



Mississippi Alliance of Nonprofits and Philanthropy

# ANNUAL REPORT

2019-2020



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# Letter from the Board Chair

## Aisha Nyandoro

Dear Colleagues,

This year has proven to be one of significant change for our sector. We have been forced to rapidly adapt the ways we work and quickly respond to the incredible needs in the communities we serve. I have been inspired by the way nonprofit and philanthropic organizations have taken on the challenge, digging deeper and working harder to help children, families, and communities in Mississippi get through this moment.

A year ago, we couldn't have anticipated that we would be confronting a global pandemic or dealing with any of the attendant social and economic disruptions. We did not know we would be seeking ways to stay connected to our families, friends, and colleagues virtually. The current crisis has demonstrated the need to have a strong philanthropic and nonprofit sector. Fortunately, because of the previous work completed over years of planning, The Alliance was positioned to meet this challenge, merging formerly separate efforts into a unified and stronger front.

Launching this new organization was far more than combining the work of two entities—one serving nonprofits and the other serving philanthropy. This effort was—and continues to be—about reimagining the relationships between mission-based organizations, deepening our connection and strengthening our effectiveness, which is ultimately focused on improving the quality of life for children and families in Mississippi.

Throughout this inaugural year, The Alliance has grown its staff and influence, which means more robust services for members and a stronger voice for Mississippi's nonprofits and philanthropy at the state, regional, and national levels. As we enter this second year, we recognize that the work of our state's mission-based organizations will likely be more complex and challenging. We do not know what lies ahead, but I am confident nonprofit and philanthropic organizations will continue to lead the way, especially with the tremendous support we have from The Alliance.

Yours in service,

Aisha Nyandoro



# Letter from the Executive Director

## Sammy Moon

It is hard to imagine that a year or more has passed since The Mississippi Alliance of Nonprofits and Philanthropy was formed from the merger of the Mississippi Center for Nonprofits and the Mississippi Association of Grantmakers. Yet, here we are at this point having worked our way through a multitude of operating challenges that come with a merger, having worked toward the creation of a robust and committed Alliance team focused on quality, customer service, responsiveness, equity, and transparency. And, I would be remiss not to mention that The Alliance's quick work in responding to the unanticipated challenges of COVID-19; the flexibility required and adaptability has been unprecedented. The Alliance team made rapid adjustments to maintain existing services and to develop new virtual ones, responding quickly and effectively to our anxious partners and communities.

As you read this first-ever annual report from The Alliance, you will see the above-mentioned pride reflected throughout. However, you will also see many as-yet-unfulfilled opportunities and challenges for The Alliance. We do not begin to

claim that the organization is anywhere near where we aspire to be. Building on what we've learned, and the successes and challenges that have come from the first year, we will continue to reach out to our existing members and partners, and to engage new ones for help in achieving visibility, influence, positive recognition, capacity, and impact for nonprofits and philanthropy in Mississippi.

The unique model that we call "two sides of the same coin" continues to call on nonprofits and philanthropy to work and communicate in innovative ways that require breaking out of old patterns of behavior. This effort requires a paradigm shift from a historical power dynamic to one of collaboration and mutual growth. Working to achieve this level of collaboration is what sets Mississippi apart from most of the country. We are unique, and this time it is in a good way!

Sincerely,

Sammy Moon





# FORMING AN ALLIANCE

## FOR MISSISSIPPI'S CHILDREN, FAMILIES, AND COMMUNITIES

### ► Why We Formed An Alliance

We have always known the work of nonprofits and philanthropy is connected. These two types of organizations have relied upon one another for decades to provide a wide range of services aimed at benefiting society, but when we began having intentional conversations with our members, stakeholders, and partners, we realized something profound: nonprofits and philanthropy are actually two sides of the same coin.

That realization set us on a path of exploration and learning with and from nonprofit and philanthropic associations in other states to understand how we could best create an organization that effectively supported both the common and specific needs of nonprofits and philanthropy in Mississippi.

### ► How We Formed An Alliance

The work to establish the Mississippi Alliance of Nonprofits and Philanthropy (The Alliance) began with relationships. For years, the Mississippi Center for Nonprofits and the Mississippi Association of Grantmakers worked closely together on how to best meet the emerging and evolving needs of nonprofit and philanthropic organizations.

