

2023 ANNUAL REPORT

Mississippi Alliance of
Nonprofits and Philanthropy



MISSISSIPPI
ALLIANCE
of NONPROFITS
AND PHILANTHROPY

alliancems.org



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▶ 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



Letter from the **BOARD CHAIR**



Ann Marie Kinnell
Board Chair

This year marked a significant transition for our organization as we bid farewell to our founding Executive Director, Sammy Moon, who retired after years of dedicated service. While the shoes left behind are undoubtedly big, we are thrilled to be in the capable hands of our new Executive Director, Ellen Collins, whose leadership has already begun to shine. In this year of change, we are proud to share the many accomplishments we have achieved together under her guidance.

Our *Excellence in Action Nonprofit Management Certification* program has surged, growing tenfold as more leaders are inspired to elevate their impact and drive meaningful change in their communities.

We also played a key role in the plans to expand broadband access across the state, convening essential stakeholders who are helping families and communities gain access to this crucial service, which can enhance outcomes in education, healthcare, and quality of life.

Another highlight was our inaugural 2023 Annual Conference, *Sparking Hope in the Sector*, which brought together over 200 nonprofit and philanthropic leaders. The event was a tremendous success and is already growing in support and attendance, thanks to our expanding network of supporters and stakeholders.

As we reflect on these milestones, I want to extend my deepest gratitude to everyone who has embraced the Alliance's vision and fueled our mission with passion and dedication.

Together, we've laid a strong foundation for future success, and we are energized and ready to build on this momentum. With so much already accomplished, we look forward to even greater breakthroughs in 2024 and beyond, as we continue to push boundaries and create lasting impact.

With gratitude,

A handwritten signature in black ink that reads "Ann Marie Kinnell". The signature is written in a cursive, flowing style.

Ann Marie Kinnell
Board Chair

Letter from the **EXECUTIVE DIRECTOR**



Ellen Collins
Executive Director

As I reflect on the year 2023, I am filled with pride and gratitude for the incredible journey we've undertaken together at the Mississippi Alliance of Nonprofits and Philanthropy. This has truly been a year marked by change, growth, and opportunity. First and foremost, we experienced a significant transition in leadership. With this change came a renewed sense of purpose and vision for our organization. I am deeply honored to serve as the Executive Director of the Alliance, and I am committed to advancing our mission to serve, build capacity, and foster collaboration among and between Mississippi's nonprofit and philanthropic communities. Together, we are charting a path toward an even more impactful future.

This year we saw the launch of our inaugural Nonprofit and Philanthropy Leadership Conference. The event was an overwhelming success, bringing together leaders and changemakers from across the state. It was a space of inspiration, connection, and learning, and it marked the beginning of what will be an annual tradition aimed at fostering leadership and collaboration throughout our sector. We are excited to continue building on this foundation in the years to come.

Our membership also grew significantly in 2023. We welcomed many new organizations into the Alliance, expanding our network to more than 250 members statewide. This growth reflects the increasing recognition of the importance of a strong, interconnected community of practice—one where nonprofits and philanthropy work together to amplify our collective impact and improve lives. As our network expands, so too does our capacity to create meaningful, lasting change across Mississippi.

As we look ahead, we are committed to building on this momentum. We remain dedicated to supporting you—our members and partners—in navigating change, embracing new opportunities, and realizing our vision for a better Mississippi. Thank you for your unwavering dedication and for being an integral part of our journey. Together, we will continue to strengthen the nonprofit and philanthropic sector, creating even more opportunities for impact in the years ahead.

