



## THE VANNO VOICE

June 2006

### **Greetings!**

We are pleased to bring you the June edition of the VANNO Voice -- your link to news and resources for Virginia's nonprofit sector! We encourage you to forward this valuable information to your colleagues, both inside your organization and throughout your community.

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### **It's Here! VANNO Launches New, Expanded Website**

After an extensive redesign, VANNO launched its new website on May 29th. Visit [www.VANNO.org](http://www.VANNO.org) now to check out all the new resources and information, including:

- Practical how-to information related to nonprofit management
- News and reports about the nonprofit sector here in Virginia
- Results of the statewide survey of nonprofits
- Member discount benefits
- Public policy and advocacy updates
- VANNO's strategic plan
- And much, much more!!!

### **Member Spotlight: EQUI-KIDS in Virginia Beach**

Each month the VANNO website will highlight one of our nonprofit member organizations. Our first "spotlight" is the Equi-Kids program, a therapeutic

riding program serving hundreds of special needs students (both children and adults) in the Tidewater region and Northeastern North Carolina. [Visit the VANNO website home page \(www.VANNO.org\)](http://www.VANNO.org) to read more about their work and recent accomplishments.

## Professional Grant Development Workshop

### **Proposal Writing I: June 5-7**

Virginia Commonwealth University -- RICHMOND  
Sponsored by the Grant Training Center

This intensive, interactive three-day grant proposal workshop is geared for: 1) those who wish to strengthen their grant writing skills and 2) beginners who wish to acquire and master the techniques of preparing, writing and winning proposals from various funding agencies.

The center of attention is on how to effectively tell the story that leads to funding, be it for the researcher, educator or the nonprofit professional. By focusing on one topic per session, participants receive in-depth training that relates to their specific grant needs. The ultimate goal of the workshop is for each participant to successfully begin researching and writing his/her grant.

Participants will receive:

- The Professional Grant Development Certificate;
- Manual on effective academic and nonprofit grant research and writing;
- CD containing sample winning proposals from various donors; useful websites; bibliography; and guidelines for federal, foundation, and regional support.

**[Click here to register online...](http://www.granttrainingcenter.com)** ([www.granttrainingcenter.com](http://www.granttrainingcenter.com))

## June Courses Offered by VOLUNTEER Hampton Roads

- Board Builders -- June 15
- Scripting Success: The Successful Face-to-Face Ask -- June 27
- Start a Nonprofit Organization, Parts 1 & 2 -- June 6 & 13

Complete details available at [www.volunteerhr.org](http://www.volunteerhr.org) or call 757.624.2400.

## Performance Improvement Partnership (PIP) Workshops

The Performance Improvement Partnership will be hosting the following workshops June 20 - 22:

- Strategic Planning 101: A Step-by-Step Guide - Building a plan that works FOR you and your organization
- Performance Measurement 102: What Counts?! - Learning to define the vital few measures
- Negotiation Skills for Sourcing Professionals - Providing the skills to effectively negotiate complex contracts, establish measurable performance criteria and avoid typical negotiation shortfalls

All three workshops will be held at the [Doubletree Rockville Hotel and Executive Meeting Center](http://rockvillehotel.com) (rockvillehotel.com) in Rockville, MD, adjacent to the Twinbrook Metro Station. For details contact Marsie Frost, PIP Marketing Specialist, at 703.582.0173, or [marsie.frost@pip-training.com](mailto:marsie.frost@pip-training.com). Register on-line at [www.pip-training.com](http://www.pip-training.com).

## VA Federal Employees Donate \$2.8 million to Local Charities

**by Bill Huddleston, MPA in Nonprofit Management (published with**

***permission)***

If you ask almost any nonprofit leader what are their top three priorities the response will almost always include "fundraising" as one of the replies, and for some the response will be "fundraising, fundraising, and fundraising" echoing the familiar real estate answer to what's most important - "location, location, and location." The world's largest workplace giving program is the Federal government's Combined Federal Campaign (CFC), and through it Federal employees worldwide have donated more than \$1 billion to thousands of local, national and international charities since 2001. CFC monies are unrestricted, reliable, and predictable.

