



Mississippi Alliance of Nonprofits and Philanthropy

ANNUAL REPORT

2021

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Letter from the Board Chair

Ann Marie Kinnell

I am honored to continue to serve The Alliance as Board Chair. The significant work we are doing with nonprofits and philanthropic organizations across the state to foster collaboration and expand capacity is vital as nonprofits continue to grapple with the effects of the COVID-19 pandemic and current economic uncertainties that lead to an increased need for services.

The celebration of our third anniversary in April 2022 was especially poignant as we were able to bring all of us—staff, board members, the membership, and honored guests—together in-person for the first time since the COVID-19 pandemic began. At our celebration, we announced the official launch of the Innovations Lab. Already our first cohort of participants is working with our dedicated staff and consultants to further their mission.

Going into our 4th year as an organization, I look forward to working with my fellow board members as we support The Alliance in its mission to advocate for our sector at the local, state, and national levels. As all boards should, we have had a transition in board membership. In April, we said a heartfelt goodbye to some long-serving board members who were instrumental in guiding The Alliance through those very important first years post-merger. We then welcomed five new board members excited to help nurture and strengthen The Alliance as we continue to expand our vision of how we can support the nonprofit sector in

Mississippi in a way that is a model both regionally and nationally.

My sincere appreciation to all who have shared our vision and supported our mission. Our state and national partners and funders, both public and private sector, make this work possible. Mississippi is stronger when we work together.

With gratitude,
Ann Marie Kinnell



Letter from the Executive Director

Sammy Moon

There is no question but that the challenges we face today feel bigger than those of the past. Whether those challenges are global, national, regional, or local we all are impacted, and we all look to mitigate challenges by seeking help from organizations that provide both opportunities and effective solutions. Many times, those opportunities and solutions come not from government, but rather from nonprofit and philanthropic organizations. We have all used the services of a nonprofit organization that is at least partially funded by philanthropic grants, so it is vitally important that nonprofits are providing the highest quality and most effective services possible.

We, at the Mississippi Alliance of Nonprofits and Philanthropy (the Alliance), are mission-driven in our work to support nonprofit and philanthropic organizations in their quest to provide effective opportunities and solutions. Since its formation three years ago the Alliance has dedicated its efforts to increasing the quality and quantity of its services and supports, all of which are focused on increasing effectiveness, accountability, and achievement of positive impact. All our work is designed and delivered with guidance from a very strong set of Principles and Practices that set a standard and expectation for excellence.

The Alliance would not exist were it not for our nonprofit and philanthropic members, so we are grateful not only for the work they do daily, but for their engagement with the Alliance. We learn from

our members just as they learn from us, so the relationship is mutually respectful and reciprocal.

This annual report highlights the work of the Alliance and its members by showcasing major achievements of the past year. It also presents the financial status of the Alliance. Please review the information carefully; and do not hesitate to provide us with comments, feedback, and suggestions. Our intent is to always be transparent and inclusive in all our work.

There is no doubt that all of us will continue to face challenges, but I encourage us to not let ourselves become overwhelmed. Let us stay focused on the fact that there are nonprofit organizations filled with individuals that are working tirelessly to address the difficulties, and we can access the help needed because of that dedication.

The Alliance will continue to work with nonprofit and philanthropic organizations in the state to provide the best quality services available, and we will constantly look to the future for ways to achieve even greater impact.

Thank you for your support and involvement with the Alliance. We know that we would not exist were it not for you.

Wishing you the best,
Sammy Moon





Our Mission

To serve, build capacity, and foster collaboration among and between Mississippi's nonprofit and philanthropic communities.

Our Vision

The Alliance envisions effective and efficient nonprofit and philanthropic organizations throughout the state, working together to improve the lives of the people and communities of Mississippi.

Our Values

- Commitment to the public good
- Accountability to the public
- Accountability to our members and to the nonprofit and philanthropic sectors across the state of Mississippi
- Commitment to the highest legal and ethical standards
- Respect for the worth and dignity of individuals
- Inclusiveness and social justice
- Respect for pluralism and diversity
- Transparency, integrity, and honesty
- Responsible stewardship of resources
- Commitment to excellence and to maintaining the public trust



Capacity-Building:

In 2021, the foundation was laid for a full menu of capacity-building services offered by The Alliance, including the signature Innovations Lab. Member organizations can be assured that whatever gaps exist in their structure or management, The Alliance can help identify them, create a path forward, and help their organizations prepare for long-term success.

