

# Nonprofit Matters

Helping Nonprofits Fulfill Their Missions Efficiently & Effectively

4th Quarter, 2010  
Volume VII, Issue IV

## Collaborate • Engage • Celebrate

This quarter's CNP special events and workshops revolve around these three words!

### COLLABORATE!

The Center for Nonprofits will begin a series on nonprofit collaborations this fall, beginning on October 28th with an opportunity to brainstorm on ways we can collaborate.

This free event, utilizing a "speed dating" format to provide maximum exposure in minimum time, allows nonprofits to share their ideas on ways in which they'd be interested in collaborating. Come prepared with an idea, concept, or need: gain input, find a collaboration partner (or someone who knows of a possible partner!)

The Collaboration series continues on November 18th with a workshop on "Building Collaborative Grant Efforts". Many funders urge collaboration; this workshop will focus on the unique issues that need to be addressed when writing collaborative grants.

Finally, on December 2nd, we are offering a new workshop providing an overview of ways to structure formal collaborations – from Memorandums of Understanding to Fiscal Sponsorships to Mergers.

### ENGAGE!

Nonprofit organizations are constantly looking to ENGAGE the community in the work they do, seeking leadership volunteers to serve on boards and committees, chair or assist with fundraising events, and so on.

On the other hand, the CNP often hears from potential leadership volunteers that they have difficulty finding and connecting with nonprofit leadership opportunities. "ENGAGE" is an event designed to bring the two together for an evening of networking and fun.

This after work event will be held on November 16th in the Sheraton Read House Terrace Room from 5- 8 pm. Free appetizers will be served, and a cash bar will be available.

Attendees – including members of various business associations, service groups, clubs, young professionals groups, and graduates of various leadership programs - will have the opportunity to meet, greet, and explore service opportunities by visiting nonprofit displays and booths..

(A limited amount of nonprofit display space will be available for CNP members. Reserve early by emailing [Saracollier@cnpchatt.org](mailto:Saracollier@cnpchatt.org))

### CELEBRATE!

The front-line staff members of our nonprofit community often provide extraordinary services in what can sometimes be the most challenging of environments.

The Center for Nonprofits is pleased to be able to provide an opportunity to recognize these staff members with a special recognition breakfast on December 7th.

"CELEBRATE the Good You Do" is a chance to focus on the accomplishments of the year, and celebrate the commitment and passion of staff members.

Special speaker Sharon Gilley will share perspectives on maintaining a positive outlook, and tips for managing stress.

Space is limited, and reservations will be required. Free parking will be available. The event is free to CNP members, and will be hosted by UNUM on their corporate campus atrium.

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Check out our website at [www.cnpchatt.org](http://www.cnpchatt.org) for schedules and details on these and many other CNP classes, events and opportunities!

Join now and get a certificate for one free class!

**Interested in CNP membership?** Members receive access to reduced rates for classes, free attendance at several events each year, access to the Member's section of our website containing sample forms, templates and professional resources, plus other benefits! Membership is very affordable! For more information go to [www.cnpchatt.org](http://www.cnpchatt.org).

## Center for Nonprofits

### Member Spotlight on the Lookout Mountain Conservancy

The following is a conversation with Robyn Carlton (RC), Lookout Mountain Conservancy and Julie Walker (JW), CNP.

**JW: What is the mission of the Lookout Mountain Conservancy?**

**RC:** The mission of Lookout Mountain Conservancy (LMC) is to protect Lookout Mountain's resources of scenic, historical and ecological value, through conservation, advocacy, recreation, and education, for current and future generations.

**JW: Please tell us a little bit about your organization.**

**RC:** LMC has been a non-profit since 1996, is a member of the Land Trust Alliance and is board directed. LMC works with landowners to conserve land and establishes strong partnerships for conservation. Community involvement and conservation education are also very important to LMC. With a gift of approximately 64 acres from Ruby Falls, Inc., LMC, in collaboration with the Trust for Public Land, has restored a spectacular biking and hiking trail, the Guild-Hardy Trail on Lookout Mountain. With a focus of the entire length of Lookout Mountain, LMC is working hard on land conservation, currently holding three conservation easements, accepting land donations, and promoting conservation options to private landowners.

