

# 2005 - 2008 Strategic Plan Summary

## I. Education & Training

**Goal:** Develop strategic curriculum & delivery models that provide value for all experience levels & learning preferences

**Strategies:** Evaluate current programs, increase use of technology to deliver content, and maximize collaborations

## II. Nonprofit Management Assistance

**Goal:** Develop nonprofit management assistance program to meet the diversity of needs in Maine's nonprofit sector

**Strategy:** Research and identify needs and develop appropriate tools

## III. Advocacy

**Goal:** Build public awareness of the impact of Maine's nonprofit sector and advocate for public policies that support nonprofits in the achievement of their missions

**Strategies:** Educate governing bodies on the history and contributions of Maine's nonprofit sector, organize efforts around policy issues that have broad nonprofit impact, and support nonprofits in advocating more effectively for their missions

## IV. Member Services

**Goal:** Develop enhanced membership benefits to increase enrollment and representation across the spectrum of the nonprofit sector

**Strategy:** Develop comprehensive membership plan that includes additional member benefits, new dues structure, and the delineation of member vs. nonmember services

## V. Nonprofit Employers Coalition

**Goal:** Develop enhanced insurance and benefit programs to increase participation in Coalition programs

**Strategy:** Develop new insurance products that provide enhanced member value and respond to member needs

## VI. Organizational Capacity

**Goal:** Build MANP's capacity to sustain and grow its programs and services in response to identified needs

**Strategies:** Develop a sustainable financial model allowing for long-term growth of programs and resources and implement a structure to ensure that the MANP Board of Directors has the necessary capacity and skills for strong organizational governance

**Goal:** Increase awareness of MANP and its programs and services

**Strategy:** Create and implement comprehensive marketing plan that integrates MANP's brand identity and identifies strategies to reach specific audiences

## Board Of Directors

### President

Ruth Vinal  
The Iris Network

### Vice President

Chris Amann  
Maine Public Broadcasting

### Treasurer

Richard Roderick  
Dead River Company

### Secretary

Nancy Winslow  
Davis Family Foundation

Sarah Armentrout  
Equest Therapeutic Riding

Stacy Begin

Carol Goloff  
Schechter Family Foundation

Kevin Healey  
Sisters of Charity Health Systems

Anna Kent  
USM, Muskie School

Bart Morrison

James Phipps, Esq.  
Preti Flaherty

Marianne Pinkham  
Senior Spectrum

Greg Shea

Deb Whitworth  
GHS Data Management

# 2004 Annual Report

## Thanks to Our Outgoing Two-Term Board Members

Carol Goloff  
Schechter Family Foundation

James Phipps, Esq.  
Preti Flaherty

## Nominated Slate 2005

### President

Chris Amann  
Maine Public Broadcasting

### Vice President

Nancy Winslow  
Davis Family Foundation

### Treasurer

Peter Montano  
Macdonald Page Schatz Fletcher

### Secretary

Stacy Begin

Kevin Baack  
Goodwill Industries

Katherin O'Grady  
UnumProvident

Nathaniel Putnam  
Eaton Peabody

Peter Taylor  
Maine Community Foundation

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## Staff

**Executive Director-** Scott Schnapp

**Associate Director-** Meadow Davis Slater

**Director of Public Policy-** Brenda Peluso

**Program Manager-** Heidi-Anne Loughlin

**Membership Coordinator-** Lydia Badger

**Receptionist-** Danielle Madore

## Message From the President

This past year has been another extremely productive one for the Maine Association of Nonprofits, as we continue to make progress towards our goal of developing a comprehensive program, service and resource center for Maine's nonprofit community. With the completion and adoption of a strategic plan based on identified member needs, we look forward to continuing to work with our constituents to create stronger and more effective nonprofits across the state of Maine.

On behalf of the board of directors and staff of MANP, I extend our sincere appreciation to our members and Friends for their continued support and involvement. We look forward to assisting you in meeting your nonprofit management challenges in the year ahead.

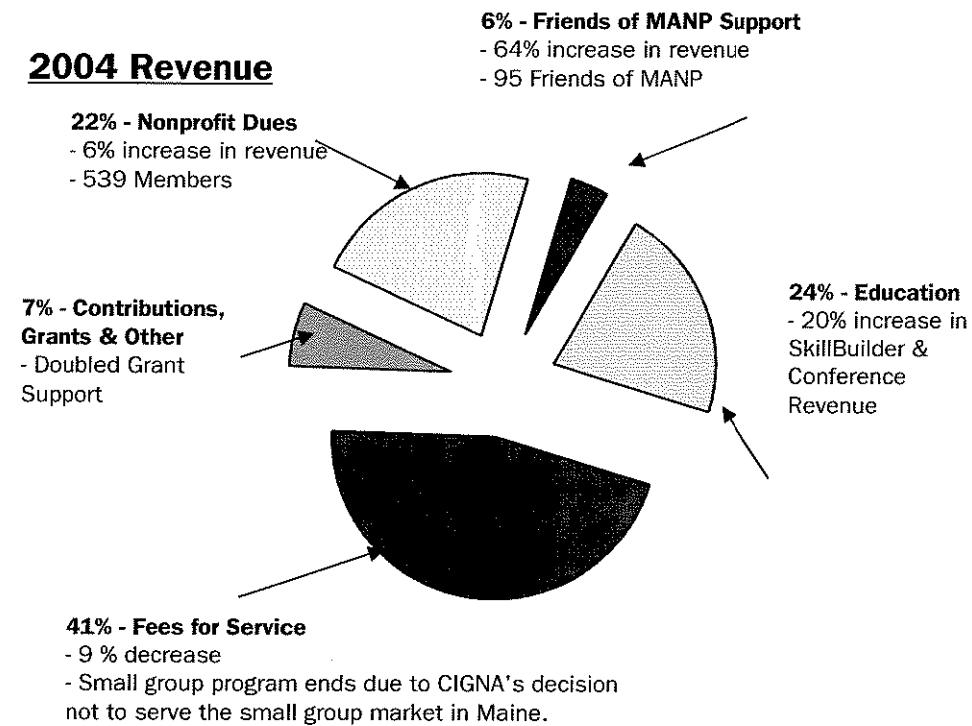
Ruth E. Vinal  
President, MANP Board of Directors

