



The Larned A. Waterman Iowa Nonprofit Resource Center

Helping strengthen community organizations

eNewsletter

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INRC Receives ARRA Grant

Grant will fund multiple initiatives

By Cory Lasker

The Larned A. Waterman Iowa Nonprofit Resource Center (INRC) has received a \$250,000 grant funded by the American Recovery and Reinvestment Act (ARRA). The grant will support a number of INRC initiatives, one of which is the redesign of the INRC's Web site to expand awareness and access to ARRA's resources for Iowa's nonprofits. The INRC will also create a comprehensive list of Iowa nonprofits then survey the organizations about their needs regarding training and technical assistance. The survey will enable the INRC to align its services accordingly.

Two conferences to help state agencies and community development groups collaborate more effectively are backed by the grant as well. The first conference, the Nonprofit Summit, was held in November in Des Moines. The theme was Iowa's Economic Recovery: Working Together to Strengthen Our

Communities. A follow-up conference is scheduled for October 2010.

Finally, the funds will enable the UI's Institute for Public Affairs to create a model and curriculum for bridging partnerships between nonprofits and state and local governments. This project, to be piloted in five Iowa communities, will identify best practices for collaboration.

Funds will also be used in other ways to continue the INRC's mission of strengthening the operational capacity of Iowa nonprofit organizations.

"Iowa's nonprofit, faith-based, and community organizations play a critical role in Iowa's economic recovery," says Richard Koontz, INRC director. "In these difficult times, Iowans turn to nonprofits for assistance with everything from housing and energy assistance to recovery aid, such as job training programs."

The INRC is not the only Iowa nonprofit to receive a significant ARRA grant. The

ARRA Grant continued page 3

Second Annual Day of Service is January 18

By Heather Graeff

The Iowa Commission on Volunteer Service, the Governor's office, the Iowa Department of Human Rights, and others encourage agencies and nonprofits to participate in the second Martin Luther King (MLK) Day of Service on January 18, 2010.

The Day of Service creates a greater impact within Iowa's communities by increasing the number of service projects and expanding community engagement to all ages. Many people who help with a one-day project become long-term volunteers.

Examples of service projects are a collection drive for winter coats, food, or

blankets; shoveling sidewalks of disabled or elderly citizens; mentoring; painting, reorganizing, or cleaning a shelter; or

Day of Service continued page 3

Our New Look

The Iowa Nonprofit Resource Center Quarterly newsletter has a new look. Soon we will launch our new Web site, too. Our url will remain the same: <http://inrc.continuetolearn.uiowa.edu/default.asp> We hope our new Web site format will help you find the information and resources you need quickly and easily. Let us know what you think. We are interested in your feedback and suggestions.

INRC Participates in 2009 Iowa Hunger Summit

By Richard Koontz, Director, Iowa Nonprofit Resource Center

I NRC director Richard Koontz participated in a panel discussion organized by the Iowa Department of Agriculture at the third annual Hunger Summit held in Des Moines on October 13, 2009.

Other panel members were Barb Prather of the Northeast Iowa Food Bank, Kathy Hamilton of Outreach Africa, and Mark Aeilts of Meals from the Heartland.

Heartland. The group has an annual packaging event which is the largest of its kind in the country. Workers package food for distribution to hungry communities around the world. For more information, or to volunteer, see the organization's Web site at www.mealsfromtheheartland.org/get-involved/

The panel was moderated by Iowa Secretary of Agriculture, Bill

Acquisition of Agri-Biotech Applications (ISAAA), an international nonprofit that shares crop biotechnology. ISAAA's Web site is at www.isaaa.org. The group works to alleviate poverty and hunger in developing countries through the use of biotechnology.



Koontz talked about how the INRC might assist Iowa nonprofits that fight hunger.

