



## THE VANNO VOICE

October 2006

### **Greetings!**

We are pleased to bring you the October 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. You can also read past issues on the VANNO website at [www.vanno.org](http://www.vanno.org)

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## Virginia Nonprofits Provide Input for Nonprofit Congress

In preparation for the National Nonprofit Congress to be held in Washington, DC in mid-October of this year, VANNO completed seven Town Hall Meetings across Virginia during the month of September. Nonprofit groups of all sizes and from diverse categories (social services and health care to literacy and the arts) were well represented at these meetings which provided a format for open and frank discussions

concerning four key issues: **commonalities** between Virginia nonprofits, shared **visions** for an environment for exemplary service, **obstacles** to reach goals and a consensus for **short-** and **long-term actions** to solve challenges.

The comments heard from over attendees during these sessions, as reported by the VANNO board members and Nonprofit Congress Delegates in attendance, gave the clear indication that the time spent away from their jobs was worthwhile. On a number of occasions, participants remarked that there should be more well-structured opportunities such as this to network, build collaborations and learn from each other.

VANNO is grateful to all of you who committed time to attend, serve as table facilitators, or moderate the Town Hall meetings. It would not have happened without you, and your involvement reinforced the need for collective advocacy and action on behalf of Virginia's nonprofit sector.

On October 16-17 Virginia's 17 Delegates will represent our state at the Nonprofit Congress. They will affirm a set of common values for the sector, determine priorities, and identify specific national strategies for action. We wait in anticipation for their report – stay tuned!

## Member Spotlight: Northern Virginia Aids Ministry

This month's featured nonprofit is the Northern Virginia AIDS Ministry. Founded by concerned faith communities in response to the AIDS crisis, NOVAM has grown into one of the leading AIDS-services organizations in the region, providing education and direct client services to people affected/infected with HIV/AIDS in five Northern Virginia jurisdictions. To read more about their work and recent accomplishments, visit the VANNO website home page at [www.vanno.org](http://www.vanno.org)

## Another New Cost-Savings Benefit for VANNO Members

VANNO members now have access to an easy and cost effective way to obtain full-service credit card processing for your organization at special member rates. VANNO has partnered with Custom Credit Card Processing, Inc. (CCCP) to develop a credit card processing program as an additional membership benefit.

CCCP will help your organization get established with card acceptance for Visa, MasterCard, American Express and Discover and enable you to accept electronic checks from your members.

Features of their partnership with VANNO include:

- A Visa/MasterCard discount rate of:
  - 1.79% per card swipe
  - 2.15% for mail, phone order and Internet processing
- + .20/per transaction to VANNO participating program members (regardless of organization size or industry)

- 24/7 local support and live help desk
- A 3 year rate guarantee fixed to interchange
- No Application/Setup Charge
- No Monthly Minimum

CCCP has become known for excellence in responding to client needs, providing prompt quality service and support that is second to none.

For more details, visit [www.cccpinc.com](http://www.cccpinc.com) or call (703)739-2224 x202 or (866)847-2623 x202.

## October 13: Preparedness Workshop for Nonprofits

NPower Greater DC Region has partnered with the Nonprofit Roundtable to present the Disaster Recovery & Information Technology: Proactive Preparedness & Planning for Nonprofits workshop, made possible by a grant from the AT&T Foundation. This workshop will be held on Friday, October 13, from 9:00am - 2:00pm at The Aspen Institute.

Is your nonprofit prepared for an emergency or disaster? We count on nonprofits to continue delivering essential community services regardless of any natural disasters, emergencies, or unplanned events. In this interactive workshop, you will learn the process for developing a business continuity and emergency preparedness plan, explore how simple technology tools can play an essential role managing and implementing your plan, and learn about additional resources available to assist you.

All workshop attendees will have the opportunity to apply for a FREE disaster recovery follow-up assessment conducted by NPower technology consultants. The workshop and assessments are made possible by the AT&T Foundation. For more information, contact Megan Larkin at (202) 234-9670 or [megan@npowerdcr.org](mailto:megan@npowerdcr.org)

## Oct. 19-20: Grant Writing Workshop

The Rappahannock Nonprofit Center will present a two-day grant writing workshop in Sperryville, October 19-20, 2006. More than 5,000 government and nonprofit agencies across America now turn to Grant Writing USA for grants training. All nonprofit and government professionals are welcome to attend.

