



MARYLAND NONPROFITS

2023 Annual Report

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MISSION

Maryland Nonprofits' mission is to strengthen organizations for greater quality of life and equity.

VISION

Nonprofits have the power and capacity to advance and sustain vibrant, connected, and equitable communities.

VALUES

- Equity & Belonging
- Ethics & Accountability
- Curiosity & Creativity
- Boldness & Courage



REFLECTIONS ON 2023

In 2023, Maryland Nonprofits brought together over 5,000 participants, championing collaboration among nonprofits, government, and various sectors.

We were honored to feature Governor Wes Moore, Comptroller Brooke Lierman, and Secretary of Health, Laura Herrera Scott, at our events.

We successfully advocated to reduce barriers to government funding, and raised our voices for more flexible, unrestricted funding for small and medium-sized nonprofits.



REFLECTIONS ON 2023

This year marked the 50th Anniversary of the Maryland Association of Resources for Families and Youth (MARFY), honoring remarkable achievements in youth foster care.

Our partnerships grew stronger, including collaborations with Coppin State University, Towson University, BLK ED Network, Employ Prince George's, Community Foundation of the Eastern Shore, Nonprofit Prince George's, Nonprofit Montgomery, Institute for Public Health Innovation, CLLCTIVLY, and more.

Through Maryland Latinos Unidos' People's Policy Series and Latine Health Equity Alliance, we raised awareness on issues impacting the 12% of Marylanders who identify as Latino.

REFLECTIONS ON 2023

Our annual Maryland Nonprofits Holiday Party, held in Prince George's County in December 2023, welcomed 250 attendees, celebrating our collective achievements.

As we reflect on these milestones, this annual report celebrates the accomplishments and the impact we've made together.



JUSTICE, DIVERSITY, EQUITY AND INCLUSION

Maryland Nonprofits aims to build the necessary infrastructure for a more equitable and resilient sector, by leading cohorts focused on sustainability and impact, convening spaces for dialogue on equity, and providing critical services such as board diversity development and legal guidance.

HIGHLIGHTS:



The Hoffberger Foundation sponsored scholarships for nonprofit leaders of color and marginalized groups to participate in our programs.



We partnered with CLLCTIVLY to lead a cohort of 10 Black-led, youth-serving nonprofits in Baltimore City, sponsored by the Baltimore Children & Youth Fund.



The Harry & Jeanette Weinberg Foundation sponsored 718 hours of capacity-building consulting for Baltimore-based ARPA grantees.



A comprehensive peer review of the Standards for Excellence was completed by the DEI Taskforce.

STANDARDS FOR EXCELLENCE INSTITUTE

Celebrating its 25th Anniversary, the Standards for Excellence Institute furthered its mission of promoting ethical practices and accountability in the nonprofit sector. Major milestones included:

- Launching a new online self-assessment tool with 164 total nonprofits accredited or recognized.
- Training 59 new licensed consultants through programs in Baltimore and Dallas, bringing the total to 311 currently licensed.
- Expanding its reach with 12 total replication partners, including a new approved partner, SVP Dallas, that launched in North Texas.

On GivingTuesday, we encouraged donors to donate to an accredited organization.



LEARNING AND CONVENING



5,300+ event participants
in 152 events



13 Annual conference sessions
were JDEI focused



MANOAC23 was sold out with
437 registrations **354** in-person attendees



Held Nonprofit Advocacy Basics Series with
73 unique attendees
across three events

LEARNING AND CONVENING

As a board member, I appreciated the conversation and the opportunity to ask specific questions/provide input during "Role of the Board in Fundraising." The trainer is an excellent facilitator and extremely knowledgeable on the governance side.

**—Pamela Piro,
Change the Conversation**

Though our nonprofit is in Maryland, I work remotely. The Maryland Nonprofits Legislative Preview helped me have a much better lay of the land on Maryland. I particularly liked the discussion about narrative shifts and new equity language/storytelling. I also appreciated hearing one-time asks are going to work best for the surplus. I'm a grant writer & communications strategist so those aspects were particularly helpful.