Ninety-seven percent of all donations are to designated charities, where the individual donor specifies either an individual charity she or he wishes to give to, or they may give to federations, which are groups of similar charities that belong to a local or national federation. An example of a federation is the Community Health Charities which have a number of health-related organizations under their umbrella.

Of the eight Virginia CFCs, three raise more than \$1 million dollars annually, (South Hampton Roads, Virginia Peninsula, and Central Virginia) two raise between \$300,000 and \$500,000 (Quantico & Dahlgren-Ft. AP Hill), and three raise between 80,000 and \$200,000 (North Shenandoah Valley, Southwestern & Central, and the Thomas Jefferson Area CFC). The total for local charities from all seven CFCs is \$2,793.425, and the average participation rate for the state is 30.3% although the individual CFCs range from 15% to 37%.

The CFC is an unusual animal, I like to think of it as the "duck-billed platypus" of fundraising, because almost everything you know about fundraising, doesn't quite apply to the CFC. If that's true though, then why should a nonprofit consider the CFC? My three part answer is:

1. The **leverage** that the CFC provides to the CFC charity.
2. The CFC is the **most-donor friendly** means of donating, (this is good for your donors and for your nonprofit).
3. CFC monies are **unrestricted**, reliable and predictable (Once in the program and you've gained the experience of several campaigns, you can begin to predict the amount of funds you're likely to get and can forecast at least that part of your budget at least one year into the future).

***CFC: The only time that Federal Employees can be solicited at work:***

So what makes the CFC unique? It is the only time (by law) that Federal employees can be solicited at work for charitable causes, and only during a CFC campaign, which are held between September 1st and December 15th of each year. Within the Federal government, it is a mandatory, completely volunteer program. This means that every Federal agency must conduct a CFC campaign each year, but participation is completely voluntary, and there are many regulations and safeguards in to ensure that it is a fair process. Federal public servants have chosen a career of public service, and this fact alone tells you more about their intrinsic motivations than almost any other group you could identify through prospect research, especially for more than 50,000 donors.

To read more about how your organization can maximize this source of funds and learn about proposed changes in the eligibility requirements, read Bill Huddleston's complete article on the VANNO website.

Source: Mr. Huddleston has more than 30 years of professional experience in the government and non-profit sectors. He specializes in teaching and

consulting about the Combined Federal Campaign. His book on ***CFC Fundraising, A How-to Guide for Nonprofits to America's Largest Workplace Giving Campaign*** will be out in June. He is a member of the Association of Fundraising Professionals (AFP), and the Association for Research on Nonprofit and Voluntary Action (ARNOVA) and a member of VANNO.

## Nice Guys Awards -- Nominations Needed

Nonprofit nominations are being sought for the Nice Guys Awards -- community service awards for the greater DC area, sponsored by Acacia Federal of Falls Church. Entries are judged based on the criteria of "hard work, high standards and helping others." Tell your supporters they can raise your profile with an online nomination -- or enter your own organization! Nominate at [NiceGuysAwards.com](http://NiceGuysAwards.com). Deadline: July 10, 2006.

## Need a Theme for Your Next Meeting, Conference or Event?

Where do nonprofit organization executives turn when they need to come up with a theme for their next conference, meeting or event? You might find it helpful to visit the BizMotivation.com website where you'll find an inexpensive downloadable "Theme Ideas Handbook" which contains more than 600 theme ideas which can be adapted to any meeting, conference or event. It was designed to help overcome the problems and headaches of tight deadlines, limited budgets, and creative dry spells. For more information, click [here](http://www.bizmotivation.com/themes.htm) (www.bizmotivation.com/themes.htm) or call 904.739.3425.

