

MARYLAND NONPROFITS REPORT ON 2021

Supporting nonprofit
COVID-19 recovery efforts
and advancing racial equity



Mission

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

Vision

Nonprofit organizations are well-resourced and nonprofit leaders are effective agents of change, for greater equity, creativity, sustainability, and community well-being.

Values

- We are inclusive and promote equity, whereby organizations and systems create opportunity for everyone.
- We promote and embody excellence, ethics and accountability.
- We embrace and foster community empowerment.
- We are bold, courageous and innovative.

VOICES OF OUR MEMBERS

“Heart-led, nimble, courageous, and full of grace. Those are very difficult ways to be in this speed-driven 21st century – even more so in a period of layered protracted crises, including the COVID-19 global pandemic. Yet, that's just how the leaders and members of Maryland Nonprofits have shown up in this season – a season in which not-for-profit organizations characteristically cared for the

world! I count it a blessing and a privilege to be “in the number” as a member, and I am deeply grateful to stand, work, grieve, revive, support, advocate, and stay the course with my colleagues and friends in this essential organization. Thank you.”

– VALARIE EILAND DAVIS

JD, MBA, Founder, ElevateHER

Table of Contents

WELCOME LETTER	4
JUSTICE, EQUITY, DIVERSITY, AND INCLUSION	6
Waking the Path Toward Race Equity	7
RESEARCH	9
COVID-19 Pandemic & Racial Equity Survey Report	9
Nonprofits by the Numbers	10
2021 Nonprofit Salary and Benefits Survey	12
ADVOCACY	14
MEMBERSHIP	16
MARYLAND NONPROFITS IN THE MEDIA	18
INTEGRATED PROGRAMS	21
Standards for Excellence Institute	21
Maryland Association of Resources for Families and Youth (MARFY)	23
Maryland Latinos Unidos (MLU)	25
LEARNING PROGRAMS	26
2021 Annual Conference	27
Nonprofit Development Center	29
Think Big Think Tank	30
CONSULTING GROUP	31
Justice, Equity, Diversity, and Inclusion (JEDI) Consulting	32
Legal Consulting	33
Thank you to our 2021 Consulting clients!	34
THANK YOU TO OUR SUPPORTERS	36
STAFF AND BOARD	38
FINANCIAL REPORT	40

Welcome Letter

The role the nonprofit sector plays in creating a thriving society and responding to crises cannot be understated. Not only do our organizations work to improve the quality of life for all Marylanders, but we are also on the ground floor of building an upwardly mobile economy for all people.

In 2021, all across Maryland, nonprofit employees responded to an alarming level of suffering, striving to maintain operations while serving the growing number of families struggling to meet their basic necessities. Simultaneously, we have seen an acknowledgment from public and private officials that nonprofits and community leaders are well-positioned to respond to existing and emerging needs.

Maryland Nonprofits commissioned the Johns Hopkins Center for Civil Society in 2021 to study the economic impact of nonprofits in our state. 'Maryland Nonprofits by the Numbers' demonstrates that nonprofit

organizations are essential services that bolster economic and community development.

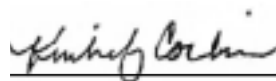
Our nonprofit sector represents the second-largest non-government workforce in Maryland. Together we produce nearly \$16 billion in wages, which gets reinvested in the local economy. This tremendous strength and contribution to our economy make us proud to serve Maryland. Yet, the research also uncovers massive issues with the way resources flow in our sector, with 92.3% of all resources going to the largest 900 organizations.

In 2022, Maryland Nonprofits will continue to activate reforms and advocate for funding to be redirected to those organizations that are normally excluded, which we know are more likely to be led by people of color. We will continue the work with pride and urgency knowing that our efforts will advance a collective vision for a more equitable and sustainable Maryland.

We are grateful to our board, staff, volunteers, funders, and members for your work in 2021 to mobilize recovery efforts and advance racial justice during the COVID-19 economic crisis. We always remain grateful to be in the work with our lifesaving and system-changing nonprofit community.

We are emboldened by our membership's resolve to make broad and long-lasting change for Marylanders, and we hold to hope, recognizing both our resilience and endurance during these trying times.

We thank you for all that you do to make Maryland a better place for all people.



KIMBERLY CORBIN
CHAIR, BOARD OF DIRECTORS



HEATHER ILIFF
PRESIDENT & CEO

Justice, Equity, Diversity, and Inclusion

Maryland Nonprofits has an intentional commitment to truth-telling and ongoing education about the history and legacies of colonization, slavery, Jim Crow, and systemic discrimination in Maryland and the U.S. We commit assets and dedicate programming to building cross-sector trust and alignment as we raise the truth, heal, and repair past and current injustices.

We acknowledge that structural racism pervades the private and public sectors. We intentionally partner with Black and Brown leaders to advance racial justice and equity initiatives. We are also working to apply reforms to our own organization as we live into a visionary future.

For the nonprofit sector to be successful in building upward mobility and closing the racial wealth gap, our collective work must be community-led and community-accountable.

In 2021, Maryland Nonprofits continued surveying and reporting the needs of non-

profit executives of color, advocating for electing executives of color to serve on local and state commissions. We lobbied and steered resources to communities that are normally underfunded, including increasing vaccine accessibility in Black, Latino, and low-income communities.

We stood for democracy and denounced white nationalism in condemning the violent breach of the United States Capitol on January 6, 2021. Our annual conference centered on racial equity, creating space for nonprofit leaders of color to challenge norms, teach leadership lessons, and gather momentum for social change within and led by the nonprofit sector.

In 2022, our work will further center the experiences of marginalized groups, which have historically been hidden or dismissed. Our own operations will continue to adapt, to remain respectful, relevant, and representative of the diverse communities that Maryland Nonprofits serves.


WAKING THE PATH TOWARD RACE EQUITY

In July 2020, a Maryland Nonprofits staff member was driving to Deep Creek Lake for a family vacation when she saw a human lynching in effigy.

MARYLAND

Hanging effigy sparks new round of outrage in Maryland's tourist mecca

People on their way to Deep Creek Lake have been posting photos to social media which has resulted in complaints to police from as far away as Massachusetts.



Author: Scott Broom
Published: 9:34 PM EDT June 26, 2020
Updated: 9:34 PM EDT June 26, 2020

GRANTSVILLE, Md. — An effigy of a hanging man on a property in Garrett County Maryland is sparking outrage. Tourists on their way to Deep Creek Lake have been posting photos to social media which has resulted in complaints to police from as far away as Massachusetts.

Paddy Morton, of Baltimore County Maryland, posted photos to her Facebook page after seeing the effigy on her way to visit Deep Creek Lake on June 19.

News coverage of the public reaction to the hanging effigy.
link to article: <https://bit.ly/3Gq3LuB>

Horrified, she contacted the authorities who indicated the effigy had been hanging on that private property for years and there was nothing to do about it. Unsatisfied with this response, our staff member and Maryland Nonprofits responded to the situation by convening local nonprofit leaders and supportive community members to participate in what has become our Garrett County Anti-Racism Discussion Group. The group has met virtually every 2-4 weeks since the summer of 2020.

Although the discussion group was formed to prompt the conservative Garrett County community to respond to the lynching effigy, it expanded to a broader consideration of race equity as a result of what we learned from local citizens.

Based on first-person accounts from residents and community leaders, we came to understand that racism not only exists in Garrett County, but is a serious threat to the County's health, reputation, and main source of commerce - tourism.

Local nonprofits and community leaders have spearheaded numerous race equity

initiatives. Maryland Nonprofits supported the Maryland Lynching Memorial Project in addressing the Garrett County State's Attorney, challenging the State's Attorney to respond to the lynching effigy with the new Maryland legislation (SB 161 and SB 606) and case law related to hate crimes. The State's Attorney has declined to take any action.

