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Larned A. Waterman  
Iowa Nonprofit  
Resource Center  
University of Iowa  
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Iowa City, IA 52242

## Registration Open for Iowa Nonprofit Summit

Registration is underway for the Iowa Nonprofit Summit, November 15-16 at the Scheman Building on the Iowa State University campus in Ames. Details about the summit sessions, speakers, accommodations, and online registration are available at [www.regonline.com](http://www.regonline.com)

The conference fee is \$70 per person. If you have questions about the Summit, contact Richard Koontz at [richard-koontz@uiowa.edu](mailto:richard-koontz@uiowa.edu) or call 319.335.9765 or 866-500-8980.

The theme is *building the capacity of our charitable sector through volunteer management and nonprofit effectiveness.*

A variety of sessions are scheduled including the full workshop in the Principles and Practices for Charitable Nonprofit Excellence. Completion of this workshop allows the nonprofits represented by the attendees to be listed on the INRC's Register of Accountability.

Theresa Pattara, member of Senator Charles Grassley's staff, will deliver a presentation on developments in federal law for nonprofits. Mark Mathis will give his popular workshop on nonprofit marketing, and Jude West will speak on leadership transition. Other workshops focus on engaging veterans, grants management, measuring outcomes, nonprofit advocacy, social media, and nonprofit human resources.

See pages 4 and 5 for more information and an abbreviated agenda.



## College Students in Iowa are Giving Back

By Cory Lasker

According to an annual survey done by "Volunteering in America," rates of volunteerism in Iowa are consistently among the highest in the country.

In 2009, 37.8 percent of Iowans performed unpaid volunteer activities for or through an organization. While this figure may not come as a surprise, it may amaze some to know that 41 percent of college students in Iowa volunteered time in 2009. This rate is far above the national average of 26.3 percent and ranks Iowa second in the nation. Across Iowa hundreds of college students are finding meaningful ways to give back to their communities.

The University of Iowa MBA program is not all about dollars and cents. A key

component of the MBA Association (MBAA) is philanthropy, an effort headed up by Tracy Suits, Vice President of Philanthropy. Ms. Suits works with nonprofit organizations in Iowa City to facilitate service opportunities for MBA students. Among these organizations are Junior Achievement and the Domestic Violence Intervention Program.

In conjunction with Junior Achievement, MBA students teach business concepts to schoolchildren. According to Ms. Suits, the MBAA's involvement with Junior Achievement is a logical connection between the skills and talents of MBA students and the objectives of Junior Achievement. The students teach Iowa City children about topics

# Iowa's Youth Philanthropy Movement Grows

by Joseph Pearson, Iowa Council of Foundations

Think back to when you were 16 years old. Can you imagine being responsible for distributing more than \$100,000 to nonprofits in your community?

Although this may not have been a reality for you, more than 270 students across Iowa have this responsibility. In fact, in the 2009-2010 school year, an estimated \$140,000 in grants was distributed by Iowa teens through youth philanthropy programs.

Youth philanthropy, the practice of actively engaging teenagers as grantmakers, is widely practiced in Iowa. In fact, our state has one of the fastest growing youth philanthropy movements in the nation.

Talk about making a difference! Today, there are more than twenty active youth philanthropy programs across Iowa that are networked through the Iowa Council of Foundations' Youth Philanthropy Initiative.

While each youth philanthropy program has its own unique structure and mission, they are all run, or partially run, by foundations and consist of a student governing body that works to better understand the nonprofit sector as well as award grants in their communities.

Typically, these groups have their own grant applications and grant cycles. Beyond grantmaking, they are often actively involved in their communities in many other ways, especially through volunteer projects and as collaborators on other community-based initiatives.

In 1994, the Community Foundation of Northeast Iowa started Iowa's first youth philanthropy program, Teen Trust®, with initial funding from the W.K. Kellogg Foundation. Teen Trust has since served as an

inspiration for many of the other youth philanthropy initiatives active today.