Grant Writing USA delivers nationwide training programs and workshops that dramatically enhance performance in the areas of grant writing, national foundation and government grant maker research and relations, program planning, and personal and organizational excellence. Each element plays an important role in grant writing success and all are covered in this, Grant Writing USA's signature, two-day workshop. This workshop is suitable for beginning and experienced grant writers who desire to increase their fundraising competitiveness and broaden their funder focus.

Tuition payment is not required at the time of enrollment. Please read the

"Payment Policy" section of our online registration. Tuition is \$395 and includes all materials: workbook and accompanying 250MB resource CD that's packed full of tools and more than 200 sample grant proposals. Seating is limited, online reservations are necessary, walk-ins are not allowed.

For more information including venue location and maps, graduate testimonials and instant, online enrollment, please visit <http://GrantWritingUSA.com> or contact Cathy Rittenhouse 800.814.8191, [cathy@grantwritingusa.com](mailto:cathy@grantwritingusa.com)

## Oct. 25: Tri-Cities Regional Conference

"Our Strengths: Connecting, Building, Celebrating" is the theme of a one-day conference designed for non-profit executive directors, staff, Board members and other leadership volunteers in the Tri-City region (Petersburg, Hopewell, Colonial Heights and surrounding counties). The program will provide leadership volunteers in the Tri-City region (Petersburg, Hopewell, Colonial Heights and surrounding counties). The program will provide practical information, inspiration to re-charge your spirit, and opportunities for networking.

### **Workshops topics include:**

- New Secrets for Fundraising Success
- Taking the Mystery out of Your Finances
- Evaluation Doesn't Have to be Hard
- Getting It Done in a Small Shop: The Art of Prioritizing
- How to Run an Effective Meeting

**WHEN:** October 25, 8:30am – 4:30pm (Half-day registration is also available.)

**WHERE:** Tabernacle Baptist Church – Community Life Center, Petersburg.

**FEE:** \$25 for VANNO members, \$40 for non-members. (Includes lunch)

**TO REGISTER:** Find the registration brochure on line at [www.vanno.org](http://www.vanno.org)  
Or contact VANNO at: 804-794-8689, [info@vanno.org](mailto:info@vanno.org)

This conference is presented by VANNO In partnership with the Cameron Foundation, the John Randolph Foundation, Nonprofit Management Solutions, and Hall & Partners Communication.

## VANNO Conducting Nonprofit Health Insurance Survey

One of the biggest challenges for many Virginia nonprofits is finding affordable health insurance for their employees. In response to this need, the Virginia Network of Nonprofit Organizations (VANNO) formed a task force last spring to begin exploring the feasibility of creating a group health insurance plan for VANNO member organizations. After meeting with several insurance experts it is clear that we need more specific data

about the potential nonprofit "market" here in Virginia.

SO...If you are interested in the possibility of a statewide group health insurance plan for nonprofits such as yours, please complete VANNO's survey on line at <http://www.surveymonkey.com/s.asp?u=73162542312>

The more data we are able to collect, the better we will be able to advocate on your behalf with insurance carriers. The deadline for submitting data is **November 1**.

Thank you in advance for joining our collective effort to meet this statewide need.

## IRS Examines Nonprofit Political Activity

Nearly three-quarters of recently completed IRS examinations concluded that tax-exempt organizations, including churches, engaged in some level of prohibited political activity. The examinations were part of the IRS' "2004 Political Activity compliance Initiative," in which the agency contacted 110 nonprofits during 2004. Most of the examinations involved one-time, isolated occurrences of prohibited campaign activity, which the IRS addressed through written advisories to the organizations.

Prohibited political campaign intervention includes any and all activities that favor or oppose one or more candidates for public office. Nonprofits that participate in, or intervene in, political campaigns can lose their tax-exempt status. The IRS plans to scrutinize such activities during the 2006 election season.