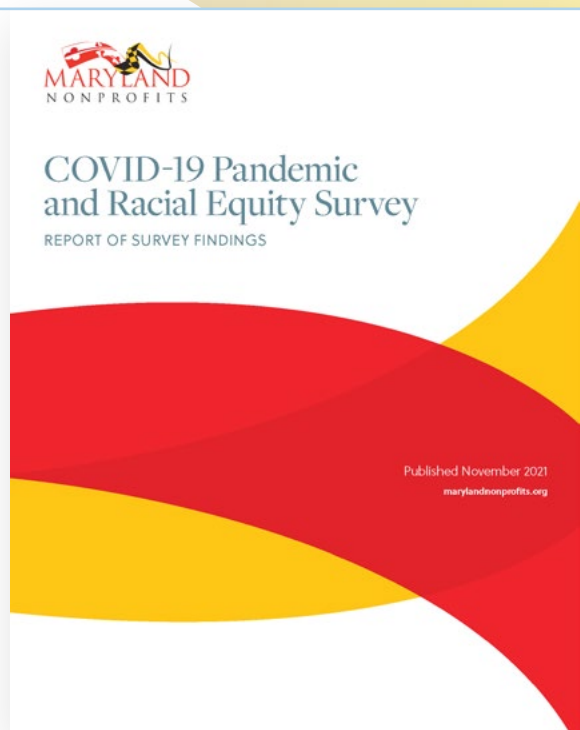
We also supported members of the Anti-Racism Discussion Group in approaching the County Commissioners to create a Diversity Committee to work toward a more anti-racist and equitable community. The committee members who will constitute the body still have not been appointed.

As anti-racism efforts in Garrett County continue, Maryland Nonprofits' hope is that by serving as a convening space for like-minded community members, we can support their work, help them network with each other, and promote justice and equity in the western part of our state, all of which advances our mission: to strengthen organizations and networks for greater quality of life and equity.

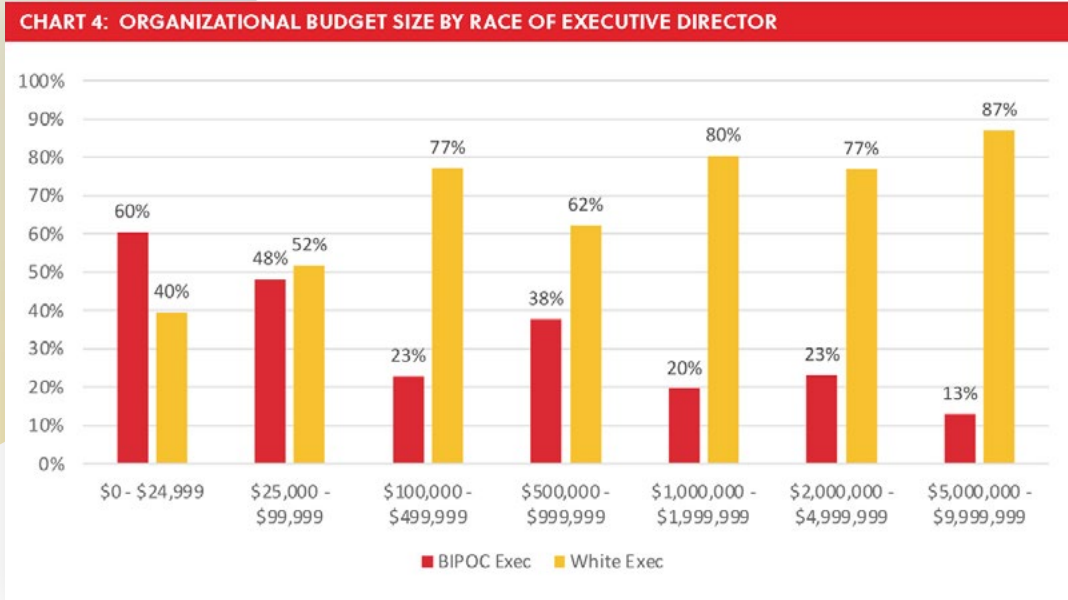
Research

COVID-19 PANDEMIC & RACIAL EQUITY SURVEY REPORT

Nonprofits in Maryland have been on the front lines of the COVID-19 response effort, stepping up to address emergency needs. While responding to the crisis, nonprofits have lost staff members, board members, and loved ones, and endured massive shifts and in many cases declines in revenue. With resilience, many started entirely new food distribution programs, rental assistance programs, and other ways to address unprecedented levels of need. These needs have now stretched for more than two years of physically, mentally, and emotionally exhausting work for nonprofit staff and volunteers.



In Maryland and around the nation, Black and Latino communities were hardest hit by COVID-19, experiencing the highest levels of illness, deaths, job losses, social isolation, and evictions. Following the police killings of George Floyd and Breonna Taylor in 2020, the Black Lives Matter movement brought issues of race to the forefront of our nation's consciousness.



Our COVID-19 and Racial Equity Survey aimed to uncover issues of racial equity within the nonprofit sector itself. The findings show two nonprofit sectors: one that is far more challenging and inequitably structured for Black, Latino, Asian and Indigenous People leading nonprofit organizations, compared to the nonprofit sector experienced by white leaders.

Organizations led by people of color saw greater declines in resources during COVID-19 and had lower levels of reserves going into the pandemic than white-led organizations. White-led nonprofits were more likely to be larger organizations that were able to pivot and grow by accessing more relief funds during the pandemic.

By sharing this report, we hope Maryland governments and philanthropists will be motivated to re-design funding programs, making programs accessible and intentionally directing funding to community-based and people-of-color-led organizations.

Click here to access the full report:

<https://bit.ly/3Oj3jA4>

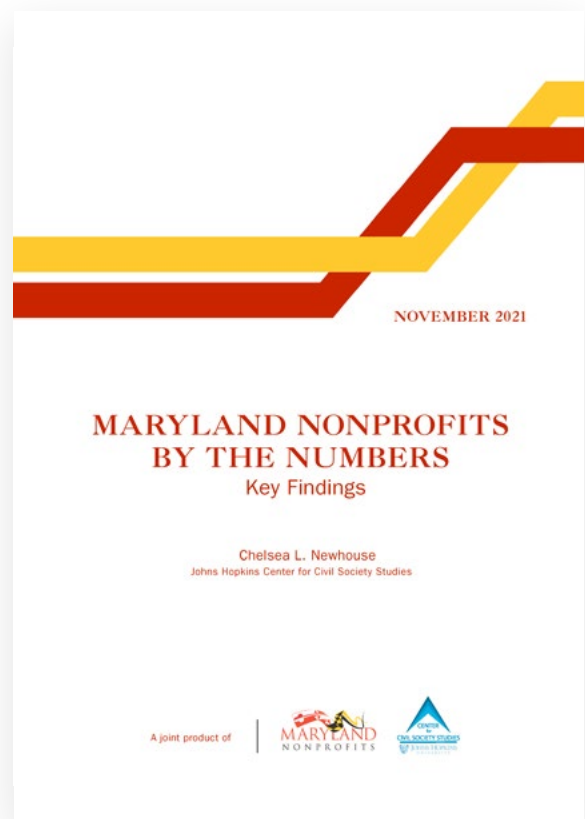
NONPROFITS BY THE NUMBERS

Maryland Nonprofits by the Numbers analyzed the Internal Revenue Service (IRS) Business Master File and Bureau of Labor Statistics (BLS) Quarterly Census of Employment and Wages (QCEW) to offer insight into Maryland's nonprofit sector's size, scope, and growth. Maryland Nonprofits commissioned this study, produced in collaboration with the Johns Hopkins Economic Data Project, to demonstrate the important role of the nonprofit sector as a driver of economic and community development in Maryland, and to empower nonprofits and the communities they serve to advocate for themselves at the local, state, and national levels.