## Protect Your Organization with Internal Controls

An integral aspect of nonprofit financial management is the system of internal controls. The purpose of internal controls is to protect the money and other assets from employee error or dishonesty. Although it may be preferable to assume that all employees are honest, it is your duty to prevent weaknesses in your accounting controls that tempt employees. For most any nonprofit, two areas stand out for needing internal controls -- cash receipts and cash disbursements. To help you consider just how well existing internal controls are serving your organization, review the following checklist:

### **INTERNAL CONTROLS CHECKLIST**

#### Cash Receipts (answer Yes, No, Not Sure, or N/A)

- Are checks endorsed "for deposit only" immediately upon receipt?
- Does someone prepare a daily list of all cash and checks immediately upon receipt?
- Are duplicate deposit slips and copies of checks retained in the files?
- Is the person who has custody of actual cash and checks different from the person recording them and acknowledging them?
- Are all cash and checks deposited intact and on a timely basis?
- Are restricted contributions clearly identified and recorded as restricted on the general ledger?
- Is all cash received, counted and verified by two employees?
- When events involve admission fees, does the agency issue pre-numbered tickets, with a record of tickets printed, issued, used and unused, which is then compared to funds deposited?
- Does the organization send acknowledgments to contributors and are copies of or record of such acknowledgments kept on file?

#### Cash Disbursements (answer Yes, No, Not Sure, or N/A)

- Are all disbursements, except those from petty cash, made by pre-numbered checks?

- Are voided checks preserved and filed after appropriate mutilation?
- Is there a written prohibition against drawing checks payable to "cash?"
- Is there a written prohibition against signing checks in advance?
- Is a cash disbursement voucher prepared for each invoice or request for reimbursement that details the description of expense account to be charged and contains authorization signature and accompanying receipts and/or vendor invoices?
- Are all expenses approved in advance by authorized persons?
- Do check signers review supporting documentation before signing checks?
- Are signed checks mailed promptly?
- Are paid invoices marked paid or attached to a copy of the check prior to filing?
- Are requests for reimbursement checked for mathematical accuracy and reasonableness before approval?
- Is check-signing authority vested in persons at appropriately high levels in the organization who do not have any accounting responsibility?
- Do checks require two signatures?
- Are bank statements and canceled checks received and reviewed by a person independent of the accounting functions?
- Are unpaid invoices maintained in an unpaid invoice file?
- Is a list of unpaid invoices regularly prepared and reviewed?
- If purchase orders are used, are all purchases supported by a pre-numbered purchase order?
- Are advance payments to vendors and/or employees recorded as receivables and controlled in a manner which assures that they will be offset against invoices or expense vouchers?
- Are employees required to submit expense reports for travel related expenses on a timely basis?

Source: Clifton Gunderson "Nonprofit Insight" e-newsletter, May 2006. Reprinted with permission. Clifton Gunderson LLP, 9515 Deereco Road, Suite 500, Timonium, MD 21093 410.453.0900

## Faith-Based & Community Organizations Pandemic Influenza Preparedness Checklist

Last fall, President Bush announced the Administration's National Strategy for Pandemic Influenza. This strategy is geared towards preparing the country for the possibility of an influenza pandemic. As with any of the threats facing our country, it is imperative that all segments of society be prepared -- and nonprofits are no exception!

It is important to note that there is not a human influenza pandemic at this time, nor can we say that a pandemic is imminent. However, the threat does exist, and it is important for all of us to be knowledgeable and help our community to prepare.

A useful checklist is now available to provide guidance on the specific steps that faith-based and community organizations can take to prepare for a pandemic. The questions posed by this guide can also be helpful in preparing for other types of emergencies. VANNO encourages you to take the time to peruse the checklist and to develop your own preparedness plan. You can find a copy of this guide in both English and Spanish by clicking [here](http://www.pandemicflu.gov/plan/tab7.html) (www.pandemicflu.gov/plan/tab7.html).