Kathy Hamilton gave a brief presentation on the activities of Outreach Africa in Tanzania. Outreach Africa seeks to provide safe food, water, medical care, and education for children in developing countries. To see the organization's Web site, go to <http://www.outreachafrica.org/>

The Northeast Iowa Food Bank is a member of Feeding America, the nation's largest charitable hunger relief organization. Barb Prather described the efforts of Iowa food banks to meet Iowa's growing hunger needs. Her organization's Web site is at www.northeastiowafoodbank.org. Locations of other food banks in Iowa can be found at <http://feedingamerica.org/>

Mark Aeilts talked about the highly organized efforts of volunteers for Meals from the

Northey. Northey hopes to develop ways in which the farming and nonprofit hunger communities can form stronger alliances and work to alleviate hunger. He welcomes ideas and encourages persons to correspond with him at agri@iowaagriculture.gov.

Other organizations were also represented at the summit. Representatives of The Herbert Hoover Presidential Library in West Branch, Iowa were on hand to share their publication *Feeding the World: Iowa's Humanitarian Legacy*.

Members of the International Food Policy Research Institute (IFPRI) of Washington D.C. were also there. IFPRI is an alliance of sixty four governments, private foundations, and international and regional organizations that seek sustainable solutions for ending hunger and poverty.

Also present was the International Service for the

About the Iowa Hunger Summit

The Iowa Hunger Summit promotes community action in fighting hunger at home and abroad. Free and open to the public, the summit is held each year on or near October 16 which is observed as UN World Food Day. The capstone event is the awarding of the World Food Prize.

This was the third year that the Iowa Hunger Summit convened in Des Moines to discuss issues related to hunger, malnutrition, and food insecurity both locally and globally.

ARRA Grant, from page one

Iowa Center for Faith-Based and Community Initiatives also received grants which will be used in conjunction with the Strengthen Rural Iowa project. (See box this page.)

This program offers individual grants of up to \$20,000 to small Iowa nonprofits in fourteen counties who wish to build and enhance their capacity to serve Iowans most in need.

The grants are available to organizations in Appanoose, Davis, Des Moines, Henry, Jefferson, Keokuk, Lee, Louisa, Lucas, Mahaska, Monroe, Van Buren, Wapello, and Wayne counties.

President Obama signed ARRA, or the American Recovery and Reinvestment Act of 2009, into law in February 2009, providing more than \$787 billion in federal spending and tax cuts in an effort to stimulate the national economy. ARRA offered grant opportunities for nonprofit organizations throughout the country.

Day of Service, from page one

helping children with homework after school. Additional project ideas and resources can be found at www.mlkday.gov

The Iowa Commission on Volunteer Service asks, for their records and to ensure that organizations receive as much volunteer support and publicity as possible, that groups post their projects on www.volunteeriowa.org

Those who need assistance in posting their projects may email icvs@iowalifechanging.com. For more information, contact Heather Graeff, AmeriCorps VISTA at the Iowa Commission on Volunteer Service at vista1@iowalifechanging.com or 515.725.3179 (toll-free, 1.800.308.5987).

Endow Iowa Encourages Growth at Local Foundations

by Angela Dethlefs-Trettin

Since its passing by the Iowa Legislature in 2003, Endow Iowa has enhanced the quality of life for Iowans through philanthropy in all corners of our state. Under modifications to the Endow Iowa Tax Credit Program, which went into effect January 1, 2010, those who give to endowment funds at a qualified community foundation will be eligible to receive a 25% state tax credit, up from the 20% credit previously offered.

While still eligible for a federal tax deduction, under the Endow Iowa modifications donors no longer qualify to receive a state charitable deduction for this special contribution. They will, however, be able to take advantage of the increased tax credit in conjunction with federal tax benefits.

To qualify for the Endow Iowa Tax Credit, a gift must be made to a permanent endowment fund established to benefit Iowa charitable causes at a qualified community foundation. Endow Iowa tax credits are offered on a first come, first served basis.