Shortly after the formation of Teen Trust, the Dekko Foundation, a private foundation based in Indiana, initiated five youth philanthropy programs, called Youth Pods, in partnership with the South Central Iowa Community Foundation and local school districts.

The foundations leading the youth philanthropy movement partner with a variety of organizations to provide a meaningful experience for the students.

Because each model is specific to the community, these partnerships tend to vary depending upon location. For instance, a foundation, which brings the expertise in philanthropic and grant making components, may choose to partner with a local nonprofit or other organization that has expertise in working with high

school students. No matter what the partnership looks like, the goal is to provide resources, training, education and support to the young grantmakers in this experience.

The youth philanthropy movement in Iowa is monitored and supported by the Youth Philanthropy Initiative of the Iowa Council of Foundations (ICoF).

Through the ICoF, networking opportunities, resources, workshops and more are available to youth philanthropy directors and students, and the Iowa Council of Foundations also assists in the facilitation and development of new youth philanthropy efforts in our state.

For more information, contact Joseph Pearson, Program Associate at the Iowa Council of Foundations, by email at [YouthPhil@IowaCouncilofFoundations.org](mailto:YouthPhil@IowaCouncilofFoundations.org) or via phone at 515.989.1188, or visit [www.IowaCouncilofFoundations.org/youthphilanthropy](http://www.IowaCouncilofFoundations.org/youthphilanthropy).

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## *Giving Back, from page 1*

such as taxation and city zoning in an effort to help them better understand business concepts.

The MBAA brings the same talents to the Domestic Violence Intervention Program. The students help prepare victims of domestic violence to seek gainful employment by working with them to update their resumes and giving them interview tips.

The University of Iowa is not alone in the service efforts by college students in Iowa. During this past academic year, Bev Cloud and Corrine Stoffel co-chaired the

Iowa State Freshmen Council's Philanthropy Committee. Throughout the year the committee actively looked for ways to give back to the city of Ames. In the fall the committee organized a winter weatherization project.

Approximately ten students from the Philanthropy Committee spent a few afternoons helping people in Ames prepare their homes for the winter months. For Halloween and Valentine's Day, the committee prepared craft projects for children at the Blank Children's Hospital in Des Moines. Their effort

*Giving Back, continued page 3*

# Major Financial Challenges Face Iowa Nonprofit Human Service Providers

by Willard "Sandy" Boyd

A new nationwide survey of social service nonprofits conducted by the Urban Institute includes social service providers in Iowa. The exact number of Iowa organizations is not stated.

Those Iowa providers surveyed report they are in severe financial straits as a result of reduced payments on government service contracts coupled with widespread decreases in private support. This major loss in revenue comes at a time when local residents who are suffering as a result of the economic downturn have an increased need for services.

Fifty seven percent of the Iowa service providers who responded report as a major problem that government contract payments do not cover the full cost of the contracted services.

This percentage is the fifth highest in the nation. Overall, forty-eight percent of the Iowa cadre surveyed report expenditure deficits as compared to a national percentage of forty-two percent. The Iowa organizations hardest hit are fifty percent of social nonprofits with budgets ranging from \$100,000 to \$249,000 and sixty percent of organizations with budgets of \$250,000 to \$999,999.

The Iowa responders ranked second in the nation the problem of complexity and time required by

the contract application process. This may be due to the increased information requirements contained in the "Accountable Government Act" (Iowa Code CH 8E) and the "Government Accountability-Service Contracts Act" (Iowa Code CH 8F) adopted by the General Assembly following oversight hearings.

The report also points out that even as they have had to reduce services and staff, the responding Iowa social service providers are managing their budgets prudently in terms of less borrowing, less drawing on reserves, and more commitment to support for remaining staff compared to the national average.

The report clearly identifies the immediate financial challenges facing the social sector. These challenges are also being experienced in other areas of Iowa's community-based charitable nonprofit sector.

It is only with vital community nonprofit associations that Iowa can advance economically and socially. Iowa's citizens are national leaders in volunteering by the thousands to build their communities through these voluntary associations. It is essential that government, business and nonprofits must be active partners in

meeting the pressing needs of our communities.