▶ **A-La-Carte Training**

Alliance training covers a wide array of content linked to one of the twelve Principles and Standards for Nonprofit and Philanthropy Excellence. With a total of 217 hours of training in 2021, The Alliance assisted over 450 nonprofit professionals in their training and capacity-building.

▶ **Excellence in Action (E.I.A.)**

Excellence in Action (E.I.A.), The Alliance's nonprofit management and board development certification, has a long history of success. The curriculum provides participants with a strong foundation in nonprofit management, taught by instructors with extensive nonprofit experience. With 78 hours of instruction in 2021, The Alliance certified a mix of 35 individuals and organizations and recertified four.

▶ **Innovations Lab**

Innovations Lab - Mississippi Alliance of Nonprofits and Philanthropy
(alliancems.org)

▶ **Learning Tracks**

Alliance learning tracks help participants develop specific skillsets and knowledge for nonprofit professionals and support emerging and current nonprofit professionals by setting them up for a sustainable future in as little as nine to twelve months. In 2021, The Alliance hosted two learning tracks.

- **Nonprofit Professionals: Fundraising Executives**

The Nonprofit Professionals: Fundraising Executives had a total of 18 participants, and this learning track focused on developing new and established fundraisers and development professionals. In 2021, we hosted two cohorts with a total of 15 participants.

- **Establishing Excellence**

This Learning Track is designed to provide an easy entry for new and newly established nonprofits. Each participant was paired with an expert consultant, who walked them through the in-depth curriculum and start-up process. This learning track helps to launch organizations on a solid footing.

"The innovation lab is truly innovative. As a nonprofit professional I've never come across anything like it before. It's an excellent resource for nonprofit development. Mississippi nonprofits are blessed to have the Alliance of Nonprofits and Philanthropy! *Every state should follow this model for success.*"

- Ghazala Salam, Executive Director, International Museum of Muslim Cultures, 2022 Innovations Lab Participant



Support Tools and Resources

(GuideStar, Foundation Directory Online (F.D.O.) A.I.C.E. Portfolios, Diagnostic tools)

► A.I.C.E. Portfolio

The A.I.C.E. Portfolio, The Alliance's Individualized Capacity-building and Engagement Portfolio, is a new tool designed to aid in building organizational capacity. Launched in December 2021, this tool helps identify organizational structure, efficiency, and effectiveness challenges. This tool will provide a customized pathway for organizations to identify challenges, take action, and achieve short and long-term goals with the support of The Alliance every step of the way.

► Consulting

Consultations provide a customized support solution. With the support of over 20 expert nonprofit professionals, we can address almost any challenge or need a nonprofit might need. Topics include:

- Communication Skills
- Diversity, Equity, and Inclusion
- Nonprofit management support
- Fundraising
- Grant writing
- Lobbying vs. advocacy
- Positive workplace culture
- Staff development
- Starting a nonprofit
- Strategic planning
- Board development

► GuideStar

GuideStar is an analytical tool used to research nonprofit organizations and partnership opportunities. Users can target organizations and scale searches based on geography, organizational structure or staff size, and financial metrics. GuideStar Charity Check provides simple pre-grant information more accessible than state charity websites. Researchers can determine the charitable status of a nonprofit with just one click.

► Research

- Custom research
- Foundation Directory Online/On-site research for constituents
- User manual for nonprofit market research
- Environmental scans for Innovations Lab participants





Convening:

► Member Meetings

Membership in The Alliance provides several benefits, including our quarterly member meetings. These events are held for all our nonprofit and philanthropic members, providing them with updates on The Alliance, sector news and policy updates, and the opportunity to network with each other. Most events in 2021 were virtual due to the ongoing challenges of COVID.

► Listening Sessions

The Maddox Foundation made a \$600,000 matching grant to establish endowments at each of the seven Community Foundations in the name of The Alliance. This was such a valuable experience that The Alliance established a new practice of facilitating monthly listening sessions throughout the state, called Coffee & Conversation. Continuing on the following pages we talk more about what feedback we received from the Listening Sessions.



Listening Sessions:

To determine how The Alliance can effectively support the communities that the Community Foundations serve, we facilitated listening sessions with nonprofits in all seven communities.

Existing Services & Supports

- affinity groups that bring nonprofits together to work on broader issues
- affordable professional development
- training and capacity-building services for organizational staff and boards
- leadership programs
- Volunteer & Nonprofit Hub Network
- listening sessions
- spotlight on nonprofits
- diversity, equity, and inclusion programs and deeper equity work
- networking opportunities with other nonprofits.
- programs that help individuals become nonprofit professionals.

