

Report on 2020

Supporting the Historic Work
of Nonprofits in the Pandemic
AND Reckoning on Race



“Maryland Nonprofits was the steady force that helped me as I needed to get my feet under crisis management. It was Maryland Nonprofits that immediately went into play for us on our behalf: lobbying on our behalf, advocating on our behalf, holding instructional webinars, teaching about PPP Loans and how to get them, telling us the difference between layoffs and work-sharing and what we needed to do to manage our force. We learned enough from Maryland Nonprofits during those first crucial weeks of entering what we needed to do for COVID-19, to steady our ship, direct our path forward, and then most recently—as we are starting to come out of this crisis management—what do we do now as we move forward? It was Maryland Nonprofits that was there when we needed that steady force.”

- Dr. Franklin Lance, President & CEO, Parks & People

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WELCOME LETTER

Nonprofits were a vital lifeline in 2020, and we came together to pivot our operations, programming, and advocacy in support of our communities. Maryland Nonprofits encouraged historic levels of emergency relief funds for nonprofits through advocacy and technical assistance. With daily operations turned upside down, our Standards for Excellence® Institute led the way with updated policies for new ways of working. Twice-weekly member meetings convened our community to provide moral support, collective problem-solving, and direct access to experts, legislators, and leaders in the field. As we document the historic year of 2020 and the work of Maryland Nonprofits, the pandemic is still not over. We continue to be a guiding resource for the state's nonprofit sector as we collectively navigate unprecedented difficulties.

The importance of a national reckoning with systemic racism continues to guide our work as well. Through public policy, research, and coalition-building, Maryland Nonprofits is working to address systemic racism that harms small, community-led, and people of color-led organizations within the nonprofit sector. We created the series "COVID-19: A Matter of Equity," and listened deeply to Black leaders as we leaned into the national reckoning on systemic racism following

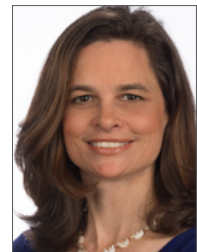
the murders of George Floyd and Breonna Taylor. Our COVID-19 and Racial Equity survey showed that people of color-led nonprofits received less COVID-19 relief than white-led organizations. As we take stock of the American Rescue Plan and other relief, we are looking at ways the entire nonprofit sector can be more equitably funded, supporting a wider network of community-led change-makers.

Maryland Latinos Unidos (MLU) was created and came under the Maryland Nonprofits umbrella in 2020. With the infrastructure and reach of Maryland Nonprofits, MLU has hit the ground running. Now, Latino leaders from across the State are convening regularly and shedding light on the harms caused by the lack of attention to and the invisibility of the Latino community in Maryland, including in the healthcare system, where we have seen Latino communities especially hard-hit by the pandemic.

We are grateful to our board, staff, volunteers, funders, and members for enabling Maryland Nonprofits to serve you during this crisis. We are also grateful for your partnership in the long-term work for racial equity and strengthening nonprofit capacity. As we continue into 2021, Maryland Nonprofits is proud to be associated with the lifesaving and systems-changing work of our great nonprofit community. ■



Kimberly Corbin
Chair, Board of Directors



Heather Iliff
President & CEO

ADVOCACY

Thanks to our work with the National Council of Nonprofits that led a sign-on process generating more than 350 emails and calls to members of Congress, we were part of a successful, nationwide advocacy campaign to include nonprofits in the Paycheck Protection Program and create additional charitable deductions for non-itemizing taxpayers. The PPP program alone **brought \$500 million to Maryland's nonprofit sector.**

At the state level, our advocacy with the Hogan Administration resulted in nonprofits being included in the Maryland Department of Commerce COVID-19 Emergency Relief Fund and the Department of Housing & Community Development State Nonprofit Recovery Initiative, resulting in **\$60 million in relief funds for our sector.** Other highlights of the 2020 General Assembly session include:

- » Enactment of the Housing Opportunities Made Equal, or HOME, Act, banning housing discrimination based on a tenant's source of income.
- » Passage and override of a gubernatorial veto of the Blueprint for Maryland's Future on education reform with the Strong Schools Maryland Coalition.
- » Successful advocacy to establish the Maryland Efficient Grant Application (MEGA) Council, which will review current state grant application procedures with an eye toward simplification.
- » A major constitutional reform of Maryland's executive budget process was passed by the General Assembly and approved by the voters. Beginning with the state budget for Fiscal Year 2024, the General Assembly will be able to shift funds within the budget for the first time in more than 100 years.
- » Support of reforms to the state's individual and corporate income taxes as a member of the Maryland Fair Funding Coalition, taxes on digital products and digital advertising, and increased taxes on certain tobacco products. ■

"This was my first Maryland Nonprofits annual meeting and I am SOLD! I should have been attending this for the past 20 years! I have attended individual workshops over the years which I also loved. But this conference rocks!"
— Jeffrey Paul Buchheit, Executive Director, Pride of Baltimore II

ODE TO A YEAR SPENT ON ZOOM



Humor kept us going! In the early days of Zooming, Board Chair Josh Pedersen surprised the team when his “virtual” background turned out to be a real tower of cereal boxes!



Maryland Nonprofits staff ready to kick-off the first day of the 2020 Annual Conference.



COVID-19 RESPONSE



Senator Chris Van Hollen speaks during the April 1, 2021 town hall meeting.

Maryland Nonprofits first published our COVID-19 online resource page on February 19, 2020, providing in-depth information on how organizations should protect themselves and their employees during the global health crisis. Our resources and newsletters went beyond the “hand-washing and surface sanitizing” advice prevalent at the time and delved into how nonprofits could prepare, including sample emergency preparedness plans updated with pandemic information, sample telecommuting policies, and guidance for employers. Once the pandemic was declared on March 13, 2021, Maryland Nonprofits hosted some of the first opportunities for the community to hear directly from the Health Department and Federal Officials. We continued to convene on issues of the day and made updates to our COVID-19 resources and guidance nearly daily.

Maryland Nonprofits programs in the early days of the pandemic:

- » Webinar with the **Maryland Department of Health** and **192 participants** on how to keep people safe in residential care—including homeless shelters and group homes.
- » A *What Nonprofits Need to Know* webinar was attended by more than 350 participants. We addressed the interpretation of the Governor’s executive orders and essential businesses/employees, new developments in Congress, grant programs for nonprofits, equity issues related to COVID-19, and Maryland law related to remote board meetings.

COVID-19 RESPONSE

Our *Guidance for Employers for COVID-19* webinar had more than 250 participants and included details of how to manage employees remotely, how to address layoffs and furloughs, related issues of unemployment insurance, and other risk management for employers.

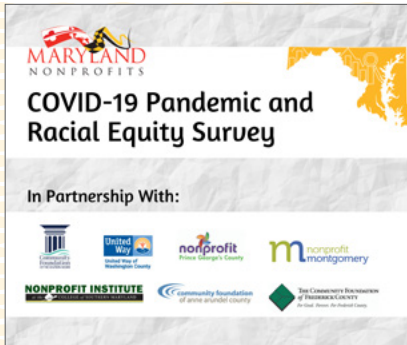
A conference call town hall with Senator Ben Cardin and Senator Chris Van Hollen was held on April 1 with 690 participants. It covered the new Paycheck Protection Program and other aspects of the Coronavirus Aid, Relief and Economic Security (CARES) Act.

Our weekly member meetings averaged **approximately 40 participants** from March through December. In March and April, two member meetings were held per week as information was developing so quickly. We estimate **1,500 unique participants** attended member meetings in 2020.

We held numerous webinars and published advance resources on the Paycheck Protection Program (PPP) regarding the application process and forgiveness—with a total of **1,118 participants** on PPP-related information sessions. ■



COVID-19 & RACIAL EQUITY SURVEY



Maryland Nonprofits conducted the *COVID-19 and Racial Equity Survey* in August 2020 with seven partners to help distribute the survey:

- » Community Foundation of Anne Arundel County
- » Community Foundation of the Eastern Shore
- » Community Foundation of Frederick County
- » Nonprofit Montgomery
- » Nonprofit Prince George's
- » Nonprofit Institute at the College of Southern Maryland
- » United Way of Washington County

As a result of this collaboration, we received an impressive **710 unique responses**, representative of nearly 2% of all nonprofits in Maryland. The main findings from the survey were:

- » Nonprofit staff were hard-hit by COVID-19 with 17% of nonprofits reporting staff who were ill and 5 organizations reporting the death of staff members.
- » 18% of organizations laid off staff, and nearly 30% reduced staff hours.
- » Organizations led by people of color had smaller budgets and fewer days of cash than white-led organizations.
- » People of color-led organizations were also four times as likely to have their PPP loan applications declined and were less likely to receive PPP loans generally.
- » Sixty percent of nonprofit organizations less than \$25,000 in revenue (essentially all-volunteer) are led by people of color. ■

“Maryland Nonprofits is on your side. They are so easy to work with. They are helping us walk through the process—the board, the fundraising, it’s been such a blessing. I feel like we have gone to another level. There is no judgement, they just give you the help that you need. We love Maryland Nonprofits!”
—Pastor Ben Slye

JUSTICE, EQUITY, DIVERSITY, & INCLUSION

A month before the killing of George Floyd, Maryland Nonprofits had already identified equity as a critical aspect of how the COVID-19 pandemic was affecting Black and Latino communities in Maryland.

On April 1, 2020, we started our *COVID-19: A Matter of Equity* series that ultimately drew a total of 710 participants.

Maryland Nonprofits initiated a working group in Garrett County to address acts of overt racism, sparked by our general counsel viewing a lynching in effigy hanging prominently in a resident's yard on one of the main state roads into the County. The Maryland Nonprofits team convened a diverse group of stakeholders and partnered with the Maryland Lynching Memorial Project. Our research found that free speech disturbingly includes a homeowner's right to hang an effigy, despite a new Maryland law against hate speech. We continued to convene the working group around anti-racist strategies in Garrett County. One outcome of this work was the formation of Anti-Racist Appalachia, a new organization bringing together stakeholders across the Western Maryland region.



OUR WORKSHOPS

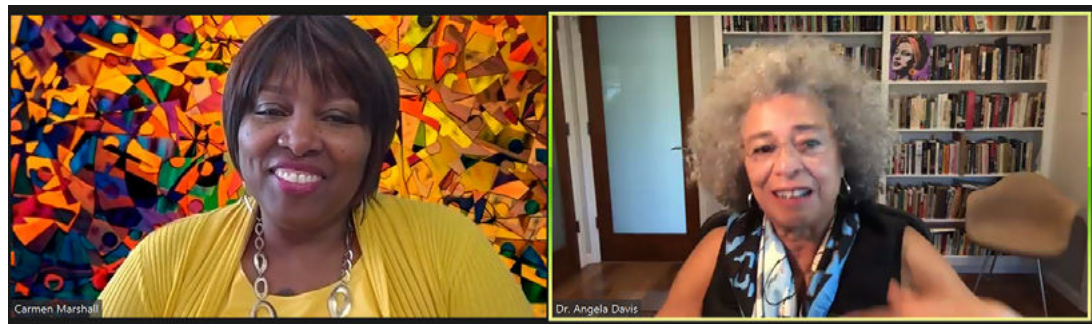
- » COVID-19: A Matter of Equity – A Conversation with Marc Morial (April 30, 2020)
- » COVID-19: A Matter of Equity – Connecting the Dots (May 14, 2020)
- » COVID-19: A Matter of Equity – Education and Digital Technology (May 21, 2020)
- » COVID-19: A Matter of Equity – What's the Matter with Justice? (July 9, 2020)
- » COVID-19: A Matter of Equity – Empowering Conversations with Black Men (July 30, 2020)
- » COVID-19: A Matter of Equity – COVID-19 and the Latino Community (September 22, 2020)
- » ALICE and the Benefits Cliff: The Challenges facing Maryland's Working Families (October 27, 2020) ■

ANNUAL CONFERENCE GOES VIRTUAL FEATURING ANGELA DAVIS

Our annual conference, in a completely virtual format for the first time, **increased in attendance by 30% from prior years.** We had the phenomenal opportunity to host Dr. Angela Davis, who, as a keynote speaker, addressed systemic racism and the role of nonprofits and philanthropy in anti-racism. We hosted a special VIP reception with Dr. Davis exclusively for Black leaders. ■



Dr. Angela Davis speaks with Maryland Nonprofits Director of Consulting, Carmen Marshall during the 2020 Annual Conference.



Conference participants played a lively game of pre-conference trivia.