The Endow Iowa Tax Credit Program, created by the Iowa Legislature, is administered by the Iowa Department of Economic Development and encourages individuals, businesses and organizations to make lasting

investments in their communities by building charitable endowments.

Since the program's inception, more than \$59 million has been leveraged impacting all areas of community life such as education, health, arts and culture, environment, community development, human services and more.

Approximately \$4 million in Endow Iowa Tax Credits, an increase from the previous \$3 million, will be available annually. With the increased tax credits, Iowa community foundations will have the potential to generate about \$16 million per year in endowed gifts through Endow Iowa alone. These endowed funds present even greater opportunity for community foundations and their donors to provide much needed grant support in communities of all sizes.

To learn more about the Endow Iowa Tax Credit Program, please contact your local community foundation (a locator can be found here at www.IowaCommunityFoundations.org). Additional questions can be directed to the Iowa Department of Economic Development at 515.725.3077 or the Iowa Council of Foundations at 515.989.1188.

The Strengthen Rural Iowa Project

The Strengthen Rural Iowa project is designed to assist nonprofits in fourteen Iowa counties increase their effectiveness and enhance their ability to provide social services, achieve greater sustainability, and create stronger collaborations through grant awards, technical assistance, and training. See: www.strengthenruraliowa.com/index.php?option=com_content&view=article&id=8&Itemid=8

Advisor Barnes Lauds Iowa Program and Ahrens Foundation Remembers a Grinnell Entrepreneur

In July 2009, Melody Barnes, President Obama's Domestic Policy Advisor and Director of the Domestic Policy Council, spent time in Des Moines with volunteers and students in the Everybody Wins! literacy and mentoring program. Excerpts from her White House blog post about the visit appear below.

Since the President spoke to us last month about his "community solutions" agenda, a number of people have asked me, "What exactly do community solutions look like?"

Well, many of us already have them in our own neighborhoods – innovative answers to our local challenges, creative and results-oriented solutions just waiting to be discovered. This is precisely what I found when I visited EverybodyWins! in Des Moines, Iowa last week.

Back in 1991, five friends with full-time jobs decided that they wanted to make an impact on the low reading and literacy rates of students in their neighborhood. They began by committing just one hour at lunch a

income elementary students called EverybodyWins! with over 7,000 volunteers that serve more than 9,000 public school students in 16 states and the District of Columbia. And their lunch hour volunteering—the "Power Lunch" program—has been proven, through rigorous evaluation, to strengthen reading proficiency and overall academic performance, and enhance students' attitudes toward and motivation to read.

As I wrote in an op-ed in the *Des Moines Register*, EverybodyWins! is exactly the type of community solution that President Obama asked me to identify when he called on his Domestic Policy Council to scour the country for the very best, most innovative, most successful programs in our communities.



The Carver Community School's unique relationship with the Boys and Girls Club chapter that is housed within the same facility adds further capacity for serving students during the school year and throughout the summertime and holidays.

EverybodyWins! is one of the countless "hidden gems" across the country that is successfully bringing together people from all sectors to address community challenges with solutions proven to work.



Melody Barnes with a young reader.

week to reading to kids in the local school.

Since then, their group has grown into a national youth literacy and mentoring program for low-

Grinnell's Entrepreneurial and Philanthropic Pioneer by Judith Hunter, 80 pages, \$22.95

by Diane DeBok

A new biography by Grinnell author Judith W. Hunter tells the colorful story of the late Claude W. Ahrens, Grinnell entrepreneur and philanthropist.

Grinnell's Entrepreneurial and Philanthropic Pioneer: A Biography of Claude W. Ahrens was produced by the Claude W. and Dolly Ahrens Foundation and was released in late 2009.

Claude W. Ahrens, 1912-2000, was a pioneer in the fields of agricultural and playground equipment manufacturing. He was founder and owner of Miracle Recreation Equipment Company in Monett, Missouri. In 1993, he created the first of several private family foundations and built one of the nation's premier private parks and sports complexes.