With appreciation,

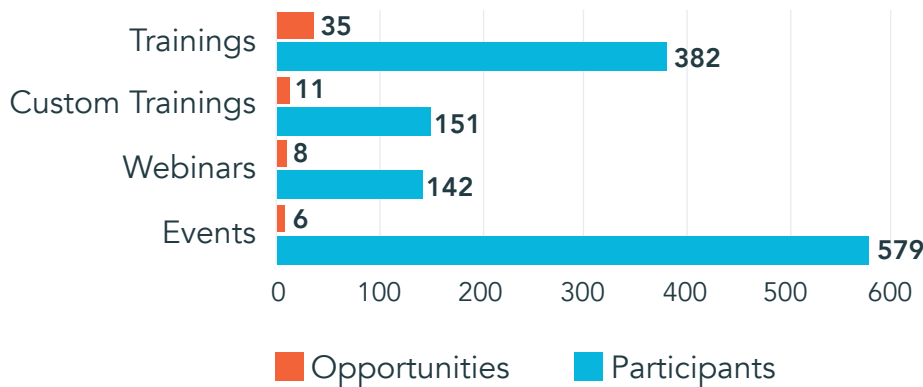
A handwritten signature in cursive that reads "Ellen L. Collins".

Ellen Collins
Executive Director

CAPACITY BUILDING

In 2023, the Alliance demonstrated a year of impactful engagement and capacity building across its diverse initiatives. Through a range of training opportunities, organizational support, and community activities, we strengthened our commitment to fostering growth and collaboration among our members and participants. Each initiative was designed to enhance the skills, resources, and connections necessary to build a more vibrant and effective nonprofit and philanthropic sector. The continued dedication to these efforts has not only advanced our collective impact but has also laid a solid foundation for future growth and innovation within the communities we serve.

Training Opportunities & Participation*



**Events are defined as quarterly meetings, annual meetings, partner convenings and conferences. Trainings are defined as a-la-carte, EIA, and learning tracks. Webinars are defined as monthly, free Alliance webinars.*

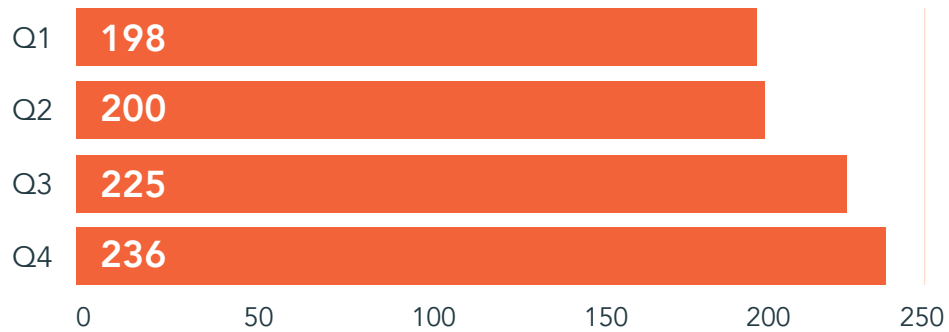
Expanding Membership and Community Engagement

Membership within the Alliance grew steadily throughout the year, increasing from 198 in Q1 to 236 in Q4, reflecting a 19% growth rate. This upward trend highlights the organization's ability to attract and retain members through valuable programs and initiatives.

Affinity group meetings, which focus on specific sectors such as health, workforce, and education, saw strong participation. Workforce-related sessions were the most attended, with 40 participants, followed by education-focused sessions with 44 participants. The annual meeting also drew 34 participants, fostering collaboration across disciplines.



Membership Over Time



EXCELLENCE IN ACTION

Designed to meet the needs of today's sector professionals, our Excellence In Action (EIA) nonprofit management certification provides innovative, practice-oriented content focused on developing knowledge, skills, and techniques necessary for operating impactful nonprofit and philanthropic organizations.

In 2023, EIA engaged 90 participants across 12 training sessions, resulting in 87 individual certifications and five organizational certifications. These efforts underscore the Alliance's commitment to fostering high standards of practice and measurable outcomes.

EIA Certifications in 2023

87 INDIVIDUALS

5 ORGANIZATIONS



CONSULTING

The Alliance has cultivated a network of highly skilled consultants who significantly enhance our team's expertise and drive ongoing improvement. Each consultant is carefully selected through a rigorous vetting process and required to receive their Excellence In Action certification. They play a pivotal role in empowering nonprofit and philanthropic professionals, strengthening organizations, and advancing the sector across Mississippi.

