



2019 ANNUAL REPORT



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Dear Members,

Reflecting on Maryland Nonprofits work in 2019 feels like a bit of a time warp as we write amidst the COVID-19 pandemic and the national reckoning about racism in America. The work we did in 2019 to strengthen the capacity of nonprofits, advocate for change, and build a strong network have laid the foundation for the intense work required of all of us in 2020.

Our Standards for Excellence program developed a suite of new resources for nonprofits in the past year and expanded the network of licensed consultants that are able to help organizations apply the Standards in their governance and operations. In 2020, Standards accredited organizations are telling us how much better prepared they were for the changes that came with COVID-19. Having things like a disaster preparedness plan and a telecommuting policy already in place enabled organizations to pivot quickly.

Maryland Nonprofits convened nonprofit advocates throughout the year to work together for equitable public policy, leading to passage of a \$15 minimum wage by 2025, and a task force to address gaps in public transit, to promote renewable energy and green jobs, and to reduce the cost of prescription drugs. This important work connecting advocates in 2019 enabled us to hit the ground running in 2020 when we were able to have a united and galvanized nonprofit voice in advocating for the CARES Act and other key nonprofit priorities.

Embracing justice, equity, diversity and inclusion throughout our work in 2019 included delivering our *Equity Speaker Series* and engaging deeply in consulting with nonprofit organizations working through internal challenges around race and power. Our board established an equity task force and we undertook significant training for our staff in racial equity. These all prepared Maryland Nonprofits well to launch the *COVID-19: A Matter of Equity* series in 2020 and be in a position to help nonprofits beginning their racial equity journey, catalyzed by the deaths of George Floyd, Breonna Taylor, other Black and brown americans, and the growing Black Lives Matter movement.

So, while we visit this time machine back into 2019, we are cognizant that the investments in our network and the continued support of our members and funders enabled us to be ready to serve as a trusted and reliable resource in the turbulent times of 2020.

Thank you to our members, funders, and partners for understanding in good times and in challenging ones that Maryland Nonprofits is an important and enduring resource and critical part of the ecosystem of the nonprofit sector.

Heather Iliff
President & CEO

Joshua B. Pedersen
Board Chair

Helping Nonprofits Strengthen Their Management and Governance

The scandal involving University of Maryland Medical System and former Baltimore Mayor Catherine Pugh certainly got our phones ringing from organizations interested in strengthening their conflict of interest and ethics policies. This episode, which generated more than 100 media stories, underlined how important it is for the entire board to be cognizant of these best practices, and that even large organizations cannot delegate compliance to their legal departments.

The Standards for Excellence are not just a resource for organizations getting accredited. The Standards program is designed to help all organizations strengthen their management and governance with a suite of practical, high-quality resources.

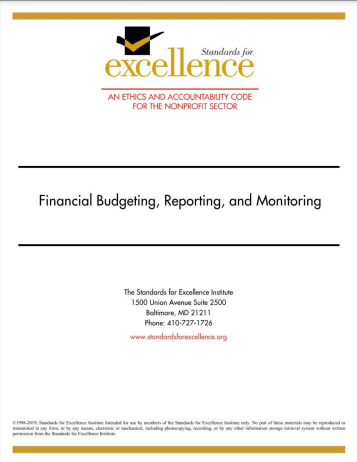
Each year we update and add new resources, and in 2019 we featured the following:

- *Disclose It: A Charitable Nonprofit's Guide to Disclosure Requirements*
- *Fundraising, Solicitation, Acceptance of Gifts and Working with Donors*
- *Legal Requirements Checklist*
- *Reporting Misconduct and Whistleblower Protection*
- *Educating and Engaging the Public*
- *Developing a Code of Ethics*
- *Fundraising Costs*
- *Financial Budgeting, Reporting and Monitoring*

FOCUS ON:

Financial Budgeting, Reporting and Monitoring (#18)

This resource guides your organization in setting up strong financial systems, strengthening the staff and board roles in your budgeting process, and more. The updated 2019 version includes discussion of allocation of direct and indirect costs, grants and contracts monitoring, new accounting and reporting standards on liquidity, sample budget, and financial statements templates.



STANDARDS FOR EXCELLENCE



▲ Members of the Standards for Excellence Institute Licensed Consultant Class of 2019.