**JW: How did the LMC begin?**

**RC:** LMC was founded in 1990 under the leadership of John Wilson. The first land holding was the gift of an abandoned 2.1-acre commercial property that had become a dumpsite along Cummings Hwy. Over the next 3 years, the community purchased four additional abused tracts of land along the highway. With the cleanup of these properties, the land trust firmly established its

mission to clean-up and restore properties that had become scars along the north end of Lookout Mountain. The board members of the Conservancy were further inspired by the vision and generosity of the Adolph and Milton Ochs family, who in the 1930s mobilized many Chattanoogaans to contribute funds to buy 3,000 acres of land mostly on the western slope of Lookout Mountain and to donate it to the federal government for inclusion in the National Park Service. During this period, major efforts were made to preserve and restore the native forest and miles of hiking trails were constructed.

**JW: What would you like to brag about?**

**RC:** LMC is poised to expand John Wilson Park from the existing 3.5 acres to 20+ acres through land donation and acquisition. John Wilson Park will serve as the gateway that will connect the Tennessee River Walk to Lookout Mountain. LMC's board has made a commitment to become accredited by the Land Trust Alliance, and we are on pace to be the first land trust based in Chattanooga to receive this accreditation. LMC has also begun a 3 year process of eradicating kudzu from our park and trails!

**JW: How have you taken advantage of your CNP membership?**

**RC:** Both our board members and staff have attended classes and used CNP as a resource.

*To learn more about the Lookout Mountain Conservancy, visit*

*[www.lookoutmountainconservancy.org](http://www.lookoutmountainconservancy.org).*



## Thank You CNP and Tennessee Valley Institute Volunteers!

The Center for Nonprofits is extremely grateful to those who were willing to volunteer their time and share their expertise with the nonprofit community during the 3rd Quarter of 2010.

Alan Cates- Husch, Blackwell, Sanders, LLC  
Ashley Evans- AIM Center  
Austin Madison- Crishton Group  
Belinda Dinwiddie- Community Foundation of Middle TN  
Elizabeth Wood- Relative Caregiver Program  
Greg Smith- Hamilton County Emergency Services  
Jennifer Tollefson- People for Care and Learning  
Joseph McCoin- Miller Martin, PLLC  
Kathy Hanson- Marts & Lundy

Kris Simmons- 6 Strong Media  
Kristi Strode- Chattanooga State, Dept. of Education  
Larry Osborne- Carson Newman College  
Lewis Lavine- Center for Nonprofit Management, Nashville  
Mark Adams- Crichton Group  
Penny Grant- McCallie School  
Rob Sentell- Crichton Group  
Sam Davidson- Cool People Cares  
Wade Kelley- Partnership for Families, Children, & Adults

## October

- 7- Major Gifts: Beyond the Basics
- 12- Fundamentals of Grant Writing
- 13- Intro to the Foundation Directory
- 14- Team Building
- 19- Speed Networking: Collaboration
- 20- How to Become a TN Drug Free Workplace
- 26- Coffee Break Series: Advocacy
- 27- Planned Giving for Churches and Ministries

- 9am-12pm
- 9am-12pm
- 11am-12pm
- 9am-12pm
- 9am-11am
- 9am-11:30am
- 9am-11am
- 10am-2pm

## November

- 4- Intro to the Foundation Directory
- 9- Advanced Governmental Grant Writing
- 11- Quickbooks (At New Horizon Computer Learning Center)
- 16- Engage (At Sheraton Read House-Terrace Room)
- 17- Developing a Strong Working Relationship:  
For New (or Almost New!) Board Chairs and ED/CEO's
- 18- Building Collaborative Grant Efforts
- 30- Coffee Break- TBA