Our consultants are also active members of the Alliance community, contributing to its growth and success. This year, we were thrilled to welcome several new consultants, and our members enthusiastically participated in the training sessions we offered. In 2023 alone, our consultants delivered an impressive 776 hours of training—underscoring our commitment to continuous learning, growth, and professional development.

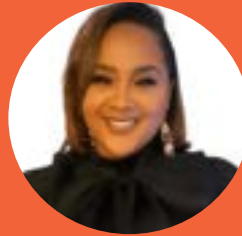
New Consultants



TIFFANY BELL
Nonprofit Coach | Author



COURTNEY COCKRELL
Consultant



MARANDA JOINER
Founder | Author | Brand Consultant



DR. BETSY LEONDAR-WRIGHT
Professor | Author | Activist



DR. WENDY MAHONEY
Consultant | Mentor | Leader

POLICY

Coalition for Digital Accessibility in Mississippi: Grant Impact Report

In 2023, we proudly launched the **Digital Equity Opportunity Initiative (DEOI): Coalition for Digital Accessibility in Mississippi**, made possible through a generous grant from the Media Democracy Fund. This initiative was created to address the persistent digital divide in our state, particularly in underserved and rural communities. DEOI brought together a diverse coalition of nonprofit organizations, state agencies, community leaders, and technology experts to work collaboratively toward a more inclusive digital environment for all Mississippians.

DEOI OBJECTIVES:

- **Convene local, state, and national partners** that have received funds for digital equity (including digital skills, digital literacy, and broadband infrastructure) to identify priorities for collaboration and strategy and best practice that facilitate access to affordable, high-speed internet for marginalized communities.
- **Share resources** with nonprofits in Mississippi to equip them with resources and information on how to access funds at the community level to provide digital literacy training programs.
- **Advocate for policy reforms** that promote equitable digital access statewide.
- **Strengthen partnerships** between local organizations to ensure sustainable, community-driven solutions.

COMMITMENT: The coalition will continue its focus on expanding digital literacy and access to technology, with upcoming initiatives aimed at supporting justice-involved individuals and students in underserved schools. Through strong partnerships and advocacy, we are dedicated to ensuring digital accessibility for all Mississippians.

KEY ACHIEVEMENTS:

1. **Community Outreach:** Over 25 community organizations joined the coalition, representing diverse regions and populations across Mississippi.
2. **Digital Literacy Programs:** Partnered with the Mississippi Broadband Association to launch the Connect and Literacy Fund, successfully completing 10 digital literacy workshops, and reaching over 30 individuals in Warren and Coahoma counties.
3. **Advocacy and Policy Influence:** The coalition actively engaged state and local governments, advocating for broadband expansion and policies that support low-income households.
4. **Partnership Development:** Formed key partnerships with the Broadband Expansion and Accessibility of Mississippi (BEAM) state broadband office and the Mississippi Broadband Association to broaden the reach of digital resources across the state.



STRATEGIC PARTNERSHIPS

Advanced Applied Leadership Program

For several years, the Alliance has partnered with Millsaps College to educate professionals across sectors on the core competencies of nonprofit management. Recognizing most leadership skills and best practices are universal to sectors, this collaboration aims to create an interdisciplinary opportunity to learn and share diverse perspectives. By offering Excellence in Action to participants in Millsaps' Advanced Applied Leadership Program (AALP), we are equipping the next generation of public and private sector leaders with the knowledge they need to succeed. This partnership helps ensure these emerging leaders are well-prepared to make a meaningful impact on the lives of children, families and communities in Mississippi.



I have participated in several excellent leadership training opportunities in the past, but the most significant impact on my personal growth was participating in Millsaps' Advanced Applied Leadership Program. Not only did AALP connect me with a new community of colleagues from different sectors, it also shifted the way I show up for myself and others—as authentic, courageous, compassionate, and curious.