Standards for Excellence Licensed Consultants

The Standards for Excellence Licensed Consultant Program is not just for consultants anymore! The program is increasingly being utilized by nonprofit leaders who are working internally to strengthen their governance and management. The Standards for Excellence Institute licensed 29 new consultants and nonprofit leaders in 2019, bringing the nationwide total to 174 highly talented professionals who serve as resources to nonprofits implementing best practices.

“The Standards for Excellence [Licensed Consultant] course was the best training I have had as an adult. You and your team have developed incredible content that will make a difference in the nonprofit sector. I’m honored to have joined the ranks of the ‘licensed.’” - Linda Lenrow Lopez, Standards for Excellence Licensed Consultant & Director of Operations at Risk Alternatives

Standards for Excellence Replication Partners

Current Standards for Excellence replication partners include the following national, state, regional and metropolitan organizations—all working to strengthen and build capacity in their mission-focused defined group of nonprofit organizations:



Valley Medical Center Foundation & The Standards for Excellence

Last year, the Valley Medical Center Foundation, a Standards for Excellence accredited organization, was selected by the California Attorney General to receive and steward assets from two hospitals that went bankrupt. Valley Medical Center Foundation’s CEO, Christopher Wilder, shared with us how the Standards for Excellence® helped prepare them for the process of applying for these assets.

“Since the Valley Medical Center (VMC) Foundation was established in 1988 as the fundraising and advocacy arm of the County of Santa Clara Health System, we have worked to ensure that no matter how much money you earn, what kind of job you have, or what language you speak at home, you will always have access to the healthcare you need. The money we raise improves existing system services, establishes new models of care, and advocates for high-quality healthcare for everyone.

For over thirty years, our only commodity has been donor trust. To invest in this commodity, we began the process of applying for accreditation with the Standards for Excellence. My board and I felt that this measure would be the best way to protect our donors’ investment – creating culture that promotes transparency and ensuring that no matter who works at the VMC Foundation, it will continue to fulfill its mission.

Gaining Standards for Excellence accreditation prepared our organization to take on any challenges and opportunities that came our way – including applying to become the steward of the assets of two organizations that went bankrupt. Though the process was exhaustive and involved our entire staff and board, when it came time to show that we were the best organization for the job, everything was already in place. We were able to say that as the only nonprofit in California – and only hospital foundation in the nation – to have the Seal of Excellence, we were uniquely qualified to handle these assets.

The Attorney General of California agreed. In November of last year, we were chosen to manage the donor funds of these two hospitals – fully committed to ensuring these gifts continue to benefit the specific needs of each hospital.

As we enter 2020, we are now three hospitals strong, positioned to strengthen the trust we have been building for over three decades.”

- Christopher Wilder, CEO, Valley Medical Center Foundation

2019 Legislative Accomplishments

Nonprofits banded together across Maryland to advocate for equitable public policies in 2019, with the following significant advances for quality of life and equity in Maryland. Together with our partners, we have secured a major win on a legislative issue that we championed – increasing access to public transit - by mandating a state-wide study on this issue. Below is a list of 2019 legislative session accomplishments made in conjunction with our advocacy partner organizations.

SB 1013 Education Reform

Adopted the reform framework proposed by the Kirwan Commission and increased funding for the first two years of implementation.

SB 516 Clean Energy

Requires the state’s electric utilities to acquire at least half of their energy from “Tier 1”renewable sources by 2030, includes increasing sub-goals for use of wind and solar generation, and sets requirements and standards for future solar and wind energy developments.

HB 814 & SB 802 Health Insurance

Makes Maryland the first state to have a health insurance enrollment option linked with its state income tax system. The Maryland Easy Enrollment Health Insurance Program will give the uninsured the option to see their costs and apply for coverage through a link from the tax system to the Health Benefit Exchange.

“Unity is strength...when there is teamwork and collaboration, wonderful things can be achieved.”

- Mattie Stepanek

HB 768 Prescription Drugs

Created a Prescription Drug Affordability Board, the first in the nation with power to make the pharmaceutical industry justify pricing, if only for purchase under state and local government employee coverages.

HB 166 & SB 280 Minimum Wage

Supported the bill to increase the state minimum wage to \$15 by January 2025 with amendments to provide for reimbursement adjustments for most service providers. These were adopted, although with higher benefit for some service providers than others.