"The law does not allow charities to participate in political campaigns," said IRS Commissioner Mark W. Everson. "While the vast majority of charities, including churches, did not engage in politicking, our examinations substantiated a disturbing amount of political intervention in the 2004 electoral cycle."

Disallowed Activities While many charities speak out on public issues as an essential part of carrying on their tax-exempt function, the Internal Revenue Code (IRC) prohibits Section 501(c)(3) organizations from the following types of political activities -

- Directly or indirectly participating in, or intervening in, any political campaign on behalf of (or in opposition to) any candidate for elective public office.
- Making contributions to political campaign funds.
- Making public statements (verbal or written) in favor of or in opposition to any candidate for public office.
- Engaging in activities that may be beneficial for or detrimental to any particular candidate.

These activities may constitute intervention, even if they do not expressly call for the election or defeat of a particular candidate, if the activity contains reasonably overt communication that the organization supports or opposes a particular candidate. Violation of this IRC prohibition may result

in denial or revocation of tax-exempt status for the nonprofit and the imposition of certain excise taxes on the amount of money spent on the prohibited activity.

The IRS also announced new procedures for the 2006 season and a fact sheet on election-year activities and prohibition on political campaign intervention for nonprofits. The material can be found at [www.irs.gov](http://www.irs.gov).

Source: "Nonprofit Insight", September 28, 2006, Clifton Gunderson LLP, Timonium, MD 410 453 0900

## International Volunteer Manager Appreciation Day

The Steering Committee overseeing International Volunteer Manager Appreciation Day (IVMA Day) invites you to join in a global initiative to recognize the valuable work of volunteer managers the world over! On November 1, many will be taking time out to celebrate and acknowledge the work of volunteer managers - a global profession which facilitates and supports the work of millions of people - directly making our communities, countries and our world a better place in which to live. Go to <http://www.ivmaday.org/> to learn more.

The IVMA Web site explains the whole concept, articulates the values of the field, and offers articles to support the role of the profession in the success of volunteers. You will also find logos, such as the one shown here, which you may download and use freely. And then tell everyone what you did to celebrate IVMA Day so that the "Ideas" section can grow.

Source: Energize, Inc. website, [www.energizeinc.com](http://www.energizeinc.com)

## Foundation Giving on the Rise

A new Foundation Center report states that foundation giving grew to \$33.6 billion in 2005, a 5.5 percent increase from the previous year. Several key factors were cited for driving foundation giving in 2005 –

- Continued slow gains of the stock market.
- Increases in the level of gifts to corporate and community foundations.
- Giving of newly established foundations.
- Increased grantmaking in response to the Southeast Asia tsunami and the Gulf Coast Hurricanes.

For endowed foundations, the lingering impact of economic downturn, continued variability in market performance, and a lack of strong and consistent growth in assets will limit increases in their giving for 2006. Overall, assets of U.S. foundations increased by an estimated 2 to 4 percent in 2005, down substantially from a 7.1 percent gain in 2004 and a close to 10 percent rise in 2003. The full report can be downloaded at [www.foundationcenter.org](http://www.foundationcenter.org).

## International Journal of Volunteer Administration

The International Journal of Volunteer Administration (IJOVA) is a peer-reviewed, professional publication connecting practitioners, academicians, and consultants in greater service to the global volunteer community. Formerly published by the now dissolved Association for Volunteer Administration and known previously as The Journal of Volunteer Administration, IJOVA is now produced by North Carolina State University in recognition of the critical role of professional managers of volunteers in mobilizing human resources to address serious human, community, and social needs through volunteerism.

The first four on-line issues of the Journal will be published in 2006-2007 and available free of charge to anyone with access to the Web. Themes of each issue include:

July 2006: Trends and Transitions

October 2006: Volunteerism and Health Care

January 2007: Volunteerism and the Other Sectors

April 2007: Volunteerism and Holistic Community Development

Beginning in 2007, The IJOVA will move to a subscription-only Web-based publication, so now is the perfect time to check it out at no cost! Visit [www.ijova.org](http://www.ijova.org) to access informative articles.