At the local level, the Larned A. Waterman Iowa Nonprofit Resource Center and the Institute of Public Affairs at The University of Iowa are piloting five programs designed to enhance collaboration between local government and local charitable organizations.

At the state level the United Ways of Iowa, the Iowa Council of Foundations (including community foundations), and the Larned A. Waterman Iowa Nonprofit Resource Center are proposing an Iowa Nonprofit Collaborative, a roundtable of statewide associations of nonprofits which can increase communication and knowledge sharing among Iowa's nonprofit, business and government sectors.

Information about the Urban Institute's report, the National Study of Nonprofit-Government Contracting, is available at:  
<http://www.urban.org/publications/412227.html>

A pdf that includes Iowa's statistics may be downloaded at the site.

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*Giving Back, from page 2*

was well received and brightened the children's holidays.

The Philanthropy Committee also sought out projects for the entire Iowa State Freshmen Council. The committee organized the council's efforts in Relay For Life by encouraging each student to raise \$100 to go towards cancer

research for the American Cancer Society.

The Freshmen Council was also present at VEISHEA, and Iowa State and Ames tradition. The council ran a table in the children's area where children could play a simple game for a prize.

As Iowa's volunteerism numbers indicate, these trends are not

unique to The University of Iowa or Iowa State. The University of Northern Iowa offers a number of services to the community of Cedar Falls. Information about their programs, services, centers, and other information may be found at <http://www.uni.edu/resources/uni-assistance-community>

# 2010 Iowa Nonprofit Summit Agenda



This year's conference will again be held at the Scheman Building on the Iowa State

University campus in Ames. To register, go to [www.regonline.com](http://www.regonline.com)

At this site, you may also download descriptions of the conference sessions, learn about the keynote speakers, and more.

This year, the conference will feature optional program networking lunches. Networking groups are also listed at the registration website. There will be no facilitated discussion. Joining one of the networking lunches is completely optional.

If you are a member of a special group that will have several people attending the conference, you may request your own networking lunch. Send an e-mail to [icvs@iowa.gov](mailto:icvs@iowa.gov). Include the name of the group, the anticipated number of participants, and which day(s) you would like to hold your networking lunch.

Thanks to the following collaborative partners for making the 2010 Summit possible: Grants Enterprise Management System (GEM\$), Iowa Campus Compact, Volunteer Iowa, Iowa Council on Foundations, Iowa Department of Cultural Affairs, Larned A. Waterman Iowa Nonprofit Resource Center, United Ways of Iowa.

## Monday, November 15

### 9:00-9:15 a.m.

Welcome to Summit  
Presentation of awards

### 9:15 – 10:15

Keynote speaker, Greg Alan Williams, actor, author, and Iowa native.

### 9:00 a.m. – 4:15 p.m.

Volunteer Reception Center Training

### 10:30 a.m. - Noon

Cultural Leadership & Partnership Forum (Part One)

AmeriCorps\*State Directors  
Networking

Volunteer Projects/Service-Learning  
Requirements for Millennial Students

Principles & Practices 1-Starting a  
Nonprofit

How To Implement Sustainable  
Practices

Staying on Course: Mapping Activities  
Around Your Organization's Mission  
(Repeated at 1 pm)

Diversity, Cultural Competency and  
the Stuff In Between! (Repeated at  
10:30 am Tuesday)

Fine Tune Your Leadership Skills into  
Ultimate Donor Gifts

Rising Above the Noise: Getting Your  
Message to Policymakers

Social Media: Sorting Through the  
Tools

### 1:00-2:30 p.m.

Cultural Leadership & Partnership  
Forum (PART TWO)

Mentoring Program Funding

Classroom as Community Publisher:  
Service-Learning in Writing Courses  
and Programs

Principles & Practices 2-Financing and  
Fundraising

Nonprofit Human Resources  
(Repeated at 2:45 p.m.)