Ideas You Shared

- business initiatives (for-profit) that promote volunteerism for their staff
- community awareness and support campaigns that share the critical role of nonprofits
- listed on the website that includes nonprofits organized by type of work and programs
- mentorship programs
- a message board on the website
- podcasts that bring attention to the nonprofit sector and share important information
- private/public dialogue engagements and cross-learning experiences
- resources that help eliminate unnecessary duplication of nonprofit efforts and programs
- communities/stakeholders/prospective donors donate the right things
- spotlight on nonprofit leadership
- volunteer recruitment support
- a webpage that lists charitable needs, with a focus on tangible items
- youth leadership programs for those interested in the nonprofit sector
- satellite offices that offer an increased presence
- capacity-building funds
- group insurance
- operating funds
- technological supports for a more effective online presence
- time to engage with resources and opportunities

Upcoming Opportunities

- networking opportunities with funders
- opportunities for nonprofits to collaborate on day-to-day issues
- engagements that bring together nonprofits in different regions that are similarly situated
- GuideStar needs to be
- more accessible

Specific solutions (offered by participants):

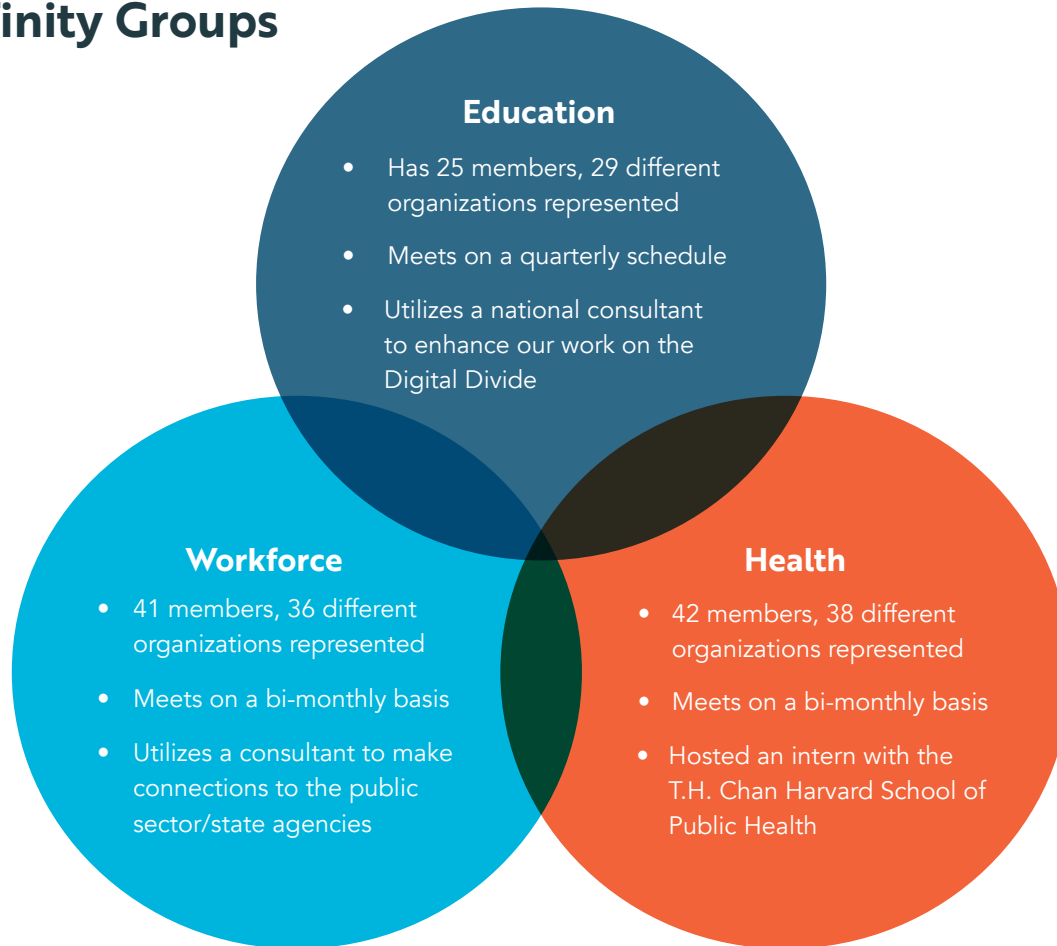
- A nonprofit pop-up day in a town center.
- An Alliance facilitated statewide road trip where nonprofits within a specific focus can visit other nonprofits doing similar work.
- Public sector nonprofit awareness campaign – “Go N.P.!”



