**nternationally recognized as one of the largest and most successful nonprofit associations in the United States, the Maryland Association of Nonprofit Organizations (Maryland Nonprofits) exists to serve the nonprofit community of Maryland. Maryland Nonprofits has grown from 139 charter members and one office with two staff in 1991 to more than 1,300 member nonprofits and over 300 associate members served by offices in Baltimore and Silver Spring with a combined staff of 26. The nonprofit and philanthropic community established Maryland Nonprofits after a two-year statewide organizing effort by more than 200 organizations, representing all nonprofit sectors and regions of the State. Maryland Nonprofits continues to grow, both in membership and in programs which strive to best serve our members. ♦ In order to fulfill our mission, we developed and implemented the “Standards for Excellence: An Ethics and Accountability Code for the Nonprofit Sector” in 1998. Now renowned internationally as a model for nonprofits worldwide, the Standards are being replicated under the auspices of Maryland Nonprofits in five other states, with serious inquiries from 35 other states and countries such as Japan, Turkey, the People’s Republic of China, and Russia. A National Advisory Board was established in 2003 to provide counsel on further expansion. This program has attracted financial support from several national foundations. ♦ In 1998, we also established the Maryland Budget and Tax Policy Institute to analyze how state fiscal policies impact vulnerable populations. In 2000, the Executive Transition Initiative was created to support organizations in the process of hiring a new executive director, and the Advocacy Leaders Program was developed in an effort to enhance advocacy skills among nonprofits. ♦ During FY 2003, a business and nonprofit partnership called Business Volunteers Unlimited was launched to match business leaders eager to offer their expertise with appropriate nonprofits.

“What sets Maryland Nonprofits apart from many other similar associations is the accessibility of the personnel. Without exception, the professionals who run this organization have always been available to share their very extensive knowledge and advice. Their interest in each and every one of its member agencies reflects a deep commitment and interest in improving the nonprofit sector in Maryland.”

*Sharon Landis, Executive Director, Star Community*

“Let me just say that I believe no organization could do a better job of educating nonprofit leaders here in Baltimore.”

*Sister Augusta Reilly, Executive Director, Marian House*

## HIGHLIGHTS OF FY 2003

Maryland Nonprofits seeks to provide services and programs that benefit its member organizations as well as the nonprofit sector as a whole. This report includes information on our activities over FY 2003 and descriptions of ways Maryland Nonprofits enhanced the delivery of all of the services in our priority programs. A few highlights of our accomplishments include:

- Certifying six new organizations with the Seal of Excellence. Distributing over 8,000 copies of the “Standards for Excellence: An Ethics and Accountability Code for the Nonprofit Sector”;
- Addition of advanced online services and resources, including E-Communities, Nonprofit Career Center, searchable Membership Directory and Consultant Databank;
- Providing 212 training programs for over 3,300 people;
- Responding to over 2,400 requests for technical assistance, a 20 percent increase over the prior year;
- Drawing over 500 staff, board and volunteers to our annual conference in December;
- Releasing several analytic papers about pending cuts in the state budget; and
- Growing our membership by 9% (net) from 1,250 organizations to 1,361 organizations over the past year.

Maryland Nonprofits achieved a balanced budget of approximately \$3.3 million in income and expenses in FY 2003. Revenues in FY 2003 were approximately \$400,000 higher (14%) higher than in FY 2002. FY 2003 revenue included approximately \$1.6 million in grants and contributions from foundations, corporations and

individual donors and \$1.7 million generated through membership dues, training fees, earned income and contracts.

## STAFF EXPANSION

Maryland Nonprofits has a national reputation for its highly qualified staff. As we grow, we strive to hire the most talented people we can recruit within our budget realities. We also strive for continuity on our staff in an effort to limit staff turnover by hiring from within, whenever possible. We are fortunate to have built an even stronger staff over the past fiscal year because of the organizational growth we achieved. During FY 2003 we created and filled the following new positions: Finance and Human Resources Manager, Development/Program Associate, Regional Program Associate and a Senior Policy Analyst for the Maryland Budget and Tax Policy Institute.

## STANDARDS FOR EXCELLENCE PROGRAM

The goal of the Standards for Excellence (Standards) program is to build capacity in nonprofits through strengthening the ethics and accountability practices in individual nonprofit organizations, while also bolstering public confidence in and support for the nonprofit sector as a whole. Based on the fundamental values of honesty, integrity, fairness, respect, trust, responsibility, and accountability, the Standards describe how nonprofit organizations should act to be ethical and accountable in their program operations, governance, human resources, financial management, and fundraising.