## TechoBuzz Newsletter – Its New and Free!

Here's a new resource for your IT person, Webmaster or anyone looking to advance their knowledge of nonprofit technology. Published by Nonprofit Times, the TechoBuzz e-newsletter will cover the latest news -- from software to Web technology to telephones to copiers to hardware to tips on how to do things on the cheap.

Each issue will have something technical and development people will find useful. The issues will also include information for those who are technically faint of heart and those who are the soft shoulder on the Information Super Highway. Take a minute to sign-up for the free TechoBuzz e-newsletter at [www.nptimes.org](http://www.nptimes.org)

## Announcing NonprofitPR.com

### ***A New website offering useful promotion & marketing tips for nonprofit organizations!***

In conjunction with the first-ever Nonprofit Congress happening in Washington, D.C., next month, a new website has been launched to help nonprofit organizations increase their capacity and reach their missions through marketing communications.

NonprofitPR.com offers communications "ideas, tips and inspiration nonprofits can actually use." Frustrated by the advice typically found

online for nonprofit organizations and by the high cost of newsletters on the topic, Shoestring Creative Group founder Hannah Brazee Gregory decided a need existed for what she refers as "useful" PR tips for nonprofits.

"So many of the marketing and PR tips available to nonprofit organizations require a significant budget or large staff to actually put them into action," Gregory says. "I wanted to provide information online that offered quick, easy and no- or low-cost ways nonprofits could get their message out."

NonprofitPR.com features quick tips, in-depth articles, helpful links, and "real" examples of nonprofit marketing and PR projects. The site also has a section that features events and learning opportunities. Tips and ideas will come from all sources, not just Shoestring Creative Group. A major focus of the site will be on "free" PR resources and trick for nonprofit organizations -- from Google Alerts (as a way to have a free clipping service) to links of sites that offer free updated media lists.

The new website is updated almost daily with new articles and readers can choose to receive the new tips via email. However, no registration is required to take advantage of what NonprofitPR.com has to offer. The site is intended as a free service to the nonprofit world. Go to [www.NonprofitPR.com](http://www.NonprofitPR.com) for more information.

## Roslyn: Ideal Place to Meet or Retreat

The Retreat Center of the Episcopal Diocese of Virginia offers a relaxed, productive environment for Board and staff retreats, regional or statewide meetings, workshops or small conferences. Overlooking the James River valley in Richmond, Roslyn can accommodate up to 150 guests with spacious overnight lodging, dining facilities, and a variety of meeting venues. This facility continues to be a favorite location for nonprofits, government agencies and religious groups. For more details, including special incentive offers, contact Lee Brammer at 804-288-6045 or [www.leebr@roslyncenter.org](http://www.leebr@roslyncenter.org)

## New Book on Nonprofit Financial Management

### ***"Wise Decision-Making in Uncertain Times: Using Nonprofit Resources Effectively"***

A team of experts evaluates entrepreneurial approaches, market engagement and competition, managing fiscal stress, investment strategies, institutional collaboration and transformation, mobilizing for public sector support, and holistic grant making.

*"This book delves into distinctions and trends within the nonprofit sector, and conveys advice with clarity and insight."* Chuck Gould, President and CEO, Volunteers of America.

*"Dennis Young leaves no stone unturned. This book will jump-start you to a rich knowledge base for constructive change. It's a timely assessment of*

*current trends and volatile areas for governance authorities, funders, and professionals serving the nonprofit sector."* Elaine M. Woloshyn, President and CEO, Center for Nonprofit Excellence, Akron, Ohio.

To order the book, please go to the website of the Foundation Center, [www.fdncenter.org](http://www.fdncenter.org). At the moment, you will find the book prominently displayed on the right-hand side of the home page.

## Publicize Your Training Events Here

Remember to use VANNO's website calendar and monthly newsletter as a way to publicize training events you are offering. Many nonprofit staff and volunteers are willing to travel 1-2 hours in search of high quality professional development, so you may very well attract attendees from beyond your local community. Send your announcements to [info@vanno.org](mailto:info@vanno.org), or call 804-794-8689.