Collaborating

Collaboration is built into the DNA of The Alliance. Nonprofits and Philanthropies working together to solve problems are exponentially more effective. There is no question that The Alliance would not be as effective without our strong strategic partnerships on both the national and the state levels. As we expanded our programs in 2021, we also expanded our reach, thanks to the Volunteer Hubs across the state, partners in research, higher education, and volunteerism.

Affinity Groups



Hub Network

1st Quarter Results (Oct 1 to Dec 31, 2021)

12,749

Volunteer Engagements

88,800

Hours Served

99

Training
Sessions

For

290

Attendees

7

Disaster
Response Meetings

For

41

Attendees

Because of its inherent belief that more positive outcomes will be achieved if philanthropy and nonprofits work collaboratively, The Alliance's affinity groups are inclusive of both philanthropy and nonprofit members. There are three issue-focused affinity groups facilitated by The Alliance: the Education Affinity Group, the Health Affinity Group, and the Workforce/Family Economic Success Affinity Group. These affinity groups provide opportunities for philanthropy and nonprofits to learn, share, and co-design programs and initiatives by jointly identifying key stakeholders in each of the issue areas, highlighting the role philanthropy and nonprofits currently play, exposing gaps and opportunities, and exploring the involvement of the public sector in the issues.

Strategic Partnerships



► Secretary of State's Office

The Alliance works closely with the Secretary of State's office to ensure that constituents have the support and information they need in a timely and accurate manner. One of the projects we are working on together is providing a course on Preparing for an S.O.S. Examination. Moreover, they have graciously provided participants in our Nonprofit Professionals: Fundraising Executives learning tracks a certificate at their graduation event in May. As time goes on, we continue to look for new ways to work together and appreciate their support.

► Social Science Research Center

The Mississippi State University Social Science Research Center (SSRC) has been outstanding in supporting The Alliance on our strategic plan and logic model.



► Millsaps College

Millsaps College is one of our more regular strategic partners. They offer a program called Advanced Applied Leadership Professionals (A.A.L.P.) and realized that professionals in for-profit organizations often have interactions with nonprofits. Most leadership skills are transferable between sectors, and everybody would be better served if professionals from each sector had the opportunity to share perspectives and best practices. Therefore, they have worked with The Alliance to enroll nonprofit professionals and incorporate our Excellence in Action Nonprofit Management Certification into A.A.L.P. We truly appreciate their partnership and look forward to new opportunities in the coming years.

► United Ways

We are extremely proud to have the opportunity to work with Mississippi United Ways to disseminate information about their profoundly important A.L.I.C.E.- Asset Limited, Income Constrained, Employed report.

We all know people who are A.L.I.C.E. — Asset Limited, Income-Constrained, Employed. A.L.I.C.E. workers educate our children, keep us healthy, and make our quality of life possible, yet do not earn enough to support their families. A.L.I.C.E. households are forced to make tough

choices, such as deciding between quality child care or paying the rent, which have long-term consequences not only for A.L.I.C.E. but for all.

Between 2007 and 2019, Mississippi experienced steady economic improvements according to traditional measures. Unemployment in the state and across the U.S. fell to historic lows, G.D.P. grew, and wages rose slightly. Yet, in 2019, 50% of households still struggled to make ends meet. While 19% of these struggling households were living below the Federal Poverty Level (F.P.L.), another 31% were A.L.I.C.E. These households earned above the F.P.L. but not enough to afford basic household necessities.

For more information, click [here](#).

Connecting

The Alliance connects its constituents to the latest in best practices, helpful tools, and interactive content. The twelve Principles & Standards for Nonprofit & Philanthropy Excellence undergird everything The Alliance does, and serves as the north star across the sector, always guiding and supporting nonprofits and philanthropy.