Staying on Course: Mapping Activities  
Around Your Organization's Mission  
(Repeat of 10:30 am workshop)

Infusing "Innovation and Sustainability"  
into the Grant Writing Process  
(Repeated at 2:45 p.m.)

Federal and State Legislative Trends

Nonprofit Marketing (Repeated at 2:45  
p.m.)

Endowment Building for Sustainability  
(& adding Endow Iowa Tax Credits to  
your donor toolkit!)

### 2:45-4:15 p.m.

Supporting and Sustaining Mentoring  
Matches

Volunteer Screening

Understanding Volunteering: Exploring  
the Heart of the Volunteer Sector

Powerful Partnerships: Volunteering  
and the Business Community

Reflection: Internalizing the Service-  
Learning Experience

Principles & Practices 3-Strategic  
Planning

Monday, 2:45-4:15, continued

Risk Management Best Practices

Nonprofit Human Resources (Repeat of 1 p.m. workshop)

Infusing “Innovation and Sustainability” into the Grant Writing Process (Repeat of 1 p.m. workshop)

Nonprofit Marketing (Repeat of 1 p.m. workshop)

Community-based Service Learning

Grantmaker/Grantee Partnerships  
Civic Engagement and National Service (Reated at 1 p.m.)

Attracting Media

What is AmeriCorps?

Introduction to the Five Elements of Volunteer Program Management

Developing Service-Learning and Civic Engagement Community Partnerships

Managing Collaborations and Mergers

Diversity and Cross Cultural Communication (Repeat of Monday, 10:30 a.m. workshop)

Arts, History, and Culture Roundtable: Achieving Financial Stability in Tough Times

**2:45-4:15 p.m.**

Life After AmeriCorps (Repeat of 1 p.m. workshop)

Getting and Keeping the Right Board Members

Partnership with Institutions of Higher Education: Service-Learning and Beyond

Principles and Practices 5 – Advocacy, Collaboration, Accountability & Compliance

Measuring Impact

Sustaining an Inclusive Volunteer Program (Repeat of 1 p.m. workshop)

Jumpstart Your Planned Giving Program (Repeat of 1 p.m. workshop)

Event Planning and Fundraisers

Disaster Preparedness for Cultural Institutions

## Tuesday, November 16

**9:00 - 10:15 a.m.**

**Keynote speakers**

- Jackie Norris, Corporation for National and Community Service
- [Neil Jackson](#), Youth Advisory Board, State Farm Insurance and student at the University of Wisconsin
- [Kathy Havens-Payne](#), Senior Director of Education Leadership for State Farm® in charge of State Farm’s business-education partnerships.

Presentation of awards

**10:30 a.m. – Noon**

Financial & Grants Management for Senior Corps (Part One)

Managing Grant Revenue

Corporate Involvement in Mentoring

Engaging Veterans as Volunteers

**1:00-2:30 p.m.**

Financial & Grants Management for Senior Corps (Part Two)

Life After AmeriCorps (Repeated at 2:45 p.m.)

Civic Engagement and National Service (Repeat of 10:30 a.m. workshop)

Sustaining an Inclusive Volunteer Program (Repeated at 2:45 p.m.)

Service-Learning Reflection Best Practices

Principles and Practices 4-Board of Directors and Mission

Succession Planning

Nonprofit and State Government Collaboration

Jumpstart Your Planned Giving Program (Repeated at 2:45 p.m.)

## From the INRC

### INRC OpEd in Des Moines Register & Dubuque Telegraph Herald

An op-ed piece written by Willard “Sandy” Boyd, founder of the Iowa Nonprofit Resource Center, and Richard Koontz, INRC Director, appeared in the Des Moines Register on September 2 and in the Dubuque Telegraph Herald on September 18.

Read the article at <http://www.continuetolearn.uiowa.edu/ccp/whatsnew/news/Sep2-2010.html> or at <http://www.thonline.com/article.cfm?id=296057>

## Other Nonprofit News

### Too Many Donations Crash Library’s Website

An item in the Nonprofit Newswire reports that library supporters crashed the Seattle Public Library Foundation’s website hours after a fundraising campaign was launched.