HB 923 Transit Access

Our major initiative of 2019, working with several advocacy partners, was the creation of a task force to study and improve access to employment, health care, and other critical human services for those without public transit or private vehicle options. This bill passed and we are currently working with the State on implementation.

2019 Advocacy Events

Legislative Preview

The 2019 Maryland Nonprofits Legislative Preview, held on January 7, 2019 at the Maritime Conference Center in Linthicum Heights, provided insider information directly from policymakers and nonprofit advocates on what nonprofits could expect during Maryland’s 2019 Legislative Session.

The 2019 Legislative Preview featured keynote speaker William E. “Brit” Kirwan, who provided an insider’s viewpoint on the recommendations and impact of the Commission on Innovation and Excellence in Education that he has chaired since 2016.

Maryland Nonprofits also recognized State Senator Cheryl Kagan and Delegate Joseline Peña-Melnik during the 2019 Legislative Preview for their dedicated service as champions for important nonprofit policy concerns including privacy, consumer protection, the environment, access to health care, and diversity and equity.

Specifically, the legislators were recognized for their work in helping nonprofits more effectively and efficiently provide services to individuals and communities on behalf of state agencies.



State Senator Cheryl Kagan with Maryland Nonprofits Public Policy Director, Henry Bogdan, and President & CEO, Heather Iliff.

Town Hall with Senator Chris Van Hollen

On September 19, 2019, Senator Chris Van Hollen came to Hyattsville City Hall to hear about issues affecting nonprofit organizations and our communities. The event was convened by Maryland Nonprofits in partnership with the city of Hyattsville, the Maryland Philanthropy Network, Nonprofit Montgomery, and Nonprofit Prince George’s and focused on bridging the gap between the nonprofit sector and federal policymakers. The Senator discussed key issues for the sector and engaged in high-level dialogue on issues such as threats to the Affordable Care Act; the future of immigration reform; the impact of the 2017 Tax Act on charitable giving; the ongoing threat to the “Johnson Amendment”; and supporting the 2020 Census. Members appreciated the opportunity to raise awareness and to offer solutions to critical issues that may affect nonprofits now and into the future.



Senator Chris Van Hollen speaks with Maryland Nonprofits members.



Delegate Joseline Peña-Melnik with Maryland Nonprofits President & CEO, Heather Iliff.

GROWING TOGETHER: STRENGTHENING COHORTS

Cohorts, Collaborations, and Community Building

Anne Arundel County Arts Cohort

Maryland Nonprofits partnered with the Anne Arundel Community Foundation and the Anne Arundel Arts Council to coach a group of arts organizations in applying for Standards for Excellence Accreditation. Eleven organizations from the cohort have submitted applications for the Standards that are expected to be completed during 2020.

State of Maryland Nonprofit Development Center



Maryland Nonprofits serves as the hub for strengthening small nonprofits, and for small organizations less than 10 years old, the assistance is free through the Nonprofit Development Center (NDC) program. The NDC offers resources to nonprofits in all areas of nonprofit management, governance, and operations — spanning from legal and regulatory compliance assistance, planning for impact, establishing programs, board development, and building fundraising capacity. In 2019, 101 nonprofits joined the NDC program and the Center served 397 nonprofits. In addition to over 200 instances of technical assistance provided to NDC nonprofits in 2019, several NDC participants were given up to 20 hours of consulting to advance their respective missions.

“Through NDC consultancy, we reviewed mission, evaluated accomplishments, current status and future prospects, then set a timeline for deciding next steps.”

“We determined committee responsibilities; incorporated evaluation targets and measures for all programs and activities; renewed and changed ethics guidelines; and made changes to our bylaws.”

Kaiser Permanente Institute for Equitable Leadership

Small, Black-led, and community-based organizations make a huge impact! This is why Kaiser Permanente and Common Health Action - a socially minded business and a federally qualified health center - partnered with Maryland Nonprofits to work with community-based nonprofits in strengthening their capacity. Over three years, these organizations worked with our consultants to strengthen their business models, overcome operational obstacles, build their sustainability, and document their impact. The organizations involved were: Baltimore Action Legal Team, Chase Brexton, Dovecote Cafe (with Whitelock Farm), Intersection of Change, Strength to Love 2, and New Lens.