The two organizations partnered on various projects to learn how nonprofits and philanthropies can more effectively and efficiently work together. Eventually, the organization launched an exploration of ways to connect members, partners, and resources in ways that would yield the greatest impact for Mississippi's children, families, and communities.

After months of research and conversations about the importance and implementation of effective capacity building and collaboration between nonprofits and philanthropy, the ultimate decision was clear: the two organizations would be able to accomplish exponentially more together than they could apart.

On Thursday, April 11, 2019, The Alliance was officially established, creating new possibilities and opportunities for nonprofits and philanthropy to collaborate, experiment, and innovate with access to a wealth of resources and information to support growth, development, and efficacy.



## ► 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







# SERVING

*"Everyone is touched by nonprofits [and philanthropies] in this country."*

- **Phil Buchanan**,  
executive director, Center for  
Effective Philanthropy



## ► Launching with Passion and Purpose

In February 2020, we convened nearly 200 members and supporters at the Two Mississippi Museums in Jackson to celebrate the public launch of The Alliance. Some of our nation's foremost experts on philanthropy and nonprofit issues underscored the fact that the work of The Alliance is both unique and critical to the success of sectors throughout the country.

The day's events included a legislative breakfast, a series of nonprofit and philanthropy roundtables, and a panel featuring Phil Buchanan, executive director of the Center for Effective Philanthropy; Jeffrey Moore, chief strategy officer at Independent Sector; Donna Murray-Brown, board president for the National Council of Nonprofits and president and

CEO of the Michigan Nonprofit Association; and Janine Lee, president and CEO of the Southeastern Council of Foundations.

The connections that were forged and strengthened through this event have helped us build significant momentum as we approached the end of our first year. As Donna Murray-Brown so eloquently stated during her remarks, "Foundations have the content. Nonprofits have the context." Bringing together our nonprofit and philanthropic members and partners for our public launch was a huge step forward in enhancing collaboration and amplifying our services to all of our members.



## ► Serving Our Members

### *Family Biz Builders*

Family Biz Builders (FBB) is a small nonprofit that is making a significant difference for children and families in Tunica. Founded in 2016, the organization provides character building, life skills and educational training programs for youth ages 5 to 17. Peggie Henderson, founder and executive director, says being a member of The Alliance has strengthened her organization's ability to serve its community.

The Alliance provided a fundraising coach and grant writing support to FBB to improve their fund development efforts. "Just to know I have someone to ask questions to, makes a world of difference for us," says Henderson.

*"There are so many pieces to running a nonprofit and having a partner to help us navigate the work is extremely valuable."*

Henderson believes the resources The Alliance provides help small organizations build their capacity and get connected to funders and partners who can help them scale their work and make a more profound impact in the communities they serve.



### *Sunnybrook Children's Home*

Dr. Myrle Grate is passionate about his work to ensure children coming out of the foster care system are fully equipped adults. As the executive director of Sunnybrook Children's Home in Natchez, he leads an organization that has been focused on providing shelter and resources that address the spiritual, physical, emotional, and intellectual needs of children and teens for nearly six decades.

Although Dr. Grate has more than 30 years of nonprofit experience, he says the resources on The Alliance's website have helped him and his development team learn more about grant writing and other fund development opportunities.

"Nonprofit folks are typically stretched," says Dr. Grate. "That's why it's important to provide a resource to them."

Dr. Grate says it is valuable to have an authoritative resource like The Alliance's website available to nonprofit professionals.

## ► Doing Our Research: The Economic and Social Impact of Philanthropic Giving

In 2015, the Mississippi Association of Grantmakers published the first comprehensive analysis of the scope and scale of philanthropy in Mississippi. Four years later, The Alliance commissioned a study to understand the broad effects philanthropy has on the state's economy. The findings of this important research are detailed in *The Economic and Social Impact of Mississippi Philanthropic Grants*, a report that examines the statewide economic and social impact of philanthropic grants.

The report highlights that grant activities lead to an average estimated return on investment of \$8.28 per dollar contributed, translating to more than \$880 million in total benefits to Mississippians. Investments by the philanthropic sector support more than 2,000 jobs each year in Mississippi, creating more than \$70 million in earnings for residents.