STANDARDS FOR EXCELLENCE

The Standards for Excellence® Institute led the way early in the pandemic by providing updated sample emergency response and telecommuting policies. We developed model COVID-19 return-to-work policies and published “52 Tips in 52 Weeks”, a series of 52 brief articles providing practical guidance to address the challenges nonprofits faced during the pandemic. Our model employee handbook was updated with the latest legal requirements, and we published new job descriptions for key board member roles.



During 2020 the national Standards for Excellence Licensed Consultant program was offered fully online for the first time. In the last three months of the year, the Licensed Consultant program included over 60 nonprofit leaders, more than double the traditional class size. In 2020 we had **11 replication partners** around the country and **more than 200 Licensed Consultants** who leverage the Standards in their work. They were all equipped with a new set of training materials customized for the virtual environment based on leading-edge practices for adult learning in virtual settings. ■

The Standards for Excellence Licensed Consultant Program Class of 2020 gathered virtually by Zoom for five days in November 2020.



CONSULTING & CUSTOMIZED TRAINING

Demand for consulting services more than doubled in 2020, with a high level of need for strategic planning, racial equity, board development, and organizational development work. The Consulting Group lead the following two high-impact cohort programs that will continue into 2021:



GREATER RIVERDALE INITIATIVE

In partnership with **Kaiser Permanente of the Mid-Atlantic States**, Maryland Nonprofits is supporting the development of a place-based initiative in the Greater Riverdale area of Prince George's County. We are providing five nonprofit organizations with intensive capacity-building support, and we supported the creation of Greater Riverdale Thrives, a new coalition to improve quality of life in the community.



CENTRAL BALTIMORE CAPACITY BUILDING COHORT

With support from **The Harry and Jeanette Weinberg Foundation** and **Goldseker Foundation**, Maryland Nonprofits launched the Central Baltimore Capacity Building Cohort with four participating organizations. This program will help these organizations build their boards, fundraising, and infrastructure. ■

CONSULTING & CUSTOMIZED TRAINING

THANK YOU TO OUR 2020 CLIENTS!

211 Maryland	Eastern Shore Land Conservancy	MD Association of Behavioral Health Authorities
American Dance Therapy Association	Emerge	Megaphone Project
Anne Arundel Workforce Development Corp	Employ Prince George's	Metropolitan Washington Ear Inc.
The Arc Baltimore	Family League of Baltimore	Montgomery History
Associated Black Charities	For All Seasons	NAMI Howard County
Association of Structural Pest Control Regulatory Officials	Friends of the Library, Montgomery County, MD	National Association of Black Storytellers
Ausherman Family Foundation	Girl Scouts of Greater New York	National Association of Professional Insurance Agents
Baltimore Alliance for Careers in Healthcare	Greater Baden Medical Services	National Capital Trolley Museum
Baltimore City Early Childhood Advisory Council	Harpers Choice Community Association	On Our Own Montgomery County
Baltimore County Public Library	Havre de Grace Colored School Museum and Cultural Center, Inc.	Park Heights Renaissance
Banner Neighborhoods	Heritage Care, Inc.	Parks and People Foundation
Behavioral Health Systems Baltimore	Hilda's Place	The Patuxent Partnership
Bel Air Downtown Alliance	HopeSprings	Pride Center of Maryland
BioTechnical Institute	Horizon Foundation of Howard County	Project PLASE
Bolton Hill Nursery School, Inc.	Hospice & Palliative Care Network of Maryland	Ruxton-Riderwood-Lake Roland Area Community Association
Business Volunteers Maryland	Hospice of Charles County	Security Practices and Research Scholar's Association, Inc.
Calvert Hospice	Hospice of Washington County	Silver Spring Day School Focus Groups
Charles County Charitable Trust	Housing Authority of Baltimore City	Society for Social Work Leadership in Health Care
Chesapeake Charter School Alliance	Humane Society of Harford County	Songs with Meaning
Coastal Hospice	Infinity Sports Group, Inc.	South Baltimore Gateway Partnership
Code Enforcement and Zoning Officials Association Training	Kaiser Permanente of the Mid-Atlantic States	State of Wyoming
Community Foundation of Frederick County	Maryland Alliance of Public Charter Schools	Stop the Silence: Stop Child Sexual Abuse, Inc.
Community Housing Associates	Maryland Coalition of Families	Student Sharing Network
Compass Regional Hospice	Maryland Consumer Rights Coalition	United Way of Washington County, MD
Consortium for Housing and Asset Management	Maryland Lynching Memorial Project, Inc.	Visit Annapolis and Anne Arundel County
Consumer Federation of America	Maryland Search and Rescue	Waterfront Partnership
Dao Vien Buddhist Temple	Maryland SPCA	
Downtown Partnership of Baltimore	Maryland Turkish American Inhabitants (MARTI)	