Grinnell's Entrepreneurial and Philanthropic Pioneer: A BIOGRAPHY OF CLAUDE W. AHRENS



JUDITH W. HUNTER

Available through the Claude W. and Dolly Ahrens Foundation,
1510 Penrose St., Grinnell
Hours: 8:30 a.m.-3:00 p.m.
Monday-Thursday

info@ahrensfamilyfoundation.org
Ph: 641-236-5590

Wider distribution of the book is being arranged through a number of retail outlets.

- Read Ms. Barnes entire post at <http://www.whitehouse.gov/blog/A-Community-Solution-that-Helps-Everyone-Win-My-Visit-to-an-Innovative-Program-in-Iowa>
- Read more about the Claude Ahrens biography at www.ahrensfamilyfoundation.org/

The Iowa Charitable Solicitations Act

See the full report at <http://nonprofit.law.uiowa.edu/updates/2010/AGComments2010IowaCharitableSolicitationsAct.pdf>

The Charitable Solicitations Act is an expansion of Iowa Code 13C, which currently requires registration of professional fundraisers. This legislation would require charitable organizations to register with the Attorney General (AG) prior to soliciting contributions. Forty states have similar laws already in place.

Registration will enable lowans to make more informed giving decisions by providing them with information about the organization behind a charitable solicitation. One of the primary goals of this registration will be the creation of a consumer friendly database on which lowans will be able to find information about charitable organizations.

The database will be modeled on those used in other states (see www.kscharitycheck.org) and will allow donors to ascertain basic information about the charity such as who they are, where they are based, how much money they collect, and how much of it goes to the charitable purpose. The database will also benefit legitimate charities.

Current Law

Iowa is one of ten states that does not require registration of soliciting charities.

Iowa does require registration of professional fundraisers and the organizations that use them, but there are two significant loopholes in current law. First, fundraisers can file a statement with the AG promising to provide financial disclosure when asked, however, this allows many fundraisers to hide their operations from public view.

Second, organizations that do their own fundraising do not have any registration requirement. Iowa nonprofit organizations must file a biennial report with the Secretary of State naming their directors and their contact information. Out-of-state nonprofits have no accountability in Iowa at all. Under current laws, Iowans

can only obtain limited information about such organizations' activities.

Registration Requirement

Under the proposed legislation, an organization must register with the AG before making a solicitation. In most cases, the registration documents will simply be the organization's IRS tax return, form 990. This will make the burden on the nonprofit community minimal since there will be no additional forms. For organizations not filing a 990, the AG will produce a simplified form asking for a limited amount of information.

The proposed legislation exempts four groups from registration:

- 1) Religious organizations as defined by the IRS;
- 2) Political organizations and candidates;
- 3) Organizations with under \$50,000 in revenue; and
- 4) Foundations whose sole mission is supporting regents institutions and other governmental bodies.

Electronic Filing/Multistate filing

The proposed legislation allows the AG to adopt the multi-state unified registration statement (URS). Only three of the forty states that require charities to register do not accept the URS.

This allows charities registering in more than one state to use one common form which is then distributed to the various state registrars. Under the proposed legislation, the AG would adopt electronic filing procedures. This, combined with the URS, will significantly reduce the burden on both the registering charities and the AG's office. Charities will be able to register at the same time they file their form 990 with the IRS. The information will

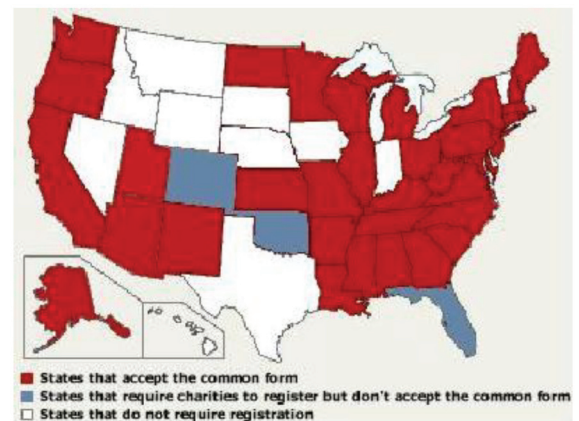
be collected in a database for use the
by the Attorney General.

