MISSION
Maryland Nonprofits’ mission is to strengthen organizations for greater quality of life and equity.

VISION
Nonprofits have the power and capacity to advance vibrant, connected, and equitable communities.

VALUES
• Equity • Belonging
• Bold and courageous
• Ethics and accountability
• Curious and creative
MARYLAND NONPROFITS’ 30TH ANNIVERSARY CAMPAIGN: 
This is the moment to care

We celebrated our 30th Anniversary Year with a campaign to raise awareness about the importance of caring for nonprofit staff, especially those on the front lines, direct care staff, and administrative professionals. 

This is the Moment to Care brought together more than 500 nonprofit leaders to discuss strategies that create caring cultures, advance organizational vitality, and embrace equity in their internal practices.
On July 28, 2022, our 30th Anniversary Celebration at the B&O Railroad Museum welcomed more than 550 attendees to celebrate our 50 Service with Distinction Awardees.

The 50 award winners were nonprofit workers serving in positions that do not typically receive formal recognition. Nominated by their colleagues, each awardee was recognized for delivering significant commitment, integrity, compassion, and care for their organizations and their communities.
“I have been meaning to send a quick note about how wonderful the event was last month. I really appreciated the special focus you took on this award – couldn’t agree more that many of us operations folks don’t get much of the fame and glory, most awards aren’t designed for us. In fact, we are often the folks running the awards program, ha!

I really enjoyed the festive night out with my family and truly appreciated the celebration. When I got home, sweaty and tired, I couldn’t believe what was waiting in my goody bag. What a generous gift and impressive commitment to honoring the awardees. Thank you!”

Becky Davis, MSW
The Positive Schools Center, Family Connections & Promise Heights
Service with Distinction Awardee
Maryland Nonprofits' board and staff underwent a comprehensive strategic planning process in 2022, culminating in a new 5-year strategic plan.
MEMBERSHIP

2022 was a stand-out year for Membership, and Maryland Nonprofits celebrated the milestone of reaching **1,600 members** for the first time.

OUTREACH:

1. Our anniversary Membership Campaign was a success, attracting **118 new member organizations**.

2. By extending our outreach to all Maryland Chambers of Commerce and hosting an informative webinar, we successfully fostered stronger community ties. This strategic initiative welcomed an additional **17 chamber members**.
MEMBERSHIP

ENGAGEMENT AND RETENTION:

The Membership helpdesk resolved **6,445 tickets** in 2022 with a remarkable **90.4%** customer satisfaction rating.

- In a move that added fresh energy to our community, we successfully implemented topical member-organized groups, paving the way for increased member engagement and leadership.

- We elevated engagement of first-year members with an extensive “welcome series” automated email journey, consistently reminding members about benefits, resources, and ways to get more involved. This approach has enhanced member satisfaction and effective use of member benefits.
Maryland Nonprofits keeps me on point as I have no background in business or running a nonprofit organization. I was a board member of an organization that had not done their 990’s and when I became board chair MANO was able to put me at ease and give me direction on how to take care of this issue. Our membership gives us access to some of the most knowledgeable professionals in the nonprofit sector.

George Collins
African American Fire Fighters Historical Society
Maryland Nonprofits helped us navigate through the whole nonprofit organization, for example, templates on planning, templates recruiting board members, planning fundraising events and the importance of working with other organizations. It also helped with team building exercises with our organization. Since becoming a member, we have been more proactive, especially when planning events and following through with it. Also, our intentions are clearer, helping us become more organized and improve the organization.

Dipo Almaroof
Unforeseen Visions Inc.
Justice, equity, diversity, and inclusion (JEDI) work is expansive, and in 2022 the Maryland Nonprofits Consulting Group provided a variety of services, including:

1. Executive coaching with a specific emphasis on anti-racism work and creating just, equitable, and inclusive environments

2. Assistance with the creating equity action committees with specific assignments to drive internal JEDI work

3. Review of human resource procedures and organizational policies

4. Expansion of internal and richer community engagement
Nonprofit leaders working with the Consulting Group focused on building anti-racism and demonstrated a greater awareness to commit to taking action and being intentional about creating an anti-racist organization.