Six new organizations were awarded the Standards' Seal of Excellence this fiscal year:

- Center for Watershed Protection
- Dyslexia Tutoring Program
- The Horizon Foundation
- Lutheran World Relief
- Touchstones Discussion Project
- YMCA of Central Maryland

Six organizations were re-certified:

- Alzheimer's Association – Greater Maryland Chapter
- American Red Cross of Central Maryland
- Fuel Fund of Maryland
- Interfaith Housing of Western Maryland
- Maryland Food Bank
- Special Olympics Maryland.

To further illustrate the importance of the Standards program, Maryland Nonprofits has fully integrated the Standards for Excellence into all aspects of our work. Over the past year, we distributed over 8,000 copies of the *Standards for Excellence: An Ethics and Accountability Code for the Nonprofit Sector* to audiences in Maryland and internationally: Total distribution has exceeded 33,000 copies of the code. Moreover, during the fiscal year, we began offering the Introductory Course as part of our board training programs and training for consultants involved with our Executive Transition program. Hundreds of other organizations participated in introductory Standards sessions through facilitated Maryland Nonprofits staff presentations at conferences and meetings held in and around Maryland's nonprofit sector.

We are very pleased to report the completion of the Standards for Excellence Introductory video, a tool to educate nonprofit organizations about the Standards program. The video encourages nonprofits to strengthen their organizations by taking advantage of the resources from the Standards program. The video can

also be viewed on the Standards for Excellence website using Real Player, which can be downloaded from the internet free of charge.

Maryland Nonprofits has also launched an independent Standards for Excellence website, [www.standardsforexcellence.org](http://www.standardsforexcellence.org), to provide insight into the program and its resources. Access to the Standards site can still be gained from the Maryland Nonprofits website.

#### **FY 2003 ETHICS STANDARDS COMMITTEE**

Janet Rene Adams, *Franciscan Center*  
Theresa A. Cameron, *Arts and Humanities Council of Montgomery County*

Jane Christie, *Christie Hansen and Associates*

Mary Ann Holohean

Michael S. Malewicki, *Lutheran World Relief*

Martina A. Martin, *United Way of Central Maryland*

Francisco Ramirez, *Rural Schools and Community Trust*

Linda R. Ramsey, *Friends of the Family*

Lee A. Sheller, *Piper Rudnick & Wolfe LLP*

Kinaya C. Sokoya, *DC Children's Trust Fund*

E. Francine Stokes, *Morgan State University*

James E. Upchurch, Jr., *Interfaith Housing of Western Maryland*

Dwight S. Warren, *McKim Community Association*

#### **FY 2003 PEER REVIEWERS FOR THE VOLUNTARY CERTIFICATION PROGRAM**

Ayo Atterberry, *LTG Associates*

Susan Atwood, *Bay Shore Services*

Lori A. Aveni

Bruce L. Baker, *Common Interest Policy Associates*

Stephen T. Baron, *Baltimore Mental Health Systems*

Kelly Bauer, *Lutheran World Relief*

"When we need information and advice, the first step we take is to contact Maryland Nonprofits. We consider the small membership fee to be the best investment we have ever made. Maryland Nonprofits is a leader on issues affecting the nonprofit sector and their staff serves as an expert resource for information on all aspects of nonprofit management."

*J. Joseph Willmott, Board President  
INNterim Housing, Baltimore*

"I always come away from the training sessions feeling inspired...thank you for all you do to keep members informed and challenged."

*Jeannette Mendonca, Advisory Board  
President, Our House Youth Home*

**"The Maryland Association of Nonprofit Organizations has, once again, proven its tremendous value not only to its membership, but also to the community-at-large by conceptualizing and implementing the Standards for Excellence program. Thank you for your excellent work."**

*Amanda C. Zinn, CEO, Women Entrepreneurs of Baltimore, Inc.*

**"I have been a grassroots advocate for more than 35 years. Participation in the Maryland Association of Nonprofit Organizations Advocacy Leaders Program (ALP) authenticated work that I have been doing instinctively."**