Fees

The registration fees associated with this legislation are tied to a sliding scale based on the amount of revenue generated in Iowa by the soliciting charity. A rough estimate of nonprofit organizations suggests that 80% of charities soliciting in Iowa will pay fees of less than \$100, with 60% paying \$50 or less. The AG's office estimates the statute will generate between \$150-250K annually which will be used

Charitable Solicitation Registration

(states not requiring registration in white)



to create and maintain the database.

Conclusion

By creating a charitable trust registry Iowa will join the majority of states which use registration to protect charitable giving. The proposed legislation will not only benefit the public by providing more information about the charitable sector, it will also benefit reputable charities. Currently, some charitable solicitors might spend as much as 80-90% of their revenues on fundraising activities while only pennies go to their charitable purposes. The registry will benefit Iowans as well as shine a positive light on the best-managed charities. We encourage that this legislation become law.

November Iowa Nonprofit Summit a Success

By Richard Koontz



The next Iowa Nonprofit Summit will be November 15-16, 2010 at the Scheman Building, Iowa State University, Ames. Save the date!

More than 260 people from 29 counties attended the Iowa Nonprofit Summit on November 16 at the Iowa State Historical Building in Des Moines. The Summit offered a forum for a wide range of issues that are important to Iowa's nonprofit community.

Willard "Sandy" Boyd of the Larned A. Waterman Iowa Nonprofit Resource Center addressed board issues. Tim Delaney of the National Association of Nonprofits discussed statewide nonprofit associations. Mark Mathis gave what has become a very popular lecture on marketing for nonprofits.

Those looking for information on grant writing had many choices. Beth Henning spoke on *Using Hard Data to Build Strong Proposals* and was followed by Lance Noe who presented a workshop entitled *Developing Grant Projects that Match the Mission of Your Organization*. A reception followed that allowed Summit attendees to meet and discuss grant possibilities with a number of funders.

Lt. Governor Patty Judge opened the Summit by awarding the Larned A.

The Larned A. Waterman Iowa Nonprofit Resource Center was awarded a certificate of recognition for its ten years of service to Iowa's nonprofit community. Lt. Governor Patty Judge presented the award.

Waterman Iowa Nonprofit Resource Center with a certificate recognizing the INRC's ten years of service to Iowa.

Lt. Governor Judge then introduced the guest speaker, AARP Director Mimi Castaldi, who spoke on *Engaging Volunteers over 55*.

Overall the Nonprofit Summit showed great collaboration in creating a useful yet affordable conference for Iowa's nonprofits in tough economic times. Evaluations completed by attendees reflected their positive reactions.

One person commented, "I thought the conference was very informative and well planned. I also

like the fact that it was one day and very inexpensive."

"Great one day conference! Good job. My thanks to all the organizers," wrote another.

Thanks go to the Iowa Commission on Volunteer Service, Iowa Department of Cultural Affairs, GEM\$ (Grant Enterprise Management), Iowa Council of Foundations (including community foundations), the United Ways of Iowa, and the Larned A. Waterman Iowa Nonprofit Resource Center for organizing this event.



EIF Launches iParticipate: Volunteering with the Stars

By Cory Lasker

While watching your favorite television shows last fall you may have noticed an interesting theme. During the week of October 19, Ugly Betty pitched a fashion idea based on the UN Foundation's Nothing But Nets campaign. Michael Scott on The Office petitioned Dunder Mifflin employees for ideas on how they could better serve their community. Even Dancing with the Stars runners up Mýa and Dmitry Chaplin spent a day volunteering at Habitat for Humanity.