As noted in the report introduction, "when grants are successful and desired impact is achieved, recipients' lives are improved." A critical part of The Alliance's work moving forward is helping nonprofits and philanthropy effectively design and evaluate programs that improve quality of life for Mississippi's children, families, and communities.



**\$8.28**

PER DOLLAR

Grant activities lead to an average estimated return on investment of **\$8.28 per dollar contributed**, translating to more than **\$880 million in total benefits to Mississippians**.

**\$880,000,000+**

TOTAL BENEFITS TO MISSISSIPPIANS

A group of people are gathered around a table in a meeting. A woman with blonde hair is in the center, looking down at a document. To her left, an older woman is looking towards the center. To her right, a man with glasses is looking towards the center. The background is a solid blue color with diagonal lines. The text "BUILDING CAPACITY" is overlaid in large, bold, yellow letters.

# BUILDING CAPACITY

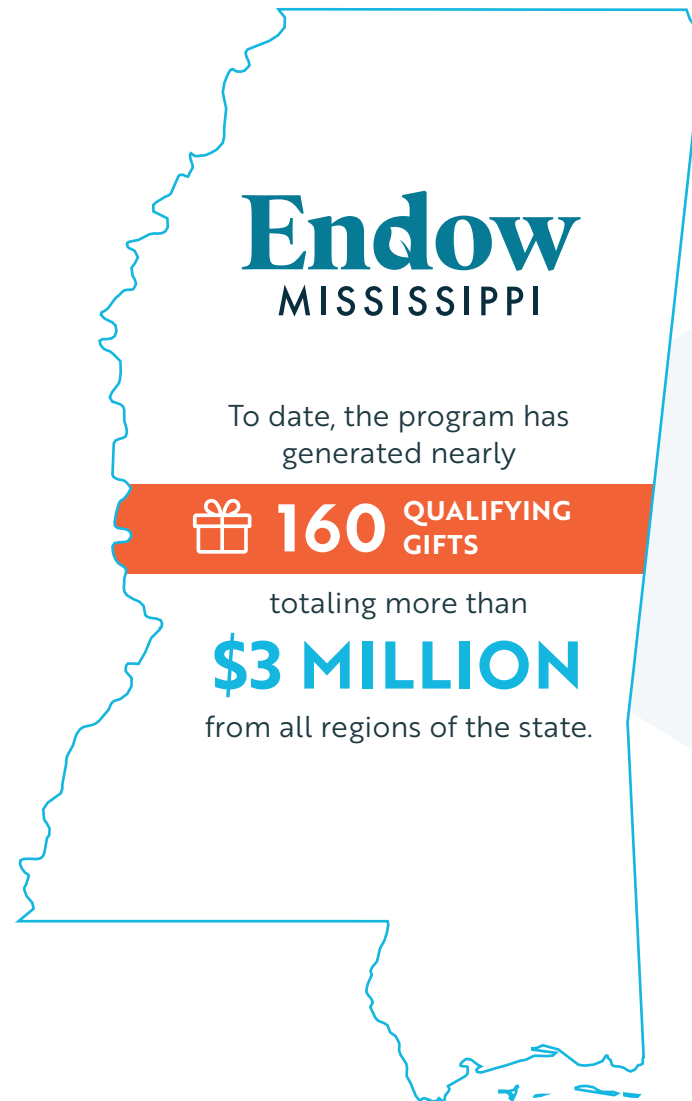


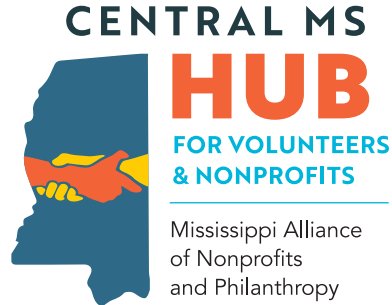
## ► Endowing Mississippi's Future

Mississippi ranks at or near the very top in charitable giving every year. The spirit of giving has always been strong in the state, providing a solid foundation for the development of a program that encourages gifts to permanent, endowed funds.

The success of programs in states like Iowa, Montana, and Kentucky, provided concrete examples of the potential for a tax credit endowment program in Mississippi. In addition, a landmark transfer of wealth study conducted by the Center for Rural Entrepreneurship, found that nearly \$40 billion in wealth will transfer between generations in Mississippi from 2016 to 2025, providing another impetus to act.