*Danise Jones-Dorsey, Director of Public Policy, Center for Poverty Solutions*

Teri D. Bennett  
Mindy Binderman, *Binderman & Ciekot*  
Pat Blanchard  
Barbara Bonhage, *National Kidney Foundation of Maryland*  
Ann Boyce, *T. Rowe Price Program for Charitable Giving, Inc.*  
Christine Brubaker, *Advocates for Children and Youth*  
Barbara Bryan  
K.C. Burton, *Annie E. Casey Foundation*  
Gregory Cantori, *Marion I. and Henry J. Knott Foundation*  
Jackie Carrera, *Parks and People Foundation for Baltimore Recreation and Parks*  
Shauna A.S. Chabot, *Equus Fundraising Consultants*  
Maureen Gavaghan Craig  
Judy Crossland, *Maryland Committee for Children*  
Suzanne L. Dagurt  
Jennifer Daley, *Community Housing Resources and Hagerstown Home Store*  
David Davies  
Mary H. DeKuyper  
Jan A. Desper, *Friends of Patterson Park*  
Steven H. Duncan  
Jackie Eder-Van Hook  
Rob Etgen, *Eastern Shore Land Conservancy*  
Barbara Evans, *BlackBaud*  
Maggi Gaines, *Spark Partnership for Service*  
John Geist  
Hope Gleicher, *Trellis Foundation*  
Eleanor Goldstein, *Maryland Legal Services Corporation*  
Keith Hart, *Governors Office on Service and Volunteerism*  
Karen Hopkins, *University of Maryland School of Social Work*  
Nancy J. Hutson, *St Mary's County Community Development Corporation*  
Yvette Hynson, *Maryland Association of Community Services for Persons with Developmental Disabilities*  
Karen Janssen, *Family League of Baltimore City*  
Ellen Pam Katz, *Society for Progressive Supranuclear Palsy*  
Harvey Kettering  
Leslie Kleban, *LLK Consulting*  
Patricia Krebs, *Special Olympics Maryland*  
Helen London, *Meyerhoff Teen Initiative*  
Barbara McCord, *The Coordinating Center*  
Kate McGuire, *Maryland Food Bank*  
Lisa McKillop, *Hospice Caring*  
Karen Meadow  
David Michaud, *Community Foundation of the Eastern Shore*  
Eric Miller III, *Village Learning Place*  
Lois Miller, *Big Brothers Big Sisters of Maryland*  
Cass Naugle, *Alzheimer's Disease and Related Disorders Association*  
Kim R. Nechay, *Salisbury State University Foundation, Inc.*  
Sylvia Nudler, *Council on Quality and Leadership in Support for People with Disabilities*  
Sima R. Osdoby  
Nancie Park, *Prince Georges Volunteer Center*  
Jacki Pettis, *Baltimore Mental Health System, Inc.*  
Hope Primas  
Catherine A. Raggio, *Independence Now*  
Lisa Rau, *Confluence Corporation*  
Sandra Renner, *Alford Group*  
Evelyn Kim Rhim, *The Training Source*  
Mary F. Robinson, *Capacity Partners*  
Rebecca Rothery, *American Red Cross*  
Denise Rothman Hinden, *Management Performance Concepts*  
Lisa Rusyniak, *Goodwill Industries of the Chesapeake*  
Tracey Rutnik, *Association of Baltimore Area Grantmakers*  
Linda Safran, *Development Collaborative*  
Abe Schuchman, *Housing Unlimited*  
Judy Simonson, *The Simonson Group*  
Linda Smeyne, *Johns Hopkins Bloomberg School of Public Health*