- 10am-11am
- 9am-12pm
- 8:30am-4:30pm
- 5pm-8pm
- 9am-12pm
- 9am-12pm

## December

- 2- Perspectives on Partnership Agreements:  
MOU's, Mergers, Fiscal Sponsorships and Other Alternatives
- 7- Celebrate (At Unum)
- 8- Discover Your Strengths
- 9- Dealing with Media in a Crisis
- 16- Intro to the Foundation Directory

- 9am-12pm
- 8:30am-10am
- 9am-12pm
- 9am-12pm
- 10am-11am

### CNP MEMBER SCHOLARSHIPS & GRANTS AVAILABLE

CNP Scholarships cover up to 50% of the registration fees for most CNP classes. Call Sara at the CNP for more information.

**Technical Assistance Grants** are available to CNP members desiring consulting services. These services can include strategic planning, developing a volunteer program & policies, providing training for your employees, providing an overview of board responsibilities, etc. Contact Sheila Moore of the CNP for more information.

**Times and days are subject to change. Please visit our website, [www.cnpchatt.org](http://www.cnpchatt.org), for the most current schedule.**

## Welcome New CNP Affiliate Members!

The Crichton Group has been providing insurance protection in Tennessee for over 30 years. The Crichton Group can assist nonprofit organizations with General Liability, Professional Liability, Directors & Officers, Property, Auto and Crime coverage.



Central Consulting provides services to nonprofit organizations, governments, businesses, and others in the areas of city & regional planning, grant research and writing, business plan preparation, market analysis, demographic analysis and many other areas. Owner, Debra Stinnett has 30 years experience and a Masters in City & Regional Planning.

# Course Descriptions

Don't Forget! Partial Scholarships for Training are Available to CNP Members! Contact Sara for More Info!

View complete course descriptions and register at visit [www.cnpchatt.org](http://www.cnpchatt.org).

## October

**7- Major Gifts: Beyond the Basics**-Join us for this half-day class and learn the steps to build a purposeful relationship focused on developing major gifts, including prospect research, managing relationships and record keeping. This class is ideal for nonprofit professionals whose major gift programs but aren't producing desired results they want. Presented by Sandy Rees  
October 7; 9am-12pm \$50/Members \$75/Non-members

**12- Fundamentals of Grant Writing**- This is an introductory course to grant writing, providing participants with an overview of the entire grant writing process from research, contacting funding sources, and writing a grant proposal to writing grant reports.  
October 12; 9am - 12pm \$50 Members/\$75 Non-members

**13- Introduction to the Foundation Directory**- The CNP is a regional repository of the Foundation Center's online database of over 92,000 grant makers and 1.3 million grant records. Learn how to access and use this database in your own grant research.  
Offered Monthly: Free!

**14- Team Building**- This three-hour workshop focuses on defining high performing teams, creating the vision and environment necessary for high performing teams, managing horizontally to create a competitive edge and defining the 7 elements of high performing teams. Presented by Melonie Dalson.  
October 14; 9am-12pm; \$50 Members/\$75 Non-members

**19- Speed Networking: Collaboration**- This free event, utilizing a "speed dating" format to provide maximum exposure in minimum time, allows nonprofits to share their ideas on ways in which they'd be interested in collaborating. Come prepared with an idea, concept, or need: gain input, find a collaboration partner (or someone who knows of a possible partner!)  
October 19; 9am-11am Free!

**20- How to Become a Tennessee Certified Drug Free Workplace**- There are many benefits of becoming a Tennessee Drug Free Workplace, including a 5% Mandatory Workers Compensation Premium Credit, in addition to other credits and discounts. Learn how to become a Tennessee Drug Free Workplace including the testing and training requirements. Presented by Rob Sentell of the Crichton group.