Frederick Evaluation Cohort

Twenty-four nonprofit organizations in Frederick County participated in a three-session series with coaching services sponsored by the Community Foundation of Frederick County. The series assisted the organizations in working directly with a consultant to understand outcomes-based evaluation and to create a logical evaluation plan for one of their programs. Each session was designed for the participant to learn about evaluation methods and approaches while reducing the anxiety and confusion that evaluation can sometimes create for individuals. Approximately 94% of participants reported high degrees of satisfaction with the modules and the overall series.

One respondent wrote, “It was extremely helpful to meet with other organizations in a cohort model as we learned from each other. I appreciated that each organization could have several representatives as this facilitated the organization to be able to work as a team between meetings and to learn to implement the work that was done in the training. We are immediately implementing what we learned with several new initiatives.”

“We now engage in continuous improvement of our Board’s understanding of their role and duties.”

Charles County Fundraising and Sustainability Cohort

The Fundraising and Sustainability Project was developed to meet the pressing needs of nonprofits to diversify and increase their funding base to meet growing service needs of Charles County residents. Over a four-month period during the spring of 2019, participants attended a series of workshops and received small-group and individualized coaching to assist them in the development of annual fundraising plans that integrate fundraising, marketing, and communications to increase overall financial support and assure sustainability. Twenty-five individuals from seventeen nonprofits received scholarships to participate in this project sponsored by the Charles County Charitable Trust. 100% of the participants reported that the Fundraising and Sustainability Cohort was well worth their time and effort.

MARYLAND NONPROFITS LEARNING COMMUNITY

2019 Annual Conference

Nearly 500 nonprofit leaders, governmental representatives, and consultants to nonprofits came together in October 2019 for a phenomenal two-day event featuring keynotes from Penelope Burk on fundraising and Lisa Brown Alexander on recruiting and retaining a talented workforce. The conference was presented in partnership with Maryland Philanthropy Network.



► Conference attendees engaged in a breakout session.



Maryland Nonprofits staff celebrate the conclusion of a successful conference. ►

More than 2,500 participants came together in 2019 for learning, networking and expanding their horizons through a range of programs - from the annual conference to in-depth seminars and workshops.



Equity Speaker Series

Maryland Nonprofits was proud to partner with the Maryland Commission on Civil Rights to offer the Equity Speaker Series as part of our ongoing commitment to diversity, equity and inclusion. The series raised awareness about inequality, and offered tools for nonprofits striving to ensure fair treatment, equality of opportunity, access to information and resources, and a culture of belonging and inclusion in their organizations and communities.

Topics of Equity Speaker Series Sessions Included:

- Unconscious bias
- Sexual harassment and prevention in the workplace
- Religious diversity in the workplace
- Safe spaces for LGBTQIA+ individuals and how to be an ally
- Building board diversity and turning intention into results

Learning Partners

Maryland Nonprofits works with a variety of learning partners to bring more classroom-style learning programs to all areas of the state. Several new partnerships were developed in 2019 that will set the stage for engaging members in Western Maryland, Southern Maryland, and on the Eastern Shore.

- Association of Community Services of Howard County
- Chesapeake Planned Giving Council
- Maryland Commission on Civil Rights
- Maryland Philanthropy Network
- Nonprofit Prince George's County
- Nonprofit Montgomery County
- The Nonprofit Village
- The Community Foundation of the Eastern Shore
- The United Way of Frederick

MARYLAND NONPROFITS CONSULTING GROUP

2019 Consulting and Customized Training

The Maryland Nonprofits Consulting Group is proud to report that nearly 50% of our consulting clients are repeat customers who report high degrees of satisfaction and success from working with our team. Additionally, 100% of client evaluations express an interest in working with Maryland Nonprofits again in the future.



► Wendy Wolff, Maryland Nonprofits Director of Strategic Engagement, during a consulting engagement with Restorative Response Baltimore.

Thank you to our 2019 clients!