After completing their third JEDI consulting session, the board of directors of a major nonprofit took a deeper look at its bylaws, discovering that they included decades-old directives that advanced segregation and contradicted its current values. They moved swiftly to change them.

“As we improve our own health and perspective, it sets us up to be better providers to our students in our care. Having a process of continuous improvement to all of those we serve.”

“Really living what we say, this work is important to guide us in that direction.”

“We are learning] how to address barriers intentionally and do right by everyone who is currently working [here].”
Maryland Nonprofits continues to convene a group of leaders in Garrett County, Maryland to collaborate on anti-racism initiatives in their community, with tangible results:

- Garrett County Commissioners appointed a Diversity, Equity and Inclusion committee that is facilitating listening sessions throughout the county and producing a report for the County government.
- Racist propaganda on school property was removed.
- Developed policy prohibiting the sale of hate propaganda, including banning the confederate flag from being sold at annual festivals in the eight towns of Garrett County.
“It was that call from Maryland Nonprofits that led to so many changes. They offered support and facilitation of a small group of us focused on anti-racism. We met biweekly for many months, and that work has grown and resulted in the County Commissioners appointing a DEI committee. This committee is now taking the lead on information gathering and developing recommendations.”

Duane Yoder,
President, Garrett County Community Action Committee
CONSULTING GROUP

The Maryland Nonprofits Consulting Group offers a comprehensive array of services to meet the business, capacity-building, strategic planning, and fundraising needs of nonprofits.

In addition, we offer a robust Justice, Diversity, Equity, and Inclusion (JEDI) program.

36 new-consulting engagements opened representing over $933,200 in services.

TOP THREE AREAS OF ENGAGEMENT IN 2022 ARE

- Strategic Planning
- JDEI
- Capacity Building
CONSULTING GROUP

1. In conjunction with our 30th Anniversary *This is the Moment to Care* campaign, the Consulting Group enhanced its body of *Organizational Vitality* work, providing tools and coaching to assist organizations with creating safe and more inclusive spaces and improve strong workforce retention.

2. The number of flat-fee legal consulting engagements for nonprofit startup services and bylaws review increased, with 78 engagements in 2022.

3. New flat-fee legal compliance offerings were developed in 2022, to be debuted in 2023.
1. 2022 marked the final year of a three-year place-based capacity-building engagement with the Greater Riverdale Initiative. Participating organizations reported a combined 60% growth in revenue over the three years.

2. A cohort of participating organizations has joined together as the Greater Riverdale Thrives Community Coalition to collaborate ongoingly in helping the Greater Riverdale community grow and thrive. Coalition leaders reported that working with the Consulting Group provided crucial support to actualize this collaboration.
Our learning community is one of the state’s most comprehensive sources of reliable information for nonprofit leaders. We use a three-pronged approach to help leaders advance their knowledge in the foundations of nonprofit management, governance, and operations learning.

THREE-PRONGED APPROACH:

Expert-led trainings and events
Peer-to-peer learning
Downloadable resources
ATTENDEES JOINED OUR LEARNING EVENTS

4,907

- learning events
- member meetings
- peer-to-peer roundtables

“...The speaker for the Board Excellence for All Volunteer Boards was extremely knowledgeable, and she had so much good info to share. I was surprised to learn about so many resources available to us.”

Nancy Kochuk
Class participant

“As a new nonprofit, the information provided in the Nonprofit Basics Series has been very beneficial for ensuring we are on our way to becoming a compliant and well-managed organization that is set up for success.”

Dawn Valentine
Blossoming Bodhi Tree
After two years of meeting online, we reconvened indoors and welcomed over 400 nonprofit leaders to our first hybrid conference.
In June 2022, the former Governor announced $5 million of funding for Maryland Nonprofits to create the Nonprofit Accelerator, a program designed to help small and mid-sized nonprofit organizations advance their missions, growth, and sustainability. We served clients while building the program and creating a strong foundation for strengthening nonprofits to serve communities in Maryland.