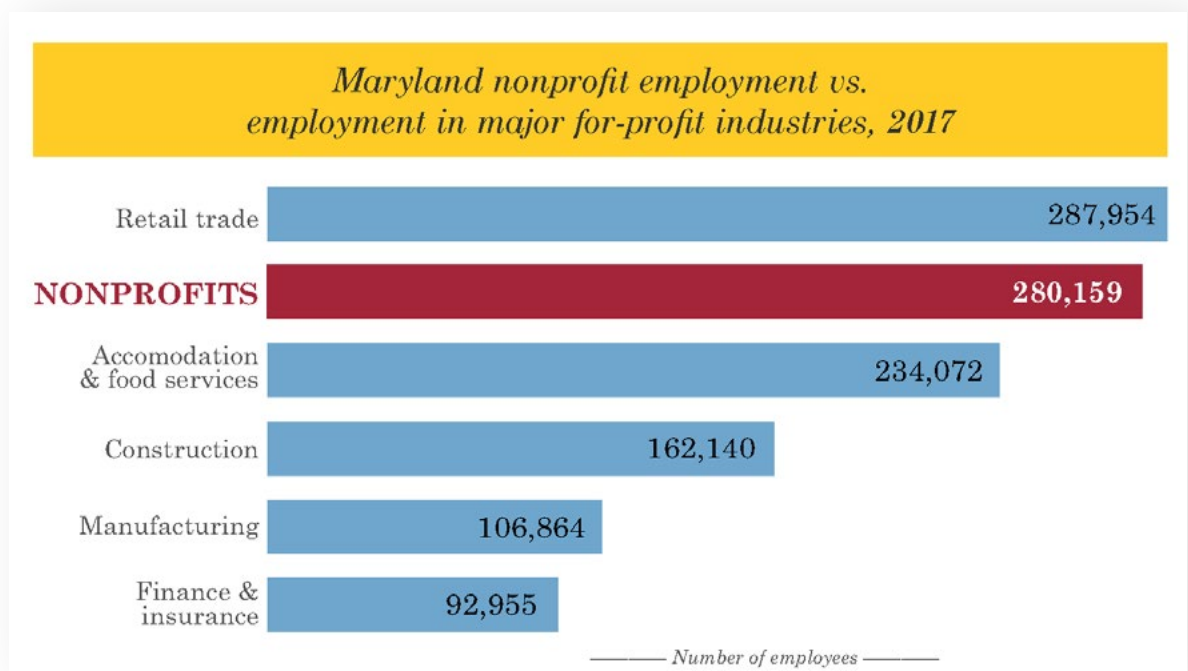
Indeed, the data shows that this vital sector not only contributes directly to the health, safety, and cultural enrichment of the communities it serves but plays a crucial role as a major driver of the state’s economy.

In the latest year for which data are available, Maryland’s 30,880 public-serving nonprofits –including hospitals, universities, daycare centers, nursing homes, social service agencies, museums, theatre companies, environmental organizations, advocacy groups, clinics, and more– generated nearly \$60 billion in revenue and supported more than 280,000 jobs, representing nearly 13% of all non-government workers in the state. That’s more workers than the manufacturing, construction, or hotel and restaurant industries employed, and just behind the state’s entire retail sector.

What is more, these nonprofit workers earned nearly \$16 billion in wages –well



ahead of any other major industry in the state and almost \$7 billion more than the state’s largest industry, retail trade.



Maryland's nonprofit organizations by revenue size, 2019

Revenue range	Number of orgs.	Total revenue	Share of orgs.	Share of revenue
Under \$25,000	17,353	\$14,902,541	64.9%	0.02%
\$25,001-\$100,000	2,806	\$165,287,029	10.5%	0.3%
\$100,001-\$250,000	2,132	\$341,996,110	8.0%	0.6%
\$250,001-\$500,000	1,278	\$455,649,841	4.8%	0.8%
\$500,001-\$1 million	906	\$643,050,775	3.4%	1.1%
\$1,00,001-\$5 million	1,346	\$3,067,235,268	5.0%	5.1%
Over \$5 million	911	\$55,078,727,700	3.4%	92.3%
Revenue not reported	10,564			
TOTAL REVENUE		\$59,766,849,264		

Dedicated to Dr. Lester Salamon

Maryland Nonprofits by the Numbers is dedicated to Dr. Lester M. Salamon, Professor Emeritus at the Johns Hopkins University and Director of the Johns Hopkins Center for Civil Society Studies, who passed away during the development of this report. The nonprofit community in Maryland and beyond is grateful to Dr. Salamon for being so generous with his vast knowledge, his vision, his humor, and his advocacy for social justice.

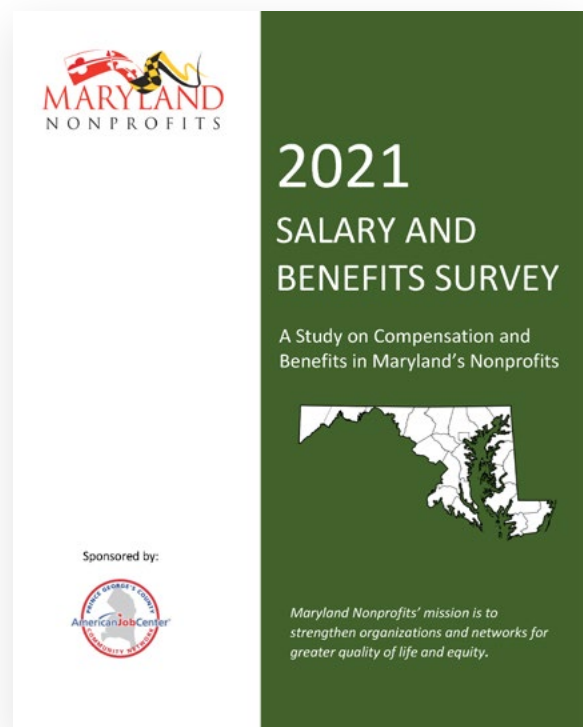
Alongside the report, a companion interactive dashboard allows users to view data on the size, scope, structure, and impact of Maryland's nonprofits by county or region.

Find the full report here:
<https://sforce.co/3GLXrKD>

Explore the dashboard here:
<https://bit.ly/30vdIV1>

2021 NONPROFIT SALARY AND BENEFITS SURVEY

Every two years, Maryland Nonprofits conducts a Salary and Benefits Survey to show current employee compensation and benefits trends and practices in Maryland's nonprofit sector.



The report helps employers establish compensation packages that are competitive and fair. It also provides insight into concerns of employment practices such as the diversity of the executive levels of organizations and the gender pay gap.

The Maryland Nonprofits 2021 Salary and Benefits Survey can be used to establish a baseline for compensation in Maryland's nonprofits in the context of understanding the economic impact of the COVID-19 pandemic.

Key findings:

OVER
3/4 (78%) of nonprofit organizations report that they provided salary increases or raises to employees in the past two years.

Approximately **65%** of nonprofit organizations offer health insurance to their employees.

OVER
1/2 (51%) of nonprofit organizations provide paid vacation leave with an average of 10 days per year.

NEARLY (49%) of nonprofit organizations provide paid sick leave with an average of seven days per year.
1/2

Nonprofit organizations are more likely to have a white person as CEO than a person of color.
75.8%

As organizations' revenues increase, nonprofit organizations are less likely to have an African American/Black or Hispanic/Latinx CEO.

A majority **72%** of nonprofit organizations are led by women, but these women are compensated at a rate of **13%** less than their male counterparts.

Most nonprofit organizations that report annual gross revenue of over \$1 million report having a male as CEO.
59%

Advocacy

Where some see nonprofits as nice, we see nonprofits as necessary. Where some see “blighted neighborhoods,” we see people doing their best to survive in a system stacked against them. Where some treat poverty as a burden, we work to create an economy that nurtures the inherent potential of communities and households.

While Maryland is one of the nation’s most affluent states, many individuals, families, and communities are locked out of accessing that prosperity. A strong economy must be fair and fully invested in a robust nonprofit sector dedicated to eradicating poverty and making pathways to prosperity.

To create the conditions for a stronger nonprofit economy, Maryland Nonprofits led the following initiatives in 2021:

1. Took action on securing The WORK NOW Act (S. 740 and H.R. 1987), a temporary grants program that would inject \$50 billion into public-serving nonprofits to enable them to pay the wages, salaries, and benefits of either existing or new employees.
2. Assisted nonprofit leaders in understanding the American Rescue Plan Act (ARPA) and applying for its various funding programs.
3. With 300 organizations and leaders signed on, we petitioned the state to devote at least \$1 billion of the \$4 billion projected budget surplus to services for families and communities affected by the COVID-19 pandemic and its economic effects.
4. Supported the introduction of Senate Bill 376 which provides funding for the Nonprofit, Interest-Free Microbridge Loan (NIMBL) program, allowing no-interest loans up to \$25,000 to nonprofits with state or local government contracts.
5. Educated nonprofit leaders about the Employee Retention Tax Credit (ERTC), a provision of the American Rescue Plan Act that allowed for organizations to be eligible for \$5,000 per employee in 2020 and \$7,000 per employee in 2021 per quarter (i.e. \$28,000 each annually).

VOICES OF OUR MEMBERS

Thank you for your dedicated leadership throughout the pandemic. CRCBC greatly benefited from COVID relief funds, and I only learned about those opportunities through Maryland Nonprofits. I am also working to get the attention of our County leadership to be included in ARPA funding; another initiative I would not have known to take without your leadership. Thank you for working to connect your members to funding opportunities!