## The Year In Review

- Hosted more than 100 SkillBuilder management training seminars that were attended by over 1600 nonprofit managers in 15 locations throughout Maine
- Provided one-on-one nonprofit management assistance to over 400 nonprofit organizations
- Published fifth biennial Nonprofit Wage & Benefit survey
- Expanded collaborative relationships with regional organizations to develop targeted programs to meet identified local needs
- Developed and approved three year strategic plan based on the identified service and program needs of members and nonmembers
- Increased overall organizational revenue by 5% despite a significant drop in service fees by expanding corporate support, program revenue, grant support and membership revenue
- Expanded Nonprofit Day at the Statehouse by including educational sessions, legislative visits and a press conference
- Provided a range of health care and benefits programs for over 3,000 employees at 150 nonprofit organizations through MANP's Nonprofit Employers Coalition
- Invited to write an op ed for MaineBiz on the significant economic and social impact of the Maine nonprofit sector
- Hosted the second John E. Walker public policy intern to support MANP's advocacy mission
- Significantly expanded nonprofit management assistance resources on the MANP website
- Expanded the MANP website to include online registration and the framework for member only content and services

## 2004 Finances

### 2004 Revenue



### Statement of Activities

	12/31/2003 (Reviewed)	12/31/2004 (Unaudited)
<b>Revenues &amp; Other Support</b>		
Membership Dues	\$ 109,627	\$ 126,072
Education Programs	\$ 88,725	\$ 106,450
Service Fees	\$ 187,786	\$ 171,010
Contributions	\$ 10,905	\$ 2,606
Grants	\$ 15,000	\$ 29,500
Subscriptions	\$ 4,497	\$ 3,330
Miscellaneous	\$ 493	\$ 261
<b>Total Revenues &amp; Other Support</b>	<b>\$ 417,032</b>	<b>\$ 439,229</b>
<b>Expenses</b>		
Education	\$ 166,769	\$ 187,771
Coalition/Group Services	\$ 46,181	\$ 58,214
Member Services	\$ 140,098	\$ 156,777
Advocacy	\$ 25,434	\$ 17,323
Administration	\$ 8,871	\$ 22,489
Fundraising	\$ 1,131	\$ 7,158
<b>Total Expenses</b>	<b>\$ 388,484</b>	<b>\$ 449,732</b>
<b>Increase in Net Assets</b>	<b>\$ 28,549</b>	<b>\$ (10,504)</b>
Net at Beginning of Year	\$ 46,706	\$ 75,255
<b>Net Assets at End of Year</b>	<b>\$ 75,255</b>	<b>\$ 64,751</b>

## MANP Programs and Services

### Education & Training

- SkillBuilders: 8-10 monthly nonprofit management seminars in locations across the state covering:
  - Staff and Board Leadership
  - Fundraising & Development
  - Marketing & Public Relations
  - Human Resources
  - Financial Management
  - Technology & Innovation
- Collaborations: High-quality, affordable learning opportunities from the best sources available through collaborations with the many fine organizations that serve Maine's nonprofit sector
- Educational Discounts: Significant member discounts on high-quality technology and leadership trainings through organizations such as:
  - Leadership: The Saltwater Institute, Dale Carnegie Training of Maine, and BoardSource
  - Technology: VTEC and Burgess Computers
- Technical Assistance: Answers to a broad range of nonprofit related questions through our Staff Help Line and in-house resource library
- Events: Networking and learning opportunities at statewide annual conferences
- Marketing Opportunities: Online opportunities to raise money and awareness for member nonprofits through our Featured Member and Gifts That Give Twice programs.

### Advocacy

- Sector Research:
  - "Maine's Nonprofit Employment Data Report"
  - "Maine's Charitable Nonprofit Sector"
  - "Report on Wages & Benefits in Maine's Nonprofit Sector"
- Legislative Alerts: Regular updates on state & federal legislation
- Articles: Bi-annual newsletter with important state and national news and information
- Online Resources: Links, information and resources about the nonprofit sector and legislative advocacy

### Cost-Savings Programs

- Employee Benefits: Health, Dental and Related Insurances; Employee Assistance Program, Retirement, and Unemployment Insurance
- Business Services: Commercial Liability, Directors & Officers Liability, Online Human Resources help and Job postings through JobsInMe.com
- Publications: Significant discounts on MaineBiz, The Nonprofit Quarterly, The Stanford Social Innovation Review, and Wilder Books