INTEGRATED PROGRAMS



MARYLAND ASSOCIATION OF RESOURCES FOR FAMILIES AND YOUTH (MARFY)

MARFY is an association of providers of programs and services for Maryland's most vulnerable children and youth in foster care. In 2020, MARFY programs intensified significantly, going from approximately from two meetings per month to two meetings per week during the pandemic. We held several MARFY sessions discussing the issue of racism broadly and more specifically as it relates to child welfare. In partnership with the **Department of Human Resources** and **Casey Family Programs**, we launched the Shifting Power Workgroup including those with lived experience in the foster care system. MARFY successfully advocated for vaccine access for staff in residential programs as well as COVID-19 relief payments for foster parents.



MARYLAND LATINOS UNIDOS

In August, Maryland Latinos Unidos (MLU) joined Maryland Nonprofits as an integrated program. MLU was formed in response to the COVID-19 pandemic, as informal networks scrambled to address that the Latino community has been hardest hit by the virus. **More than \$50,000 has been raised** in MLU seed funding and **MLU's first executive director, Dr. Gabriela Lemus, was hired** in December 2020. The first membership meeting of MLU drew more than 80 participants and featured resources on addressing the housing and food crises among the Latino community.



*Dr. Gabriela Lemus,
Executive Director,
Maryland Latinos Unidos*

FINANCIAL SUSTAINABILITY & MEMBERSHIP

Maryland Nonprofits maintained our membership base and strengthened our financial sustainability in 2020. We secured four emergency COVID-19 grants totaling \$79,300, and the Paycheck Protection Program forgivable loan for \$224,155 that we expect to be forgiven in 2021. Membership dipped somewhat mid-year; however, we managed to end the year with roughly the same number of members as we started. We worked with our members who were struggling due to the pandemic, providing discounts, extensions, and free memberships where necessary. We began 2020 with 1,152 members and ended the year with 1,151 members. ■

“Maryland Nonprofits is an exceptional group to work with. Our nonprofit, large in scale, needed guidance with our Strategic Planning process. Maryland Nonprofits helped us achieve our goal. I would recommend them to any nonprofit that needs the kind of expertise that Maryland Nonprofits can provide.”
—Mike Dunn, Board Member,
Coastal Hospice and Palliative Care

THANK YOU TO OUR SUPPORTERS

Maryland Nonprofits

FUNDERS

Hilda and Jacob
Blaustein Foundation

The Morris and
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CareFirst

Casey Family Programs

Clayton Baker Trust

Bill and Melinda
Gates Foundation

Goldseker Foundation

Greater Washington
Community Foundation

Kaiser Permanente of
the Mid-Atlantic States

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THANK YOU TO OUR SUPPORTERS

Maryland Latinos Unidos

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Elizabeth Ysla Leight

“I was so impressed with how Maryland Nonprofits responded and offered its members support and guidance when the pandemic hit. The resources provided, opportunities for support, and general caring showed was outstanding. Given all that was happening, it would have been easy for the organization to pull back and focus on its own challenges, as many organizations did. Instead, you and your team led the way and focused on your members’ needs.”