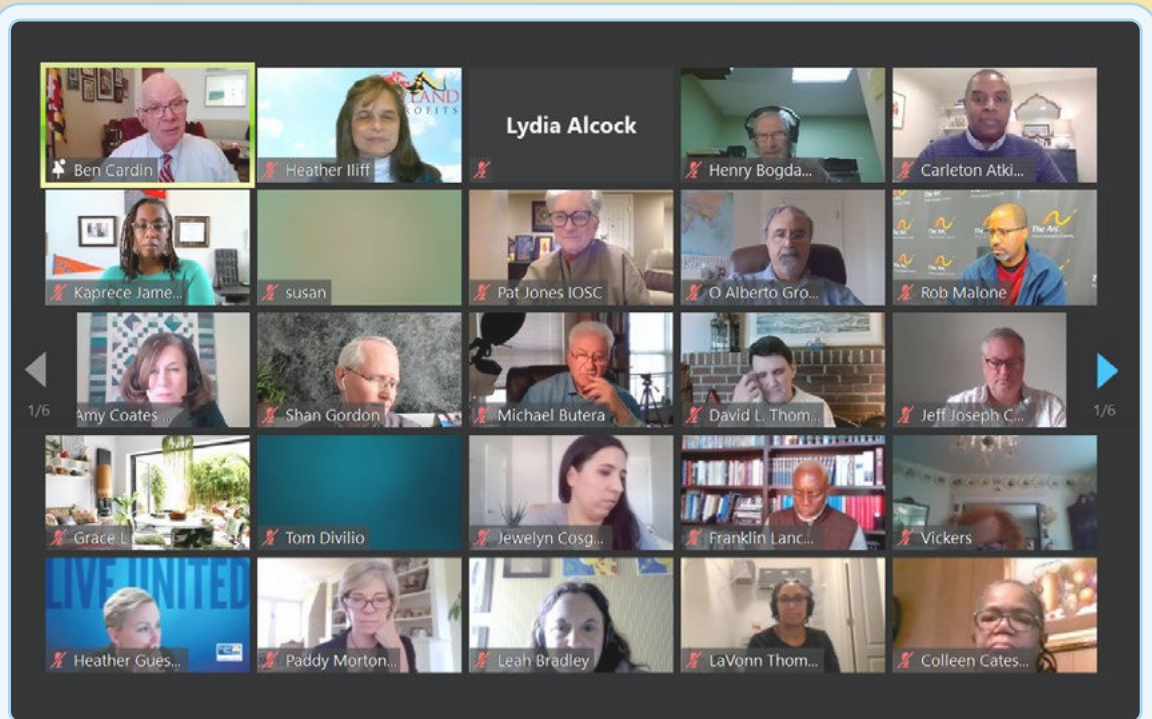
– MARIE SCHELL

Executive Director, Conflict Resolution Center of Baltimore County

“There’s a growing recognition in Annapolis that nonprofits are the best vehicle for delivering services. Especially during the time of COVID, there was recognition that nonprofits are particularly well placed to help those most in need, whether it comes to basic needs like hunger or housing, or other social service needs.”

– DANA STEIN

Executive Director of Civic Works and Maryland State Delegate



Nonprofit
Town Hall
with Senator
Ben Cardin

Membership

30 years ago, with 139 members, Maryland Nonprofits chartered its mission to strengthen organizations and networks for greater quality of life and equity. Today, Maryland Nonprofits represents and extends services to 1,400+ member organizations, representing a 907% growth. The number of organizations served annually increases to 2,500 nonprofits when including non-member organizations trained through the Standards of Excellence and Nonprofit Development Center.

Over the past year, we made huge strides in improving member services. In 2021, we implemented new customer service software to streamline our operations and allow us to respond to all manner of inquiries more efficiently. More recently, we have been working to maximize that software to make sure that we can continue to meet the needs of an ever-changing sector. That includes utilizing

the platform's built-in analytics to monitor our performance according to a variety of metrics including customer wait time and customer satisfaction.

Thanks to the efforts of our team, we are helping more nonprofit organizations across Maryland than ever before. Of course, demand for nonprofit services is increasing, and many organizations are still recovering from the COVID-19 pandemic.

For our Membership Team, supporting nonprofits and their communities as they navigate these uncertain times means continuing to listen closely to what our members want and need. We are committed to continuously improving our services and programs in order to make sure that all of our members feel cared for and supported as they continue to work towards a brighter future for Maryland!

VOICES OF OUR MEMBERS

"[Maryland Nonprofits] helped us navigate through the whole non-profit organization, for example, templates on planning, templates recruiting board members, planning fundraising events and the importance of working with other organizations. It also helped with team-building exercises with our organization"

– UNFORESEEN VISIONS

"Maryland Nonprofits is on your side. They are just part of the team. They are so easy to work with...They are helping us walk through every process – the board, the fundraising, it's been such a blessing. I feel like we have gone to another level. There is no judgment, they just give you the help that you need. We love Maryland Nonprofits!"

– BEN SLYE

Pastor, Christian Life Center

"I was a board member of an organization that had not done their 990's. When I became board chair, MANO was able to put me at ease and give me direction on how to take care of this issue. The love at MANO keeps me on point as I have no background in business or running a non profit organization. Our membership gives you access to some of the most knowledgeable professionals in the nonprofit sector."

– GEORGE COLLINS

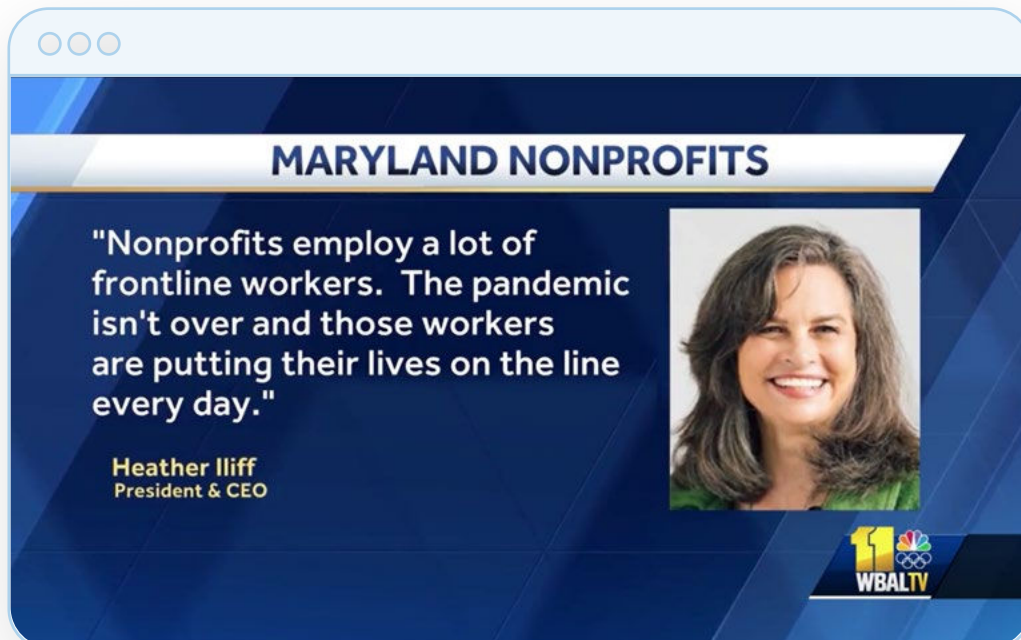
Founder & President, African American Firefighters Historical Society

Maryland Nonprofits in the Media

WBAL

**Funding dwindling amid COVID-19 pandemic,
leaving nonprofits in dire situations** | NOVEMBER 1, 2021

The president and CEO of Maryland Nonprofits, Heather Iliff, told the 11 News I-Team: "Neighborhood, smaller organizations and organizations run by people of color are finding fewer opportunities for funding. Nonprofits employ a lot of front-line workers. The pandemic isn't over, and those workers are putting their lives on the line every day."





Nonprofits Want Share of the State Budget Surplus

by The NonProfit Times | Thursday | December 9th, 2021



More than 200 Maryland nonprofits have banded together to request at least \$1 billion of a projected budget surplus be distributed to the state's nonprofit community. At an early December press conference, representatives from several organizations presented their rationales. Arguments ranged from increased demand for services during the pandemic to enhanced strain on nonprofit workers to the idea that nonprofit work is still work and cannot be sustained by the volunteer model.

NONPROFIT TIMES

Nonprofits Want Share of the State Budget Surplus

| DECEMBER 9, 2021

“More than 200 Maryland nonprofits have banded together to request at least \$1 billion of a projected budget surplus be distributed to the state’s nonprofit community...Arguments ranged from increased demand for services during the pandemic to enhanced strain on nonprofit workers to the idea that nonprofit work is still work and cannot be sustained by the volunteer model.”