October 20; 9-11:30 am; \$50 Members/\$75 Non-members

**26- Coffee Break: Advocacy**- Nonprofits may not participate in political campaigns, but many incorrectly interpret this ban on political activity with a ban on all advocacy efforts. A panel of nonprofit leaders will discuss the importance of advocacy and interaction with elected officials and governments.  
October 26; 9am-11am \$15 members/\$25 non-members

**27- Planned Giving for Churches and Ministries**- Dr. Scott Janney, former Presbyterian Minister and planned giving director will discuss the basics of establishing a planned gift program. While geared at the faith based community, all are welcome. This is a joint meeting with the CNP and the Planned Giving Council. Fees include lunch. RSVP to Matt Wilson 423-425-4025 or matthew-wilson@utc.edu  
October 27; 10am-2pm Planned Giving Members \$20; others \$40

## November

**9- Advanced Governmental Grant Writing (Reschedule from August)**- This workshop is for participants who are familiar with grants.gov and would like more information about the how-to(s) of e-filing. We will cover registrations, required forms, polished narratives, and budgetary concerns. Participants are encouraged to bring current applications they are developing for input from the class. Presented by Kristi Strode.  
November 9; 9am- 12 pm \$50 Members/ \$75 Non-members

**11- Introduction to Quickbooks**- Learn the basics of utilizing QuickBooks in this interactive, day-long session.  
November 11; 8:30am- 4:30pm \$80 Members/\$120 Non-members

**16- ENGAGE**- See Front Page

**17- Developing a Strong Working Relationship: For New (or Almost New!) Board Chairs and ED/CEO's**- To be effective, Board Chairs and CEO's must work well together, but often face an adjustment period when board leadership changes. Hit the ground running by exploring and discussing communication styles and preferences, roles, priorities and objectives. Special rate- Board/Staff pairs may attend two for the price of one!  
November 17; 9am-12pm \$50 Members/ \$75 Non-members

# Course Descriptions Continued

**18- Building Collaborative Efforts-** Building collaborative relationships is key in finding funding for programs, but many grant writers never imagined they would need to tackle the world of public relations in their skills tool box. This class will help participants to discover who may be missing from the table and how to enlist support from others in order to make your grant applications mightier. Presented by Kristi Strode.  
November 18; 9am-12pm; \$50 Members/ \$75 Non-members

**30- Coffee Break- TBA**

## December

**2- Perspectives on Partnership Agreements: MOU's, Mergers, Fiscal Sponsorships and Other Alternatives-** This workshop will provide participants with a broad overview of a variety of collaborative agreements and formal partnership structures, along with the pros and cons of each, and issues that need to be addressed as part of the planning process. Facilitated by Susan Holmes with Sheila Moore.  
December 2; 9am-12pm \$50 Members/ \$75 Non-members

**7- CELEBRATE (held at Unum)- See Front Page**

**8- Discover Your Strengths!-**Join us for an interactive DISC Index workshop. Better understand your unique behavioral strengths and how to apply them to become more effective in key areas of your life, including: interpersonal and intrapersonal communications; goal achievement; role building; job selection; and performance management. Participants will take the DISC® Index online prior to the class. Presented by Melonie Dalson.  
December 8; 9am-12pm \$70 Members/ \$95 Non-members  
(Higher price reflects testing costs)

**9- Dealing with Media in a Crisis-** Explore specific strategies, policies, and procedures for dealing with the media during crises, tragic accidents, investigations, and potentially negative events. Participants will learn how to project elements of a positive message even under adverse circumstances as well as how to develop a strategy to deal with the media, what elements are considered key elements and words to use or refrain from using to promote a positive message before answering a difficult or negative question. Presented by James Anderson.  
December 9; 9am-12pm \$50 Members/ \$75 Non-members

## 6StrongMedia Shares its Talent!

Sharing your message through videos can be a very effective marketing and fundraising tool. Kris Simmons of 6StrongMedia recently presented, “Integrating Videos into Marketing and Fundraising” providing examples, how to’s, and tips to nonprofits. In the spirit of the topic, the session was recorded and will soon be viewable on the CNP website at [www.cnpchatt.org](http://www.cnpchatt.org). For more info on 6StrongMedia, visit [www.6strongmedia.com](http://www.6strongmedia.com)



## Hot Button Issue: Fiscal Sponsorships

Once a quarter the CNP offers a workshop on “Starting a New Nonprofit”; many, upon learning of this, shake their heads and ask “Aren’t there enough nonprofits already?”