These were not the only references to volunteerism that week. Others were found in shows such as: All My Children; America's Funniest Videos; Desperate Housewives; The View; Cold Case; CSI: Miami; Numb3rs; Bones; 30 Rock; Heroes; The Biggest Loser; The Today Show; and many more.

This theme of volunteerism across the major networks was not

coincidence. It was the centerpiece of a groundbreaking initiative designed by the Entertainment Industry Foundation (EIF) to inspire a new era of service and volunteerism. The multiyear campaign, called iParticipate, is intended to make service a part of who we are as Americans and show what we can achieve when we all pull together.

In addition to incorporating service into television shows, the EIF produced a number of public service announcements that reinforce the importance of volunteerism. Through these PSAs, EIF recognizes and encourages support for five key areas of service: Education and Children, Health and Well Being, Economic Development, Environmental Conservation, and Support for Military Families.

The PSAs and clips that aired the week of October 19 can be found

at <http://www.youtube.com/user/iparticipate>

The iParticipate website at www.iparticipate.org is an excellent tool for volunteers looking for service opportunities in their communities. Each of the five key areas of service is highlighted with links to organizations that serve communities in those specific areas. Volunteers can also use their zip code to search for local service opportunities.

While the Web site is a comprehensive tool for those interested, it is not the only way to keep up with this initiative; iParticipate can also be followed on Twitter and Facebook.

Pilot Survey of Nonprofit Summit Registrants

Prior to the Iowa Nonprofit Summit in November, a pilot survey was conducted about demands for nonprofits' services, the role of a statewide nonprofit association in supporting nonprofits, and other related issues. A larger survey will be conducted later this year. Here is a sampling of some of the questions and responses.

To what degree are your organization's programs, services, and activities currently challenged with respect to the following?

From a list of areas, the top three selected were marketing, evaluating effectiveness, and information technology.

Has your organization had to downsize in the past two years?

76 percent said no

52 percent said there had been a significant increase in demand for their services in the past two years.

Do you perceive an additional need for any other resources for nonprofits in Iowa, such as a statewide nonprofit association?

76 percent of respondents said yes.

If yes, what would an acceptable membership fee be for a statewide nonprofit association?

- \$100 - 33 percent
- \$200 - 23 percent
- Based fee on nonprofit's annual budget - 44 percent

Training Opportunities

Linn County Nonprofit Resource Center

January 15 is the deadline for the Linn County Nonprofit Resource Center 2010 institutes. Three institutes are offered.

- **The Leadership Institute.** A nine-month program that strengthens the administrative and strategic skills of nonprofit senior managers and executive directors. Mid-February-October.
- **The Managers Institute.** Focuses on management skills and conflict resolution methods. March-June.
- **The Development Institute.** Helps development professionals gain better returns on special events, improve donor retention and more. March-June.

Scholarships are available for all institutes. For applications and more information, visit www.lcnrc.org and click on the Institutes tab. If questions, contact Bob Untiedt, LCNRC Executive Director at 319-365-8536 or robert.untiedt@gcrf.org

Iowa Nonprofit Resource Center

Form 990 training

Tuesday, February 9

8 a.m. - noon

Room 117, Pappajohn Center
North Iowa Area Community College
500 College Drive
Mason City, IA

Instructor: Richard Koontz, Director,
Larned A. Waterman Iowa Nonprofit
Resource Center

To register or for more information, telephone 888.466.4222, ext. 4358 and identify the training session by class number 70635.

Internal Revenue Service

A number of free mini-courses about the redesigned Form 990 are available on the IRS Web site. Access them by going to www.irs.gov/charities/article/0,,id=212597,00.html

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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 Center also introduces students to the nonprofit sector and develops their sense of public and community service.

INRC staff:

Richard Koontz, INRC Director
Mary Kay McCune, Staff Support
Brenda Steinmetz, Program Assistant
Diane DeBok, Program Associate
Cory Lasker, Research Assistant