THE DAILY RECORD

How Maryland nonprofits can reset for the post-COVID economy | MAY 20, 2021

As the economy transitions out of the pandemic slowdown, how can nonprofits leaders put their agencies in the best possible position for recovery? A Daily Record webinar featured four experts who offered their insights: Franklyn Baker, CEO and President of United Way of Central Maryland; Heather Iliff, President and CEO of Maryland Nonprofits; Carim Khouzami, CEO of BGE; and Dr. Gabriela Lemus, Executive Director of Maryland Latinos Unidos.



How Maryland nonprofits can reset for the post-COVID economy

thedailyrecord.com/2021/05/20/how-md-nonprofits-can-reset-for-the-post-covid-economy

May 20, 2021



“It’s just a tough time and I think leaders have to make sure they are not thinking about themselves as much as they are thinking about the people that work with them and the communities they serve,” says Franklyn Baker, president and CEO of United Way of Central Maryland. (Submitted Photo)

While many areas took hits over the past year because of the COVID-19 pandemic, the nonprofit sector saw not only a huge increase in demand for services but a decline in donations due to fundraising event cancellations and loss of donors and corporate partners.



Opinion: Front Line Workers Who Got Us Through the Pandemic Deserve Relief

marylandmatters.org/2021/11/17/opinion-front-line-workers-who-got-us-through-the-pandemic-deserve-relief

By Guest Commentary

November 17, 2021



Pexels.com photo.

By Heather Iliff

The writer is president and CEO of Maryland Nonprofits.

Maryland has a \$2.5 billion surplus, and projections for future revenues are up another \$1.5 billion — all because many sectors of our economy did better than expected. State revenues did well because most of the pain felt and most of the jobs lost during COVID were among those with lower incomes.

MARYLAND MATTERS

Opinion: Front Line Workers Who Got Us Through the Pandemic Deserve Relief

| NOVEMBER 17, 2021

In the caring professions — direct care professionals, nursing assistants, people who support seniors and people with disabilities, those who care for abused and neglected children — are themselves hard hit by COVID-19. This predominantly female, Black and Latino workforce is getting pummeled during COVID...This is fundamentally not fair, and Maryland can and should make good on its responsibility to pay people a living wage and fair benefits.”

ASSOCIATED PRESS

Pandemic financially devastated minority-led nonprofits

| DECEMBER 8, 2021

Minority-led nonprofits made up 60% of those with revenues under \$25,000, and were more likely to have experienced declines over 50% in all revenue sources, according to Maryland Nonprofits’s COVID-19 Pandemic and Racial Equity Survey.



Pandemic financially devastated minority-led nonprofits

By Rachel Logan, Capital News Service December 8, 2021



Click to copy

RELATED TOPICS

- Coronavirus pandemic
- Business
- Lifestyle
- Health
- Maryland

ANNAPOLIS, Md. (AP) — Tiffany Turner-Allen said she is tired of her nonprofit organization and workers being seen as resilient and coworkers calling themselves martyrs to their community causes.

“We’re expected to do good and do well from a place of scarcity,” said Turner-Allen, who runs Nonprofit Prince George’s County, a group supporting other nonprofits on a \$300,000 budget.

Minority-led nonprofits struggled disproportionately during the pandemic, fueled by hard-to-reach government funding and catastrophic losses on every income source, according to Maryland Nonprofit survey data released Dec. 1.

Integrated Programs

STANDARDS FOR EXCELLENCE INSTITUTE



In 2021, the Standards for Excellence Institute was busy reviewing and enhancing resources and materials, delivering virtual training programs, strengthening digital technology tools, and facilitating the accreditation, recognition, and Licensed Consultant programs. Across the country, we had 11 replication partners, 182 accredited organizations, and 250 Licensed Consultants.

In January, June, and November of 2021, we offered intensive, five-day virtual Licensed Consultant training seminars, and welcomed a total of 72 new Licensed Consultants to our program. We were proud to celebrate 17 accredited and 3 recognized organizations during a virtual awards ceremony at the

2021 Maryland Nonprofits Annual Conference in October.

In March 2021, the Standards for Excellence Council convened a Justice, Diversity, Equity, and Inclusion (JEDI) task force comprised of individuals with expertise in the field of JEDI and familiarity with the Standards. This task force reviewed the Standards for Excellence code and resources to make recommendations for enhancing how diversity, equity, and inclusion are woven into the benchmarks, language, and intentions for best practices for nonprofit organizations. This work continued through the spring of 2022.

Throughout the year the Institute reviewed four of our educational resource packets, ensuring that they are up-to-date with the latest information and aligned with the current needs of nonprofit leaders. These packets included Disclose It: A Charitable Nonprofits Guide to Disclosure Requirements; Legal Requirements Checklist; Strategic Partnerships; and Advancing the Mission through Public Policy.

VOICES OF OUR MEMBERS

“The process of applying for and going through the steps [of Standards for Excellence recognition] helped us to professionalize and create better processes and procedures moving forward. We also feel very confident that having the Standards for Excellence seal of approval will increase our fundraising ability.”

– EMIL GALLINA

Board President,
Annapolis Film Festival

“The Standards for Excellence Licensed Consultant program has already had such an impact on the way I work. The information presented was relevant to the times in which we are currently living, and the digital setting was surprisingly intimate and engaging. The course not only taught us how to implement the standards with our customers, but it also provided us with useful tools to grow our practices.”

– SHAWNA MITCHELTREE

Alliance for Nonprofit Resources
of Butler, Pennsylvania



Screenshot
from the 2021
Licensed
Consultant
Training.

MARYLAND ASSOCIATION OF RESOURCES FOR FAMILIES AND YOUTH (MARFY)



The Maryland Association of Resources for Families & Youth (MARFY) is an association of private child-caring organizations providing foster care, group homes, and other services through more than 200 programs across Maryland. As a large community of social workers serving children and young people, MARFY lobbies the Maryland government and its member-led coalitions to improve the state's system of care for the youth and families they serve.



MARFY member Hearts and Homes for Youth takes youth on a group fishing trip.

In July 2021, Maryland Nonprofits hired Keron R. Sadler as MARFY's Executive Director. Sadler joined the organization at a critical time, and with guidance from the Casey Family Program, she started laying the groundwork for MARFY's strategic plan. This included continuing to strengthen and elevate the voice of youth and parents through providing a three-day retreat called "Getting to the Roots," which was co-facilitated with 'Undoing Racism: The People's Institute for Survival & Beyond'.

MARFY successfully reversed the amendment of House Bill 589, Budget Reconciliation Financing Act of 2021 (BRFA), which proposed a rate increase of 4% on child welfare organizations. MARFY also supported the adoption of House Bill 588, FY22 Operating Budget, which included requirements

for reports on out-of-home placements, foster care maintenance payments, savings for foster youth, and child welfare caseload.

In support of child welfare workers, MARFY supported the passage of House Bill 581, Labor and Employment: Employment Standards During Emergency (Maryland Essential Workers' Protection Act), making provisions for employers to pay essential workers paid sick leave with available state or federal funds to the employers.

Under Sadler's leadership in 2022, MARFY will continue to work with its members on a daily basis, making sure each provider's needs are met and that their voices are heard within the appropriate State departments and in the legislative and executive branches.

VOICES OF OUR MEMBERS

"MARFY has provided our agency with not only advocacy and access to critical information that directly impacts our work but a sense of community and unconditional support from colleagues and staff."

— CHLOE BERNARDI

LCSW-C, LICSW, President/CEO, Hearts and Homes for Youth

MARYLAND LATINOS UNIDOS



Maryland Latinos Unidos (MLU), a state-wide network of organizations, businesses, and individuals who support Latino and immigrant communities, celebrated its one-year anniversary in September 2021, having raised \$700,000 to build resilience against COVID-19 in the Latino community.

MLU exists to call attention to the disparities and inequities faced by Latino and immigrant communities. In 2021 this included raising 500 signatures from 221 organizations and 287 individuals to petition Governor Larry Hogan and the Maryland Department of Health to actively improve vaccine access for Latino and Black communities.

MLU started and continues to serve as the backbone organization for MALVEC (the Mid-Atlantic Latinx Vaccine Equity Coalition), guiding MALVEC's work to address barriers to healthcare, specifically vaccine hesitancy. With a network of 10 partners, and 35

community health workers organizing in 5 Maryland counties, MALVEC is facilitating community action planning and mobilizing statewide public health efforts.