It’s a good question, but to be fair, a new nonprofit’s success has less to do with numbers of nonprofits and more to do with filling a need that exists. In a fast and ever changing world, we still find unmet societal needs, and needs that have evolved. Sometimes, the need is an old one, but the ways of addressing it have changed: A new organization may simply provide a fresh approach.

It should be noted, however, that the CNP does not blithely encourage the formation of new nonprofits. It is always recommended to those who are eager to complete the 501c3 application paperwork that they: 1) assess the “competition” - chances are, someone else is already doing what they propose to do 2) avoid duplication like the plague and 3) look first at organizational alternative structures, such as operating as a program under another organization.

One alternative structure that is gaining increasing popularity nationwide is that of “Fiscal Sponsorship”.

Fiscal Sponsorship is where an existing nonprofit, tax-exempt organization acts as a “sponsor” for a project, program, or organization that does not have its own tax-exempt status. Contributions from donors, grants, and other funding sources are paid to the fiscal sponsor, which in turn oversees the management of the funds (including issuing receipts, ensuring proper grant reporting and so on). Fiscal sponsors can even sometimes provide shared office space, accounting and administrative services.

THANK YOU!

The Tennessee Valley Institute for Nonprofit Excellence was held on August 12 of this year. Approximately 150 attendees gathered for a day of networking, sharing, and gaining knowledge and insights from 12 different speakers on a variety of nonprofit topics.

Thank you to all who made this year’s event a success by sharing their time and talent. A special thanks goes to our sponsors, which included Bank of America, Starkey Printing, MI Training Today, and the SE TN AFP as well as to the Community Foundation of Greater Chattanooga for generously providing each attendee with a copy of one of keynote speaker Kay Sprinkel Grace’s books.

To all attendees, we hope you left the conference with new ideas and knowledge that will inspire you and your



Sam Davidson of Cool People Cares lectures on advanced social media at one of this year’s TVI workshops.

Hot Button Issue cont.

The organization that is “sponsored” usually pays a fee to the sponsor for its services. Fiscal sponsorship can be quite complex, and each arrangement is different, depending on the needs of the two organizations involved. Questions such as to how financial reporting will be handled, what board and management oversight is needed, IRS Form 990 reporting, and so on must be formally addressed in advance. Legal counsel to assist in drawing up formal agreements is needed in order to protect each entity.

Many organizations seek to partner with groups that have similar missions. However, in recent years there have been a number of organizations whose own missions revolve solely around providing sponsorship services. These are called “dedicated” sponsors, such as The Tides Center in San Francisco.

For more information on Fiscal Sponsorships and other alternatives to creating a new 501c3 organization, check out the CNP workshop to be offered this quarter “Perspectives on Partnerships; An Overview of MOU’s, Mergers, Fiscal Sponsorships and Other Alternative Agreements”.

Day of Caring a Success!

On September 9, 2010, 400 + corporate employees volunteered their time at 31 different project sites throughout the Chattanooga area. The event coordinated by United Way’ Volunteer Center allowed volunteers to provide work of time to area of nonprofits with a vareity of missions. Interested in learning more about the Volunteer Center services? Contact Windy Brooks at 423-752-0316 or windybrooks@uwchatt.org.