When I learned of AALP's partnership with the Alliance, I jumped at the chance to receive my Excellence In Action certification in nonprofit management. I have worked in the nonprofit sector for seventeen years and could not believe I had not completed the certification sooner. Together, these programs have transformed the way I strategically think, lead, communicate, and support those around me.



RUTH MASSEY

Chief Operating Officer, Mississippi Museum of Art

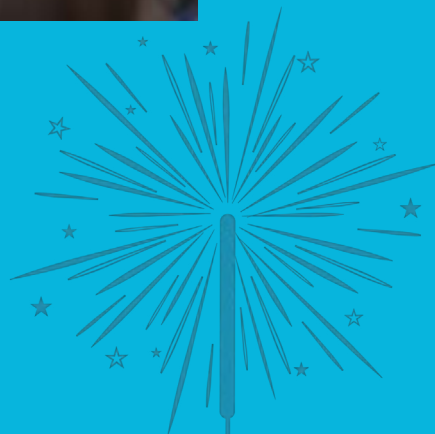
CONVENINGS

ANNUAL CONFERENCE



As the only statewide organization in the country uniting philanthropy and nonprofits, the Alliance is dedicated to bridging historical power imbalances and fostering collaboration across sectors. By bringing together these two critical sectors, we work toward better outcomes for children, families, and communities throughout Mississippi.

In 2023, we hosted our first nonprofit and philanthropy leadership conference *Sparking Hope in the Sector*, which served as a key event and platform to unite nonprofit and philanthropic leaders. The conference featured engaging workshops, insightful panel discussions, and valuable networking opportunities, all designed to encourage collaboration, share knowledge, and inspire collective action. Through events like this, the Alliance continues to strengthen the bonds between organizations, empowering them to work together in addressing the most pressing challenges facing our communities.



MEMBER MEETINGS

Throughout the year, the Alliance has hosted quarterly member meetings, fostering strategic partnerships, advancing organizational equity, and advocating for impactful policy and systems changes. Our annual meeting in April brought members together to reflect on the year's accomplishments and renew our commitment to supporting families, children, and communities across Mississippi. These gatherings have become invaluable spaces for collaboration, shared learning, and strengthening our collective impact.

Digital Equity in Mississippi: How Nonprofits, Philanthropy, and Government are Closing the Gap

During our first quarterly member meeting of the year, The Broadband Expansion and Accessibility of Mississippi (BEAM) led the charge to connect Mississippians across every corner of the state. Through its efforts to expand broadband connectivity, BEAM is bringing both opportunity and equity to unserved areas, helping to level the playing field and ensuring that all Mississippians have the tools they need to succeed in a digital world.

Jeanine Abrams McLean, President of **Fair Count, Inc.**, shared inspiring insights from Georgia, where Fair Count is making strides in bridging the digital divide. By installing internet hubs in hard-to-reach communities, Fair Count is not only increasing access to the Internet but also providing essential resources like tablets and Chromebooks to empower residents in underserved areas. This work is ensuring people get connected and stay connected, furthering the mission of digital inclusion and equity. Jeanine's presentation underscored the importance of collaboration and innovative solutions in addressing the digital divide, and we are grateful to have had the opportunity to learn from her experience and success in Georgia.



ENDOW MISSISSIPPI

Endow Mississippi is a partnership between the Alliance and the Community Foundation Network, dedicated to fostering a culture of giving in Mississippi. Through the Endow Mississippi Tax Credit Program, eligible donors receive a 25% tax credit for contributions to permanent endowments at qualified community foundations. This initiative not only encourages philanthropy but also builds on Mississippi's strong tradition of neighbors helping neighbors, ensuring a lasting impact for generations to come.