**NONPROFIT ACCELERATOR**

BY THE NUMBERS:

- **800+** requests for more information about the Nonprofit Accelerator program
- **225+** registrants for December 2022 virtual information session
- **160** nominations for Advisory Committee members, a diverse and representative group of community and nonprofit leaders from across the state who are informing development of the Accelerator
- **90** leads for back-office finance and accounting services, with 12 engagements
Maryland Nonprofits is proud to serve as the collective voice of Maryland’s nonprofit sector in Annapolis.

We advocate alongside our partners to demand changes in public policies that advance social justice and equity, fight to overcome the impacts of systemic racism, and strengthen the partnership between government and the nonprofit community.

During 2022, the COVID-19 pandemic and the ongoing health and economic hardships it triggered continued to impact our communities. Issues of public health, access to care, employment, income supports to sustain all families, basic food and nutrition, and housing reached a crisis stage for many in Maryland.
Maryland Nonprofits and our partners successfully advocated for $1 billion in funding for communities most affected by the COVID-19 pandemic and the nonprofits serving them. 300 Nonprofits signed on to “Putting People First: $1 billion investment in Maryland’s communities.”
ADVOCACY

DURING 2022, WE:

1. Advanced equity by ensuring greater access to childcare, increases in direct care salaries, and passage of the Family and Medical Leave Act.
2. Supported cannabis legalization and related justice reforms to reduce inequitable police involvement, especially for Black people in Maryland who are disproportionately searched and arrested.
3. Provided Nonprofit Sector Policy Priorities to all 2022 gubernatorial candidates and co-hosted candidate debates for offices of State Comptroller and Attorney General.
4. Welcomed a combined 850 participants to the 2022 Legislative Preview and Legislative Recharge.
5. Supported 27 different pieces of substantive legislation that were successfully enacted.
The Think BIG Think Tank, convened by Maryland Nonprofits in 2021-2022, aims to be a justice, liberty, and equity-centered brain trust, bringing together a diverse group of grassroots advocates and experts to discern the most pressing funding and policy issues facing nonprofits and devise a path that leads to sustainability within the nonprofit sector.

A report and prospectus published in 2022 explains the possibilities that could exist in a justice and equity-centered funding environment as a starting point for generating policies and practices that fulfill these priorities.
The Standards for Excellence Institute promotes the highest level in ethics and accountability in nonprofit governance, management, and operations. Its programs and resources serve as the foundation for Maryland Nonprofits’ trainings and capacity-building programs, including the Nonprofit Development Center and various specialized cohort series.

“The Standards for Excellence provides an excellent way for the board and staff to understand their roles and responsibilities to the organization. Additionally, grantors can also recognize that our organization has gone through the rigors of accreditation.”

Maryland Federation of Art
Standards for Excellence Institute Accredited Organization
Our Licensed Consultant Training program returned to an in-person format in November 2022, with a sold-out class including members from states across the country.
The Standards of Excellence Training was truly one of the most comprehensive training programs I have ever attended. The incredible group of trainers and speakers shared their expertise, lived experiences and tangible examples that now we as consultants can use in our daily work.

Beth Anne Dorman
Saint Michaels, MD
The Standards for Excellence Institute’s National Taskforce focused on Diversity, Equity, and Inclusion in the Standards for Excellence code, during ongoing work of reviewing and updating the Standards’ principles and benchmarks.

The group was led by Danielle Marshall of Culture Principles and composed of nonprofit leaders from around the country.

Several Standards for Excellence resources were strengthened and updated in 2022 including:

- Financial Policies
- Volunteer Policies
- Fundraising Solicitation
- Acceptance of Gifts/Working with Donors
MARFY, a program of Maryland Nonprofits, is an association of private child caring organizations providing foster care, group homes, and other services through more than 200 programs across Maryland.

MARFY empowers the provider community to advocate for a system of care in Maryland that meets the needs of children and families.
The Maryland Association of Resources for Families and Youth is at the forefront of policy and innovation, advocating for children who involved across Maryland’s child welfare continuum.

