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 program 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 Amertout
Equest Therapeutic Riding
Stacy Begin
Carol Goloff
Schatzer 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

Thanks to Our Outgoing
Two-Term Board Members
Carol Goloff
Schatzer 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
Katherine O’Grady
Unum Provident
Nathaniel Putnam
Eaton Peabody
Peter Taylor
Maine Community Foundation

Staff
Executive Director - Scott Schnapp
Associate Director - Meade Davis Sister
Director of Public Policy - Brenda Peluso

Program Manager - Heidi-Anne Loughlin
Membership Coordinator - Lysa Bogger
Receptionist - Danielle MacIver
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 biannual 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

- 22% - Nonprofit Does
- 6% increase in revenue
- 539 Members

- 7% - Contributions, Grants & Other
- Doubled Grant Support

- 41% - Fees for Service
- 9% decrease
- Small group program ends due to CIGNA’s decision not to serve the small group market in Maine.

- 6% - Friends of MANP Support
- 64% increase in revenue
- 95 Friends of MANP

- 24% - Education
- 20% increase in SkillBuilder & Conference Revenue

Statement of Activities

<table>
<thead>
<tr>
<th>Revenues &amp; Other Support</th>
<th>12/31/2003</th>
<th>12/31/2004</th>
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<tbody>
<tr>
<td>Membership Dues</td>
<td>$ 109,627</td>
<td>$ 126,072</td>
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<td>Education Programs</td>
<td>$ 88,226</td>
<td>$ 105,450</td>
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<td>Service Fees</td>
<td>$ 187,786</td>
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<td>Contributions</td>
<td>$ 10,605</td>
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<td>Grants</td>
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<td>Subscriptions</td>
<td>$ 4,497</td>
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<td>Miscellaneous</td>
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<td>$ 261</td>
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<td>Total Revenues &amp; Other Support</td>
<td>$ 417,032</td>
<td>$ 439,229</td>
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<table>
<thead>
<tr>
<th>Expenses</th>
<th>12/31/2003</th>
<th>12/31/2004</th>
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<tr>
<td>Education</td>
<td>$ 106,769</td>
<td>$ 187,771</td>
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<tr>
<td>Coalition/Group Services</td>
<td>$ 46,181</td>
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<td>Member Services</td>
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<td>$ 156,777</td>
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<td>Advocacy</td>
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<td>Administration</td>
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<td>Fundraising</td>
<td>$ 1,131</td>
<td>$ 7,458</td>
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<td>Total Expenses</td>
<td>$ 388,464</td>
<td>$ 429,732</td>
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| Increase in Net Assets    | $ 28,640   | ($10,504)  |
| Net at Beginning of Year  | $ 46,706   | $ 75,256   |
| Net Assets at End of Year | $ 75,256   | $ 84,751   |

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: Biannual 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 JobsInMaine.com