NUMBER
OF GIFTS:

89



AMOUNT OF GIFTS:

\$3,379,862.14

TOTAL AMOUNT OF
TAX CREDITS USED:

\$832,465.54

VISTAs

Poverty Reduction Through Needs Assessment and Asset Mapping is the primary goal of the Alliance's AmeriCorps/VISTA Project, dedicated to tackling poverty through in-depth community assessments and leveraging local assets to address economic challenges. Over the past year, our VISTA volunteers worked tirelessly, reaching all 82 counties in Mississippi to help communities identify their most pressing needs and unlock key resources for sustainable poverty reduction. Their efforts have been instrumental in advancing our mission to address the root causes of poverty and foster stronger, more resilient communities throughout the state.

Tasks accomplished in 2023 by these volunteers:

223



Completed Needs Assessment
Constituent Censuses



3,913

Engagements with Mississippi nonprofit
and philanthropic organizations by phone,
email, social media, convenings, and
site visits.

510

Hours of professional
development provided
to seven VISTA
volunteers in 2023.

Resulting in:

One VISTA volunteer completed
setting up her nonprofit
organization to help abused
women and children.

One VISTA volunteer determined
nonprofits would be her speciality
upon entering law school.

11,027

VISTA volunteer
hours performed



1,375

Additional hours performed
outside VISTA volunteers
scheduled work hours

MARKETING AND COMMUNICATIONS

Effective communication is the backbone of the Alliance, serving as the cornerstone that unites our community and keeps everyone informed, engaged, and aligned with our mission. Through four monthly, topic-specific digital publications, complemented by timely eBlasts and Action Alerts, we ensure that our members, partners, and stakeholders stay connected and well-informed. This dynamic, multi-channel approach strengthens relationships, fosters collaboration, and ensures that our subscribers are always at the forefront of key issues, events, and opportunities to take action.

Digital Publications | Purpose

The Ally | Alliance Newsletter

Thought-provoking, innovative, informative, and membership-relative, with themes surrounding local and national observances, upcoming events and industry news.

Alliance Links | Sector Resources and Event Notifications

Dedicated to connecting subscribers to valuable resources and information from across the nonprofit and philanthropic sectors including event notifications, updates on sector trends, and tools to help organizations stay informed and make the most of available opportunities.

Under the Dome | Policy & Partnerships

Reporting any civic action, news and information centered around policy, government, partnerships affecting the nonprofit and philanthropic sectors, notification and support of the Alliance and Affinity Groups.

Programming Spotlight | Capacity-Building, Training and Events

Provides our subscribers a spotlight and links to upcoming capacity-building trainings and events, certifications, Alliance webinars, and other available training resources.

eBlasts & Action Alerts | Time Sensitive Announcements

Designed for quick action or urgent updates. These communications may include urgent calls to action, breaking news, or last-minute event announcements requiring immediate attention from members and subscribers.

Social Media

Facebook & LinkedIn | Expanding Our Digital Reach

In 2023 we broadened our digital presence by tailoring communications for each platform to maximize engagement. By strategically promoting and sharing content where it resonates most, we connected with a wider audience and increased our engagement with our mission. These platforms helped us build a stronger community and keep our stakeholders informed and involved.

YouTube | On-Demand Video Library

Houses a comprehensive collection of video content, including trainings, webinars, Alliance meetings, interviews, and more, serving as an accessible resource for members and stakeholders to view relevant communications and educational materials at their convenience.

2023 Communications Engagement



	Sends	Opens	Clicks
Q1	40,652	15,574	2,136
Q2	24,613	19,520	6,281
Q3	37,120	13,256	12,084
Q4	25,977	9,485	4,922
Totals	128,362	57,835	25,423



THE POWER OF NONPROFITS:

A Lifelong Journey with Charles Lindsay, CPA

For Charles Lindsay, a respected public accountant with over 40 years of experience, nonprofits are not just a professional interest—they are a career-defining passion. Over the years, his journey through the nonprofit world has brought him closer to the heart of community work and has shaped his belief in the power of these organizations to make a lasting difference.