**—Mark Starg,
Heaven on Earth NOW**

ADVOCACY

Maryland Nonprofits served as a powerful voice for the nonprofit sector and underrepresented communities in 2023.

VIRTUAL EVENT
ADVOCACY
RECHARGE

12
JUNE | 2023
9:30 AM - 12:30 PM EST

Keynote Speaker
ARUNA MILLER
Lieutenant Governor

MARYLAND NONPROFITS
MIL
LATINX UNIDOS
Maryland Philanthropy

HOW TO INFLUENCE THE POLICY PROCESS AND OUTCOMES

9th
NOVEMBER

Nonprofit
Advocacy Basics
Series



ADVOCACY

Spearheading a nonprofit-led movement to advocate for equity and an improved quality of life, Maryland Nonprofits' open letter on the \$100 million Nonprofit Sustainability Fund amassed an impressive 800 signatures in 2023. This groundswell motivated 11 nonprofits to testify before the House, amplifying voices often underrepresented in policy decisions.

Our strategic advocacy extended across multiple fronts. We had record attendance at the Legislative Preview with 566 attendees. We hosted record Advocacy Recharge featuring a panel of nonprofit leaders discussing issues facing marginalized communities. Top officials like Governor Moore and Lt. Governor Miller engaged directly with our members.



Governor Wes Moore, at Maryland Nonprofits' Advocacy Recharge

ADVOCACY

LEGISLATIVE ACCOMPLISHMENTS INCLUDE:



SB112/HB328, requiring the prompt payment of state grants became law



Rate increase for community providers included in SB555/HB549, the Fair Wage Act of 2023



SB53/HB84 to fully fund the Interest-Free, Micro Bridge Loan (NIMBL)



MARFY secured passage of bills (SB145/HB103 & SB871) for conditional social work licenses & licensure workgroup



MARFY Secured provisional amendment with MD-DHS, allowing private ILP agencies to hire social workers with Bachelor's degrees (previously required Master's).



MARFY advocated for provider rate reform increase for Residential Child Care Programs (RCC) that will take effect FY25



Dr. Gabriela Lemus and Delegate Joseline Peña Melnyk, during the Health Equity Award.



MARYLAND LATINOS UNIDOS

Maryland Latinos Unidos (MLU) made significant strides in advancing health equity for the state's Latino population.

- Engaged 13,000 community members across 144 events
- Latino Health Equity Alliance convened 40 Latine public health and healthcare experts in quarterly meetings with Secretary Herrera Scott
- Latino Health Equity Alliance trained 100+ bilingual community health workers
- Launched the Leadership, Strategy, & Innovation program serving 164 nonprofits and small businesses
- Dr. Gabriela Lemus was awarded the Health Equity Award from the Maryland Latino Legislative Caucus

MARFY

In 2023, MARFY proudly celebrated its 50 years of strengthening Maryland's child welfare system and supporting the dedicated professionals who make a difference. Through innovative programs and events, we empowered the workforce and celebrated their achievements.

- Hosted a virtual career fair attracting 56 registrants.
- Launched a continuing education trainings attended by 103 professionals.
- Hosted the Youth Achievement Awards and 50 Years of Service Dinner with 160 guests celebrating the exceptional accomplishments of 15 young awardees.
- Received accolades from Governor Moore and was acknowledged with a citation from the General Assembly.



NONPROFIT ACCELERATOR

The Accelerator continued building comprehensive resources and streamlined back-office services.



- Provided financial management services to 20 clients.
- We designed and launched the Human Resources Services, Legal Services, and Grants Writing Center.
- We provided Nonprofit Basics and Leadership Accelerator cohorts engaging 67 organizations, empowering leaders with the knowledge and tools needed to grow and strengthen their organizations.
- We doubled the Standards for Excellence educational resources, making vital knowledge even more accessible.
- We initiated the translation of the Board Excellence Handbook into Spanish, expanding our reach and fostering inclusivity.