Judy Stauffer, *Community Assistance Network*

Audrey Suhr, *National Aquarium in Baltimore*

Linda S. Sullivan, *Arts Management*

BJ Summers, *Community Foundation of the Eastern Shore*

Michael Theielke, *Chester Bridge Foundation*

Pattie A. Tingle, *Holly Community*

Mary Ellen Vanni, *Fuel Fund of Maryland*

Helene H. Waranch, *Literacy Works*

Kathleen Warren, *Maryland Food Bank*

Robert W. Water, *Helping Up Mission*

Nadine Weinstein, *Progressive Horizons*

Mary Douglas Wells, *Friends of the Family*

Leslie T. White, *Croydon Consulting*

Betsy Yeomans, *Baltimore Clayworks*

Wilma Zimmerman, *Pickersgill Retirement Community*

Amanda Crook Zinn, *Women Entrepreneurs of Baltimore*

#### **FY 2003 PUBLIC EDUCATION AND PROGRAM PROMOTION WORK GROUP**

Linnea Anderson, *American Red Cross*

Kelly Bauer, *Lutheran World Relief*

Pat Blanchard

Roslyn Booker, *Maryland Center for Veterans Education and Training*

Lisa Brakebill, *Alzheimers Disease and Related Disorders Association*

Harvey Kettering

Barbara McCord, *The Coordinating Center*

Linda R. Ramsey, *Friends of the Family*

Nadine Weinstein, *Progressive Horizons*

Harry W. Zepp, *Maryland Center for Arts and Technology*

## **TECHNOLOGY ENHANCEMENTS**

In an effort to advance our communication with and services to our members and the broader nonprofit sector in Maryland, Maryland Nonprofits has been developing our internal capacity to add online resources and services. This included an upgrade of our association management software and enhancement of the underlying network system needed to expand our online services.

Maryland Nonprofits also developed and launched an Online Community in FY 2003 to offer visitors access to a variety of information and services, some of which are limited to Maryland Nonprofits members only. Enhancements completed in the last year include the

- Nonprofit Management Resource Library Catalog;
- Nonprofit Career Center;
- Nonprofit Community Calendar;
- Searchable Membership Directory;
- Training Registration;
- Searchable Consultant Databank; and
- E-Communities.

All of these enhancements have had a positive impact on all our program activities. Moreover, none of these communication tools or services had been available with the level of ease and sophistication as they currently are, now that they are available online.

**“The Maryland Nonprofits professional staff shares decades of exceptional hands-on experience with local organizations. We rely heavily on their expertise and organizational capacity to provide technical assistance and services to a wide range of organizations we support.”**

*Ellen Janes, (former) Assistant Secretary Maryland Department of Housing and Community Development*

**“Lutheran World Relief is proud to be a member of the Maryland Association of Nonprofit Organizations, the premier statewide organization for organizational excellence in our sector.”**

*Kathryn Wolford, President, Lutheran World Relief*

"Maryland Nonprofits' Advocacy Leaders Program was a great experience that I would recommend to any advocate to sharpen their professional skills. The variety and quality of trainings as well as the opportunity to make new relationships were very valuable experiences. I actually just recommended the program to a co-worker just last week. Thanks again for the chance to participate."

*David McNear, Director of Sustainable Funding, Advocates for Children and Youth*

"I want to extend thanks for your wonderful help with our salary survey! Such excellent service is just one more reason that we promote membership in Maryland Nonprofits as invaluable."

*Lin Romano, Deputy Director, Govans Ecumenical Development Corporation*

## EDUCATIONAL PROGRAMS TRAININGS & ROUNDTABLES

During FY 2003, Maryland Nonprofits offered 212 training programs. Over 3,300 attendees participated in our training sessions, roundtable discussions, and annual conference. Workshop topics included theories and practices on financial management, organizational development, human resources, fundraising and development, marketing and communications, and technology.

Invited back to Maryland in FY 2003 was nationally renowned fundraiser Kim Klein, who conducted two training programs on *Fundraising in Times of Crisis*. Kim addressed fundraising strategies in tight economic times and provided insight on steps organizations can take to move ahead. We also provided a training titled *National Foundation Grants 2003* in collaboration with the Philanthropy Project. This training provided attendees with information on the top 100 foundations in four hours. Both training programs were highly successful and well attended.

Roundtable discussions continue to prove popular with members, including ones that provide access to and advice from the media. Two "standing room only" roundtables this year were led by the Editor-in-Chief of *The Daily Record* and another panel which included the nonprofit reporter from the *Washington Post* and the Assistant News Director of Washington's Fox News station.

Online registration was added for training programs and roundtables. Individuals from member and nonmember organizations are now able to access the Training Calendar and register for training program through the Maryland Nonprofits website.

## TENTH ANNUAL CONFERENCE – DECEMBER 12, 2002

The Annual Conference brought together almost 500 nonprofit leaders from across the state to network, learn from workshops and seminars, gather information from the vendor marketplace and share ideas. Participants were treated to a luncheon keynote address by Diane Rehm, host of National Public Radio's syndicated "The Diane Rehm Show," followed by a book signing.