In 2021, MLU and its partners in MALVEC reached 31,629 Latinos with health information and support and administered 19,604 vaccinations. MLU's community health organizers have led and trained a growing group of community health workers providing support throughout the Latino community.

During 2022, MLU will continue to meet the urgent and immediate needs of Maryland's Latino community while working to build equitable infrastructure that serves all Marylanders.

Year in review link:

<https://marylandnonprofits.box.com/s/t44fwx-up6uapn7zbc2whx4hkqbr234zc>

*The People's Policy Series
is a space for discussing
the Latino community's
issues and priorities.*



Learning Programs

Maryland Nonprofits welcomed nearly

5,000 PARTICIPANTS

to our virtual learning events, convenings, and meetings during 2021.

VOICES OF OUR MEMBERS

“Nonprofit Basics removed the mystery of how to set up a nonprofit for compliance, transparency, and success. I thought I had a good idea of the many requirements and documents, but there was so much more that I didn't know. I am excited to start the process of gaining accreditation for the Standards for Excellence. With the knowledge gained in Nonprofit Basics, I know this is realistic and achievable for our nonprofit.”

– **CHRIS EBERLY**

Executive Director, Maryland Bird Conservation Partnership

Highlights included:

Bi-weekly Member Meetings convened Maryland Nonprofits members with guest speakers and experts to discuss current events and concerns relevant to the nonprofit community.

Our annual Legislative Preview was attended by 300 nonprofit advocates.

Virtual town halls with Senator Ben Cardin and the Maryland Department of Health gave organizations access to up-to-date information about COVID-19 and vaccine equity.

61 LEARNING EVENTS

and convenings included topics like:

- A “How to” Guide to Prepare and Submit Government Grants
- Board Excellence
- Disability and Inclusion in Nonprofit Organizations
- Getting the Most out of ARPA: A Forum for Public Official
- Managing Cybersecurity Risks

2021 ANNUAL CONFERENCE

#MANOAC21, the second annual conference that we have convened virtually, was presented in October 2021 and brought together 632 current and future members interested in the theme, Meeting the Moment and Getting Ready for Growth.

The event's theme was a call to meet the challenges of the current moment by or-

ganizing and strengthening our resources, while at the same time being positioned to take opportunities in stride and keep moving forward.

The conference took place across three days and featured 30 live presentations and workshops dedicated to advancing leadership skills, shoring up organizational infrastructure, and improving grant readiness, rounded out by human-centered sessions focused on personal growth, self-care, and justice, equity, diversity, and inclusion.

VOICES OF OUR MEMBERS

"I received lots of information to take back to my colleagues at my organization. The conference had very inspirational and thought-provoking speakers. It instilled a desire to collaborate with other organizations doing similar work, particularly in Baltimore City."

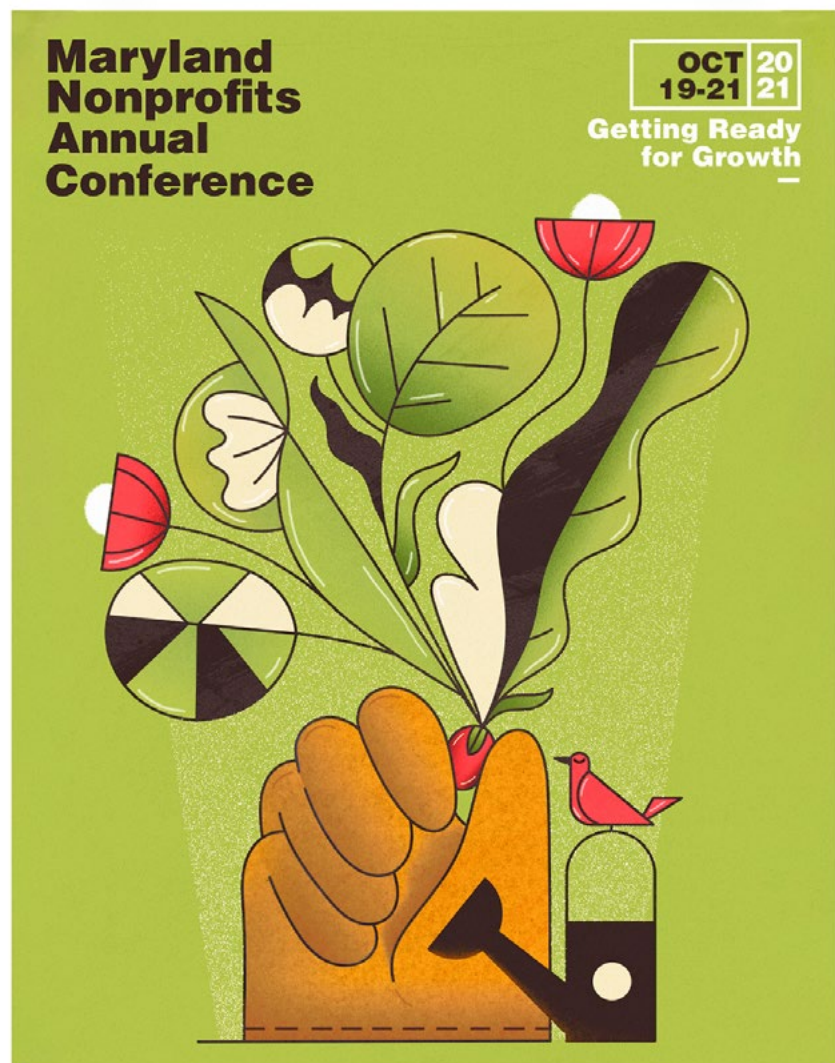
— ELLEN FRANKS

The Center for Adoption Support and Education

"We are a new nonprofit and this was my first conference. The knowledge I gained from the breakouts will be extremely helpful."

— AUDREY CALLENDER

BRIDGES CDC



VOICES OF OUR MEMBERS

"I gained a wealth of knowledge and experiences: connecting with ARPA, changing perspectives to increase nonprofit successes, how to address communication barriers, diversity, philanthropy vs grant funding and reforming public policy to meet the needs of society."

—LISA CARTER-EVANS



TERENCE LESTER
Keynote Speaker



DR. CARMEN SIMON
Keynote Speaker

Author, storyteller and founder of Love Beyond Walls, Terence Lester reminded attendees that as nonprofit leaders, we're always trying to inspire others, often while depleting ourselves. "What have you done intentionally to inspire your inspiration?" Terence suggested, "sometimes we have to be intentional about scheduling inspiration". Terence highlighted, "For years I've heard the phrase 'we need to be a voice for the voiceless', but we're not called to be a voice for those who already have a voice, it's our job to pass the microphone."

Entrepreneur, author, and cognitive neuroscientist, Dr. Carmen Simon, explained that when somebody interferes with your existing mental model, you have to exert a bit of extra cognitive energy. "Anytime you're talking to an audience, that audience already comes to your discussion with some mental models that they have built around the world". Therefore, we need to recognize that if we want others to embrace change, and they don't have any cognitive energy left in their brains to accept new models, then there is some work to be done.

NONPROFIT DEVELOPMENT CENTER

Our Nonprofit Development Center (NDC), funded by the Maryland Department of Commerce, makes Standards for Excellence Institute resources and wider learning, consulting, and technical assistance services available to small nonprofits, free of charge.

In 2021, 716 nonprofits were enrolled in the NDC, representing a 49% increase in

enrolled organizations compared to the prior year. The majority of these nonprofits operated under \$250,000 and with fewer than 10 employees. NDC program participants have collective budgets of roughly \$26 million, employ approximately 1,500 staff, and engage over 8,450 volunteers across the state.

In 2022, the NDC will continue expanding its capacity to serve an ever-wider group of small nonprofits, prioritizing people-of-color-led nonprofits.



VOICES OF OUR MEMBERS

"I just wanted to send a BIG THANK YOU over to Maryland Nonprofits for pairing The Initiative: Baltimore up with Non-profit Development Center consultant Dr. Drena Valentine! In just a few short hours we made a ton of progress!"

— ANNA TATRO

Board Member, The Initiative: Baltimore

THINK BIG THINK TANK

In May and June of 2021, Maryland Nonprofits convened a series of four online sessions called the 'Think Big Think Tank'. 170 contributors gathered to make policy and practice reforms a priority for Maryland's nonprofit sector. Contributors included providers, policy analysts, volunteers, activists, and people with lived expertise in their diverse communities.