CONSULTING

GENERAL CONSULTING:

Our consulting team achieved significant results in 2023, securing 38 contracts with a total value of \$1,293,892. We're proud to highlight a more diverse consultant pool, with representation from White (non-Hispanic), Black or African American, Asian American, Hispanic, and Mixed backgrounds. The team also boasts a strong female presence, with 12 of the 15 consultants being women.

LEGAL CONSULTING:

We expanded our flat-fee legal services in 2023, offering streamlined support for:



STARTUPS

74 engagements



BYLAWS

10 engagements



ANNUAL COMPLIANCE

21 engagements



LEGAL CONSULTING

Completed 41 hourly engagements

CONSULTING

THE GRANTS ACTION LAB PILOT HELPED ONE PARTICIPANT

SECURE A **\$1.1 MILLION GRANT!**

LEGAL CONSULTING:

“I appreciate you, your candor, your wisdom, guidance, and the time you spent with us. THANK YOU. And thank you for the work you do for others and the much-needed support in our community.”

CONSULTING:

“It is great benefit to have Maryland Nonprofits as a partner to support and enhance the services of our organization and staff.”

CONSULTING:

“Wendy Wolff was an outstanding consultant who led Civic Works' strategic planning process. She was collaborative and focused and brought her breadth of nonprofit expertise to the project. I highly recommend her to any nonprofit that is going to undertake a strategic planning process.”

NONPROFIT DEVELOPMENT CENTER

Nonprofit Development
Center Program reaches

939 nonprofits

513 participants
in events

2,605
hours of engagement
through workshops,
roundtables, and events



“
The “Creating a
Fundraising Plan” class, that
helped me understand some of
the strengths and weaknesses of
my organization and gained
some good ideas and steps we
can take to support development.
I learned a lot.

—Jana Long, Black Yoga
Teachers Alliance, Inc.



“
I really love the
Nonprofit Basics series. I think
this should be a requirement
for all new members of
Maryland Nonprofits. It takes
out a lot of guess work. And
saves us so much time. Love it.
—Zainab Abbas, SciTech2U

MEMBERSHIP

In 2023, we offered tools for nonprofits to raise more money through access to grant research databases, learn through webinars, workshops, and roundtables, get answers from our expert staff, amplify their voice in a network dedicated to advancing the common interests of nonprofits in Maryland, build relationships, and save money through various discounts. We are proud to report that in 2023 we:

Served a record **1,778** members

Grew membership revenue grew by **\$100,000**

Reached **95%** satisfaction rate on Customer Service requests



IN THE MEDIA

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MARYLAND MATTERS

GOV & POLITICS ENVIRONMENT HEALTH EDUCATION JUSTICE TRANSPORTATION WORK & THE ECONOMY DECISION 2024

GOV & POLITICS

These Maryland Latinas are empowering others to follow their lead

BY ROSANNE SKIRBLE · OCTOBER 9, 2023 7:28 AM



Del. Josefine Peña-Melnik (D-Prince George's), Gabriela Lemos and Janelith Pineda are three Latina leaders trying to make a difference in their communities. Courtesy photos.

As the Latino community grows in Maryland, women leaders from the community are rising to positions of power, organizing change and making a path for the next generation of leaders.

The Latino population in Maryland grew from 8% to 12% in a decade, or to some 744,000 in the 2020 Census, with the largest communities in Montgomery and Prince George's counties.

During Hispanic Heritage Month — which runs from mid-September to mid-October and celebrates the historic Independence of the Spanish republics of the Americas and the contributions of Hispanics in the United States — Maryland Matters is profiling three Latina leaders in the state.

Del. Josefine Peña-Melnik: Working to make the invisible, visible

"It's tough to be what you can't see," said Dominican-born Josefine Peña-Melnik (D-Prince George's), reflecting on her journey from immigrant to a committee chair in the Maryland House of Delegates, where she has served since 2007.


By 2014 she co-founded the Maryland Legislative Latino Caucus and is the vice-chair. It has now grown to 83 members, including 7 Latino lawmakers and 76 non-Latino associate members.