Resources

- Custom research
- [Principles & Standards - Mississippi Alliance of Nonprofits and Philanthropy \(alliancems.org\)](#)
- Webinars: [M.S. Alliance of Nonprofits & Philanthropy - YouTube](#)
- [Nonprofit Glossary](#)
- [Resource Library](#)
- [Support Tools](#)
- Reports
 - [Annual Report](#)
 - [A.L.I.C.E.](#)

Communicating

Staying in touch with constituents is essential in any organization. In the current landscape, a full menu of communications platforms and tools are available for any particular preferences and needs. To that end, The Alliance conveys information using a variety of formats, thus providing something for everyone. Analytics and tracking tools help inform future programming and communications. They include:

- Weekly topical emails of interest to constituents
- [Ally Monthly Newsletter](#)
- Social Media: [Facebook](#) | [Twitter](#)
- Website: <http://www.alliancems.org>
- Publications: [Publications - Mississippi Alliance of Nonprofits and Philanthropy \(alliancems.org\)](#)
- Video: [M.S. Alliance of Nonprofits & Philanthropy - YouTube](#)
- Podcast interviews: [Mississippi Today](#)



Diversity, Equity, Inclusion, Accessibility, and Belonging

In 2020, we shared a set of short and long-term action steps that The Alliance would implement in efforts to become a more just and equitable organization. These action steps led us to perform an internal examination of our practices and policies to ensure that our work is informed and aligned with our values. This process required us to come to you, our members, to hear your experiences and wishes to see more effort and accountability related to diversity, equity, and inclusion practices.

In the spring of 2021, The Alliance engaged the Tammy Dowley-Blackman Group, L.L.C. to walk us through a customized approach to assess our current practices and policies to map a pathway forward where we are better equipped to create and maintain a more supportive and inclusive organizational culture while also supporting our member needs in building capacity to address diversity, equity, inclusion, accessibility, and belonging. As a result, The Alliance is better prepared to align our internal and external efforts to support and expand D.E.I.A.B. efforts across the organization.

► Our Process



Focus groups and interviews with nonprofit and philanthropic partners to gather stakeholder insights on Alliance strengths and opportunities to define D.E.I.A.B. and Racial Equity and identify partners across the state who are working to build equity.



Research to identify national examples of similar programming and ongoing work.



Review and create internal policies and organizational documents to ensure an equity lens is used throughout our organization's practice, policies, and culture.



Staff participated in learning sessions focused on shared language, implicit bias, microaggressions, and allyship to establish a foundation for ongoing management of our D.E.I.A.B. work.

► Key Takeaways and Recommendations

- Opportunity to receive feedback from the community about their needs and ideas for ongoing collaboration.
- Continuing education and training provide the Alliance team, Board of Directors, and members the tools needed to develop action plans that will assist in sustainable change.
- Create opportunities and safe spaces for authentic and tough conversations.
- The work is ongoing and requires sustained commitment to ingrain equity individually and collectively in all aspects.
- Use data to evaluate and inform D.E.I.A.B. programming and future practices and partnerships.

Fundraising

The Alliance is fortunate to have national and in-state funders that realize the importance of providing quality training, technical assistance, consultation, and other support services to Mississippi-based philanthropic and nonprofit organizations. The Alliance's funding partners recognize that strong, effective, and sustained organizations provide quality services that ensure a maximum positive impact for Mississippi's children, families, and communities.

Funders' multi-year commitments to The Alliance have allowed the organization to:

- Effectively implement the merger between the Mississippi Association of Grantmakers and the Mississippi Center for Nonprofits
- Revise and expand capacity-building programs and services to Alliance members
- Create a new policy unit with three affinity groups
- Survive the challenges presented by COVID
- Create and launch the Innovations Lab
- Review internal operations and policies to ensure equitable practices and procedures
- Build strong partnerships to leverage impact
- Create an effective communications capacity
- Support meaningful evaluation methodologies to ensure effectiveness.

► **These achievements are part of Phase 1 support for The Alliance** – the launch and establishment of solid programming supported by adequate and effective staff.

► **Current (Phase 2)** fundraising efforts are geared toward sustaining the impact achieved during Phase 1 as well as developing the funding structure that ensures the future sustainability of The Alliance. Phase 2 of Alliance operations will strengthen the current programming and identify and seek support for long-term financial stability that significantly decreases dependence on philanthropic grant funding. Partnerships with public and corporate sector stakeholders along with increases in membership and self-generated income provide potential sources of revenue to achieve greater sustainability. It will take time to develop these partnerships and new sources of revenue, hence the recognition that Phase 2 (next three years) must focus on long-term sustainability.

The Alliance's strategic plan includes a fundraising section that is being reviewed and updated by a Board-level Fundraising Committee. It is focused on strategies to build on previous success, diversification of funding sources, and the development of new fundraising opportunities, including partnerships with appropriate public sector entities. Once the fundraising plan is completed, it will be aggressively implemented, and both the sustainability and visibility of The Alliance will be increased.