W E L C O M E

Welcome New & Re-Newing CNP Members

- Amanda Ward
- AMG International
- Bachman Center Council
- Bethlehem Community Center
- Caring Place
- Central Consulting
- Chattanooga Girls Choir
- Community Reconciliation (VORP)

- Crichton Group
- Hamilton County Government/Health Dept.
- Junior League of Chattanooga
- Montessori Educational & Cultural Foundation
- Mountain Education Foundation
- Multi-cultural Youth Training & Development
- On Point
- Partners & Peers for Diabetes Care
- Psi Chi

- Public Education Foundation
- Sage Center
- Sharon Hattaway
- St. Peter’s Episcopal School
- STARS (Students Taking a Right Stand)
- Susan G. Komen for the Cure
- UTC Master of Public Administration Program
- Washington Hills United Methodist Church
- Young Women’s Leadership Academy Foundation



## AFP News and Notes

AFP strives to assist fundraising professionals personally grow in the careers as well as strengthen and connect the overall nonprofit community. Planning is underway for the SE TN AFP 2011 meeting lineup of speakers and topics; Please pass along any suggestions to AFP Program Chairs Penny Grant at [pgrant@mccallie.org](mailto:pgrant@mccallie.org) or Wade Kelley at [wkelly@partnershipfca.com](mailto:wkelly@partnershipfca.com).

Membership with AFP provides not only access to exceptional programming and networking opportunities locally, but a host of member resources through the National Association of Fundraising Professionals. For more information on membership, contact SE TN Membership Chair Jules Kinder at [jules.kinder@rmhchattanooga.com](mailto:jules.kinder@rmhchattanooga.com).

You may also check out the SE TN AFP website for more information – go to <http://afpsetn.afpnet.org>

*The SE TN AFP welcomes guests from area nonprofits to attend any of their meetings/workshops!*

### You're Invited to the 2010 National Philanthropy Day Luncheon!

This year's National Philanthropy Day (NPD) luncheon, hosted by the Southeast Tennessee Association of Fundraising Professionals, will take place on Wednesday, November 10th at the Chattanooga Trade and Convention Center. Seating will begin at 11:30 a.m., with the luncheon beginning at 12 noon.

#### **Congratulations to the 2010 National Philanthropy Day Honorees:**

**Outstanding Philanthropist- Dr. Joseph A. Jackson & Professor Mary B. Jackson**  
**Leadership Fundraiser- Bill Wilder**  
**Corporate Philanthropist- Carrabba's Italian Restaurant & Unum**

The National Philanthropy Day luncheon is a wonderful way to celebrate those who give so much to our community, and area nonprofits are encouraged to honor their own donors by inviting them to as their guests for this event.

For additional information, tables, tickets and reservations:

Online reservations and ticket purchase via credit card: [www.ch-cs.org/npd.html](http://www.ch-cs.org/npd.html)

Reservations by email: [npd@ch-cs.org](mailto:npd@ch-cs.org)

By phone: 423-468-1122

By mail: National Philanthropy Day, Attn: Katie Harbison, 315 Gillespie Rd, Chattanooga, TN 37411

### **Welcome New AFP Members!**

New AFP members as of September 1, 2010 include:

Dawn Weber, Alexian Brothers Foundation  
Linda Schriver-Buckner, Samaritan Center

Lacey Heftka, McCallie School  
Robert Modrall



www.cnpchatt.org

United Way's  
Center for Nonprofits  
630 Market Street  
P.O. Box 4027  
Chattanooga, TN 37402

Non-Profit Org.  
U.S. Postage  
PAID  
Permit # 397  
Chattanooga, TN

RETURN SERVICE REQUESTED

### Another CNP Member Benefit!



The Center for Nonprofits and New Horizons Computer Learning Center are teaming up to provide computer software training to CNP member nonprofits at a discounted rate! Current members can purchase a coupon from the CNP for \$150 and register using the coupon code for New Horizons workshops! That's a \$100 savings on list price! Classes include Word, Excel, PowerPoint, Access, Project Management, etc. A full list of workshops is available on our website, [www.cnpchatt.org](http://www.cnpchatt.org). \*Additional coupons may be purchase for more advanced or 2 day sessions.

Only a limited number of these discount coupons are available. Call the CNP and get one today!

#### CNP Staff Contact Info

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#### The Volunteer Center

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