Reflecting on his decades-long career, he is quick to point out that his love for nonprofits has deepened over time. “My passion for nonprofits has grown immensely, regardless of their focus or mission type,” he says with a sense of pride. For Charles, working with nonprofits has offered more than just professional fulfillment. It has given him the opportunity to connect with committed individuals—both professionals and volunteers—who dedicate themselves to improving their communities.

This human connection is what truly inspires him. “With each year of experience I’ve added, I’ve learned new things and met unique people,” he explains. His work has brought him closer to the passionate individuals who, despite their often-limited resources, push forward to meet the needs of their communities. It’s this dedication that has shaped his career and the way he advises nonprofits today.

Charles’ foray into the nonprofit sector began while he was a student at the University of Southern Mississippi. His involvement on campus ignited a spark that carried him through graduation and back to his hometown of Jackson, where he sought to continue his service to the community. His first major role in the nonprofit sector came as a board member for the American Red Cross, a position that quickly opened new doors.

Serving on his first board was not just a volunteer opportunity; it was a turning point. “This role led me to involvement as a CPA advisor to other nonprofits,” Lindsay recalls. The intersection of his financial expertise and his love for service positioned him to offer strategic guidance to organizations that desperately needed his insight.



My civic and philanthropic involvement energizes me to not only commit my time as a volunteer, but to be a better professional advisor in my day job to the nonprofits that I advise, he explains. "Things I pick up as a volunteer, I'm able to pass along to my clients to help them be more effective."

His deep commitment to the non-profit sector is perhaps best exemplified by his involvement as a founding member of the Mississippi Center for Nonprofits, which would go on to become the Mississippi Alliance of Nonprofits and Philanthropy. Capacity building, a term often used in the sector, is something he feels passionately about.

Lindsay sees organizations like the Alliance as essential to filling the training gap in the nonprofit sector. He believes that nonprofit leaders, especially those in volunteer roles, need formal training in areas like governance, fundraising, and program administration. "We need nonprofits that are efficient, effective, and operate within good guidelines," he stresses.

"The Alliance opens doors," Lindsay says. Over the years, he has seen the Alliance help countless organizations touch more lives and carry out their missions more sustainably and with greater purpose.

With a career spanning four decades, Charles Lindsay's impact on the nonprofit sector is resounding. His story illustrates the power of combining expertise and passion, and it offers a roadmap for how nonprofits can succeed. Though his work is never truly finished, it's evident that his influence will be felt long after his direct participation is complete.

He adds, "We don't often see instant gratification. What we do today, we do knowing that it's probably going to be more of a benefit to our children and their children, than it is for us."

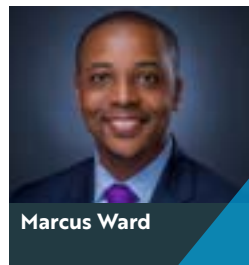
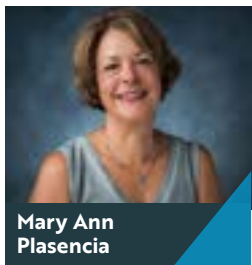
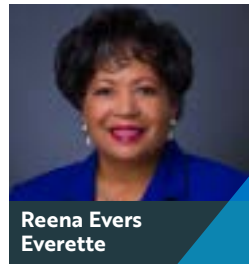
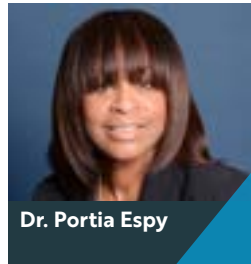
Charles Lindsay, CPA is a shareholder in the firm of Matthews, Cutrer, & Lindsay, PA with offices in Ridgeland, Clinton and Yazoo, City, Mississippi. Charles is past chair of the MS Society of CPA's committee on Nonprofit Accounting and speaks regularly on nonprofit topics.