### FY 2003 TRAINERS, FACILITATORS, AND PRESENTERS

Denise Adams, *Peacock Condon Anderson and Company*  
Thomas Adams, *Adams & Associates*  
Jeanne Allert, *Ellipsis Partner*  
Mindy Amor, *Mindy Amor Training and Consulting Services*  
Sheldon Berman, *Rosen Sapperstein & Friedlander Chartered*  
Heather Berthoud, *Berthoud/Greene Consultants LLC*  
Mindy Binderman, *Binderman & Ciekot*  
Suzanna A. Braun, *Halt Thrasher & Buzas LLC*  
Stephen C. Carey, *Halt Thrasher & Buzas LLC*  
Sonja Carlborg  
Mark Cheshire, *The Daily Record*  
Barbara Cicone, *Donor Strategies*  
Ann Ciekot, *Binderman & Ciekot*  
Beverly A. Coulson  
Suzanne L. Dagurt  
Gayle V. Economos, *GVE Media/Public Relations*  
Eric Gally, *Gally Public Affairs*  
Cissel Gott, *Gott Group*  
Valerie Graff  
Robert D. Greene, *Berthoud/Greene Associates*  
Desiree Griffin-Moore, *Prince Georges Community Foundation*  
Susan Grossman, *Business Volunteers Unlimited*

Diana Hallman, *Leading Edge Marketing & Planning*  
Ian Lipner, *Stanton Communications Inc.*  
Linda Lysakowski, *Capital Venture*  
Rob Macdonald, *Smith Content*  
Jessica Mark, *Volunteer Maryland*  
Karen Meadow  
P. Michael Meyerstein, *Aleph Group*  
Ira Miller, *Ira Mark Miller & Co.*  
Paul R. Miller, *Freefall Design*  
Charles J. Morton, Jr., Esq., *Venable LLC*  
Patty O'Malley, *Rubino and McGeehin Chartered*  
Tim O'Neill, *Leading Edge Marketing and Planning, Inc.*  
Deborah A. Photiadis, *Council on Management & Productivity*  
Neil Porta, *Context Consulting*  
Sandra Renner, *Alford Group*  
Sally Rudney, *Montgomery County Community Foundation*  
Tracey Rutnik, *Association of Baltimore Area Grantmakers*  
Mark Sachs, *Mark Sachs & Associates*  
Linda Smith  
Thomas Sneeringer, *Keller Bruner & Company*  
Richard Solloway, *Solloway & Associates*  
Isazetta A. Spikes, *Community Law Center*  
J. Michael Stephens, *Clifton Gunderson LLC*  
Kathy Swayze, *Impact Communications, Inc.*  
Donald J. Tebbe, *Rewarding Results Group*  
Ruth E. Thaler-Carter  
Abby J. Von Schlegell, *Brackley Briscoe, Inc.*  
Leslie T. White, *Croydon Consulting*

## **TECHNICAL ASSISTANCE AND INFORMATION SERVICES**

Maryland Nonprofits' staff responds daily to numerous requests for technical assistance and information from both members and non-members. All program staff answer technical assistance inquiries, which come to us over the telephone, e-mail, and through contacts we make in the field. In fiscal year 2003 we logged over 2,400 technical assistance telephone calls on every imaginable topic, ranging from how to start a nonprofit to where to find locations in different areas of the state to hold meetings.

Beyond the provision of technical assistance over the phone, Maryland Nonprofits offers specialized technical assistance through:

- Customized Contract Training, which includes our House Calls program;
- Consultant Databank; and
- Nonprofit Management Resource Library.

During FY 2003, we conducted a number of Customized Contract Training programs throughout the state on topics relating to board governance, financial management, fundraising, organizational development, and public policy. We also expanded our capacity to offer the House Calls program, and to offer more customized on-site training programs, including Board Excellence Training; Fundraising Readiness Training; Fundraising Basics for Boards; and Innovative Board Recruitment and Management.

In situations where the technical assistance requested requires more in-depth or long-term services than typically provided, members are referred to our Consultant DataBank, which is now searchable through our website. The individuals and businesses referred are associate members with expertise in a range of nonprofit management and governance topics.

"Thank you on behalf of MAEF Board of Directors for taking your time to speak to us on Saturday about fundraising basics. Your presentation truly did get our focus back on track and gave us a clearer picture of our mission as a board. Again, thank you for taking time from your busy Saturday morning schedule to be with us."