In order to safeguard against the threat of a pandemic and to mitigate the effects should one occur, a coordinated government strategy has been developed that includes the stockpiling of vaccines and antiviral medications, expansion of our early- warning systems here and abroad, and new initiatives for local and state level preparedness against the threat

of a pandemic. This detailed Implementation Plan was released in early May providing additional details concerning the steps the government is taking to mitigate the threat of a potential pandemic. For a copy of the National Strategy and the Implementation Plan, click [here](http://www.whitehouse.gov/homeland/pandemic-influenza-implementation.html) (www.whitehouse.gov/homeland/pandemic-influenza-implementation.html).

## The Seven Deadly Sins of Directing Volunteers

1. To recruit a volunteer for a cause or program in which you do not believe -- or to ask a volunteer to a job you wouldn't do yourself.
2. To worry about the number of volunteers you need to the degree that you sign a person up even if he or she is not right for the job to be done.
3. To restrict a volunteer's effectiveness by not providing adequate preparation, training, or tools.
4. To ask salaried staff to work as a team with volunteers if you yourself do not have volunteers helping with the responsibilities of your job.
5. To be so concerned about your own job security that you do not stand up and fight for the needs and rights of the volunteers you represent.
6. To offer volunteers certain opportunities and working conditions, and then not deliver.
7. To waste a volunteer's time -- ever.

**Source:** Energize Volunteer Management Update, April 2006. Energize Inc. [webupdate@energizeinc.com]

## Significant Discounts on Adobe/Macromedia Software

Consistent Computer Bargains, Inc., a national leader in representing nonprofit organizations and bringing special pricing programs on software and hardware to the nonprofit community, is pleased to announce that Adobe/Macromedia has released their New Open Options Nonprofit Pricing Program to qualified charitable organizations.

The NEW Adobe Open Options Nonprofit Pricing Program represents Adobe's commitment to the nonprofit community. The new pricing program will have a huge impact providing amazing discount levels on both volume licensing and single-seat purchases. The Adobe nonprofit pricing program will reduce the cost of software to the nonprofit community by as much as **70%** and will contribute greatly to nonprofit communities across the United States. CCB, Inc. is proud to be one of the select few authorized resellers to offer the Adobe Open Options Nonprofit Pricing Program.

"All of us at CCB are really excited about the savings that Adobe will be making available for our customers," said Chris Booth, president of Consistent Computer Bargains. "With nonprofit technology budgets as tight as they are, it is really important that we provide every opportunity to make the software purchased affordable to deliver greater efficiency and effectiveness to the communities."

CCB has played an important role in developing substantial savings for nonprofit organizations and by initiating charity-pricing programs in 1991 became the first authorized reseller to exclusively work with nonprofit organizations. For more information on Adobe call 1.800.342.4222 today for a no-obligation technology planning quote. Or visit us at <http://www.1computerbargains.com>. CCB is a VARBusiness Magazine TOP 500 Company.

## Increase in Value of Volunteer Time

The estimated value of an hour of volunteer time in 2005 was \$18.04, an increase from 2004's figure of \$17.55. This hourly value is based on the average hourly wage of all non-management, nonagricultural workers as determined by the Bureau of Labor Statistics, with a 12 percent increase to estimate for fringe benefits. Using this figure, Independent Sector estimates the total value of hours volunteered nationally in 2005 was equivalent to about \$280 million.

**[Click here for more data about the estimated value of volunteer services in the USA...](http://www.independentsector.org/programs/research/volunteer_time.html)**

([www.independentsector.org/programs/research/volunteer\\_time.html](http://www.independentsector.org/programs/research/volunteer_time.html))

## Publicity for Nonprofits: A New Resource

Sandra Beckwith is the author of the just-released book, "Publicity for Nonprofits: Generating Media Exposure that Leads to Awareness, Growth, and Contributions" (Kaplan, June 2006). This new resource helps nonprofit organizations large and small discover and use the tools and techniques that will help transform them into high-profile media darlings. Sandra taps her 25 years of hands-on publicity know-how to outline successful media relations strategies tailored for nonprofit organizations. This detailed, step-by-step guide includes examples of press releases, op-ed articles, pitch letters, public service announcements and other important outreach tools. Look for it soon in your local bookstore!

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[www.VANNO.org](http://www.VANNO.org)