SUPPORTERS

Annie E. Casey Foundation
Bank of America
BankPlus
Bradley
CERE Center for Research Evaluation
Charles L. Young, Sr. Foundation
CNCS-Americorps
Community Foundation for Mississippi
Community Foundation of East Mississippi
Community Foundation of Northwest Mississippi
Community Foundation of Washington County
CREATE Foundation
Delta State University- College of Business and Aviation
Entergy
Fidelity Catalyst Fund
Gulf Coast Community Foundation
Maddox Foundation
Mississippi Development Authority
Molpus Foundation
National Council of Nonprofits
New Venture Fund
Pinebelt Community Foundation
Regions Foundation
Results
The Chisholm Foundation
The Phil Hardin Foundation
Toyota | MS
Trustmark
Volunteer Mississippi
Walton Family Foundation
Wells Fargo Foundation
WK Kellogg Foundation
Woodward Hines Education Foundation

Individual gifts from board, staff, and supporters

BOARD OF DIRECTORS



STAFF



STATEMENT OF FINANCIAL POSITION

December 31, 2023

ASSETS

Current Assets

Cash and cash equivalents	\$601,056
Accounts receivable	106,084
Prepaid expenses	4,816
Total Current Assets	711,956

Non-Current Assets

Property and equipment, net	90,625
Right of Use - operating lease, net	260,647
Total Non-Current Assets	351,272
Total Assets	\$1,063,228

LIABILITIES AND NET ASSETS

Current Liabilities

Accounts payable	\$22,153
Accrued expenses	8,985
Current operating lease liability	85,639
Total Current Liabilities	116,777

Long-term Liabilities

Long-term operating lease liabilities	180,264
Total Long-term Liabilities	180,264
Total Liabilities	297,041

Net assets

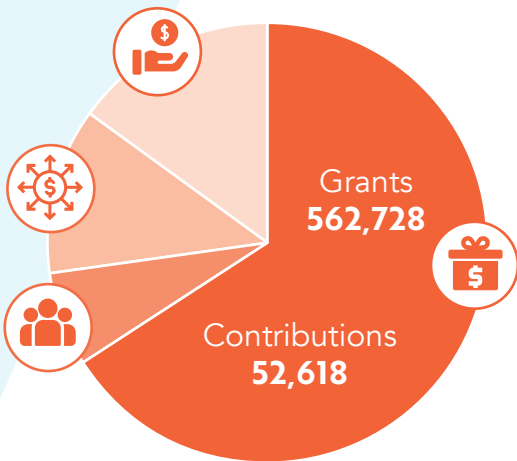
Net assets without donor restrictions	473,673
Net assets with donor restrictions	292,514
Total Net Assets	766,187
Total Liabilities & Net Assets	\$1,063,228

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

2023 FINANCIALS

REVENUE

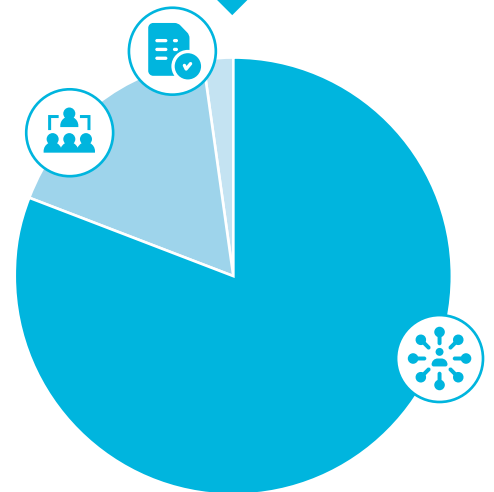
\$932,941



Grants & Contributions	\$615,346	(66%)
Membership Dues	\$64,962	(7%)
Fees for Service	\$112,410	(12%)
Other	\$140,223	(15%)

EXPENSES

\$1,446,192



Programs	\$1,174,860	(81%)
Management/General	\$245,741	(17%)
Resource Development	\$25,591	(2%)