During these sessions, we invited debate and explored the possibilities that would exist in an environment with abundant resources, rather than in an environment of scarcity. We envisioned what a just and equitable public infrastructure would prioritize, which included consideration of housing, education

and workforce development, economic development, healthcare, environmental protection, tech Infrastructure, transportation infrastructure, and cultural development.

Several themes emerged from the 'Think Big Think Tank', including challenges and big ideas for systemic reforms.

We identified structural and cultural barriers that must be addressed:

- Racial oppression that must be overcome in order to create equal and equitable access;
- Burdensome regulatory protocols that must adapt to create more responsive and effective services; and
- Cycles of scarcity that must be repaired to create responsive and sustainable solutions.

We recommended community-led goals for beginning to improve nonprofit governance and funding, which include:

- Raise living wages and benefits for nonprofit professionals in order to prevent staffing shortages and maintain quality services;
- Reform grantmaking to improve nonprofit effectiveness and financial sustainability;
- Build common cause and alignment in advocating at the local, state, and federal levels.

Find the full report here: shorturl.at/opBKQ



Consulting Group

In 2021, the Maryland Nonprofits Consulting Group provided customized consulting to over 100 organizations, with nearly 90% of consulted nonprofits retained and requesting more than one consulting service. Beyond learning about nonprofit practices, nonprofit leaders need direct support in applying best practices to their unique organizational needs and culture.

Our Consulting Group maintains a pool of 200 qualified consultants who are ready to aid nonprofit leaders in conducting strategic planning, board development, fundraising, organizational development, mergers and strategic partnerships, and justice, equity, diversity, and inclusion (JEDI).

JUSTICE, EQUITY, DIVERSITY, AND INCLUSION (JEDI) CONSULTING

Since the public lynching of George Floyd at police hands, Maryland Nonprofits Consulting Group continues to receive growing demand for consulting around JEDI. We lead teams through equity audits, deep learning, and organizational transformation around values that address power dynamics and make dignity and belonging central to organizational culture.

“Carmen Marshall is a master facilitator. She brings a spirit of authentic care and listening to every interaction with clients. Born of deep understanding and non-judgment, she holds space – for everyone in the organization, from volunteers to executives and board members – that invites healing and building of trust and community. Carmen works at a meta-transformational level, catalyzing personal change which leads to systemic change. Through her work, teams reflect on their own learning and improve organizational culture, which is at the core of creating more effective organizations and more equitable communities.”

– **MADLINE YATES**

Executive Director, Campus Compact
MidAtlantic (CCMA)

“The in-depth work of Maryland Nonprofits Consulting Group for the National Dance Education Organization (NDEO) JDEI audit exceeded the value I anticipated. It takes courage to investigate systems, vulnerability to share personal experiences in the organization, and persistence to ignite change. The guidance, patience, and tailoring of the Justice, Diversity, Equity, and Inclusion (JDEI) audit to account for the complexity of NDEO led to an impactful experience and actionable plan forward. Maryland Nonprofits’ ability to gracefully guide our experience resonates with the participants and will have reciprocal effects in the field of dance.”

– **KELLY LESTE**

President, National Dance Education
Organization

LEGAL CONSULTING

Starting and maintaining a nonprofit requires navigating legal requirements, ethical questions, contracts, and human resources issues. Maryland Nonprofits' Legal and Compliance team provides consulting and technical assistance to nonprofits, guiding nonprofits through complex issues such as nonprofit formation, corporate integrations, dissolution, tax and legal compliance, bylaws, contract review, employment matters and negotiation, and other legal compliance matters.

In 2021, we provided fee-for-service legal counsel to 60 startups and offered hotline legal and other technical assistance to 25-50 nonprofits per week on a variety of matters related to nonprofit governance and management.

As we provided these services, we saw the nonprofit sector remain nimble while responding to the fluctuations caused by the pandemic. While nonprofits did dissolve during the pandemic, we saw many more nonprofits survive and continue to serve their communities.

As the nonprofit sector settles into a new normal, rather than compete for scarce funding and resources, we are seeing an emerging demand for strengthened collaboration, strategic partnerships, and corporate integrations.

Moving forward, the Legal and Compliance team is preparing to support a movement of nonprofits with similar visions and missions and visions to team up and integrate their operations to better serve their community and achieve greater financial sustainability.

"In 2021 the three United Ways in Southern Maryland, Calvert, Charles, and St. Mary's, joined forces to become the United Way of Southern Maryland. Knowing we needed expert legal advice and counsel we reached out to Maryland Nonprofits for help and entered into a partnership that would lead us to Corporate Integration.

We were lucky to be provided with the expertise of Paddy Morton who was there to provide a path, answer questions, advise us and provide legal documents for the long process of corporate integration. There were tricky areas to navigate and Paddy's leadership and guidance were always on target and appreciated.

Paddy's knowledge of the process gave us the security we needed to make smart decisions and move forward confidently through each step. We are indebted to Maryland Nonprofits for their partnership and the excellent legal advice and counsel."

— UNITED WAY OF SOUTHERN MARYLAND

THANK YOU TO OUR 2021 CONSULTING CLIENTS!

- 40 West Assistance and Referral Center, Inc.
- Affiliated Sante Group
- Aikido Schools of Ueshiba (ASU)
- Allegany County Library Systems
- American Dance Therapy Association
- American Institute of Architects Baltimore
- American String Teachers Association
- American Tamil Academy
- Annapolis Immigration Justice Network
- Anne Arundel Workforce Development Corporation
- The Arc Baltimore, Inc.
- The Arc Montgomery County
- Ark of God International Ministry, Inc.
- Arundel Lodge
- Association of Structural Pest Control Regulatory Officials
- Baltimore Alliance For Careers In Healthcare (BACH)
- Baltimore Clayworks
- Baltimore County Public Library
- Bcauseican Inc.
- Bernice Foundation, Inc.
- Bet Yeladim, Inc.
- Calvert Hospice
- Campus Compact of the MidAtlantic
- Center for the Advancement of Innovative Health Practices (DBA Innovate Health; DBA CAHMI)
- Charles County Charitable Trust, Inc.
- Charles Village Community Benefits District
- Charm City Youth Lacrosse League
- Chesapeake Charter School Alliance
- Children's Guild/TranZed Alliance
- Chrysalis House
- Clear Skies Engineering
- The Club Foundation
- Club Managers Association of America
- Community Foundation Of Frederick County Maryland Inc.
- Community Mediation Maryland
- Consortium for Housing and Asset Management
- Consumer Federation of America
- Days End Farm Horse Rescue
- Democracy Initiative
- Downtown Partnership of Baltimore
- Evolving Minds
- FairVote
- Fashion Umbrella Foundation
- For All Seasons
- Frederick Classical Charter School
- Friends of the Library, Montgomery County, MD, Inc.
- Friends of White Oak, Inc.
- Future History Now
- Girl Scouts of Greater New York
- Girl Speak Inc.
- Habitat for Humanity Choptank
- Harper's Choice Community Association
- Heritage Care, Inc.
- Historic Hampton Inc.
- Hospice & Palliative Care Network of Maryland
- Hospice Alliance
- Hospice of Washington County Inc
- The Howard County Conservancy
- The Humane Society of Harford County, Inc.
- Humanim
- Intersection of Change
- Itineris Inc.
- Jack and Nancy Dwyer Workforce Development Center, Inc.
- Jewish Foundation For Group Homes
- Kaiser Permanente of the Mid-Atlantic States
- Laurel Advocacy and Referral Services, Inc.