<https://marylandmatters.org/2023/10/09/these-maryland-latinas-are-empowering-others-to-follow-their-lead/>

WORLD U.S. ELECTION 2024 POLITICS SPORTS ENTERTAINMENT BUSINESS SCIENCE FACT CHECK ODDITIES BE WELL NEWSLETTERS

AP SETS THE STANDARD FOR POLITICAL REPORTING. SUPPORT INDEPENDENT, FACT-BASED JOURNALISM. DONATE

Nonprofits are lobbying a lot less than two decades ago, according to new research



The image provided by MPRFrost shows Minnesota Gov. Tim Walz speaking at the crowd about the Cycle Belonged Urban Indigenous Initiative inside the Minnesota State Capitol Rotunda in March. (AP Photo/Markus Salyson)

BY ALEX DANIELS OF THE CHRONICLE OF PHILANTHROPY
Updated 8:13 AM GMT-5, August 8, 2023

A generation ago nonprofit organizations regularly lobbied for legislation and served as advocates on issues. But according to a recent survey, charities are now far more reluctant to seek to influence lawmakers and other policymakers.

The survey, conducted for Independent Sector, a membership organization of nonprofits and grantmakers, found that less than one-third of nonprofits have actively advocated for policy issues or lobbied on specific legislation over the past five years, down from nearly three-quarters of nonprofits in 2000.

And even though nonprofits work on a range of issues that are affected by policy choices, such as funding for the arts and science and policies on hot-button issues like abortion and gun control, less than one-third of nonprofits said they were well-versed in how to legally conduct advocacy campaigns and how much lobbying they were permitted to do. Twenty years ago more than half knew the rules, the survey found.

The survey, based on questionnaires completed by 2,282 charities had a margin of error of 2 percentage points.

"This is a missed opportunity for nonprofits," said Akilah Watkins, president of Independent Sector. "We want them to get off the sidelines and to get back on the field."

RELATED STORIES

<https://apnews.com/article/nonprofits-lobbying-less-survey-15e63395a03edbf7c53cf9c932e274>

FEATURED: Philanthropy 50: Top Donors Impact Stories Hub


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GOVERNMENT SUPPORT

Funding for Small Nonprofits: State Surpluses Lead to Creative Thinking and Advocacy

By Alex Daniels | MARCH 2, 2023



WIN MCNAMEE, GETTY IMAGES

Nonprofits feel they have an ally in Gov. Wes Moore, who used to be chief executive of the Robin Hood Foundation.

Nonprofits in Maryland have an answer for small charities looking for cash: A proposed \$100 million state grant fund that is replenished annually.

With state budgets across the country their healthiest in years, charity advocates are looking to action in the Maryland General Assembly for signs that similar funds could be created nationwide. But other recent attempts have fizzled. Last year, amid a major nonprofit fraud scandal, lawmakers in Minnesota bottled up legislation calling for a fund.

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GOVERNMENT AND REGULATION

<https://www.philanthropy.com/article/funding-for-small-nonprofits-state-surpluses-lead-to-creative-thinking-and-advocacy>

MEET THE MARYLAND NONPROFITS TEAM



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Juliana Thomas



Kelly Umaña



Mara Winters



Conner Wolfe



Wendy Wolff

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FUNDERS

The Associated Jewish
Community Federation

Baltimore Children
and Youth Fund

Benevity UKofG Foundation

The Blackbaud Giving Fund

Clayton Baker Trust

Fidelity Charitable

France-Merrick Foundation

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Venable Foundation

Weinberg Foundation

West Baltimore Foundation

William J. and Dorothy K.
O'Neill Foundation

The Unger Foundation

FINANCIALS

STATEMENT OF FINANCIAL POSITION

As of December 31, 2023

ASSETS

Current Assets

Checking/Savings	1,452,776
Accounts Receivables	432,830
Other Current Assets	51,296