—Tom Brush, CEO, Advancement Designs

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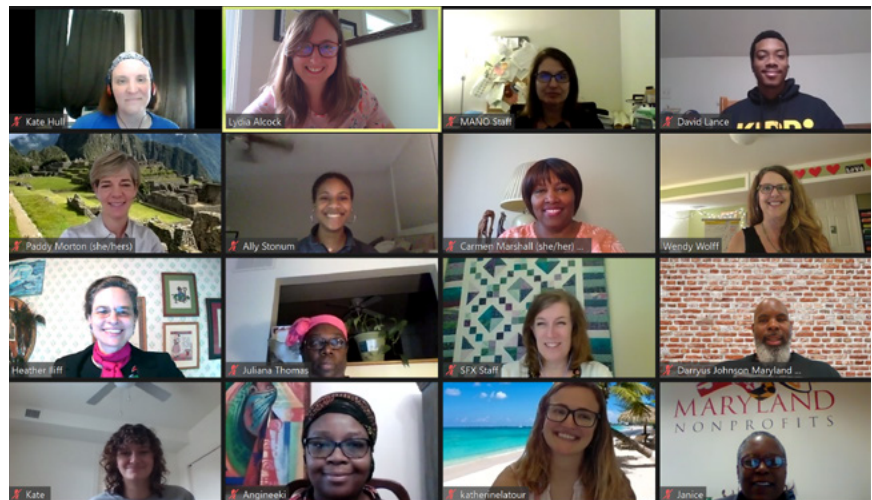
Kate McGuire
Arc of Baltimore

Michael Mitchell
MissionRise

Rebecca Teaff
Redstart Creative

Cheryl Thomas, CPA
Thomas & Associates
Consulting, LLC

Maryland
Nonprofits staff
have stayed closely
connected via
video-chat.



FINANCIAL REPORT

STATEMENT OF FINANCIAL POSITION

As of December 31, 2020

ASSETS

Current Assets	
Checking/Savings	602,902
Accounts Receivable	293,464
Other Current Assets	33,291
Total Current Assets	929,657
Fixed Assets	3,830
TOTAL ASSETS	\$933,487

LIABILITIES & EQUITY

Liabilities	
Current Liabilities	
Accounts Payable	101,138
Other Current Liabilities	368,773
Total Current Liabilities	469,911
Paycheck Protection Program Loan	224,155
Total Liabilities	694,066
Equity	239,421
TOTAL LIABILITIES & EQUITY	\$933,487

STATEMENT OF FINANCIAL ACTIVITIES

January 1–December 31, 2020

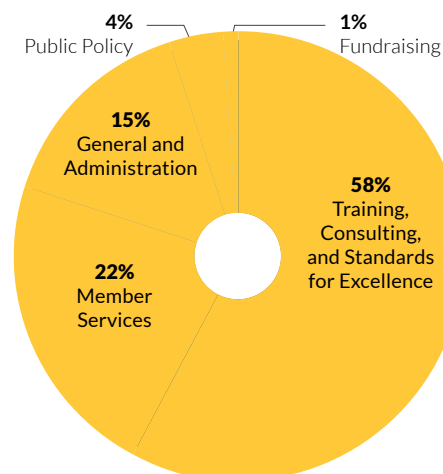
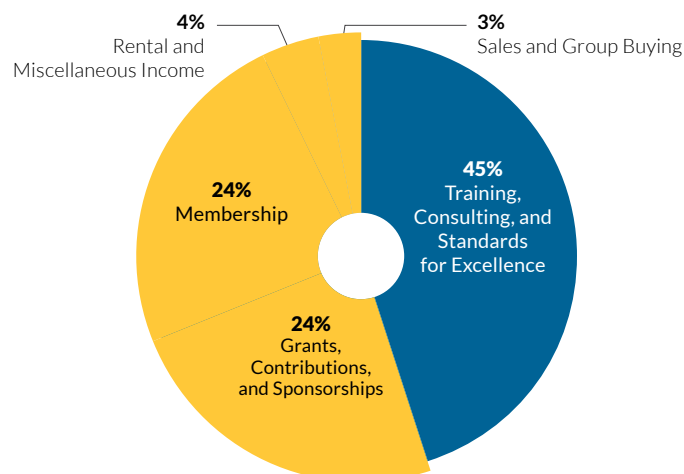
Hover over the lines to see corresponding graph details.

INCOME

Training, Consulting, and Standards for Excellence	1,158,121
Grants, Contributions, and Sponsorships	633,122
Membership	612,477
Rental and Miscellaneous Income	117,578
Sales and Group Buying	76,861
TOTAL	\$2,598,159

EXPENSE

Training, Consulting, and Standards for Excellence	1,334,738
Member Services	511,292
General and Administration	340,652
Public Policy	104,963
Fundraising	24,323
TOTAL	\$2,315,968





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