- 211 Maryland, Inc.
American Dance Therapy Association
American Nurses Association
Araminta Freedom Initiative, Inc.
Ausherman Family Foundation
Baltimore City Foundation
Baltimore County African American Cultural Festival
Be Rose International Foundation, Inc.
Beautiful Hearts and Minds Foundation
Bee Informed Partnership
Behavioral Health System Baltimore
Blessed to Be a Blessing Outreach
Books from Beau, Inc.
Campus Compact Mid-Atlantic
Casa Betania Inc.
Cassonade, Inc.
Catie’s Closet - Maryland, Inc.
Central Kenilworth Avenue Revitalization
Community Development Co.
Charles County Charitable Trust, Inc.
Citrine Angels, Inc.
CMS Institute of Addictionology, Inc.
Columbia Housing Center
Consumer Health First
DMV Sports Academy, Inc.
Dravet Syndrome Foundation Inc.
Eastern Shore Land Conservancy
Elijah Cummings Youth Program in Israel
Greenmount West Community Center

- Groundswell International
Harford County Public Schools
Helping People MD, Inc.
Employ Prince George’s
Expand Your World
Family League of Baltimore
Friends Aware Incorporated
Grace Place of Refuge
Grassroots Crisis Intervention Center Inc.
Greater Washington Community Foundation
Green Thinker, Inc.
Hospice & Palliative Care Network of Maryland
Hospice of Washington County Inc.
Humanim
Intersection of Change
JP Homes, Inc.
Kaiser Permanente of the Mid-Atlantic States
Keep Sober, Inc.
Khalsa Infant Food Bank, Inc.
Love the Life You’ve Been Given, Ltd.
Maryland Division of Rehabilitation Services
Maryland Foster Parent Association, Inc.
Maryland Grand Council of the Knights of Pythagoras
Maryland Rural Health Association
Maryland State Geographic Information Committee
Mid Shore Community Mediation Center
My Own Climate Change, Inc.
Our Democracy Pact, Inc.
Play Even
Prison Watch North America
Providence Center
Restorative Response Baltimore
ROOTS Africa, Inc.
Ruxton-Riderwood Lake Roland Area Improvement Association
Safe Healthy Playing Fields Coalition, Inc.
South Baltimore Gateway Partnership
Southwest Sports and Fitness Alliance, Inc.
St. John Baptist Church
St. John’s Secondary School Association
States United to Prevent Gun Violence
Taco Jitsu
The Anna Ellis Project, Inc.
The Arc of the Central Chesapeake Region Inc.
The Infant Mental Health Association of MD and DC
The Jim And Carol Trawick Foundation Inc.
The Light Has Come Evangelical Ministries
The Nehemiah Project, Inc.
Treatment Resources for Youth
Trinity Care of Love Assisted Living, Inc.
Tucker’s Teddies, Inc.
Virginia Department of Aging
Watershed Stewards Academy
We Play Foundation, Inc.
Wicomico Environmental Trust

DONORS/FUNDERS

Thank you to Our Donors!

Violet Apple
Peter Berns
Donald Blum
Marla Bobowick
Henry Bogdan
Paul Bollinger
Sheryl Brissett Chapman
Natasha Cavanagh
Amy Coates Madsen
Kimberly Corbin
Carl DeLorenzo
Vincent DeMarco
Sherica Dilworth
Stephanie DiPietro
Heather Iliff

Grace Lee
Martina Martin
Jennifer McGlothlin-Renault
Vivian Mills
Michael Mitchell
Joe Murchison
Lorena Olivarez
Patty O'Malley
Joshua Pedersen
Leni Preston
Dale Schumacher
Philip Symonds
Rebecca Teaff
Conner Wolfe

Thank You to Our Funders!

Cafritz Foundation
Clayton Baker Trust
Hoffberger Foundation
Jacob and Hilda Blaustein Foundation
John J. Leidy Foundation
Joseph and Harvey Meyerhoff Foundation

Marion I. & Henry J. Knott Foundation
Maryland Department of Commerce
Meyer Foundation
O'Neill Foundation
Venable Foundation
Weinberg Foundation

STAFF AND BOARD



2019 Board Members

Marla Bobowick, *Chair*
Joshua Pedersen, *Vice Chair*
Grace Lee, *Secretary*
Kimberly Corbin, *Treasurer*
Violet Apple
Sheryl Brissett Chapman
Natasha Cavanaugh

Carl DeLorenzo
Richard Escalante
Jennifer McGlothlin-Renault
Michael Mitchell
Patricia O'Malley
Philip Symonds, CPA
Rebecca Teaff