The organization was proud to maintain a 96% membership renewal rate in 2022 as MARFY and its members worked to ensure long-term systemic change by advocating for equitable resources and support for providers.
MARYLAND ASSOCIATION OF RESOURCES FOR FAMILIES AND YOUTH (MARFY)

DURING 2022, MARFY:

1. Advocated to update 7 regulations in the Code of Maryland Regulations, which has not been done in 20 years.

2. Convened weekly legislative planning meetings and established 4 work groups for developing strategies to better serve youth in child welfare.

3. Supported 26 bills, including:

   - House Bill 269/Senate Bill 53
     Juvenile Law & Child Interrogation Protection Act

   - House Bill 589
     Budget Reconciliation Financing Act of 2021 (BRFA) which included rate increase provisions of 4% that were applied to FY-2022.
DURING 2022:


2. After a pandemic hiatus, the Youth Achievement Awards dinner was reconvened with 100 attendees, including 14 youth who received awards.

3. MARFY leadership completed strategic planning and development that included stakeholder interviews and surveys identifying members’ needs and desires for the Association’s services.
Maryland Latinos Unidos (MLU), a program of Maryland Nonprofits, is a statewide network of organizations, businesses, and individuals who support Latino and immigrant communities.

MLU works within and with the Latino/a community in Maryland by supporting Latino-serving nonprofits, convening around public policy priorities, and working together in common cause.
The organization leaned into state and local advocacy, weighing in on nine pieces of legislation including the Healthy Babies Act, the Justice 40 Initiative in Maryland, and providing legal support to undocumented individuals caught in the judicial system.
MARYLAND LATINOS UNIDOS (MLU)

MLU launched the Center of Leadership, Strategy, and Innovation, a Spanish-language capacity-building and coaching program committed to strengthening Latino/a leaders and nonprofits across the state.

The Center’s development was informed by two bilingual roundtables and focus-groups that convened 29 Latino/a leaders.
MARYLAND LATINOS UNIDOS (MLU)

In 2022, MLU:

1. Launched its first Spanish-language cohort of 25 Community Health Workers (CHW) who successfully completed training in leadership, communications, and organizing techniques to advance health literacy.

2. Successfully collaborated with more than 96 nonprofits, health clinics, and small business through the Mid-Atlantic Latinx Vaccine Equity Coalition (MALVEC), vaccinating more than 20,000 Latinos/as across the state.

3. Transitioned from its focus on COVID-19 prevention and vaccinations, moving ahead to launch the Latino Health Equity Alliance (LHEA), an alliance of more than 30 Latino/a leaders in public health and healthcare.
"As a CHW, the way MLU has impacted my life is that through the tools MLU provides, we can effectively reach out and help the community. It is a great satisfaction for me to be able to contribute to my community in this way, thanks to MLU."

Iveth Mendez Castillo
IN THE MEDIA

Nonprofits prepare for new wave of difficulties

As nonprofit organizations continue to regain footing from the pandemic, many are also preparing for another wave of difficulties due to inflation and a looming recession.

Heather Wann, executive director of Maryland Nonprofits – the statewide organization that supports and advocates for nonprofits in Maryland – said many nonprofits do not even consider themselves fully recovered.

“Many of our balance sheets have not recovered, as well as the nature of funding. Many organizations have had to scale up their funding to reach their mission and high levels of need from the pandemic,” Wann said.

Rising costs for transportation, gas and food are creating financial pressures for many organizations, especially smaller ones. Inflation costs and economic trends have a disproportionate impact on organizations that are led by people of color, Wann said.

Md. advocacy groups assemble coalition to guide next governor

While some governors are going to the people in a new state, a coalition of eastern Maryland nonprofit organizations has formed an alliance with the governor to guide the transition.

The alumni group, which includes the Maryland Nonprofits, the Center for Community Change and the Maryland Council of Nonprofits, has been working on strategies to ensure that the new administration is able to address the needs of its constituents.

Advocacy group Maryland Nonprofits asks state for $100 million to serve needy communities

The advocacy group Maryland Nonprofits is calling for the state to allocate $100 million in new funding to help communities impacted by the current economic challenges.

The group is urging the state to provide funding to support non-profits and organizations that are working to address the needs of people who have been disproportionately affected by the pandemic.