*Jean Kuill, Board Secretary, Maryland Agricultural Education Foundation*

## NONPROFIT LIBRARY

Maryland Nonprofits now boasts the largest nonprofit library in the mid-Atlantic region. Over the last few years, Maryland Nonprofits has been expanding the size of our library collections in both the Baltimore and Silver Spring offices. During FY 2003, we added 80 new titles to our library collection, as well as PR02 (Prospect Research Online), an online prospect research database of corporations, foundations, and major donors. This service, along with our increasingly popular electronic tool, *FC Search* from the Foundation Center and *GrantsDirect.com* an online database of Maryland and DC area funding sources, makes grant research more efficient and effective for our members. In addition, as a consequence of our expansion of online services, our total collection of over 3,000-catalogued items is now searchable via our web page at [www.mdnonprofit.org/library.htm](http://www.mdnonprofit.org/library.htm).

## FAQ

A FAQ (Frequently Asked Questions) page has been installed on our website. The FAQ page currently features 37 questions ranging from how many nonprofit organizations there are in Maryland to what someone needs to know when donating a car. Each question will be reviewed and updated annually. The FAQ can be viewed at [www.mdnonprofit.org/FAQ.htm](http://www.mdnonprofit.org/FAQ.htm)

## COOPERATIVE BUYING PROGRAMS

Unanticipated claims from the September 11th tragedy and various natural disasters combined with low interest rates and a poorly performing stock market to put stress on the insurance industry. The industry's response was to increase premiums; double-digit increases were the rule; and triple digit increases were not uncommon. The industry became more selective about who and what they would cover. In order to protect their bottom line, insurance companies began cutting staff, a change that made it difficult to get price quotations needed to shop for reasonable coverage at a reasonable price. Getting a new policy or changing existing coverage became a dreaded task for both nonprofit and for profit managers.

Despite these challenges, the Maryland Nonprofits' cooperative buying programs thrived during FY 2003. During FY 2003, 575 organizations (over 43% of the membership) were participating in one or more of the programs. The premium increases in the Maryland Nonprofits Directors and Officers Insurance program were significantly below the industry average.

The star performer was the Maryland Nonprofit Workers Compensation Program with IWIF. The number of members participating in IWIF increased by nearly 30% (from 215 to 275). The estimated annual savings resulting from this program in FY 2003 was more than \$400,000, savings that participating organizations can now use toward meeting their missions.

## FY03 MEMBER SERVICES COMMITTEE

Jan A. Desper, *Friends of Patterson Park*  
Sydney Arny

Zenaida Dorsey, *Meals on Wheels of Central Maryland*

William Ewing, *Maryland Food Bank*

Linda Marston, *American Lung Association of Maryland*

## LEGAL SERVICES

Each year, Maryland Nonprofits sees a steadily increasing demand for legal assistance from member organizations that are unable to afford counsel. While many small and medium-sized nonprofits seek the services of volunteer counsel, too often they are unsuccessful, particularly where there is a need to obtain advice from someone who is knowledgeable about nonprofit corporate and tax issues. Last year our General Counsel responded to more than 400 calls for legal advice.

Our full and part-time staff attorneys endeavor to meet this demand in a variety of ways. Educational workshops and written materials on legal topics have been developed in an effort to prevent legal problems before they occur. We also provide brief information and advice and refer organizations to *pro bono* counsel through our Lawyer's Clearinghouse.

Examples of the kinds of legal services provided include:

- Reviewing a licensing agreement for a community association to rent a facility;
- Advising a disability organization on risk management issues regarding employee mileage reimbursement;
- Revising bylaws for a variety of groups;
- Advising a Board of Directors on avoiding liability in employment situations;

- Assisting groups with incorporation and application for tax exemption; and
- Advising a 501 (c)(3) about the limits of political activities in which they can participate.

## **PUBLIC POLICY AND ADVOCACY**

A major thrust of our public policy work is to represent the nonprofit sector before government agencies and legislative bodies at the state and local levels. The Public Policy Committee continued its in-depth participation by helping to determine the Nonprofit Policy Agenda for Maryland Nonprofits. With a new administration in office in Annapolis, our advocates worked to educate lawmakers by providing information on a variety of topics relating to nonprofits and the communities they serve in Maryland. Our members were kept apprised with briefings of General Assembly activities through email and fax broadcasts and Public Policy Alerts in our Monthly Member Mailings. We continue to work to alert our members about issues and encourage them to contact their legislative representatives through our online system.