Total Current Assets 1,936,902

Fixed Assets 453,367

TOTAL ASSETS 2,390,269

LIABILITIES & NET ASSETS

Liabilities

Current Liabilities

Accounts Payable	238,104
Other Current Liabilities	674,552

Total Current Liabilities 912,656

Total Liabilities 912,656

Net Assets 1,477,613

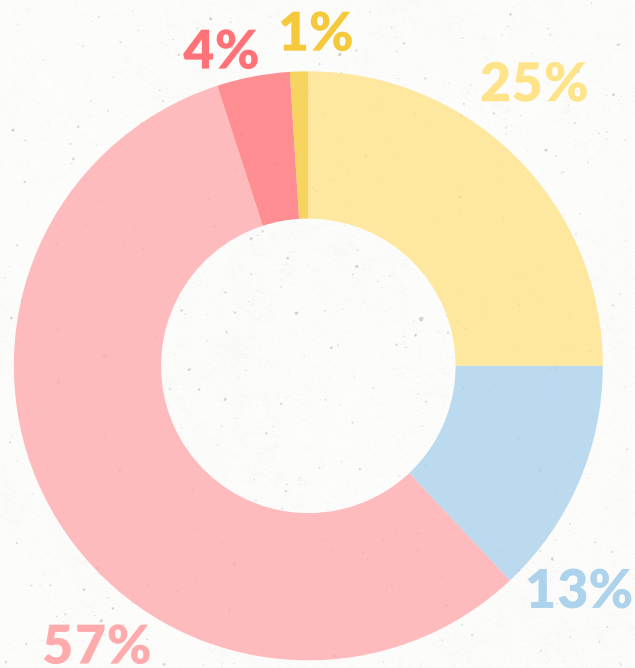
TOTAL LIABILITIES & EQUITY 2,390,269

FINANCIALS

STATEMENT OF FINANCIAL ACTIVITIES

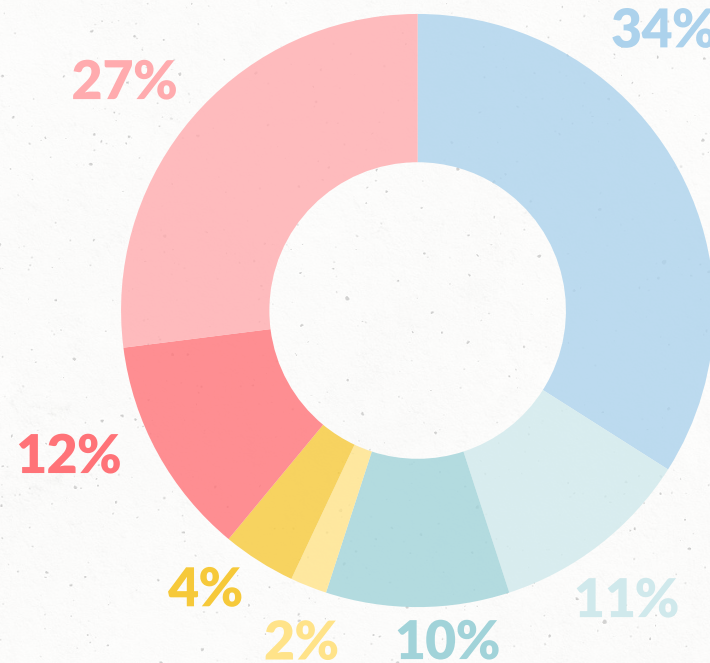
January 1 - December 31, 2023

INCOME



- Training, Consulting and Standards for Excellence **1,493,376**
- Membership **748,169**
- Grants, Contributions and Sponsorships **3,400,548**
- Rental and Miscellaneous Income **227,846**
- Sales and Group Buying **50,105**
- TOTAL \$5,920,044**

EXPENSES



- Training, Consulting and Standards for Excellence **1,763,757**
- General and Administration **592,295**
- Membership **530,187**
- Public Policy **116,528**
- MARFY **206,393**
- MLU **638,816**
- Accelerator **1,432,135**
- TOTAL \$5,280,118**

MARYLAND NONPROFITS

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