The source of the item is the Maple Leaf Life news blog for Seattle, Washington’s Maple Leaf neighborhood.

On September 22, the Seattle Public Library Foundation launched a campaign to raise \$500,000 to match a promised grant from an anonymous donor. Response to the appeal was far greater than expected, and within hours its website shut down.

The library is facing cuts this year and next that could trim up to \$10 million from its budget.

### INRC Issues Ten-Year Report

The Larned A. Waterman Iowa Nonprofit Resource Center has issued its Ten-Year Report. The report traces the development of the center and the expansion of its activities since its inception in 2000.

Download the report on INRC’s website at <http://inrc.continuetolearn.uiowa.edu/> or contact the INRC for a printed copy at 319-335-9765 or 866-500-8980.

### Nonprofits Make Effective Use of Social Media

Nonprofit Newswire also reports that the website Mashable outlines impressive statistics on nonprofits that are leading the way with creative and effective use of social media.

Mashable’s writers quote a report released by the UMass Dartmouth Center for Marketing Research which says that 93 percent of the top U.S. charities have a Facebook page, 87 percent have a Twitter profile, and 65 percent have a blog. To see the study, go to <http://www1.umassd.edu/cmr/studiesresearch/charitystudy.cfm>

To see three small-cause campaigns that got big results through effective use of social media, go to Mashable’s website at <http://mashable.com/2010/09/23/small-non-profits-social-media/>

### Send Us Your Questions

Have you consulted the FAQ section of our Web site? If you have a question about some aspect of setting up or running a nonprofit organization, the answer you’re looking for might be there.

If you do not find your answer, let us know. Fill out the form at <http://inrc.continuetolearn.uiowa.edu/AboutUs/sendquestions.asp> and we will get back to you.

If your question has broad applications we will include it in our FAQs so others can benefit, too.

### Tell Your Story with These NCN Resources

The National Council of Nonprofits (NCN) website offers Tools for Telling Your Story.

Start at the NCN home page at <http://www.councilofnonprofits.org/> On the pull-down menu under the Raising Awareness tab, click on Tools for Telling Your Story, the second choice from the bottom. A variety of resources are listed under the areas of Strategy, Experts, and Resources.

# Community Foundation of Greater Des Moines Announces Training Series

All workshops are held at Junior Achievement, 6100 Grand Avenue, Des Moines.

Fee is \$30 per workshop.

To register, go to [www.desmoinesfoundation.org](http://www.desmoinesfoundation.org)

## BoardLaunch Series

### Champions for Change: How to Orchestrate Strategic-Level Transformations

Monday, November 1, 2010

3:00–6:00 p.m.

*Instructor: David Styers, governance consultant with BoardSource.*

This workshop will help nonprofit leaders understand how to identify and engage champions and initiate a change process. Participants receive the book *Govern More, Manage Less*.

### Brandraising?: The Connection Between a Strong Brand and Organizational Viability

Monday, November 8, 2010

3:00–6:00 p.m.

*Instructor: Lori Howe, marketing consultant with Share Marketing.*

Think branding is only for businesses selling products and focused on profits? Branding is relevant for nonprofit organizations focused on changing perceptions, increasing advocacy, enlisting volunteers and ultimately raising funds to support your mission. Participants receive the book *Brandraising?*.

### The Critical Role Boards Play in Fundraising

Tuesday, November 30, 2010

3:00–6:00 p.m.

*Instructor: Tyrone M. Freeman, associate director with Public Service & The Fundraising School, The Center on Philanthropy at Indiana University.*

*This session provides foundational concepts in fundraising to enable board and staff members to be fully engaged as partners in fundraising. Participants receive the book *Achieving Excellence in Fundraising*, 2nd Edition.*

## Nonprofit Staff Trainings

### Trends and Practices in Board Engagement

Monday, November 1, 2010

9:00 a.m.–2:00 p.m.