The Alliance is grateful to its Phase 1 funders

W.K. Kellogg Foundation
Ford Foundation
Fidelity Trustees Charitable Initiative
Phil Hardin Foundation
Entergy
The Walker Foundation
Foundation for the Mid-South
Feild Cooperative Association
Charles L. Young Senior Foundation
The Molpus Foundation
Barksdale Reading Institute
Bradley Arant Law Firm
Blue Cross & Blue Shield Foundation
Maddox Foundation
Chisholm Foundation
Trustmark Foundation
Regions Foundation
Wells Fargo Foundation
Woodward Hines Education Foundation
Community Foundation for Mississippi
Community Foundation of East Mississippi
Pine Belt Community Foundation
Community Foundation of Northwest Mississippi
CREATE Foundation
Community Foundation of Washington County
Gulf Coast Community Foundation

In addition, The Alliance is grateful to its member organizations and the board, staff, and others who have generously supported its work.





Audited Financials

December 31, 2021

ASSETS

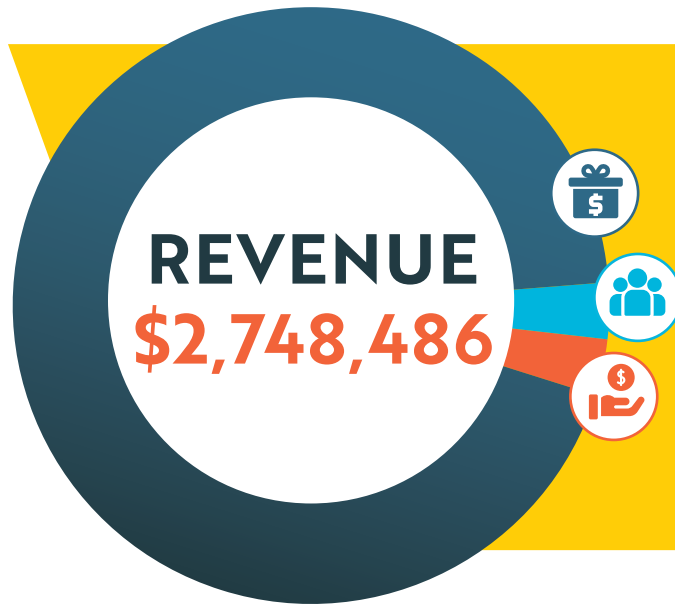
Current assets	
Cash and cash equivalents:	\$518,974
Accounts receivable	789,856
Prepaid expenses	3,429
Total current assets	1,312,259
Accounts receivable - long term	731,862
Property and equipment, net	110,972
Total assets	<u>\$2,155,093</u>

LIABILITIES AND NET ASSETS

Current liabilities	
Accounts payable	32,702
Accrued expenses	18,313
Total current liabilities	51,015
Net assets	
Net assets without donor restrictions	1,325,651
Net assets with donor restrictions	778,427
Total net assets	2,104,078
Total liabilities and net assets	<u>\$2,155,093</u>

For a copy of our most recent audit, please contact the Alliance offices.

2021 FINANCIALS

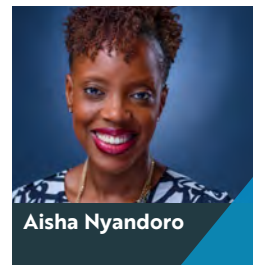
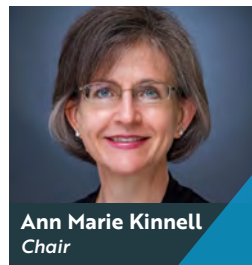


Grants & Contributions	\$2,592,531
Membership	\$76,225
Fees for Service	\$73,989

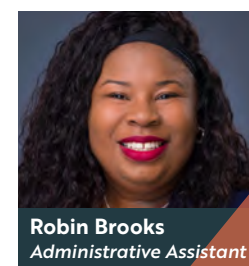
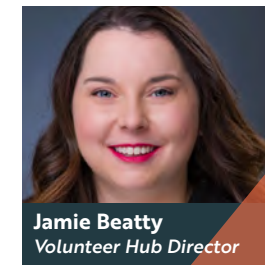
Programs	\$1,090,567
Management/General	\$204,379
Resource Development	\$92,807



Board of Directors



Staff





In addition, the Alliance is grateful to its member organizations and the board, staff, and others who have generously supported its work.