In 2019, Senator Joey Fillingane, Representative Trey Lamar, and former Representative Jeffrey Smith led an effort to pass legislation establishing the Endow Mississippi Tax Credit Program. To date, the program has generated nearly 160 qualifying gifts totaling more than \$3 million from all regions of the state. To build upon this success, The Alliance plans to work with state leaders to increase the total amount of tax credits available, which would increase the benefits to communities throughout the state.





## ► Building a Hub for Volunteers and Nonprofits

The Mississippi Hub Network, a cooperative program shared by The Alliance and Volunteer Mississippi, consists of regional, one-stop resource shops where volunteers can get involved in their communities, and nonprofits can find the people, know-how, and resources they need to help solve serious social problems.

Hubs help nonprofits recruit valuable volunteers, recognize their efforts, and rally their communities around important initiatives. The Alliance houses the Central Mississippi Hub, which serves Claiborne, Copiah, Hinds, Leake, Madison, Rankin, Scott, Simpson, Smith, and Warren counties.

Since launching in May 2019, The Central MS Hub has organized and coordinated several successful events, including two service projects for the September 11 and MLK National Days of Service.

Suezen Brown, president of the Celtic Heritage Society, considers her experience recruiting volunteers with the Central Mississippi Hub as “the best she’s had.”

Moving forward, The Hub plans to extend its outreach to more rural counties to help increase their nonprofit’s capacity and to make connections to resources and partnerships, increase community service involvement among Baby Boomers and young people, and secure more nonprofit partnerships.



# FOSTERING COLLABORATION



## ► Connecting Funders and Nonprofits

In early 2019, the Mississippi Delta experienced historic backwater flooding that displaced hundreds of families and inundated thousands of acres of farmland. The flood devastated the local economy and caused even more significant financial strain for residents of some of the state's poorest counties. Even as the floodwaters began to recede in the summer of 2019, many Delta residents were unable to get back into their homes or back to work, leaving them in desperate need of support.

The Mississippi Food Network reached out to the Community Foundation of Washington County to partner in providing 400 meals to people in Sharkey, Issaquena, and Humphrey Counties. With less than a day to organize a massive response effort, the Community Foundation worked closely with the Delta Volunteer and Nonprofit Hub to coordinate meal distribution at two food pantries. The Hub engaged 25 volunteers who served meals from those pantries and delivered food to people in harder to reach, rural areas.

Terri Lane, executive director of the Community Foundation of Washington County, credits the Delta Hub and The Alliance with the success of the project. "The people engaged with the Volunteer Hub serve as boots on

the ground, and the Volunteer Hub connects those people who want to participate in volunteer efforts directly to community needs," says Lane.

*"The Alliance gives nonprofits and philanthropy in the state an opportunity to network on a consistent basis and really begin to understand where everyone stands on the ball field and how to connect philanthropy, nonprofits, and people on the ground working in communities."*

The decision by The Alliance to launch Volunteer and Nonprofit Hubs across the state made an enormous difference for Delta communities after the flooding, according to Lane. "A lot of times, you find people in communities who want to help but don't know what to do. They don't know who to call. They don't know who needs help," Lane says. "The great thing about having hubs in local communities is that they are a central clearinghouse where residents connect to nonprofits and causes in their communities."



## ► Forging National Partnerships



1.

**Volunteer Mississippi** and the Alliance partnered to establish a state-wide network of Volunteer and Nonprofit Hubs. Eight Hubs extend the Alliance's impact by:

- Documenting nonprofit needs, including volunteerism which augments paid staff in the delivery of mission-critical work.
- Identifying training/support needs, answered by specific offerings delivered through the Alliance's vetted consultants and trainers.
- Building relationships and trust within the nonprofit community – delivering high quality and timely support, in normal times and in response to crises, such as hurricanes, tornados, and COVID-19.



2.

A partnership with **GuideStar** began early in The Alliance's development. GuideStar since merged with The Foundation Center (forming **Candid**), creating a robust national information source about nonprofits and philanthropy. This strategic alliance:

- Brings expert training/guidance to Mississippi's nonprofits about increasing their visibility and transparency to prospective donors and funders through enhanced GuideStar profiles,
- Encourages transparency among funders through Get On The Map, and
- Increases the Alliance's ability to serve its constituents with meaningful data that informs programming and investment decisions.