## **ADVOCACY LEADERS PROGRAM**

We are committed to sponsoring programs that help organizations understand the public policy process and become more engaged in issues that impact the nonprofit sector and the constituencies we serve. The Advocacy Leaders Program (ALP) offers an intensive year-long process designed to increase knowledge and understanding of government policymaking while expanding nonprofit advocates' capacity, competence and confidence in

advocating for their causes. ALP also provides advocates with a supportive, learning community among others working on related public policy issues.

January 2003 marked the beginning of the third full year of the Advocacy Leaders Program. After a rigorous recruitment process in the fall and winter of 2002, we selected 15 members for the Class of 2003, who represented disabilities, anti-poverty, substance abuse, mental health, historical preservation, childcare advocacy, and arts organizations. The majority of the participants in 2003 represent organizations based predominantly in the Baltimore metropolitan area. The class was diverse in many areas including age, type of job, level of experience with lobbying, and ethnicity. Class of 2003 included:

Patti Almirez, *Art Education in Maryland Schools Alliance*  
 Diane Baxter-Stanton, *Baltimore Substance Abuse Systems*  
 Rebecca Burrett, *Maryland Association of Nonprofit Organizations*  
 Joseph J. Coffey, *Baltimore Neighborhoods, Inc.*  
 Beth Giordano, *Maryland Committee for Children*  
 Flavia Jimenez, *Iron Workers Union and CASA of Maryland*  
 Danise Jones-Dorsey, *Center for Poverty Solutions*  
 Deana Krizan, *Mental Health Association of Maryland.*  
 Ileana B. Luciani, *Maryland Disability Law Center*  
 Lois Miller, *Big Brothers Big Sisters of Central Maryland*  
 Audrey F. Moore, *Northwest Baltimore Youth Services Incorporated*

Derrick L. Richardson, *Hotel Employees and Restaurant Employees Union Local 7*  
 Lori Somerville, *Humanim*  
 Romaine Somerville, *The Preservation Society*  
 Bernice Tucker, *Women Accepting Responsibility*

Advocacy Leaders Class of 2003 curriculum included two four-day retreats and five one-day seminars that covered such topics as:

- Elements of Advocacy
- Using Polling, Mobilization and Election Year Activities to Achieve Advocacy Goals
- Strategy Development
- Leadership Taxonomy
- Litigation as an Advocacy Tool
- The State Budget as an Advocacy Tool
- Message Development
- Access and Persuasion
- Building Coalitions

## **MARYLAND BUDGET & TAX POLICY INSTITUTE**

The state's fiscal crisis dominated public policy debates in the past fiscal year. As always, the Maryland Budget and Tax Policy Institute played a major role as an objective analyst of issues related to the state fiscal crisis. The Institute produced several timely analyses on state revenue options and proposed budget cuts, with an emphasis on how those choices affect low- and moderate-income Marylanders, other vulnerable populations, and the community programs that serve them: *Balancing the Budget by Cutting Services: All Pain, No Gain* (October 2002); *Within Easy Reach: Balancing the Budget Without Cutting Services* (January 2003), *Maryland Unemployment Insurance; Underfunded and Out of Date* (January 2003), *Fixing Maryland's Unemployment*

*Insurance Safety Net* (February 2003), and *Cutting Muscle, Not Fat* (February 2003, revised April 2003). These papers received considerable media coverage in the major media markets around the state. Beyond issuing these analyses, the Institute also provided numerous briefings on budget and tax policy issues for nonprofit sector staff and advocates. Most of the Institute's reports are mailed, emailed and placed on the Institute's website, [www.marylandpolicy.org](http://www.marylandpolicy.org)