The Chronicle of Philanthropy

Nonprofits Learn the Benefits — and Trials — of Ditching the Office

Nonprofits have had a lot to think about how they operate over the past two years. Some have taken steps that they had not considered in a few years ago. They’ve opened up their offices and given virtual.

For Fair Chance, the decision was easy. Washington, D.C., organization that works with community-based groups, recently had people of color, to help them grow. It was encouraging to offer a space where the population felt. The organization, which was up to 100 at its headquarters, could now reach the smarter.

TOP JOBS

Philanthropy Today

Sign up for the latest news, industry updates and events. We will send you up to two emails per month.

Job title

Search
THANK YOU TO OUR BOARD MEMBERS!

Walter Simmons  
CHAIR  
Employ Prince George’s

Will Pass  
VICE-CHAIR  
Park Heights Renaissance, Inc

Cheryl Thomas  
TREASURER  
Thomas and Associates

Katy McGuire  
SECRETARY  
The Arc Baltimore

Veronica Cool  
AT-LARGE EXECUTIVE COMMITTEE MEMBER  
Cool & Associates LLC

Erica Joseph  
AT-LARGE EXECUTIVE COMMITTEE MEMBER  
Community Foundation of the Eastern Shore

Chloe Bernardi  
Hearts & Homes for Youth

Dirk A. Butler  
NAF

Nona Carroll  
Maryland Business Roundtable for Education

Tywainna Taylor  
The Family League of Baltimore

Rebecca Teaff  
Consultant

Dana Vickers Shelley  
ACLU of Maryland

Duane Yoder  
Garrett County Community Action

Zosia Zaks  
Zaks Autism Consulting
Meet the Maryland Nonprofits Team
IN LOVING MEMORY
OF HONORABLE
SENATOR
DAVID C. HARRINGTON
1954-2022
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<td>Luis Gutierrez</td>
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<tr>
<td>Wendy Wolff</td>
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<tr>
<td>Duane Yoder</td>
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<td>Amanda Zinn</td>
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Baltimore Community Foundation
CDC Foundation
Clayton Baker Trust
Clean Water Fund
Consumer Health Foundation
Department of Commerce
Eugene & Agnes E. Meyer Foundation
The Harry and Jeanette Weinberg Foundation Inc.

If Foundation
The Jacob and Hilda Blaustein Foundation
John J. Leidy Foundation, Inc.
Johns Hopkins HealthCare LLC
Johns Hopkins University
Joseph and Harvey Meyerhoff Family Charitable Fund
Lockhart Vaughan Foundation, Inc.

The Marion L. & Henry J. Knott Foundation
Maryland Department of Commerce
The Morris and Gwendolyn Cafritz Foundation
Venable Foundation LLP
West Baltimore Renaissance Foundation, Inc.
The William J. & Dorothy K. O’Neill Foundation
## FINANCIALS
### STATEMENT OF FINANCIAL POSITION
As of December 31, 2022

### ASSETS

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### LIABILITIES & NET ASSETS

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<td><strong>Total Liabilities</strong></td>
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<td><strong>TOTAL LIABILITIES &amp; EQUITY</strong></td>
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</tbody>
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FINANCIALS

STATEMENT OF FINANCIAL ACTIVITIES
January 1 - December 31, 2022

INCOME

- Training, Consulting and Standards for Excellence: 27%
  1,390,778
- Membership: 2%
  675,415
- Grants, Contributions and Sponsorships: 13%
  2,738,044
- Rental and Miscellaneous Income: 2%
  204,015
- Sales and Group Buying: 4%
  79,574

TOTAL $5,087,826

EXPENSES

- Training, Consulting and Standards for Excellence: 40%
  1,841,658
- General and Administration: 16%
  305,705
- Membership: 15%
  652,912
- Public Policy: 13%
  231,618
- MARFY: 4%
  187,463
- MLU: 5%
  593,746
- Accelerator: 7%
  738,222

TOTAL $4,524,324
Maryland Nonprofits
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Suite 2500
Baltimore, MD 21211

www.marylandnonprofits.org
help@mdnonprofit.org
(410) 727-6367

EIN: 52-1749231