Participants will receive lunch and the book *Board Fundamentals: Understanding Roles in Nonprofit Governance*.

*Instructor: David Styers, governance consultant with BoardSource*

Drawing on trends and developments in nonprofit governance practices, this workshop looks at ways to better engage your board and incorporate current leading practices into your work.

### Donor Cultivation: The Cycle Continues

Tuesday, November 30, 2010

8:30 a.m.–12:00 p.m.

*Instructor: Tyrone M. Freeman, associate director with Public Service & The Fundraising School, The Center on Philanthropy at Indiana University.*

*This session provides context by very briefly reviewing the four-step solicitation cycle (Identification, Cultivation, Solicitation, and Stewardship) and then exploring strategy development for cultivation through small group activities and individual exercises. Participants receive the book *Achieving Excellence in Fundraising*, 2nd Edition.*

## Balanced Lives Symposium Coming to Iowa City

A National Symposium entitled **Balanced Lives: Best Policies for the New Economy** will be held at The University of Iowa in Iowa City October 20 through 22.

The program includes two free public lectures, a daylong session with panels of experts and a day of

workshops to provide input into the National Academy of Sciences/State of the USA process of developing broader and more balanced indicators of productivity for the US economy.

For more information and to register, go to <http://ppc.uiowa.edu/balancedlives>

For more training opportunities, see page 8.

# Training Opportunities

## Iowa State University Nonprofit Management Academy

**Grant Writing and Research**, October 28

**Effective Program Evaluation and Outcomes-Based Measurement**, November 18

**Marketing for the Arts**, December 9

All courses meet 9 a.m.-4 p.m., Thursdays, Coral Ridge Mall Community Room, 1451 Coral Ridge Avenue, Coralville.

Registration deadline is five working days prior to each class meeting. For more information, see [www.extension.iastate.edu/johnson/news/NonProfit+Management+Academy+2010.htm](http://www.extension.iastate.edu/johnson/news/NonProfit+Management+Academy+2010.htm)

See page 7 for more training opportunities.

## About Our Organization

<http://inrc.continuetolearn.uiowa.edu/>

The Larned A. Waterman Iowa Nonprofit Resource Center is a University of Iowa interdisciplinary collaboration created to make more accessible educational and service programs focused on strengthening the operational capacity of Iowa nonprofit organizations.

The INRC works collaboratively with government agencies, nonprofit organizations and educational institutions to impart new knowledge through activities and provide information and training resources to help nonprofit organizations and interested persons throughout Iowa. We seek to build the capacity and develop the effectiveness of community-based organizations and enhance the overall effectiveness of local organizations in building communities. The INRC also introduces students to the nonprofit sector and develops their sense of public and community service.

## Kirkwood Community College Offerings in Coralville

The following classes are offered by Kirkwood Community College at United Way, 1150 5<sup>th</sup> Street, Ste 266, Coralville. Each class is offered on a Friday in one session from 9 a.m. to 4 p.m. Tuition for each class is \$95. Course numbers appear in parentheses.

**Orientation and Training Volunteers** (CBBC-2340 5501)  
November 5

**Leadership and Supervision of Volunteers** (CBBC-2330 5505)  
December 3

**Volunteer Appreciation, Retention and Recognition** (CBBC-2300 5510)  
February 24, 2011

**Evaluating Your Volunteer Program** (CBBC-2350 5512)  
April 8, 2011

For additional information, visit <http://kirkwood.augusoft.net/index.cfm?method=ClassListing.ClassListingDisplay> or call 800-332-8833.

## Community Foundation of the Great River Bend & United Way of the Quad Cities

**Community Nonprofit Board Governance Training**

**October 26-27**

i Wireless Center, 1201 River Drive  
Moline, Illinois

\$75/person or \$250/four people; includes  
box lunch

For information contact Marci Zogg at [mzogg@unitedwayqc.org](mailto:mzogg@unitedwayqc.org) or telephone 563-344-0334.

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