## ► Forging National Partnerships, cont.



3.

The Alliance also partnered with **Network For Good (NFG)**, a leader in donor management and fundraising. A statewide survey identified critical gaps in the fundraising abilities of Mississippi's nonprofits, raising awareness and identifying solutions. NFG donated resources on effective fundraising and donor development, providing members of The Alliance with access to training materials, templates and tools. An intensive year-long program (JumpStart) was piloted that builds fundraising capacity and sustainability. The Alliance is seeking underwriting to make this more affordable for the growing list of interested organizations.

### Promising academic partnerships include:

- **Millsaps:** coupling their Advanced Applied Leadership Program with Excellence in Action (EIA), The Alliance's credentialed training program for nonprofits and their boards.
- **University of Southern Mississippi:** delivering EIA together with subject matter training, creating a template for future joint training programs.
- **University of Mississippi:** in-depth Outcomes Measurement training that augments basic training.



Partner development remains a key strategy for expanding the reach and impact of The Alliance.



## ► Creating an Affinity for Education

The Alliance partners with the Mississippi Campaign for Grade-Level Reading to plan and implement community-based initiatives designed to improve reading skills among the state's youngest children. To support communities engaged in this work, several Alliance members — the Phil Hardin Foundation, the Barksdale Reading Institute, the Molpus Foundation, the Community Foundation of Northwest Mississippi, the Gulf Coast Community Foundation, the W. E. Walker Foundation, the Blue Cross and Blue Shield of Mississippi Corporation, and the ChemFirst/First Mississippi Corporation Charitable Endowment at the Community Foundation for Mississippi — have created a Small Grants Fund that supports planning and implementation activities that allow communities to become part of the statewide campaign.

This Fund provides a one-time grant of up to \$5,000 to local communities which have submitted a Letter of Intent to the GLR program to support planning and development of their required Community Solutions Action Plan (CSAP). It also provides up to \$22,500 over a three-year period (\$10,000 in year one, \$7,500 in year two, \$5,000 in year three) to assist local communities with approved CSAPs in implementing their proposed GLR activities.

Over the past three years, nearly \$60,000 in grants have been made from this fund, which is managed by The Alliance. This includes grants in 2019 of \$5,999.40 to Oxford School District/LOU Reads, \$11,760.00 to United Way of South MS (Gulfport) and \$5,175.00 to United Way of Southeast MS (Hattiesburg). Just over \$140,000 remains available in the Fund to support further development of Grade-Level Reading programs across Mississippi.





# DIVERSITY AND INCLUSION

## ► Welcoming All to the Table

Two years ago, The Alliance began working with the William Winter Institute for Racial Reconciliation to engage its board, staff, and members in community building, dialogue, and experiential learning about race and equity using a condensed version of the Winter Institute's Welcome Table™ model.

Over the course of six sessions, participants discussed and explored topics such as implicit bias, privilege, equity, and community building, which helped the

board, staff, and members to analyze themselves, their organizations, and the sector as a whole. The conversations and questions during those sessions have helped inform The Alliance's plan to promote diversity and inclusion in the nonprofit and philanthropic sector in Mississippi.

# STATEMENT OF FINANCIAL POSITION

December 31, 2019

## ASSETS

Current assets	
Cash and cash equivalents:	
Unrestricted	323,103
Restricted	<u>55,447</u>
Total cash and cash equivalents	378,550
Accounts receivable	670,562
Prepaid expenses	<u>8,880</u>
Total current assets	<u>1,057,992</u>
Property and equipment, net	<u>63,696</u>
Total assets	<u>\$ 1,121,688</u>

## LIABILITIES AND NET ASSETS

Current liabilities	
Accounts payable	54,922
Accrued expenses	<u>18,356</u>
Total current liabilities	<u>73,278</u>
Net assets	
Net assets without donor restrictions	992,963
Net assets with donor restrictions	<u>55,447</u>
Total net assets	<u>1,048,410</u>
Total liabilities and net assets	<u>\$ 1,121,688</u>

# 2019 FINANCIALS



Grants & Contributions	\$1,678,510	(94%)
Membership	\$58,826	(3%)
Fees for Service	\$48,696	(3%)

Programs	\$660,944	(72%)
Management/General	\$199,580	(22%)
Resource Development	\$53,887	(6%)