### **FY03 PUBLIC POLICY COMMITTEE**

Barbara Bellack, *NAMI of Maryland*  
 Mindy Binderman, *Binderman & Ciekot*  
 Llatetra D. Brown, *Universty of Maryland at College Park Alumni Association*  
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 William Ewing, *Maryland Food Bank*  
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Brian Green, *CHI of Finance*  
 David Hartswick, *YMCA of Central Maryland*  
 John Herron, *Harbor City Services*  
 Laura Howell, *Maryland Association of Community Services for Persons with Developmental Disabilities*  
 Tom Hucker, *Progressive Maryland*  
 Lee Hudson, *Lutheran Office on Public Policy in Maryland*  
 Jamie Hunt, *Mount Vernon Cultural District*  
 Marjorie Inden, *Frederick County Humane Society*  
 Theresa Jones, *Families Involved Together Inc.*  
 Wilhelm H. Joseph, *Legal Aid Bureau*  
 Adam Kane, *MANPHA – A Senior Service Alliance*  
 James Kaufman, *Johns Hopkins Health System*  
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 Terry Lawlah, *Maryland Center at Bowie State University*  
 Mindy Lehman, *Maryland Independent College and University Association*  
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 Nan Waranch, *United Way of Central Maryland*  
 Margaret E. Williams, *Friends of the Family*

MARYLAND ASSOCIATION OF NONPROFIT ORGANIZATIONS, INC.  
Baltimore, Maryland

STATEMENTS OF FINANCIAL POSITION  
AS OF MARCH 31, 2003  
WITH SUMMARIZED FINANCIAL INFORMATION FOR 2002

		<b>ASSETS</b>	
		2003	2001
<b><u>Current Assets</u></b>			
Cash		\$ 151,129	\$ 193,527
Short-term investments		498,810	575,056
Accounts Receivable		320,718	283,267
Security deposit and prepaid expenses		50,518	24,768
	<b>Total current assets</b>	<u>1,021,175</u>	<u>1,076,618</u>
<b><u>Furniture and Equipment</u></b>			
Furniture and equipment at cost, net of accumulated depreciation of \$209,328 in 2003 and \$142,855 in 2002		202,995	221,837
	<b>Total assets</b>	<u><b>\$1,224,170</b></u>	<u><b>\$1,298,455</b></u>
<b>LIABILITIES AND NET ASSETS</b>			
<b><u>Current Liabilities</u></b>			
Accounts payable and accrued expenses		\$ 96,013	\$ 116,321
Deferred revenue		3,925	36,670
Deferred membership dues		234,097	212,671
	<b>Total current liabilities</b>	<u>334,035</u>	<u>365,662</u>
<b><u>Net Assets</u></b>			
Unrestricted			
Board designated		40,000	-
Undesignated		156,557	191,316
Temporarily restricted		693,578	741,477
	<b>Total net assets</b>	<u>890,135</u>	<u>932,793</u>
	<b>Total liabilities and net assets</b>	<u><b>1,224,170</b></u>	<u><b>\$1,298,455</b></u>

STATEMENT OF ACTIVITIES AND CHANGE IN NET ASSETS  
FOR THE YEAR ENDED MARCH 31, 2003  
WITH SUMMARIZED FINANCIAL INFORMATION FOR 2002

		2003		2002
		Unrestricted	Temporarily Restricted	Total
<b><u>Revenue</u></b>				
Membership dues		\$ 645,084	-	\$ 645,084
Grants and contributions		459,612	1,418,591	2,099,170
Member services		754,737	-	626,919
Investment income		25,669	-	25,817
Net assets released from restrictions:				
Satisfaction of donor imposed restrictions		1,466,490	(1,466,490)	-
	<b>Total revenue</b>	<u>3,351,592</u>	<u>(47,899)</u>	<u>3,303,693</u>
<b><u>Expenses</u></b>				
Personnel		1,817,664	-	1,445,536
Communications		131,204	-	132,197
Occupancy		150,284	-	108,064
Member services		326,917	-	260,567
All other		920,282	-	936,396
	<b>Total expenses</b>	<u>3,346,351</u>	<u>-</u>	<u>2,882,760</u>
Change in net assets		5,241	(47,899)	(42,658)
Net assets at beginning of year		191,316	741,477	932,793
<b>NET ASSETS AT END OF YEAR</b>		<u><b>\$196,557</b></u>	<u><b>\$693,578</b></u>	<u><b>\$890,135</b></u>
				<u><b>\$932,793</b></u>

## Donors and CONTRIBUTORS FY 2003

We wish to express our sincere gratitude to the following individuals, foundations, and businesses that supported Maryland Nonprofits in FY03 (Between April 1, 2002 – March 31, 2003). We are pleased to count you among our partners. We have made every effort to ensure the accuracy of this list, but ask that you notify us of any errors.

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