- Leadership Howard County
- Lori's Hands
- Love in the Trenches
- Mable Jones Moore Museum, Inc.
- Maryland Association for Adult, Community and Continuing Education
- Maryland Association of Behavioral Health Authority
- Maryland Coalition of Families
- Maryland Department of Health
- Maryland Environmental Trust
- Maryland State Arts Council
- Maryland Turkish American Inhabitants
- Midway Community Development Corporation
- Moonlit Acres Retreat Farm, Inc.
- MSDA Charitable and Education Foundation
- MZ Congo Foundation
- National Association of Black Storytellers
- National Dance Education Organization
- National History Day
- Nialmani CHOICES
- No More Stolen Childhoods
- Nonprofit Village Inc.
- One World Center for Autism
- Parent Encouragement Program
- Park Heights Renaissance
- Parks and People Foundation Inc
- Patuxent High School PTO
- People on the Go Maryland
- Police on Bikes - International Police Mountain Bike Association
- Pro Bono Counseling Project
- Project PLASE
- Public Justice Foundation
- Rape Crisis Intervention Service of Carroll County
- ReBUILD Metro, Inc.
- Rock Creek Foundation
- San Mar Children's Home
- Share Our Strength
- Silver Spring Day School
- Show Your Soft Side
- Sobar, Inc
- The Society for the Preservation of Federal Hill and Fells Point
- Southwest Partnership Inc
- Student Support Network, Inc.
- Town Center Community Association
- United Way of Southern Maryland
- Upcycled Inc
- Visit Annapolis and Anne Arundel County
- World Relief

Thank You to Our Supporters

FUNDERS

- Annie E. Casey Foundation
- Baltimore Community Foundation
- Ball Aerospace
- Bill and Melinda Gates Foundation
- Jacob and Hilda Blaustein Foundation
- Cafritz Foundation
- Casey Family Programs
- CDC Foundation
- Clayton Baker Trust
- Department of Commerce
- Girl Scouts of Central Maryland
- if, A Foundation For Radical Possibility
- Joseph and Harvey Meyerhoff Foundation
- Knott Foundation
- Lancaster County Community Foundation
- Leidy Foundation
- Lockhart Vaughan Foundation
- Luzier Consulting
- Management Counsel, LTD & LLC
- Maryland Department of Health
- Medstar Health
- Meyer Foundation
- O'Neill Foundation
- PNC Bank
- The St. Paul's Schools
- United Way of Central Maryland
- Venable Foundation

DONORS

- Violet Apple
- Pat Arzuaga
- Marla Bobowick
- Cristin Cambar
- Rob Cannon
- Natasha Cavanaugh
- Veronica Cool
- Kimberly Corbin
- Carl Delorenzo
- David Diaz
- Stephanie DiPietro
- Richard Escalante
- Ariana Flores
- Cesiah Fuentes
- Alberto Grosmark
- Luis Gutierrez
- David Harrington
- Aaron Heinsman
- Thomas Hyatt
- Heather Iliff
- Erica Joseph
- Grace Lee
- Elizabeth Ysla Leight
- Jessica Lunken
- Amy Coates Madsen
- Donald Manekin
- Thibault Manekin
- Martina Martin
- Jennifer McGlothlin-Renault
- Katy McGuire
- Jaime Ramirez
- Alyssa Rose
- Patricia Rubacky
- Walter Simmons
- Javier Solis
- Inez Stewart
- Philip Symonds
- Rebecca Teaff
- Cheryl Thomas
- Conner Wolfe
- Wendy Wolff

Staff and Board

We are grateful to be stewarded by a staff and board of directors who work tirelessly to strengthen organizations and networks for greater quality of life and equity.

STAFF

Heather Iliff,
President & CEO

Lydia Alcock,
Director of Operations &
Marketing

Neil Bergsman,
Senior Policy Analyst

Henry Bogdan,
Director of Public Policy

Amy Coates Madsen,
Director of Programs

Janice Foreman,
Administrative Coordinator

Kate Hull,
Accreditation and Recognition
Program Manager, Standards
for Excellence

Darryus Johnson,
Director of Membership

Angineeki Jones,
Director of Learning

Gabriela Lemus,
Executive Director,
Maryland Latinos Unidos

Carmen Marshall,
Director of Consulting and
Chief Equity Officer

Paddy Morton,
General Counsel

Rachel Mygatt,
Program Manager

Terence "Duke" Porter,
Membership & Technology
Assistant

Patricia Prasada-Rao,
Senior Consultant

Walter Saba,
MALVEC Campaign
Manager, Maryland
Latinos Unidos

Keron Sadler,
Executive Director,
MARFY

Juliana Thomas,
Finance Manager

Conner Wolfe,
Assistant to the President

Wendy Wolff,
Director of Strategic
Engagement



Maryland Nonprofits staff members during an all-team meeting.

BOARD

Kimberly Corbin, **Chair**,
Greater Washington
Urban League

Violet Apple, **Vice-Chair**,
Girl Scouts of Central Maryland

Philip Symonds, CPA, **Treasurer**,
Comprehensive Housing
Assistance, Inc

Carl Delorenzo, **Secretary**,
Howard County
Government

Natasha Cavanaugh, J.D.,
**At-Large Executive
Committee Member**,
Bill & Melinda Gates Foundation

Veronica Cool,
Cool & Associates LLC

Erica Joseph,
Community Foundation
of the Eastern Shore

Grace Lee, Maryland New
Directions

Jennifer McGlothlin-Renault,
Arrow Youth & Family Ministries

Katy McGuire,
The Arc of Baltimore

Walter Simmons,
Employ Prince George's

Rebecca Teaff,
Redstart Creative

Cheryl Thomas, CPA,
Thomas & Associates

Financial Report

Maryland Nonprofits increased our membership base and strengthened our financial sustainability in 2021. The \$224,155 borrowed from the Paycheck Protection Loan program was forgiven. We began 2020 with 1151 members and ended the year with 1359 members.

STATEMENT OF FINANCIAL POSITION

As of December 31, 2021

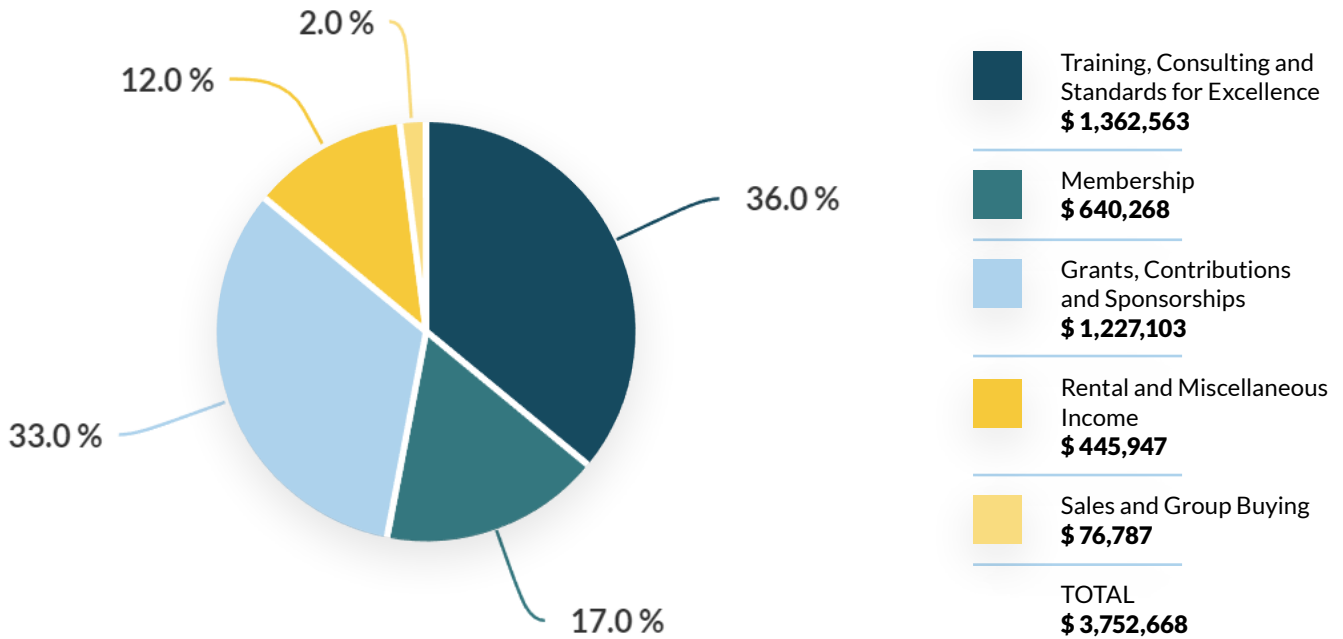
ASSETS	
Current Assets	
Checking/Savings	\$ 3323,930
Accounts Receivable	\$ 492,624
Other Current Assets	\$ 48,019
Total Current Assets	\$ 873,573
Fixed Assets	\$ 2,490
TOTAL ASSETS	\$ 876,063

LIABILITIES & NET ASSETS	
Liabilities	
Current Liabilities	
Accounts Payable	\$ 152,448
Other Current Liabilities	\$ 385,850
Total Current Liabilities	\$ 573,298
Total Liabilities	\$ 573,298
Net Assets	\$ 302,765
TOTAL LIABILITIES & EQUITY	\$ 876,063

STATEMENT OF FINANCIAL ACTIVITIES

JANUARY 1 - DECEMBER 31, 2021

INCOME



EXPENSES