2019 Staff Members

Heather Iliff,
President & CEO
Lydia Alcock,
Marketing & Communications Coordinator
Jess Begue,
Marketing & Communications Assistant
Henry Bogdan,
Public Policy Director
Janice Foreman,
Administrative Coordinator
Allison Albert Guercio,
Membership, Operations, and Marketing Director
Kate Hull,
Standards for Excellence Accreditation & Recognition Program Manager
Jabari Jackson,
IT Coordinator
Darryus Johnson,
Member Relations Manager

Angineeki Jones,
Program Manager
Paddy Morton,
General Counsel
Amy Coates Madsen,
Standards for Excellence Director
Rachel Mygatt,
Strategic Engagement & Program Support Manager
Kate Scherr-Adams,
Standards for Excellence Accreditation & Recognition Program Manager
Carmen Marshall,
Director of Consulting
Juliana Thomas,
Finance Manager
Wendy Wolff,
Director of Strategic Engagement
Mara Winters,
Board Governance Advisor

FINANCIALS

ASSETS

Current Assets

▶ Checking/Savings	\$171,385
▶ Accounts Receivable	\$160,483
▶ Other Current Assets	\$27,615

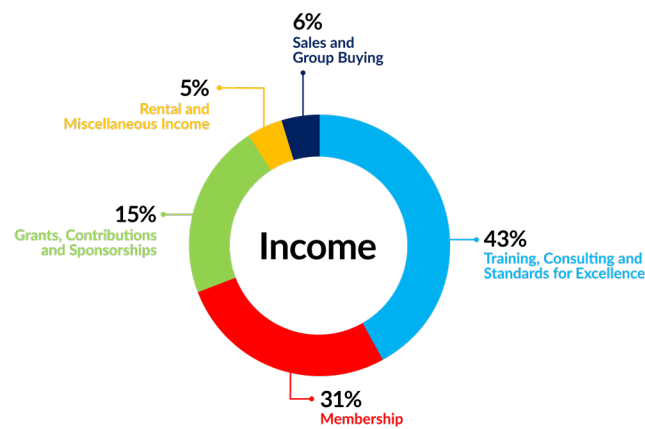
Total Current Assets \$359,483

Fixed Assets \$5,482

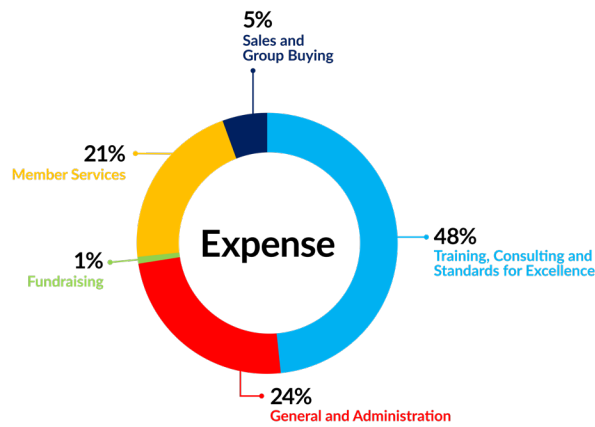
Other Assets \$10,577

TOTAL ASSETS \$375,542

Income



Expenses



LIABILITIES & EQUITY

Current Liabilities

▶ Accounts Payable Other	\$70,980
▶ Current Liabilities	\$324,358

Total Current Liabilities \$395,338

Total Liabilities \$395,338

Equity (24,796)

TOTAL LIABILITIES & EQUITY \$375,542

Income - Financial Activities	Amount
Training, Consulting and Standards for Excellence	\$945,359
Membership	\$616,790
Grants, Contributions and Sponsorships	\$484,748
Rental and Miscellaneous Income	\$103,106
Sales and Group Buying	\$100,880
TOTAL:	\$1,960,361

Financial Activities	Amount
Training, Consulting and Standards for Excellence	\$968,184
General and Administration	\$485,358
Fundraising	\$17,890
Member Services	\$419,845
Public Policy	\$108,171
TOTAL:	\$1,999,448



Members and guests gathered at the Pearlstone Center to celebrate our annual holiday party.



▶ More than 300 members attended the Member Appreciation Party at Camden Yards



▶ “Social Sector Donuts and Coffee” was hosted in partnership with Maryland Philanthropy Network in the spirit of breaking down power dynamics between funders and nonprofits.



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